



NJ Census 2020 – Census Taker Week (August 10-16)

Talking/Posting Points for Partners

- This is **CENSUS TAKER WEEK** – as part of the final Get Out The Count (GOTC) effort to ensure that every New Jersey resident is counted, Census employees will begin knocking on doors of households that have not yet completed the Census all across New Jersey starting August 11.
- This week, **we ask our partner organizations to highlight the fact that Census takers will begin in-person outreach** – make sure to prepare your communities to welcome the Census Takers.
 - Census takers began knocking on doors of non-responsive households in select New Jersey areas, including Trenton, July 30.
 - And beginning August 11, Census takers will begin knocking on doors **statewide**.
- Who are Census takers? They are you!
 - Welcome the Census Takers. They are members of your community, your neighbors, working to make sure everyone is counted so your community can get its fair share of federal funding and be properly represented.
 - They will offer to help you complete the Census, using an electronic device.
 - If the Census taker who visits your home does not speak your language, you can request a return visit from a Census taker who does speak your language.
 - If no one is home when the Census taker visits, they will leave a notice of their visit with information about how to respond online, by phone or by mail.
- Census takers will follow COVID-19 safety protocols:
 - Census takers will wear masks and follow local public health guidelines when they visit your home.
 - All Census takers completed a virtual COVID-19 training on social distancing and other health and safety protocols before beginning their work in neighborhoods.
- The Census – and Census employees – are safe and secure:
 - Check to make sure Census takers have a valid photo ID badge featuring a U.S. Department of Commerce watermark and an expiration date. Census workers may also carry Census Bureau bags and other equipment with the Census Bureau logo.
 - Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.
 - The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party.

- If you'd rather not have your door knocked on just Fill It Out Now at [2020CENSUS.GOV](https://2020census.gov), by phone at 844-330-2020 or by mail.
- The Census is safe. Your personal data is protected by very strong federal laws. Your information cannot be accessed by any government agency at any level. Not the police, not ICE, not housing officials, Not Anyone!
- The Census is easy – You can complete it online or by phone. It takes about 10 minutes. There are 9 questions and no citizenship question.
- The Census is important – It is much more than just a head count. All of our state's and your community's federal funding for the next 10 years depends on the accuracy and completeness of our Census count. It informs how more than \$45 billion in federal funding is distributed annually to New Jersey's communities. This affects most of the programs and services that benefit your family – schools, healthcare, senior programs, roads and highways and much more. Our level of representation in Congress and across the state is dependent on an accurate count.
- Time is running out, but there's still time for you to reply and make a difference
- Your community is counting on YOU!
- Everyone in the U.S. has the right to be counted in the Census. Exercise that right and let your voice be heard. You Count!
- Remember – our diversity is our strength, and there's #StrengthInNumbers.
- We invite you to share our posts about the Census Takers in New Jersey. Share one of our posts or share your own post about why residents should complete the Census.
- Complete the Census at [2020CENSUS.GOV](https://2020census.gov) or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at [CENSUS.NJ.GOV](https://census.nj.gov).