

Making Newark Count in 2020

Census 2020: Important Dates

March 12-20: Households will receive an invitation in the mail with instructions on how to respond to the 2020 Census (online or over the phone). Some households will receive a paper questionnaire at this time.

March 16-24: Households will receive a reminder letter.

For Households Who Have Not Yet Responded:

March 26-April 3: Households will receive a reminder postcard.

April 8-16: Households will receive a reminder letter and a paper questionnaire.

April 20-27: Final reminder postcards will be mailed to households.

May: Census enumerators will begin in-person follow-up.

For more information on how the Census Bureau will first contact you, visit www.censushardtcountmaps2020.us.

Census 2020: What is it and why does it matter?

Once every ten years, we as a nation are constitutionally required to count every person living in the United States—regardless of their age, citizenship status or voting eligibility. The decennial Census, the United States’ largest peacetime effort, is critical to ensuring that our democracy runs effectively. Why is the Census so important? Because the data that are collected through the Census impact our communities in a variety of ways.

- **Census data are used to determine our political representation.** Everything from the number of representatives New Jersey sends to Congress, to how our voting districts are drawn, to the number of electoral college votes our state has are determined by Census population counts.
- **Recently released data for FY2017 show that more than 45 billion dollars are allocated toward schools, roads and health care in New Jersey using Census data.**¹ Programs like NJ FamilyCare, WIC, Title I, Head Start and Special Education Grants all rely on Census data to distribute funding.
- **Municipalities use Census data when making planning decisions.** Local governments need accurate population counts in order to ensure that there are enough hospital beds and kindergarten classrooms, as well as to make sure that new roads are constructed for growing populations.
- **Census data tell us about our communities.** How many children are under the age of 5? How many people own their homes? How diverse is our community? Data from the Census can answer all of these questions. Without Census data, reports like this one would not be possible.

A Selection of Programs Impacted by Census Data

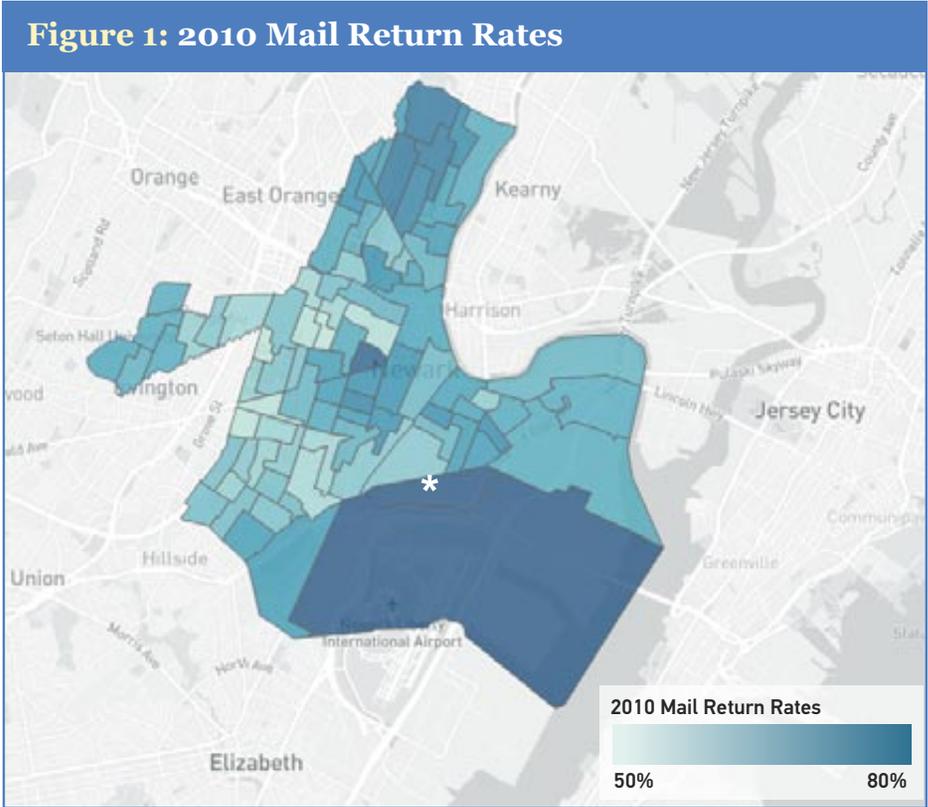
Program	Federal Dollars (FY 2016)
NJ FamilyCare*	\$9.6 billion
SNAP	\$1.2 billion
Section 8 Housing Vouchers	\$741 million
Special Education Grants	\$370 million
Title I Grants	\$343 million
National School Lunch Program	\$261 million
Head Start	\$164 million
WIC	\$151 million

