



# PARTNERSHIP COMMUNITY

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## Accurate 2020 Census Count Critical to Puerto Rican Families

By: Giselle Laffitte • Puerto Rico

Census partners in Puerto Rico are more eager than ever to participate in the 2020 Census. Visibly enthusiastic, each one is committed to helping in any way possible to ensure the most accurate count ever.

Why are these partners more motivated than before? In the five years between 2013-2018, the population of Puerto Rico has decreased by over 11% across all 78 municipalities. Migration has been an everyday topic and concern. After Hurricane Maria, almost two years ago, the out migration has been worse. Between 2016 and 2018, the population decreased by 211,342 residents

or 4%. This significant decrease in population will affect Puerto Rico's economy. Therefore, partners believe it is more critical than ever that everyone gets counted in the 2020 Census. It is pertinent that Puerto Rico can receive its fair share of the more than \$675 billion in federal funds distributed annually. This funding helps fix roads, support education, and other tons of programming.

Partners have developed different strategies to promote census recruiting and education. Their goal is to ensure residents understand why the U.S. Census Bureau will influence the big decision of many families; whether to stay on the island of Puerto Rico or move to a location on the mainland that receives more federal resources to thrive. "This Census is very personal to the people of Puerto Rico," said State Department Director of Immigrants Dr. Vicenta Perez, while addressing the Dominican community living in

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Puerto Rico at a recent recruiting event in San Juan. "It is vital that the information is correct, and the participation has to be the best. The participation of partners in the Dominican community has been of great importance in helping to reach these hard-to-count areas. We believe the 2020 Census will integrate all communities in one voice. Puerto Rico needs to flourish, and we know the Census count will help us get there."

Community and religious leaders have also become very active in educating the people of their respective communities. The same reaction and commitment have been evident from each partner that has been reached.

"For Puerto Rico, the 2020 Census is more than a census; it is personal because decision-making about people's futures depend on it," said Director Adalberto Bejaran from Index Dominican Consul. "We will continue to educate and promote until the last day of the 2020 Census."

There is a noticeable sense of urgency among census partners in Puerto Rico. There is a stronger understanding of why 2020 Census is so important to everyone. The commitment, unity, and determination are present all the time. They believe in the 2020 Census now, more than ever. ■



Local leaders of Cataño Municipality, and Giselle M Laffitte, Partnership Specialist PR, NY Region

## 2020 Census Takes Flight – Sky's the Limit!

By: Eva Bunnell • Connecticut

Every day across America, millions of people walk into an airport and take to the skies. There are a host of reasons we fly, including business trips, visits to see loved ones, and vacations, to name a few. And then, there are those who fly for one reason only – to protect our nation.

Air flight takes us to where we want to be and when we need to be there. The benefit of a complete count for the 2020 Census to our nation, states, and communities gets us to where we need to be to shape our future. To that end, in order to meet the mission of counting everyone once, only once and in the right place, our partnerships are everywhere.



The Connecticut Airport Authority, a 2020 Census partner with oversight of every airport in the state, invited the U.S. Census Bureau to its Groton-New London Airport Open House for a visit in August. More than 800 individuals passed by the census informational table, including families with young children, and flight crews of the Connecticut Civil Patrol and the U.S. Coast Guard's Air Station Cape Cod.

Parents who attended the Open House were particularly interested in the census flyer that speaks to the undercount of young children. By the end of the day, not a single informational flyer was left on the table.



The Connecticut Airport Authority has invited the U.S. Census Bureau to more airport open houses in the future. These events are incredibly helpful in getting communities onboard for the 2020 Census! ■

## Brazilian Pastors Engage with the 2020 Census

By: Marcia Marques • Massachusetts

The Brazilian Pastors Network of Greater Boston, representing over 20 Portuguese-speaking churches in the area, gathers monthly for fellowship and to discuss ways to better serve their community. On Tuesday, August 6th, Rev. Cleonir Rabelo, Senior Pastor of the Bethel Missionary Church in East Boston, invited the U.S. Census Bureau to speak at their monthly meeting about the upcoming Census. Rev. Rabelo is one of the first Brazilian pastors serving in Massachusetts and was a very active census partner in 2010. Working with one of the hardest to count communities in Massachusetts, the interest in learning about the Census is paramount to ensuring a complete and accurate count.

