

Newark Census Outreach Plan Proposal

The Problem

- Newark depends on funding, representation and data that are based on Census data, with almost all programs that support Newark children and families using federal funds that will be affected by 2020 Census counts.
- Newark is among the most hard-to-count communities in the country, with 95% of residents living in a hard to count area based on the 2010 Census.
- Almost every possible obstacle that can face a community in an accurate Census count exists in Newark at high rates:

	Newark	New Jersey
% Black	50%	15%
% Hispanic	36%	20%
% under age 5	8%	6%
% persons in poverty	28%	10%
% renting	75%	36%
% multi-unit housing	82%	36%
% limited English	20%	7%
% born outside US	29%	22%
% without broadband access	34%	17%

- Many hard-to-count residents may have only limited contact with government services, with growing distrust of federal government.

The Response So Far

- The City of Newark has convened a complete count committee, based in the Deputy Mayor's office and working in close collaboration with the Business Administrator's office and the Department of Economic and Housing Development.
- The Deputy Mayor's Office hosted more than 20 Census Job Fairs in the city and began working with the Census Partnership Office to have information tables at numerous community events throughout the spring and summer.
- Various community organizations in Newark have hosted job fairs with the U.S. Census Bureau.
- During the week of April 1, a year before Census day, Mayor Baraka led a "7 Days of the Census" campaign. This campaign included a kick-off event at Newark Arts High School, an op-ed on nj.com, the announcement of a conference to be held in May to identify strategies to reach hard to count populations, and specific community events with seniors, in churches, and in hard to count neighborhoods.
- On May 30, the City of Newark convened a complete count forum to educate local stakeholders on the importance of the Census count and to brainstorm strategies to get out the count in 2020 in Newark.
- The U.S. Census Bureau will be opening a local area office in Newark.

Best Practices on Census Local Complete Count Committees

- Broad representation from a range of groups, outside of the "usual suspects" to include local businesses, small faith-based groups, labor, etc.

- Specific strategies to reach specific populations based on community input
- Strong leadership from local government and community organizations, including robust budget for implementation
- Consistent messaging for trusted messengers to deliver
- Media campaign targeting hardest-to-count populations

Structuring the Committee and Subcommittees

Different CCCs may structure themselves differently to reach specific populations, but based on Newark’s work so far, the following proposed grouping is below.

- Newark Complete Count Committee Subcommittees:
 - Education and Children: Focus on young children and their families, to include schools, libraries, child care centers, pediatric/maternal health care providers, etc.
 - Government Services: city (and Essex County) departments that interact with families – utilities, recreation/wellness, health, women’s center, senior services, etc.
 - Business: focus on local businesses used by hard-to-count residents such as health care services, barbershops, nail salons, laundromats, supermarkets, convenience stores, etc.
 - Immigrants (potential need to break into smaller subgroups by origin): Focus on non-English-speaking population and recent immigrants, including non-English media
 - Extremely-Hard-To-Reach: Focus on populations on margins – homeless, opportunity youth, housing-unstable – leaning heavily on social service agencies
 - Seniors: Focus on very elderly (85+) to be counted and on seniors as community resource to spread information about Census
 - Higher Ed: Focus on activating students to participate in Census and serve as Census ambassadors throughout the city

Outreach Tactics (from least to most resource-intensive):

Public education	<ul style="list-style-type: none"> • Distribute materials in conjunction with existing programs (back to school night, WIC/SNAP office, fairs, school enrollment, LIHEAP, parole/probation offices, arts centers, houses of worship, etc.) • Host education events for community members in native language • Host job fairs for Census Bureau jobs • Social-media outreach (including private FB groups, WhatsApp, etc.)
Trainings	<ul style="list-style-type: none"> • Host or provide train-the-trainer sessions for staff, volunteers and people who will interact directly with community member • Develop training modules for particular groups (college students, seniors, bilingual, etc.)
Communications and Messaging	<ul style="list-style-type: none"> • Develop short linguistically and culturally appropriate materials for distribution at public education events • Set up local media roundtable to send out information on upcoming Census events
Census kiosks	<ul style="list-style-type: none"> • Host a Census kiosk on site with laptop/tablets to allow people to fill out Census privately, with basic information from trained staff or volunteer