**Includes Medicaid and the Children’s Health Insurance Program.*



What are the challenges to a complete count in Newark?

- **Online response.** Census 2020 marks the first time households will be able to submit their Census responses online. Although online response has many different benefits, this new method also presents a challenge to populations with limited or no internet access. In Newark, 21 percent of households were without internet service or had dial-up only.²
- **Reasons for non-response.** Though the Census appears to be relatively straightforward, historically, certain populations have been missed or undercounted by the Census Bureau. Newark as a whole is considered hard-to-count (HTC), meaning a low percentage of households within the city returned their 2010 Census forms (see figure 1). The reasons Newark residents might not complete their Census questionnaires are complicated and oftentimes overlapping, ranging from unlisted addresses to language barriers to fear of the government. Some households complete their questionnaires but fail to list everyone living at their address. Many of these households might be considered “complex,” meaning they do not resemble the traditional nuclear family of a married couple with related children. Complex households include multi-generational households, dwellings with multiple unrelated individuals or households with foster children. In fact, young children in particular are most often missed because they are not included on census responses.
- **Hard-to-count demographic groups.** Another challenge to Newark is the historic undercount of specific demographic subgroups in the decennial count. Some of the groups that tend to be missed include racial and ethnic minorities, non-English speakers, foreign-born individuals, young children under age five and renters. Newark has high concentrations of some of these groups. According to an analysis of the 100 largest places in the United States, Newark ranked third for its concentration of Hispanics³ living in hard-to-count census tracts and first for its concentration of African Americans⁴ and young children.⁵



**Please note, for tract 9801, either no mail return rate in 2010 was recorded for this Census tract, or it had a mail return rate but it currently has a household population of less than 100 people.*

Newark Population by Subgroup			
Subgroup	Total Population	# HTC	% HTC
Children Under Age 5	21,252	20,484	96
Black/African American	146,332	140,927	96
Hispanic/Latino	100,950	93,537	93
Asian	5,921	5,300	90

Where are Newark’s Hard-to-Count Groups Concentrated?

Broadly, an effort to count the entire city will require a “surround sound” messaging strategy, in which multiple entities (city government, schools, health care providers, local media, etc.) spread information about the upcoming count in multiple languages. Examining the city’s concentrations of historically undercounted groups provides context for strategizing the most effective forms of outreach. The highest concentration of young children, for example, appears to be in the West Ward. In one

census tract, young children comprise 18 percent of the tract’s total population (see figure 2). Yet the data show that young children are widespread throughout the city, indicating that messaging to households citywide should include some kind of reminder to include *all members of the household*—children, newborns and otherwise. Similarly, foreign-born Newarkers live throughout the city (see figure 3), with some concentrations in the West and East Wards.