The meeting at the Cathedral da Paz Church in Everett focused on major census concerns by participants, such as protection of personally identifiable information and possible consequences for undocumented individuals responding to the survey. They were assured that their responses to the 2020 Census are safe, secure, and protected by federal law against being shared in any way. As participants learned more, they became more comfortable. They also learned more about the importance of responding to make sure their communities receive their fair share of approximately \$675 billion in federal funds each year. Several pastors became census partners and committed to encouraging their membership to respond to the Census questionnaire in 2020. ■



## Neighborhood Pride Helps Motivate the Youth of Manchester

By: Nicole McKenzie • New Hampshire

On a small patch of land known as Harriman Park, encompassed by New Hampshire's largest city with over 110,000 residents, a celebration took place on a very warm summer day in August. The 12th Annual Community Cookout celebrated Manchester's Neighborhood Pride and the great work students of the Summer Youth Employment Program accomplished through city beautification projects. This was also a great networking event for 2020 Census staff, with the goal of meeting new members of the community, gaining new partners, and providing information on the importance of responding to the 2020 Census.

For many of the young adults who attended the picnic, networking instantly meant computers, printers and other devices connecting to enable outcomes. However, they learned about the importance of old-fashioned networking – people connecting in person to enable outcomes from the 2020 Census staff who spoke with members of the city's Police Department, the Mayor, NH Congressional delegate staff, community-based organization staff, and young adults in attendance who represented the many diverse cultures of the city.

The event was a huge success with close to 200 attendees filling their stomachs with great food, and many filling their minds with information about the importance of the 2020 Census and learning about the value of networking. By the end of the event, the City of Manchester's Complete Count Committee (CCC) was established and several attendees committed to become CCC members. A great partner was found in the Manchester Community Resource Center, who will next host Manchester's CCC kick-off event!

The Manchester Community Resource Center (MCRC) in conjunction with the City of Manchester operates the Summer Youth Employment Program, which hired 27 young adults ages 14-20 in 2019 for the 6-week employment and training programs. ■

## Cape Ann Transportation Authority Helps to Promote 2020 Census

By: Anne Williams • Massachusetts



This fall, anyone traveling to Cape Ann, Massachusetts via Cape Ann Transportation Authority (CATA) buses will see Census recruitment signs in English and Spanish. CATA committed to place the signs in the interiors of all their buses, at no cost, to promote 2020 Census jobs and increase awareness for the 2020 Census. CATA recognized that passengers could benefit from Census jobs and the need to promote a complete and accurate Census count. In 2018, CATA provided over 200,000 trips throughout Cape Ann (Gloucester, Rockport and Essex) and the surrounding community of Ipswich.

CATA has been operating for more than 40 years, serving as the sole transit service to the 45,600 residents of Cape Ann and the tens of thousands of visitors to the area each year. They offer practicality and the convenience of public transportation, including special accommodations to the elderly and disabled. They also provide bus services to Gloucester's middle and high school students.

In order to create the unique signage to the proper specifications, Census Partnership worked with Novella Lopes, supervisory regional recruitment coordinator and her team to design the 24" x 11" placards. The results are high quality signs with motivating messages and engaging visuals. "We are grateful to CATA for their partnership," said Ms. Lopes. "This collaboration has resulted in a new way to promote thousands of Census jobs." ■

## Sound the Alarm in Troy!

By: Susan Brink • New York



Left to Right: Lisa Moore, Assistant Regional Census Manager NYRCC; United States Congressman Paul D. Tonko; Laqueena Fernandez, Volunteer Coordinator, Media Alliance; Mike Yevoli, Regional Director, Empire State Development

The Sanctuary for Independent Media in Troy, New York hosted a roundtable discussion and Q&A on community and economic development planning with Congressman Paul Tonko. The event took place on September 4 as part of his week-long "Sound the Alarm on 2020 Census Undercount for Capital Region Tour." Representatives of area organizations joined census staff and government officials in a productive discussion of the challenges that face communities in getting a complete and accurate count. The discussion was lively, honest, and eye-opening. The decision was made to continue the dialogue to reach a deeper understanding of the issues at hand and to craft real solutions to ensure that everyone understands that completing the Census questionnaire is safe, easy, and important. ■

## Food Pantry Providing Census Support

By: Philip D'Agati • Massachusetts

Many of the hard to count census tracts in America are also among the poorest neighborhoods in America. This holds true in Massachusetts, where many of these low response areas are in cities like Lawrence, Lowell, and Lynn. Non-profits and charities in these cities are vital partners and can offer important commitments to support the local community.

