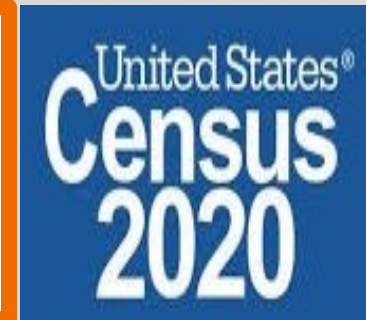


2020 Census NJ: Media Push Week



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

Census Push Week

- July 24-26: Faith Weekend



- July 27-Aug 2: Push Week
-

Where New Jersey Stands (as of July 9, 2020)

- NJ response rate: **64.0%** (2010 rate – 67.6%)
- National response rate: 62.0%
- Terrible coronavirus timing
 - Main push around April 1 dampened by COVID-19

But Hartb-Count Areas Way Behind

Area	Census Response Rate	2010 Response Rate
State	64.0%	67.6%
Newark	44.3%	51.3%
Paterson	47.9%	59.4%
Jersey City	49.3%	58.4%
Trenton	42.6%	53.6%

*All data as of July 9, 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
- **All hands on deck!**

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

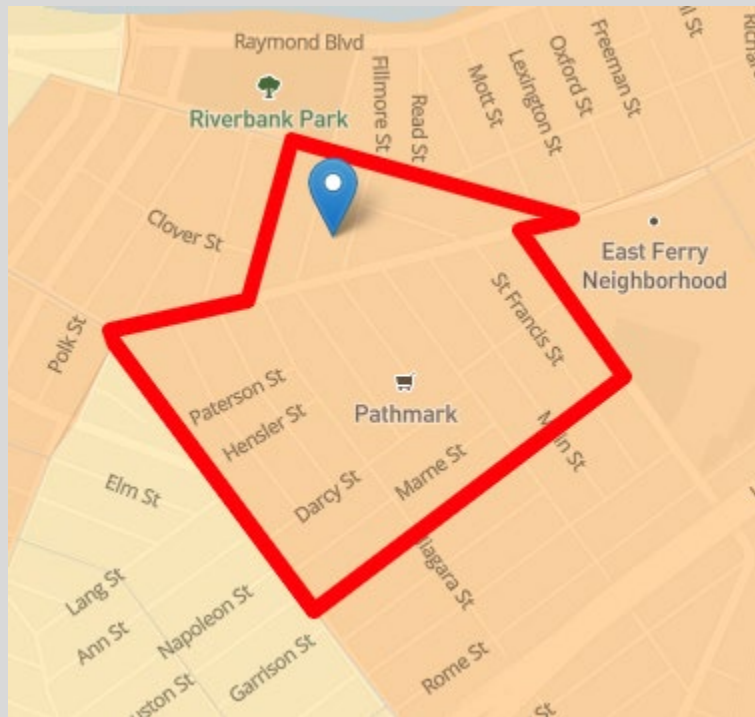
- **July 27-August 2, 2020**
- Time of day with maximum foot traffic
- Consider partnering with other events with foot traffic

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:

<https://acnj.org/census2020nj/census-2020-push-week/> (will be sent out with slide show and recording after this event)

- For questions, email pchen@acnj.org

Assistance from other partners

Secretary of State

Census Bureau

Local CCC

Questions?

WRAPUP



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