Figure 2: Newark Children under the Age of Five

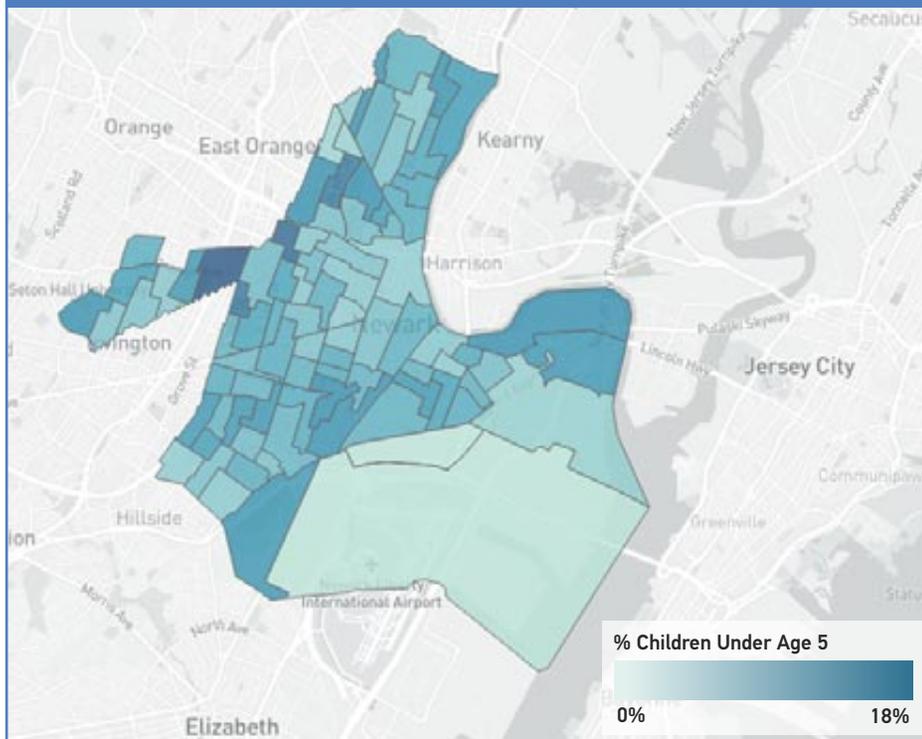
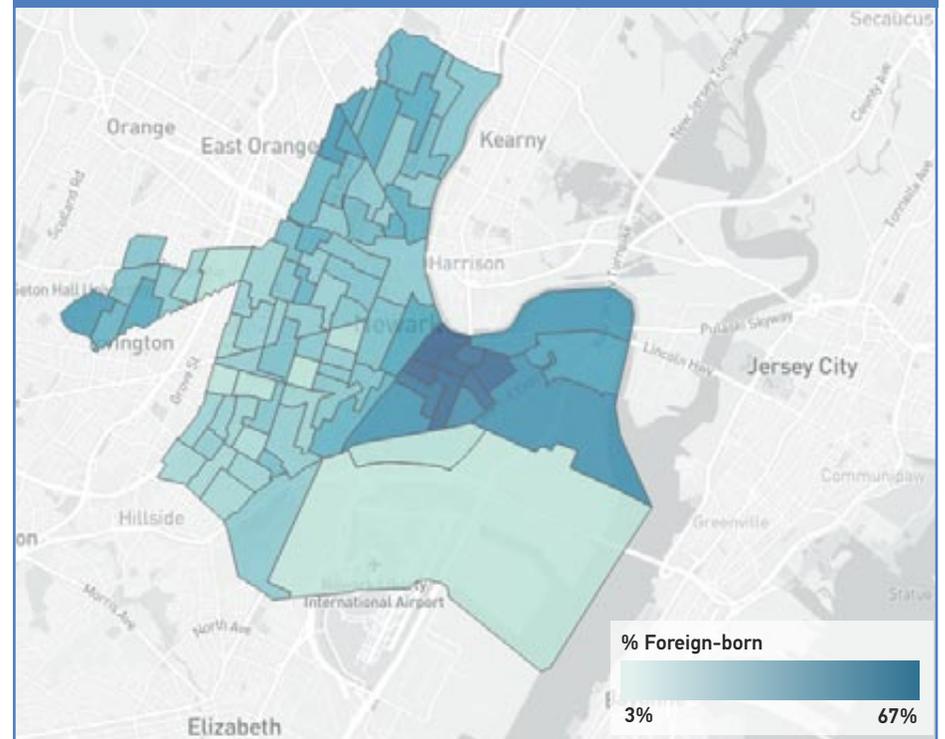


