

NEW JERSEY COMPLETE COUNT COMMISSION





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- 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.



PUBLIC HEARINGS & APRIL 1ST KICK-OFF

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.

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OUTREACH PLAN

- Communications
- Governmental
- Grassroots Organizing Program



COMMUNICATIONS PLAN

- 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**



GOVERNMENTAL EFFORT

- 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.

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GRASSROOTS ORGANIZING PROGRAM





OVERVIEW

- 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**



LOCAL COMPLETE COUNT COMMITTEES (LCCCs)

- 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



EDUCATION AND AWARENESS BUILDING

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



MOTIVATION & 'GET OUT THE COUNT' (GOTC)

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

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BECAUSE, IN NEW JERSEY,

