count me in
NJ Green Teams and the 2020 U.S. Census

2020 Census Webinar
Earn Points by Making Sure Your Community Counts
February 6, 2020
Speakers

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Vice President
Advocates for Children of New Jersey

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Program Manager
Sustainable Jersey
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
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?
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)

+$22.7 Billion

Counting Dollars Study available [here](www.census2020nj.org)
Federal environmental programs affected by Census counts (FY17 federal totals)

<table>
<thead>
<tr>
<th>Program</th>
<th>Department</th>
<th>FY17 Expenditures</th>
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<tbody>
<tr>
<td>Water Infrastructure Finance and Innovation</td>
<td>EPA</td>
<td>$2.565 billion</td>
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<td>Performance Partnership Grants</td>
<td>EPA</td>
<td>$445 million</td>
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<tr>
<td>Bus and Bus Facilities Formula</td>
<td>Dept of Transportation</td>
<td>$302 million</td>
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<tr>
<td>Air Pollution Control Program Support</td>
<td>EPA</td>
<td>$228 million</td>
</tr>
<tr>
<td>Water Pollution Control Program</td>
<td>EPA</td>
<td>$227 million</td>
</tr>
<tr>
<td>Nonpoint Source Implementation Grants</td>
<td>EPA</td>
<td>$167 million</td>
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Census Operations

What questions will be asked?

When will I receive my questionnaire?
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

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
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<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
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<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
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2020 Census Initial Contact

Visit [www.censushardtocountmaps2020.us](http://www.censushardtocountmaps2020.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.

www.census2020nj.org
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
How to Get Involved

Who counts where?
Can I assist with responses?
How Can I help?

www.census2020nj.org
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 their 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 and/or share print materials (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

www.census2020nj.org
Resources

- Interactive maps:
  - CUNY Hard-to-Count Maps: www.censushardtocountmaps2020.us
  - Census ROAM: www.census.gov/roam
- 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.

Information annotated from Advocates for Children of New Jersey

@SJ_Program • #SustainableJersey
Why is an accurate count important for schools?

$23\text{ billion}$ 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.
Why Green Teams?

Already **engaged** in community education and outreach

**Trusted voice** in the community

Connect with those in **hard-to-count areas & families**
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](#).
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?

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Sustainable Jersey
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• Veronique Lambert, Program Coordinator: schools@sustainablejersey.com or 609-771-3427