Figure 3: Newark Foreign-Born Residents





Other demographic groups, such as African American residents and Hispanic/Latino residents, are more concentrated in particular areas of the city. Figure 4 shows that the highest concentrations of African American residents are in the South and West Wards of the city. In some of these tracts, African American residents comprise close to

100 percent of the population. Conversely, Hispanic or Latino residents are largely concentrated in the North and East Wards (see figure 5). Several tracts within the North Ward were close to 80 percent Hispanic.

Figure 4: Newark Black/African American Residents

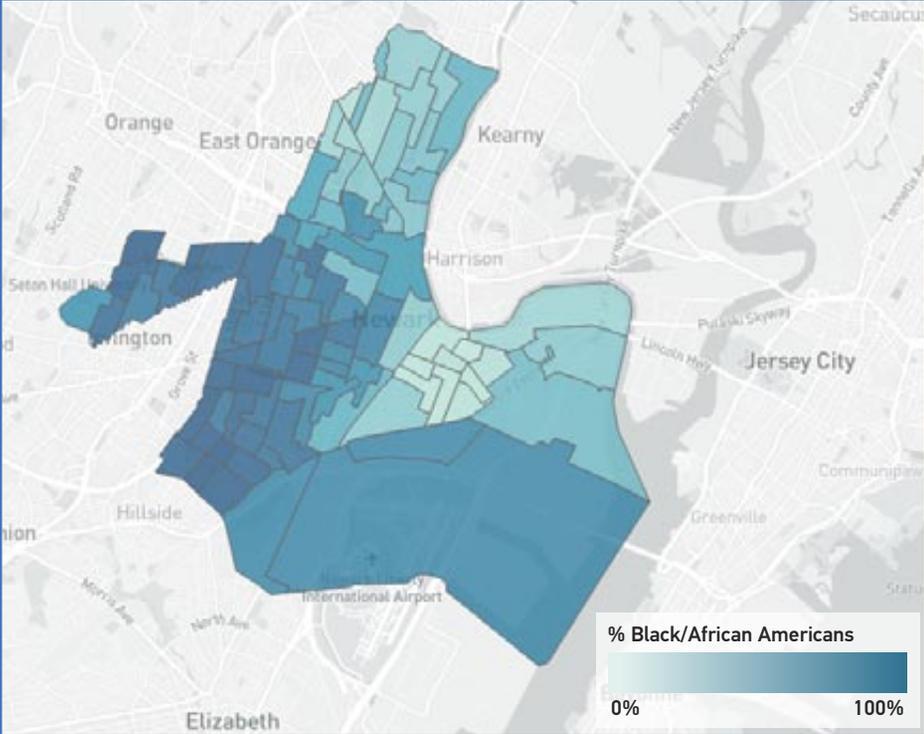
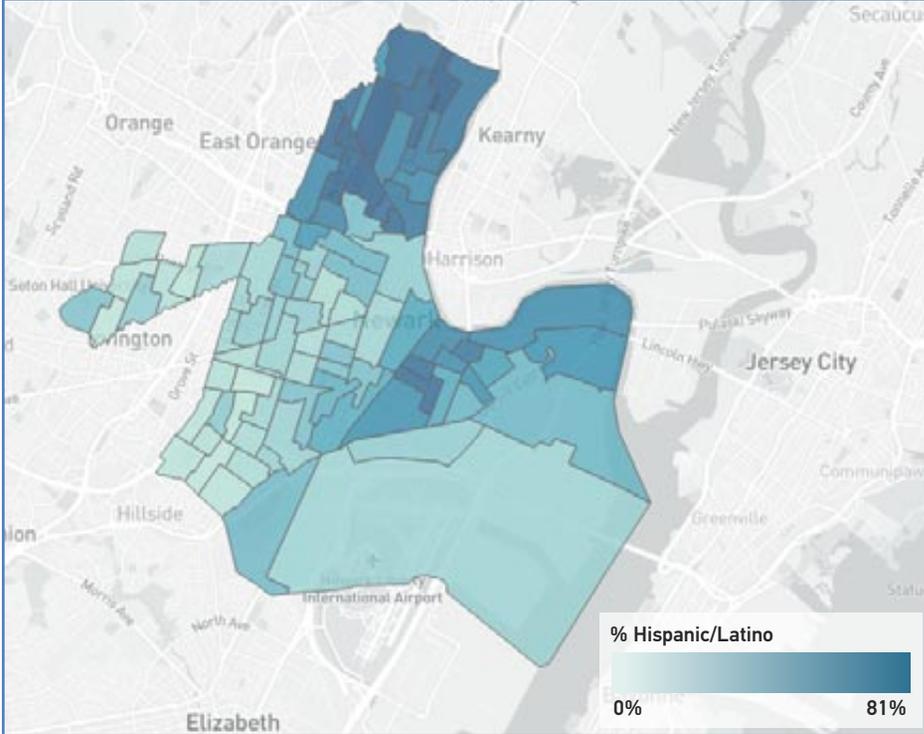


