



# Municipalities: Contributing to a Complete Count for the 2020 Census

## Why an Accurate Census Count is Important



**Nearly \$23 billion** in federal funding for New Jersey depends on Census counts, including Medicaid, SNAP, Transportation Planning, Title I Grants, National School Lunch Program, Environmental Programs, and more. Updated information from the 2020 Census could have a significant impact on New Jersey's share of the pie.



Census data defines congressional and state legislative districts, voting precincts, and the number of seats each state gets in the House of Representatives. As a result, New Jersey has **two fewer** representatives in Congress and **two fewer** electoral votes than in 1990.



**Everyone counts!** New Jersey's Census participation rate is about 75%, but significantly lower in hard-to-count communities. It is important to **improve the count** across the entire state for full representation so that communities can plan and manage public goods such as transportation, emergency preparedness, natural resources and more.

## The Role of Green Teams in the Census

Green teams are already engaged in community outreach efforts, and as a **trusted voice** in the community, green teams can help improve participation rates by sharing information with municipal officials and the community on the importance of an accurate count, the safe and easy methods for completing the census, and connect with those in hard-to-count areas to improve the count across the state. An improved and complete count will enable municipalities to receive appropriate funding and program support to implement programs and projects that will benefit residents over the next ten years.

Your town may already have a Complete Count Committee (CCC), a volunteer committee established by local governments, community organizations, and others, to increase awareness and motivate residents to respond to the 2020 Census. While it is encouraged to work with an existing CCC in your area, your town does not need to have a CCC to use Bureau outreach resources and educate the community about completing the 2020 Census. Get started with the resources below.

- **Become a Census Partner:** <https://www.census.gov/partners/join.html>
- **Advocates for Children of New Jersey Census Toolkit:** <http://bit.ly/ACNJCensusToolkit>
- **Interactive Census Bureau CCC Map:** <http://bit.ly/CensusBureauCCCMap>



## Earn Sustainable Jersey Points

Municipalities engaged in Census education and outreach efforts can earn certification points under the **Community Education & Outreach** action or the **Innovative Community Project** action depending on the scope of activities. Green teams can support these efforts and even play a key role in engaging municipal staff, elected and appointed officials, and other community organizations in the initiative. To earn points for the Innovative Community Project action, the municipal government must be actively involved in the implementation of a comprehensive education and outreach effort that includes multiple communications strategies and establish a site, referred to as Census Kiosk, where people can complete the census. Learn more about Kiosks: <http://bit.ly/ACNJCensusKioskGuide>. Additional information can be found in the Resources section of each action.

Learn more about the Census and earning points in a webinar recording and presentation: <http://bit.ly/SJCensusWebinarRecording>

### Resources

US Census Bureau  
<https://2020census.gov/>

Request a Census Speaker  
[new.york.rcc.partnership@census.gov](mailto:new.york.rcc.partnership@census.gov)

Advocates for Children of New Jersey  
<https://acnj.org/census2020nj/>

The Fund for New Jersey:  
Hard-to-Count Areas  
<https://fundfornj.org/census>

New Jersey Department of State  
<https://nj.gov/state/census.sthml>

### Questions

For questions regarding the **2020 Census** contact the New York Regional Office. Once a group becomes a partner it will receive a specific partnership specialist to assist with questions. [New.York.rcc.partnership@census.gov](mailto:New.York.rcc.partnership@census.gov)

For information on how to earn Sustainable Jersey points for Census-related efforts contact Samantha McGraw at 609-771-2855 or [info@sustainablejersey.com](mailto:info@sustainablejersey.com)



# Schools: Helping Families Contribute to a Complete Count for the 2020 Census

## Why an Accurate Census Count is Important



**Nearly \$23 billion** in federal funding for New Jersey depends on Census counts, including support for school programs and services such as special education, free and reduced lunch, class size reduction, classroom technology, after-school programs, Head Start and more. Updated information from the 2020 Census could have a significant impact on New Jersey's share of the pie.



**Everyone counts!** New Jersey's Census participation rate is about 75%, but **5% of children under the age of 5 were not counted in the 2010 Census**, the highest of any age group. It is important to improve the count of all groups across the state for full representation so that funding for school and community needs can be allocated appropriately.



**Shape your future.** Benefits of engaging with the US Census Bureau's Statistics in Schools (SIS) program and resources include influencing student readiness for learning, enhancing student learning across subjects, boosting statistical literacy and data-finding skills, empowering teachers to bolster lesson plans, and motivating households to complete the 2020 Census form.

## The Role of Schools and Green Teams in the Census

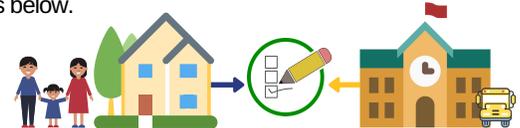
As a teacher, principal, superintendent, school board member, and education advocate, you are already engaged in school outreach efforts, and considered a trusted voice in the community. You can help contribute to a complete count by sending information to students' homes, already available on the Statistics in Schools (SIS) website, that explains how and why to complete the 2020 Census and the importance of counting all children, especially those under age 5 or those living in complex households. Complex households are those that include large extended families, multiple families, children whose parents are not living in the home, and children who do not live in the home all of the time. An improved and complete count across all populations in the state will enable schools to receive appropriate funding and program support over the next ten years. Get started with the resources below.

- **Statistics in Schools (SIS) US Census Bureau Website:** <https://www.census.gov/schools/>
- **Become a US Census Bureau SIS Partner:** <http://bit.ly/2020CensusSISPartner>
- **SIS Partner Toolkit:** <http://bit.ly/2020CensusSISPartnerToolkit>
- **Resources for Counting Young Children:** <https://acnj.org/census2020nj/>

## Earn Sustainable Jersey for Schools Points

There are two ways schools and districts engaged in Census efforts can earn certification points in Sustainable Jersey for Schools. One is through outreach to the school community, which qualifies for points in the Community Education and Outreach action. The other is integration of SIS activities into student learning which qualifies for points in the Student Learning suite of actions. Sample classroom activities are available on the SIS website. These activities bring school subjects to life using real-world Census Bureau statistics to create materials for use year after year at all grade levels. Activities were developed by teachers, are easy to use, customizable, and supportive of existing lesson plans, enhance learning, boost statistical literacy and prepare students for a data-driven world. Classroom activities are available for numerous subjects including math, english, history, geography, and sociology. Get started with the resources below.

- **Classroom Activities by Subject Area:** <https://www.census.gov/schools/>
- **Classroom Activities by Grade Level:** <http://bit.ly/2020CensusSISResources>



Learn more about the Census and earning points in a webinar recording and presentation: <http://bit.ly/SchoolsCensusWebinarRecording>

## Resources

US Census Bureau  
<https://2020census.gov>

Advocates for Children of New Jersey  
<https://acnj.org/census2020nj/>

US Census Bureau Statistics in Schools  
<https://www.census.gov/schools/>

New Jersey Department of State  
<https://nj.gov/state/census.sthtml>

## Questions

For questions regarding the **2020 Census** or to become a partner contact the New York Regional Office. Once a group becomes a partner it will receive a specific partnership specialist to assist with questions. [New.York.rcc.partnership@census.gov](mailto:New.York.rcc.partnership@census.gov)

For information on how to earn Sustainable Jersey for Schools points for Census-related efforts contact Veronique Lambert at 609-771-3427 or [schools@sustainablejersey.com](mailto:schools@sustainablejersey.com)