	<ul style="list-style-type: none"> • Train staff to provide assistance in completing Census forms • Build network of mobile Census kiosks at multiple sites for hard-to-reach populations (homeless, opportunity youth, etc.) • Set up unified site with list of all Census kiosks in Newark
GIS Mapping	<ul style="list-style-type: none"> • Use Census data to map out hard-to-count areas in Newark as well as key resources, Census kiosks, etc. • Produce interactive updated website for city and CCC members to use in targeting outreach
Coordination	<ul style="list-style-type: none"> • Allocate part-time or full-time staff to coordinate Census outreach for particular hard-to-count groups or geographic regions • Reach out to non-traditional partners (restaurants, barbershops, supermarkets, unions, sports clubs) to set up Census education and messaging • Build network of block and neighborhood captains for hyper-targeted outreach in extremely hard-to-count areas
Direct outreach	<ul style="list-style-type: none"> • Door-to-door canvassing in hard-to-count neighborhoods in conjunction with public events • Target conversations with certain number of hard-to-count residents • Phone banking or texting to residents about the importance of Census

Notes from Newark Counts: Census 2020 Planning and Strategy Conference

May 30, 2019

In this working session of community stakeholders, more than 100 attendees broke into groups to discuss obstacles, messaging, and outreach strategies for specific hard to count populations. Some messaging and outreach suggestions stood out because they are cross-cutting and have the possibility to impact the most people:

Outreach Strategies

- ✓ Utilize the structure of this conference for the City of Newark Complete Count Committee
 - **Next Step:** Create Complete Count Committee sub-committees for each hard to count population drawn from participants.

- ✓ It is important to coordinate closely with certain agencies, as they reach, or have the potential to reach, all hard to count populations. These include all City of Newark offices, Newark Public Schools, the Newark Housing Authority, Newark's large community-based organizations, other educational providers (charter schools, early learning centers, Opportunity Youth Network), the faith community (through the Mayor's Office of Clergy Affairs), and the Newark Public Library.
 - **Next Step:** The Complete Count Committee works with city leadership to develop a list of city agencies and their direct involvement in Census planning and outreach.
 - **Next Step:** Collaborate with the Complete Count Committee and community based organizations to develop a budget for proposed Census outreach activities.

Messaging

- ✓ Connect Census participation directly to benefits for people's families and communities (such as education, health, etc.).

- ✓ Encourage families to create a "Census Plan," just like an emergency plan, with a when, where, and how they are going to complete the Census.

- ✓ Educate family members together (young and old) on the importance of the Census. School events could be a good place to do this, as are community-based gatherings and events.

- ✓ Create a list of trusted community messengers.

- ✓ Create a list of "non-traditional" locations to target for Census messaging – laundromats, corner stores, recreation centers, barbershops and salons, etc.

A summary of the recommendations provided by each group is on the following pages.

Seniors

Obstacles	Messaging	Outreach strategies	Messengers
<p>Technology access (but many people falsely assume that the elderly can't use technology -- many can!)</p> <p>Not familiar with technology or concerned about confidentiality</p> <p>Fear</p> <p>Set in ways</p> <p>Do not necessarily know the importance of the Census to the community</p>	<p>Explain the reasons to take the Census for family and community</p> <p>Needs to be tailored to cultural background (Portuguese, Spanish, etc.)</p> <p>Discuss funding, the safety of Census data (against the law to share people's information) and options for filling out the form (especially paper)</p>	<p>Coordinate with senior buildings in Newark to host information sessions and have technology and assistance available to complete the Census</p> <p>Include Census messaging in all trips for seniors coordinated by the city's Department of Recreation, Senior Services, and Cultural Affairs</p> <p>Educate family members together (young and old) on the importance of Census</p> <p>Schools - provide information to grandparents, not just parents</p> <ul style="list-style-type: none"> ▪ PTA ▪ Back to school nights ▪ Send materials home for parents, grandparents and all family members <p>Senior Communication Platforms like Senior Planet website and monthly AARP meetings to instruct on how to use phones</p> <p>Living room or porch conversations at a house to have Census explained to community</p> <p>Supermarket as possible site for workshop/materials</p> <p>Canvass HTC areas by people who are part of the same culture (including with the elderly themselves)</p>	<p>Census workers</p> <p>Partnership Specialists</p> <p>Schools, Board of Ed</p> <p>Clergy</p> <p>Congress people (town hall)</p> <p>Hear from several people</p>