Figure 5: Newark Hispanic/Latino Residents

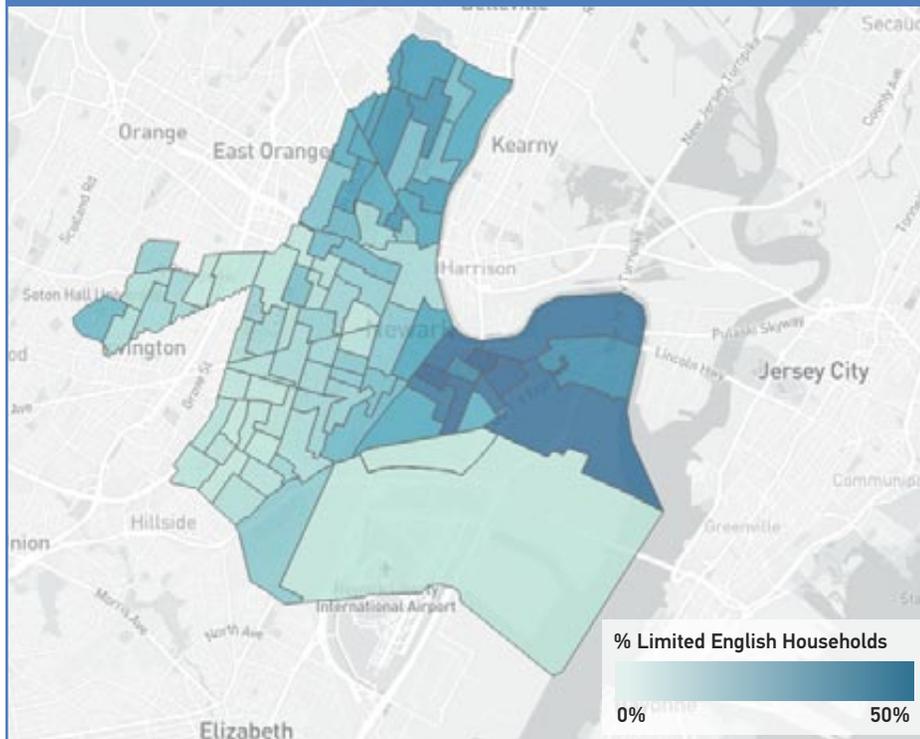


Making Newark Count in 2020

The tracts with the highest shares of individuals who speak limited English were largely in the East Ward, with some concentrations of limited English speakers in the North Ward as well (see figure 6).

