



# 2020 Census Webinar

Earn Points by Making Sure Your  
Community Counts

February 6, 2020



# Speakers

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# Agenda

1. 2020 Census overview
2. Challenges obtaining a complete count
3. How you can help make sure all residents are counted
4. The role of green teams
5. Resources
6. Certification points
7. Question & Answer Session

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# New Jersey Counts 2020



# Advocates for Children of New Jersey (ACNJ)

A statewide, nonprofit, research and advocacy organization. ACNJ's vision is that every child in New Jersey has the chance to grow up safe, healthy and educated, able to reach his or her full potential. ACNJ's mission is to advocate for better policies and programs for children on the local, state and national levels.

# Topics for Today:

- Census 101
- Census Operations
- Challenges to a Complete Count in NJ
- How to Get Involved

# Census 101



**What is the  
Census? Why is it  
important?**

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# What is the Census?

- The U.S. Census is a national survey conducted every ten years by the U.S. Census Bureau to count EVERY living person in the United States
  - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted.

# 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 **\$22.7 billion** in federal funds within NJ annually to support transportation, education and health programs 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**.

# Annual Federal Funding Received by NJ:

NJ FamilyCare\*: **\$9.6B**

Federal Direct Student Loans: **\$1.7B**

SNAP: **\$1.2B**

Special Education Grants: **\$370M**

National School Lunch  
Program: **\$261M**

Head Start: **\$164M**

School Breakfast Program: **\$95M**

Child Care: **\$120M**

\*Includes Medicaid and State Children's Health Insurance Program (SCHIP)

+ many more  
federal  
programs

**\$22.7  
Billion**

# Federal environmental programs affected by Census counts (FY17 federal totals)

| Program                                     | Department             | FY17 Expenditures |
|---------------------------------------------|------------------------|-------------------|
| Water Infrastructure Finance and Innovation | EPA                    | \$2.565 billion   |
| Performance Partnership Grants              | EPA                    | \$445 million     |
| Bus and Bus Facilities Formula              | Dept of Transportation | \$302 million     |
| Air Pollution Control Program Support       | EPA                    | \$228 million     |
| Water Pollution Control Program             | EPA                    | \$227 million     |
| Nonpoint Source Implementation Grants       | EPA                    | \$167 million     |

# Census Operations



**What questions will  
be asked?**

**When will I receive  
my questionnaire?**

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# How Do I Complete My Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

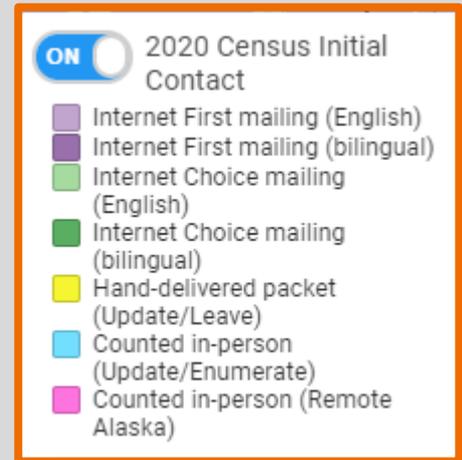
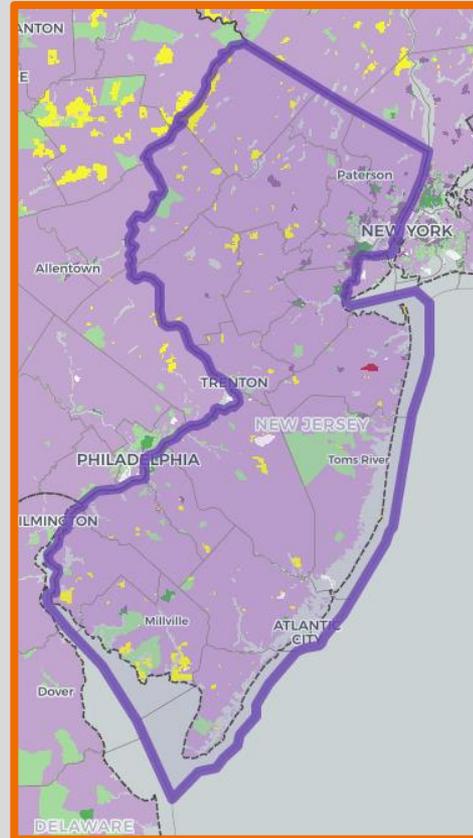
| WHAT WE WILL SEND IN THE MAIL |                                                                                                               |
|-------------------------------|---------------------------------------------------------------------------------------------------------------|
| On or between                 | You'll receive:                                                                                               |
| March 12-20                   | An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.) |
| March 16-24                   | A reminder letter.                                                                                            |
|                               | <b>If you haven't responded yet:</b>                                                                          |
| March 26-April 3              | A reminder postcard.                                                                                          |
| April 8-16                    | A reminder letter and paper questionnaire.                                                                    |
| April 20-27                   | A final reminder postcard before we follow up in person.                                                      |

