
2020 Census NJ: Media Push Week!



Topics for Today:

1. 2020 Census Push Week (July 27-August 2)
2. Event Considerations
3. Final Pitch
4. Register Your Events!
5. Engage partners
 - Secretary of State
 - Census Bureau

Final Push Week



July 27-Aug 2, 2020!

Where New Jersey Stands (as of July 2, 2020)

- NJ response rate: **63.8%** (2010 rate – 67.6%)
- National response rate: 61.9%
- Terrible coronavirus timing
 - Main push around April 1 dampened by COVID-19

But Hard-to-Count Areas Way Behind

Area	Census Response Rate	2010 Response Rate
State	63.8%	67.6%
Newark	44%	51.3%
Paterson	47.7%	59.4%
Jersey City	49.1%	58.4%
Trenton	42.4%	53.6%

*All data as of July 2, 2020

Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the **next ten years**.

- Distribution of more than **\$45.8 billion** in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads and more.
- Helps determine New Jersey's **number of seats** in the house of representatives, its number of **votes in the electoral college** and our **voting district boundaries**.

A Last Chance for Public Attention

- Census Bureau aiming for “week of action” to replicate April 1
- Digital outreach has been exhausted
- Loosening COVID-19 restrictions
- Need for in-person contact for final persuasion

Event Considerations



**How should I plan
a Push Week
event?**

Remember the goal: maximize Census response

- **Converting non-responders into responses**
 - Focus on how to get the Census done right then and there (online/phone option)
 - People may need persuasion
 - Personal approach (why the Census mattered to me and to our community)

Who What When Where How

- **Who:** Identify audience
- **What:** Activity type (door-to-door canvassing? Food distribution? Flyers/posters? Mobile kiosk?)
- **When:** Time of day
- **Where:** Where are hard-to-count areas near you?
- **How:** Social distancing and cultural competence

Who

- Hard-to-count communities
- Trying to match messengers with appropriate communities
- Consider service population

What: Activities

- **Consider Activities With In-Person Contact**
 - Door-to-door canvassing (consider giveaways)
 - Food and mask distribution (people waiting in line need something to do!)
 - Direct-services waiting rooms (tax prep, WIC office, etc.)
 - Mobile kiosk with food truck
 - Take 15 minutes from church service to fill out Census
- **Maximize active time**
 - Passive “tabling” will not get volume needed

When

- **July 27-August 2, 2020**
- Time of day with maximum foot traffic
- Consider partnering with other events with foot traffic

Where

- Focus on low-response tracts
- Use this map to identify tracts with lower than 50% response rates:

<https://www.censushardtcountmaps2020.us/>

- Example to the right: *my* Census tract!



How

- **Social Distancing:** masks/gloves and hand sanitizer, maintain 6-ft distance, [obey State guidelines for group size](#) (100 ppl inside or 25% capacity, 500 ppl outside)
- **Media:** Reach out to local media to cover your event
- **Cultural Competence:** Recognize why someone might not respond
- **Language Support:** Ensure that staff or volunteers speak appropriate languages for targeted population

The Message: What to tell folks



The final pitch

What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The survey will take about **10 minutes** to complete
- Emphasize online and phone-based options for quick completion
- Will collect basic information about you and your household:

For each household member (**As of April 1, 2020**):

- Name
- Age/date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

Other questions:

- Owner/renter questions

Why Wouldn't Someone Have Completed

- Fear/distrust of government
- Other pressing concerns (health care, job loss, food)
- Thought the Census was over and missed it
- Didn't realize they had to do it
- Doesn't matter if I do or don't

Persuasive messaging

- Focus on impact of Census for community funding
 - Health care, emergency services, roads, schools
- Reinforce Title 13 protections for confidentiality
- Go through limited info collected (name, age, birthdate, race/ethnicity, gender/sex, relationship of household members)
- Explain why you **personally** completed your Census

Other helpful tips

- Show how easy it is on your own phone/tablet
- *Listen* to the concerns of the person if they are concerned about filling it out
- Remind people to include **every person** who lives at their address
- This is last chance to avoid a federal employee knocking on the door!

Register Your Events!