For a more in-depth look at our tract level data maps, visit our website: acnj.org.

Figure 6: Newark Households with Limited English



Ensuring a Complete Count in 2020: Newark's Response

Stakeholders within Newark are working diligently to ensure that its residents are counted in 2020. While the City of Newark has conducted Census outreach in the past, the 2020 effort is bolstered by a more robust and comprehensive statewide network of Census supporting organizations than ever before. In 2019, New Jersey established its own statewide Complete Count Commission, allocating \$9 million dollars for the support of the commission and census outreach. Later that fall, the New Jersey Department of State announced a request for proposal for both counties and non-profits to apply to receive funding for get-out-the-count efforts. Essex County received the aforementioned grant, as well as several Newark-based non-profits. In addition, Newark has formed its own complete count committee, which is comprised of several different subcommittees focusing on hard-to-count groups like young children, homeless residents, senior citizens, immigrants and African Americans. The City's complete count committee has developed a comprehensive plan that includes:

- Job fairs for Census employment opportunities,
- Census kiosk sites in each ward. Kiosks are sites open to the public where community members can connect to the internet to complete their questionnaires,
- Scheduled town hall meetings in each of the five wards and
- Distribution of educational materials at citywide offices and activities (WIC/SNAP offices, Vital Statistics, Work Force Development, the Health Department, City Courthouse, etc.)

For more information regarding Newark's complete count committee, visit newarknj.gov/card/census2020 or contact ACNJ at census@acnj.org.

Get Involved: What You Need to Know and How You Can Help

Who do I include on my Census questionnaire?

General 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. Be sure to count everyone living with you, even if they are not related to you or if they only live with you temporarily. You can complete the Census online by visiting 2020census.gov.

Did you forget to include someone? Don't panic. You can complete the questionnaire again, counting the same individuals as before, but this time, you will add in anyone who was missed. Submit your corrected response online or over the phone using your address or the original code mailed to you by the Census Bureau. The Census Bureau will later remove any duplicates.

For more information, review ACNJ's fact sheet: Household Scenarios: Who Counts Where? at acnj.org/downloads/2020_01_05_census_living_scenarios_who_should_be_counted_where_eng.pdf.

Wait—I thought I already completed my Census!

The U.S. Census Bureau conducts a number of different surveys every year—not just the decennial Census. It is entirely possible that you may have been one of a small sample of individuals selected to participate in the American Community Survey or another survey. Even if you participated in one of these, you are still required to respond to the 2020 Census.

What will the Census ask?

Completing the Census will take about 10 minutes to complete and will ask basic information about you and those living with you.

For each household member:

- Name
- Age/date of birth
- Gender
- Racial/ethnic background
- Relationship to the person completing the questionnaire

Other Questions:

- Whether you rent or own your home

The Census Bureau will **never** ask for money, donations, your social security number or your bank or credit card information. Contact the Census Bureau at 800-923-8282 if you have any questions.

Will there be foreign language support?

Yes. In addition to English, there will be online and phone assistance available in 12 different languages—Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese and Japanese. The paper form will be printed in English and in Spanish. The Bureau will also offer additional language assistance through video and print “language guides,” which will be offered in 59 different languages, as well as American Sign Language, braille and large print.

How can I identify Census takers in my neighborhood?

In May, Census workers will be canvassing neighborhoods in order to follow up with households that have not responded to the 2020 Census online, by phone or by mail. Census workers will wear a photo ID with a U.S. Department of Commerce watermark and an expiration date. Do not hesitate to contact the Bureau if you are ever unsure. For more information, visit: 2020census.gov/en/census-takers.html.

How can I help get out the count in Newark?

There are many different ways for individuals who live and work in Newark to get involved in the complete count effort.