Homeless

Obstacles	Messaging	Outreach strategies	Messengers
<p>Often not staying in same place</p> <p>May not access all services</p> <p>May not view themselves as “homeless”</p>	<p>Funding (Targeted towards service providers)</p> <p>Services and Housing (Targeted towards homeless populations)</p>	<p>Computer Census drop-in sites at shelters, libraries, social services offices</p> <p>Incentives for attendance at Census events (toiletry kits, lunches, gift cards)</p> <p>Need collaboration with Census to count at frequented sites</p> <p>Big event around 4/1/20 to attract attention from homeless residents</p> <p>Census training for agency staff (especially on confidentiality)</p> <p>Development of non-confrontational messaging (e.g. “Do you mind if I include you in our Census count?” for group quarters and overnight count)</p> <p>Apply for social service workers (and homeless) to be Census employees</p> <p>Funded outreach worker(s) for homeless service agencies</p>	<p>LGBTQIA providers</p> <p>Social service agencies</p> <p>City</p> <p>Libraries</p> <p>Shelters</p> <p>“DFAB” offices</p>

Children Under 5

Obstacles	Messaging	Outreach strategies	Messengers
<p>English-language proficiency</p> <p>Perceptions of lack of safety</p> <p>Lack of trust in government</p> <p>Lack of information on the flow of resources</p>	<p>Focus on kids and resources (schools, child care, doctors)</p> <p>Focus on existing contact with parents</p> <ul style="list-style-type: none"> ▪ School parent check-ins ▪ Kids' backpacks 	<p>Maximize all communications and media</p> <ul style="list-style-type: none"> ▪ Dr's office ▪ Child care centers ▪ Hair salon ▪ Internet ▪ Faith-based Groups <p>School Cluster Enrollment -- opportunity to provide information at the time of enrollment</p> <p>Newark school enrollment typically Jan-Feb so could provide opportunity to give info to families</p> <p>100th day of school year -- typically opportunity for students to demonstrate learning. Could have children making Census-related art</p> <p>Golden messengers: trust is key</p> <p>Cultural events at school sites</p>	<p>Chamber of commerce</p> <p>Schools</p> <p>Child care centers</p> <p>Doctor's offices</p>

Renters/Tenants

Obstacles	Messaging	Outreach strategies	Messengers
<p>Building access (physical access issues)</p> <p>Refusal to open doors (mistrust)</p> <p>Transiency</p> <ul style="list-style-type: none"> ▪ Edge of homelessness ▪ Rooming/boarding ▪ People who do not consider themselves Newarkers (college students, day laborers, flight attendants, recent grads) <p>Legal issues</p> <ul style="list-style-type: none"> ▪ Legality of lease/rent ▪ Multiple addresses ▪ Ex-offenders ▪ Undocumented or noncitizen <p>Work schedules</p> <p>New buildings</p> <p>“Vacant” buildings that have residents</p> <p>Multi-family homes issues</p> <ul style="list-style-type: none"> ▪ One family spread over many addresses ▪ One address with more than one family <p>People with disabilities</p>	<p>Census has no impact on rental status and information can't be shared with other authorities</p> <p>Should come from agencies already working with renters</p> <p>If you're not sure whether you've been counted, fill out the form</p>	<p>Focus on outreach before door-knocking follow-up enumeration</p> <ul style="list-style-type: none"> ▪ Outreach events for large buildings ▪ Develop contact list for superintendents/property manager for all large apartment buildings <p>Renters' rights partnering</p> <ul style="list-style-type: none"> ▪ Landlord/tenant court information posting ▪ City of Newark Office of Tenant Legal Services (include Census info) <p>Technology outreach</p> <ul style="list-style-type: none"> ▪ Cell phone texting services ▪ Sign up at fairs, events, etc. ▪ Colleges sending information to off-campus housing students <p>Address updates</p> <ul style="list-style-type: none"> ▪ Sharing address lists for service agencies with Census <p>City outreach</p> <ul style="list-style-type: none"> ▪ Reminders from city in other languages (French, Spanish, Portuguese, Haitian Creole) ▪ Water bills ▪ PSE&G ▪ Municipal mailings (events, etc.) ▪ School districts (including charters) mailing and backpack letters 	<p>LIHEAP agencies (La Casa, etc.)</p> <p>Section 8</p> <p>Rental assistance</p> <p>WIC/TANF</p> <p>Housing authorities</p> <p>County</p> <ul style="list-style-type: none"> ▪ SSH (CoC) ▪ Rental assistance grants <p>CP&P</p> <p>Archdiocese (Catholic Charities)</p> <p>Parole/probation offices</p> <p>Bodega/corner store/Laundromat</p> <p>Businesses with apartments above</p> <p>Arts centers (NJ PAC, Prudential, Symphony Hall)</p> <p>Child care</p> <p>Parks and rec centers</p> <p>Churches/houses of worship</p> <p>Disability services agencies</p>