Share your
events with
others

Register your event here so other groups can publicize it

- Link: **[URL]**
- For questions, email pchen@acnj.org

Assistance from other partners

Secretary of State
Census Bureau
Local CCC

Questions?

WRAP-UP



**Census Bureau
employees back in
field August 11 to
count in-person**



Statewide Census PUSH Week Training #NJ Census2020 July 13, 2020



USE YOUR TEAMS & ORGANIZED TRUSTED MESSENGERS



THE BOTTOM LINE FOR PUSH WEEK AND DOWN THE STRETCH

**You get what you ask for,
and not much of what you
don't.**

ORGANIZING IS ABOUT ASKING



ORGANIZING IS **ASKING**

What will we be asking
for this week as we
organize & run our
activities for the census?

HOW TO MAKE AN **ASK** – 5 STEPS

1. Know your audience—tailor your ask, attitude, language and your message.
2. Build urgency—explain why this is so important right now.
3. Ask for something specific— Filling out the Census or a commitment to fill it out by a particular date.
4. Ask and remain silent – Take yes for an answer
5. Be persistent— try to Get to “yes” if possible

SOME VOLUNTEER RECRUITMENT **RESOURCES**

- Your existing networks – your friends & their friends, relatives, neighbors
- Community Organizations
- Local Partner Organizations
- Faith Community Congregants
- Social Media

EVENT ORGANIZING REVIEW

- **Put your LCCC team into play.**
- **Don't try to do it all by yourself!**
- **Recruit more volunteers. How? Ask them!**
- **Utilize the Census Organizing Toolkit on our website [Census.NJ.Gov](https://www.nj.gov/census) under Census Resources**
- **Specifically reference the Event Organizing 101 guide in the Toolkit**

EVENT ORGANIZING REVIEW (CONT.)

- Set a time and date and place & think about what resources you have or will need.
- Promote event & recruit attendees for your event
- Every event you hold should lead to future action. Be ready to ask your volunteers to participate in another event
- Make a confirmation call to everyone who RSVPs and send them a reminder email
- Take pictures & celebrate your event on social media
- Be sure to thank your volunteers for helping

COLLABORATE, COLLABORATE, COLLABORATE!

- Work with your Non-Profit Partners, Local Complete Count Committees, both municipal and county, to leverage resources and amplify activities
- Work with your Census Partnership Specialists
- Work with the NJ Census 2020 Team at the NJ Department of State
- Work with support staff at the Census 2020 NJ Coalition

TYPES OF ACTIVITIES TO RUN

- In Person Activities
 - Census Kiosks – Mobile & Permanent
 - At food distribution locations, COVID testing locations, places of worship, libraries (as they become available), at non-profits
 - Utilize Census Bureau Mobile Questionnaire Assistants (MQAs)
 - Car Caravans – Creates a buzz. Coordinate with mobile kiosks
 - Tables at any outdoor community events
 - Chalk-a-Thons
 - Distribute flyers
 - Ask businesses to post flyers
 - Involve barber shops & hair salons

TYPES OF ACTIVITIES TO RUN (CONT.)

- Virtual Activities
 - Virtual Census Kiosks – Assist residents in filling out their Census
 - Census Block Party
 - Utilize Census Bureau Mobile Questionnaire Assistants (MQAs)
 - Organize lists of those who have asked for help filling out their Census and run an event with a Voice MQUA
 - Friends & Family Phone Outreach
 - Friends & Family Text Outreach

RESOURCES

- NJ Census 2020 Website - Census.NJ.Gov – Census Resources
 - NJ Census 2020 Organizing Toolkit
 - Event Organizing 101 Guide
 - How to Host a Census Kiosk Guide
 - Kiosk Tech Hygiene Guide
 - Friends & Family Census Outreach Program Info
- U.S. Census Bureau
 - Website – 2020CENSUS.GOV
 - Census Bureau Mobile Questionnaire Assistants (MQAs)
- Census 2020 NJ Coalition
 - Website - <https://acnj.org/census2020nj/>

THANK YOU! LET'S GET OUT THE COUNT!



STRENGTH
IN
NUMBERS

#NJGOTC

OUR CONTACT INFORMATION

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