- Visit websites like census2020nj.org to download fact sheets to distribute.
- Encourage members of your own local networks to complete their Census questionnaire.
 - Co-workers at your place of employment
 - Houses of worship
 - Fraternal organizations
 - Volunteer and civic organizations (Big Brothers, Big Sisters; Girl Scouts, etc.)
 - Recreational clubs or sports leagues
 - Parent-Teacher Associations
 - Block Associations
- When completing your own questionnaire or attending a Census-related event, share your experience on social media. Use #NewarkCounts in your post.
- Follow the city's efforts at newarknj.gov/census2020 and attend a Census-related event.

Census Online: An opportunity to monitor the count in real time.

One added benefit of web-based Census responses is the ability to track individual communities' progress. Beginning March 20, 2020, the U.S. Census Bureau will release response rates for states, counties and smaller geographies, so that communities can target specific areas with low participation. Newark, for example, will be able to identify which parts of the city could benefit from additional targeted outreach to boost response rates. This was not possible in prior Census years due to the lag time associated with entering the data from paper Census forms.

- Write a letter to the editor of your local paper, encouraging a complete count.
- Do you speak a foreign language? Be sure to discuss the Census with your community.
- Sign up for ACNJ's Census text alerts. Text "ENGLISH" or "ESPAÑOL" to 405-896-3828 to receive important Census reminders.

Conclusion

A newborn baby missed in the 2020 Census will be ten years old by the time the next Census takes place, rendering them invisible when it comes to the allocation of funding for crucial services. An accurate count in 2020 will ensure that the City of Newark has its fair share of resources and representation for the next ten years. It is imperative that all residents work together to make sure that they and their neighbors count.



● **References:**

- ¹ Reamer, A (2020). Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds. Brief 7: Comprehensive Accounting of Census-Guided Spending (FY2017). Retrieved February 26, 2020 from https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Counting%20for%20Dollars%202020%20-%20Comprehensive%20Accounting_Report%207B%20Feb%202020%20rev.pdf.
- ² U.S. Census Bureau (2018). American Community Survey chart B28002, 1-year estimates.
- ³ The Leadership Conference Education Fund. Table 2b: 100 Largest Places Ranked by Percent of Hispanics Living in Hard-to-Count (HTC) Census Tracts. Retrieved January 9, 2020 from <http://civilrightsdocs.info/pdf/census/2020/Table2b-100-Largest-Places-Percent-Hispanics-HTC.pdf>.
- ⁴ The Leadership Conference Education Fund. Table 2b: 100 Largest Places Ranked by Percent of African Americans (race alone or in combination) Living in Hard-to-Count (HTC) Census Tracts. Retrieved January 9, 2020 from <http://civilrightsdocs.info/pdf/census/2020/Table2b-100-Largest-Places-Percent-African-Americans-HTC.pdf>.
- ⁵ The Leadership Conference Education Fund. Table 2b: 100 Largest Cities Ranked by Percent of Children Under Age 5 Living in Hard-to-Count (HTC) Tracts. Retrieved January 9, 2020 from <http://civilrightsdocs.info/pdf/census/2020/100-Largest-Cities-Percent-Children-Under-5-HTC-Census-Tracts.pdf>.

● **Data Sources and Technical Notes:**

A Selection of Programs Impacted by Census Data. As reported by Andrew Reamer’s Counting for Dollars 2020. New Jersey Fact Sheet for FY2016.

Newark Population by Subgroup. As reported by the U.S. Census Bureau, 2010 decennial census and 2012-2016 American Community Survey Estimates, with assistance from the CUNY Mapping Service, Center for Urban Research, CUNY Graduate Center.

2010 Mail Return Rate Map. As reported by the U.S. Census Bureau, 2010 decennial Census data, with assistance from the CUNY Mapping Service, Center for Urban Research, CUNY Graduate Center.

Newark Demographic Subgroup Maps. The percentage of residents within a specific subgroup out of Newark’s total population. As reported by the U.S. Census Bureau, 2013-2017 American Community Survey estimates, with assistance from the CUNY Mapping Service, Center for Urban Research, CUNY Graduate Center.