

- The Governor's FY 2020 recommended Budget appropriates \$2 million to the New Jersey Complete Count Commission for the 2020 decennial census. How will the appropriation be allocated?

**The budget recommendation will cover the costs associated to implementing the Department's Action Plan. That plan involves a robust educational and grass-roots campaign, particularly in 'Hard-To-Count Communities'. A dedicated marketing as well as social media campaign are also critical.**

#### **Action Plan Highlights FY 2020 - \$2,000,000**

- **Multi Media Effort**
- **Inter- and Intra- Governmental Effort**
- **Capacity Building**
- **Organizing of Local Complete Count Committees (LCCC)**
- **Public Events**
- **Resource Enlistment**
- **Education and Awareness Building**
- **Persuasion and Encouragement Campaign**
- **Motivate - Get Out The Census (GOTC)**

- Will the proposed appropriation be sufficient for the commission to accomplish its responsibilities under the law, including adequately covering community-based and school-based organizational outreach and media campaigns, with required translation services for the multi-lingual and multi-cultural media campaign?

**The Department feels the resources provided are appropriate to meet its needs for the 2020 Census.**

**The focus will be on the formation of Local Complete Count Committees (LCCCs), which will be the backbone of our on the ground campaign and that will produce the all-important trusted community messengers who will carry the message of the importance of the Census and the completion of the Census form to their communities. A comprehensive approach will be taken that will involve everyday people volunteering to help in their community, activist groups, advocacy groups, faith based leaders, the education community, the business community, labor, local governments, county governments, and the various departments of state government. Additionally, to amplify our message a broad based media and social media campaign will be deployed.**

**\$50,000 will be allocated from the budget for translation services.**

- Other states have allocated significant amounts of money in anticipation of the 2020 federal decennial census. New York has appropriated \$25 million, and California has allocated \$149 million over two years. The Governor's FY 2020 proposed budget appropriates \$2 million. Will A-5056 and S-3478, which make a FY 2019 supplemental appropriation of \$9 million to the Department of State for the commission, be better able to achieve the necessary community outreach?

**The Department cannot discuss pending legislation.**

- For which languages will translated material be provided? Approximately how much will translation services cost for each language?

**The U.S. Census Bureau provides translations for English and the 12 core languages.**

**The Department will look to and consult with the U.S. Census Bureau for guidance and best practices regarding language access. The State will work with Local Complete Count Committees, and the communities, to determine which languages outside the 12 core are necessary. The Department will survey vendors consistent with state procurement laws to get the best price for all translation expenses.**