# 2020 Census Initial Contact

Visit

[www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)

to view how the Census  
will reach out to  
households in March  
2020.



# Census Operations Timeline

March 2020

Invitations will be sent to households with instructions on how to **complete the questionnaire online or over the phone.**

April 2020

**April 1st, 2020** is Census Day. Households should complete their questionnaires by the end of this month.

May 2020

The Census Bureau begins visiting homes **in person** that haven't responded online, over the phone or by mail.

June 2020

The Census Bureau **continues to visit** homes who haven't responded.

July 2020

**July 31, 2020** concludes Census field operations.

Encourage households to respond **before the end of April 2020** to lessen the chances of a Census worker following up in person.

This period is known as **self-response.**

# Door to Door Census Enumerators

**Beginning in May**, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

**How can you recognize a Census worker?**

- **Census workers will wear a photo ID with:**
  - a U.S. Dept. of Commerce watermark
  - an expiration date.
- If you are ever unsure, contact the Census Bureau NY Regional Office at **1-800-991-2520**.

# What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The survey will take about **10 minutes** to complete
- Will collect basic information about you and your household:

For each household member:

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

Other questions:

- Owner/Renter questions

# What WON'T the Census ask?

- U.S. Census Bureau will **NEVER** ask for your:
  - Social security number
  - Money
  - Donations
  - Bank and credit card information

## Beware of Scams!

If you suspect a scam, contact your local Census Regional Office. The New York Region can be reached at: **1-800-991-2520**

# Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

# Challenges to a Complete Count in NJ



**What is a hard-to-count (HTC) group?**

**Where are HTC groups concentrated?**

# Specific Challenges for 2020 Census

- First Census to be primarily filled out **online** or **on the phone**
- Distrust of government
- Fewer staff than 2010 for in-person follow-up/coordination
- Concentrations of hard-to-count populations throughout NJ

# NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.
- Some populations are harder to count than others...
  - Children under 5
  - People of color (African Americans, Latinx, Asian Americans)
  - Non-English speakers
  - Immigrants
  - Renters

# What are the barriers to a complete count?

## Some reasons people are missed in the count are:

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form

# What is a Complex Household?

This is a fancy way of referring to any household that isn't solely comprised of parent(s) and related children.

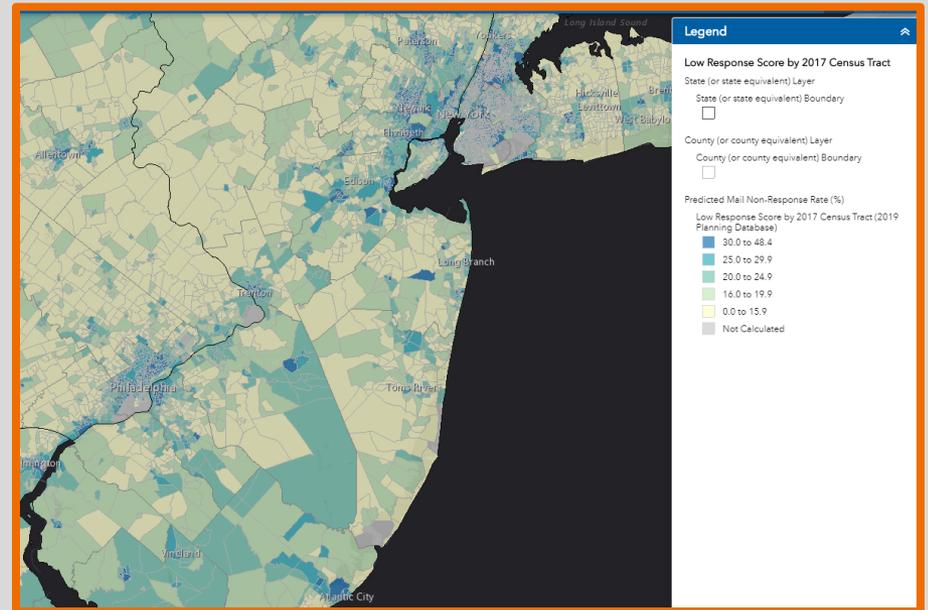
## Complex Households:

- Multi-generational households
- Households with multiple unrelated families
- Children living in foster care placements

# HTC areas where you live

To view interactive maps of your local hard-to-count areas, visit:

[www.census.gov/roam](http://www.census.gov/roam)



# How to Get Involved



**Who counts where?**

**Can I assist with responses?**

**How Can I help?**

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# Reassure Community Members:

- The Census can be completed **on your own schedule** and should take about 10 minutes.
  
- The Census is **safe, confidential, and protected by federal law.**

# Who Counts Where? Rule of Thumb:

- Count people where they live or reside most of the time. If this is difficult to identify, then individuals should be counted where they are on April 1, 2020.

# Who Counts Where? Important Tips

- Newborn still in the hospital on April 1?
  - **Count them!**
- Living with unrelated individuals?
  - **Count them!**
- Does a foster child live with you?
  - **Count them!**
- Is your relative without a home and temporarily living with you on April 1, 2020?
  - **Count them!**
- Group quarters enumeration
  - College dormitories
  - Correctional facilities
  - Nursing homes
  - Group homes
  - Residential treatment facilities
- **Residents counted by the facility**

# Forgot to Include Someone?



- **You can complete the questionnaire a second time, the same as before, but this time you will add individuals who were missed.**
  - The Census Bureau will later remove any duplicates.
  - Submit your corrected response online or over the phone using your address or the original code mailed to you by the Census Bureau.

# Can I Assist with Questionnaire Responses?

- Yes, but...
- You should not enter responses for individuals.
- Only Census Bureau employees can offer confidentiality that is protected by federal law.

## Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

# School/Community Outreach Activities

Invite Census Bureau to any community events you are involved in an/or share print materials ([www.census2020nj.org](http://www.census2020nj.org))

Use Census Statistics in Schools activities in classrooms  
<https://www.census.gov/schools/>

Add Census information to routine phone messages & mailings

Host a Census Action Day in March or April for people to complete questionnaires

# Resources

- ACNJ Census Page (contains toolkit): [www.census2020nj.org](http://www.census2020nj.org)
- Interactive maps:
  - CUNY Hard-to-Count Maps:  
[www.censushardtocomaps2020.us](http://www.censushardtocomaps2020.us)
  - Census ROAM: [www.census.gov/roam](http://www.census.gov/roam)
- Apply for Census jobs: <https://2020census.gov/en/jobs.html>
- Census Bureau Outreach Resources:  
<https://2020census.gov/en/partners/outreach-materials.html>
- Statistics in Schools: <https://www.census.gov/schools/>

# 10 years...

...is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are **12!**



# Sustainable Jersey's Census Initiative

# Why is an accurate count important for municipalities?



**\$23 billion** in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.



**Two fewer** representatives in Congress and **two fewer** electoral votes than in 1990.



Important to **improve the count**, especially in hard-to-count communities, across the state for full representation so communities can plan and manage public goods

Funding

Representation

Everyone counts!



# Why is an accurate count important for schools?



**\$23 billion** in federal funding for New Jersey depends on Census counts, special education, free and reduced lunch, class size reduction, classroom technology, etc.



Significant undercount of those **under the age of five**.



Influence student readiness for learning, enhance student learning across subjects, boost statistical literacy and data-finding skills.

Funding

Everyone counts!

