Governor Murphy signed the New Jersey Complete Count Commission into law. The Commission is composed of 27 nonpartisan members, representing:

The Governor, Legislature & various community representatives, e.g. Faith Based, Business, Educators, including ethnic constituencies, such as, African Americans, American Indians, and Latinos.

- The law directs the Commission to develop, recommend, and assist in the administration of the 2020 Census outreach strategy.

- The Department of State has been tasked with convening New Jersey’s efforts with the 2020 Census.

- The commission submitted a report to the Governor and to the Legislature:
  - It included recommendations for outreach strategies to ensure full participation.
  - Strategies to avoid an undercount in the 2020 Census.
New Jersey Complete Count Commission Public Hearings:

• First Hearing, January 9, 2019, Trenton
• Second Hearing, March 21, 2019, Paterson
• Third Hearing, April 24, 2019, Camden

Public Testimony:

• 2010 Census had an undercount of approx. 1 million children
• Challenge of the first time census being conducted online,
• Title 13 regarding confidentiality

April 1st One Year Out Kickoff

• Targeting multiple Hard-to-Count areas, Jersey City installed a “I Count because...” chalkboard & Newark had a logo contest with schools
Advisory Committees

Community Advocacy

• Focus is on community advocacy, with an emphasis on hard-to-count populations. The committee’s work will involve strong grassroots support and robust on-the-ground outreach. It will encourage advocates and other stakeholders to form or participate in Local Complete Count Committees (LCCCs).

Public – Private Partnerships (P3) Advisory Committee

• Focus on the development and cultivation of public-private partnerships. The committee will leverage the presence and reach of key stakeholders. It will also activate the resources, specialty talents, and mobilization of constituencies (employees, consumers, etc.) in ensuring a full and accurate count in New Jersey.

Education & Intergovernmental Affairs- Advisory Committee

• Focus is on the education system and intergovernmental affairs, particularly relationships with tribal, local, and other jurisdictions (with an emphasis on Counties). Coordinating outreach among educational institutions, pre-school, K-12, and colleges will harness the reach of the education in the state and target children under 5.
OUTREACH PLAN

- Communications
- Governmental
- Grassroots Organizing Program
Implement a Multi Media communications plan that will include:

- TV, Radio, Specialty/Ethnic media, texting, search engine hits
- 12 Languages identified by U.S. Census Bureau & any other languages in the state
- Social media, major platforms, Facebook, twitter, Instagram, sponsored ads
- DOS/ NJ CCC supported website
- Branding/Slogan and messaging
• Build support for and identify resources for the complete count effort within:
  • Federal government
  • State of New Jersey Departments (Human Services, Health, Education, Public Utilities, Military & Veterans Affairs)
  • County governments
  • Local governments

• Maximize each agency’s unique outreach capabilities.

• Target multiple segments of NJ’s population.
GRASSROOTS ORGANIZING PROGRAM
The Complete Count Commission is building a strong and extensive community advocacy program to:

- Educate and create awareness in the community about the Census and its importance to New Jersey and the communities
- Focus on Hard to Count (HTC) Areas of the state

To maximize the effectiveness of our campaign, we have partnered with:

- The Regional Office of the U.S. Census Bureau
- The NJ Census 2020 Coalition: A broad based statewide coalition of advocacy and activist groups focusing on Census 2020 in NJ

Working in a complementary fashion will:

- Allow a consistent strategic & tactical approach
- Allow for consistent messaging that will be amplified by our broad based media & social media campaign
- Create resource efficiencies
ACTION PLAN

• Identify critical stakeholders to align message track activities.
• Identify and prioritize Hard To Count (HTC) areas and populations down to the Census tract level.
• Forming Local Complete Count Committees
• Public events (Conferences, Job Fairs, Libraries)
• Resource enlistment
• Education & Awareness Building
• Motivation
LCCCs are the backbone of the Census outreach effort, they are:
- Our action organizing teams
- The community organizing hub for all resources & activities Census related

They will be formed at the county, municipal and community levels
- Composition: Volunteers – Everyday people, Advocacy groups, Activist groups, Faith based leaders, Education community, the Healthcare community, the Business community, Labor, Ethnic community based organizations, Governments at all levels

The vital organized trusted messengers critical to our success will emerge from the LCCCs
Ongoing – Mid 2020:

• Public meetings/informational sessions/community events

• **Community specific activities** conducted by LCCC Teams, Commission staff, community partners, and the U.S. Census Bureau

• **Encourage** resident response to Census

• **Promote job fairs** to promote part time jobs
March - June 2020:

• Final push to ‘Get Out The Count’

• Work with partners to develop and implement a GOTC Plan

• It will focus on person-to-person engagement at the LCCC level
  • Relational Organizing
  • Friend to friend; Neighbor to neighbor; Family member to family member
BECAUSE, IN NEW JERSEY,