Opportunity Youth

Obstacles	Messaging	Outreach strategies	Messengers
<p>Low civic engagement</p> <p>Distrust of “system”</p> <p>Background check (employment)</p>	<p>Connect participation directly to benefits such as education, health, etc.</p> <p>Focus on resources for their families (parents, siblings, etc.)</p> <p>Tie the Census count into sending resources back into the local community</p>	<p>Youth meetings in every ward before the Census (Mayor’s Youth Office, Newark Youth One Stop, Abbott Leadership Institute, Opportunity Youth Network).</p> <p>Organize CBOs for presentation</p> <ul style="list-style-type: none"> ▪ Focus on youth-serving organizations ▪ Brick City Peace Collective ▪ Opportunity Youth Network ▪ My Brother’s Keeper <p>Incentivize participation in Census education efforts</p> <p>Back to school events (Recreation and Wellness Dept)</p> <ul style="list-style-type: none"> ▪ Parks with pools ▪ All wards <p>Occupy the Block (include Census Bureau booth)</p> <p>Pop Warner football (canvass parents and young people with info on Census)</p>	<p>Older brothers</p> <p>Peers</p> <p>Teachers (GED) - Leaders for Life, Pennington Court</p> <p>Literature at GED and Job Training Centers</p> <p>Where native folks go (barbershop, nail salons, laundromats, corner stores)</p> <p>Employment office/Reentry office/Social Service Agencies</p> <p>Social events/food</p> <p>Health events - Health Dept</p> <p>Library</p> <p>Parks and Rec</p>

Non-English Speaking

Obstacles	Messaging	Outreach strategies	Messengers
<p>Fear of the federal government</p> <p>Undocumented member</p> <p>Illegal dwelling</p> <p>Language Barrier</p> <p>May not know 3-4-year olds must be counted</p> <p>Multiple roommates</p> <p>Frequent moves</p> <p>Technology access</p> <p>Low Motivation to participate</p> <p>Education level (may not know much about Census or impact on education)</p>	<p>Engage Census takers who can share stories and relate (also can inform media strategy)</p> <ul style="list-style-type: none"> ▪ Need to collaborate with Census Bureau for trainings of Census employees <p>Translate materials to language spoken by community</p> <p>Connect participation directly to benefits such as education, health, etc.</p> <p>Census “plan” (like emergency plan) for when, where, and how to fill out the Census</p> <p>Identify community resources that can help community members</p> <ul style="list-style-type: none"> ▪ Computers ▪ Coaches ▪ Group times (ICC, La Casa, etc.) ▪ Local places (libraries, etc.) 	<p>Outreach in unconventional locations</p> <ul style="list-style-type: none"> ▪ Laundromats ▪ Social clubs ▪ Hair salons/barber shops ▪ Churches/synagogues/temples/mosques ▪ Sports clubs <p>Need materials in written, audio, visual in many locations</p> <p>Social media strategy based on influencers in Newark</p>	<p>Individuals</p> <ul style="list-style-type: none"> ▪ Pastor Pablo Pizarro ▪ Margarita Muniz ▪ Roger Leon ▪ Irenes Ordonez <p>Organizations</p> <ul style="list-style-type: none"> ▪ La Casa ▪ ICC ▪ North Ward Center ▪ NPL ▪ Mujeres Ayer Hoy y Siempre ▪ New Hispanic Commission? ▪ FOCUS ▪ Loc. Success Centers ▪ NCC Adults Language Center ▪ NPS ▪ Mujeres Activas ▪ NCHC ▪ RWJBarnabas (Hospitals) ▪ Latino Chamber of Commerce