Shape your future

# Why Green Teams?

Already **engaged** in community education  
and outreach

**Trusted voice** in the community

Connect with those in **hard-to-count areas &  
families**

Engaged

Trusted  
Voice

Connections



# Getting Started

- Join or establish a [Complete Count Committee](#)
- Become a [Census Partner](#) or a [Statistics in Schools Census Partner](#)
- Review **resources** on the [U.S. Census Bureau](#), [Advocates for Children of New Jersey](#) and [New Jersey Department of State](#) websites
- **Sign up** to receive emails from U.S. Census Bureau and Advocates for Children of New Jersey
- Follow the organizations on **social media**
- **Request a Census speaker** from the New York Regional Office:  
[New.York.rcc.partnership@census.gov](mailto:New.York.rcc.partnership@census.gov)
- Download our [flyer](#)



# Earning Sustainable Jersey Points

## Community Education & Outreach (5 Points)

Census 2020 outreach efforts performed by municipal elected or appointed officials and/or staff or green team volunteers.

### **In Person Events**

Lecture, workshop, training or educational presentation

### **Online/Print Communications**

Newsletter, webpage, podcast or video, social media campaign

View the action and resources [here](#)



# Earning Sustainable Jersey Points

## Innovative Community Project (10 Points)

Implement a comprehensive Census 2020 education and outreach effort that includes multiple communications strategies and establishes a site, referred to as Census Kiosk, where people can complete the census electronically or by phone.

**Kiosk Locations:** libraries, schools, recreation/senior/child care centers

View the action and resources [here](#)



# Earning Sustainable Jersey for Schools Points

## [Community Education & Outreach](#) (10 Points):

Census 2020 outreach efforts performed by school officials, staff or green team volunteers.

## [Student Learning Actions](#) (5 Points Each):

Integrate the U.S. Census Bureau's Statistics in Schools activities into classroom lessons. Lessons are available by grade level and subject area.





# Upcoming Grant Deadlines, Webinars, Trainings and Events

# Grant Funding Available

## **Municipal Program – Deadline: Friday, Feb. 14**

The PSEG Foundation is contributing \$200,000 to support the Sustainable Jersey Grants Program for municipalities. Funding supports efforts to implement projects that help municipalities gain points needed for Sustainable Jersey certification and make progress toward a sustainable future. For more information, visit our [website](#).

## **Schools Program – Deadline: Friday, March 13**

The PSEG Foundation is contributing \$100,000 to support the Sustainable Jersey Grants Program for schools and districts. Funding supports efforts to implement projects that help schools and districts gain points needed for Sustainable Jersey certification and make progress toward a sustainable future. For more information, visit our [website](#).

**PSEG**

*Foundation*



# Municipal Certification Webinars

## **Stay in the Game! Strategize Your Recertification**

Monday, February 10, 7:00pm – 8:00pm [REGISTER](#)

Tuesday, February 11, 11:00am – 12:00pm [REGISTER](#)

## **Moving Up to Silver Certification**

Wednesday, February 19, 11:00am – 12:00pm [REGISTER](#)

## **Green Team 2.0: Building Your Capacity & Promoting Your Team**

Wednesday, March 4, 11:00am – 12:00pm [REGISTER](#)

**Certification Deadline: Sunday, May 17**





# Sustainable Practices Working Session

Thursday, February 20, 9:00am – 3:00pm

Atlantic County Utilities Authority

[REGISTER](#)

The New Jersey School Boards Association (NJSBA), in collaboration with Sustainable Jersey for Schools, is offering members and school district personnel opportunities to attend a one-day Sustainable Practices Working Session. In each session, participants will review a Sustainability Wellness Check, which aligns with the Sustainable Jersey for Schools certification program. Board members will receive four board member academy credits and four Green Leader credits for participating in a working session. Pre-registration is required and seats are limited.

# Save the Date: 2020 New Jersey Sustainability Summit

Friday, June 12, 8:00am – 4:30pm  
Bell Works, Holmdel, NJ



# Questions?

## **Advocates for Children of New Jersey**

- Mary Coogan, Vice President: [mcoogan@acnj.org](mailto:mcoogan@acnj.org)
- Alana Vega, Kids Count Coordinator, [avega@acnj.org](mailto:avega@acnj.org)

## **Sustainable Jersey**

- Samantha McGraw, Program Manager:  
[info@sustainablejersey.com](mailto:info@sustainablejersey.com) or 609-771-2855

## **Sustainable Jersey for Schools**

- Veronique Lambert, Program Coordinator:  
[schools@sustainablejersey.com](mailto:schools@sustainablejersey.com) or 609-771-3427