One partner in Lawrence is finding ways to support the Census with no additional costs or efforts; just tapping into the good work they do and sharing that outreach time with census staff.

Lazarus House describes itself as a gospel-based ministry that provides the needy with care and goods, including food, shelter, clothing, education, employment prep, and more. While the organization is a logical partner due to the planned procedures to count homeless shelters, the opportunity to partner with Lazarus goes beyond the homeless count. Their staff has devised plans to support the Census in ways that can have a broad impact in critical low count areas.

Through the St. Martha's Food Pantry, Lazarus House has already supported the U.S. Census Bureau by distributing 5000 job flyers to individuals at the food pantry over the past few months. Recent partnership planning meetings with Lazarus House has resulted in several possibilities to count critically undercounted communities in Lawrence. Among them, are two plans to utilize the food pantry which should set a great example for partnering with food banks, soup kitchens, and shelters in other cities with key low response tracts.

The Lazarus House food pantry, which provides food for 800 families a week, receives such a large crowd that they manage those visiting the pantry by bringing them into a waiting room 50 at a time, and then smaller waves into the pantry from there. For two weeks in October, bilingual census partnership and recruiting staff members will be welcomed to set up in the waiting room and help anyone looking for a job. Another event is being scheduled for Census Response day in March. The plan is for census staff members to be available to answer questions for those completing their online 2020 Census questionnaire, via computers provided by the Lazarus House. ■

## Rural Town Takes Steps Towards a Complete Count

By: Elaine Arsenault • Massachusetts



**W**hen Heath, MA Town Manager Helma Sumner heard residences would have the option of responding to the 2020 Census online, by mail, or by phone she had concerns that residents of her small rural community might face challenges. Heath, first settled in 1765, has rolling hills, stonewalls, and an award-winning Agricultural Fair, but does not have cable or internet access. With no viable broadband and limited cellphone service, residents must rely on landlines to communicate.

"Heath is a Right to Farm Community," Sumner said. "It consists of families who farm for a living, a large population of seniors, individuals who live off the grid, and households who get their mail in post office boxes at the local post office."

The recently formed Town of Heath Complete Count Committee identified the challenges the town may face and came up with identifiable solutions. First, 2020 census materials and information on census employment opportunities were disseminated at the 102nd Annual Heath Agricultural Fair and then printed in the town newsletter. Finally, they designated the former Heath Elementary School as a hub to complete 2020 Census questionnaires, providing computers for residents to use with help from volunteers. ■

## New Hope Baptist Church Welcomes the U.S. Census Bureau

By: Yvette T. Rose • Connecticut



(From left to right) Census Partnership Specialist Yvette Rose; Reverend Leroy Parker; and Recruiting Assistant Zachary Lange enjoy the New Hope Baptist Church Community Barbecue on August 24 in Danbury.

On August 24 the New Hope Baptist Church in Danbury, CT was the site of a community barbecue that treated hundreds of neighbors and congregants to an afternoon of music, children's activities and traditional summer fare. New Hope invited the U.S. Census Bureau's Partnership Team to attend the festival to share information about the 2020 Census Recruiting.

Assistants were also on hand to promote census job opportunities in the Greater Danbury area. New Hope Baptist Church, a diverse congregation located in the heart of Danbury, is over 100 years old and is currently under the spiritual leadership of Reverend Leroy Parker. Reverend Parker is supporting census outreach efforts because of their impact on federal funding for critical social programs. Continued funding for Danbury's Title 1 schools, SNAP and WIC, for example, depend on a complete and accurate 2020 Census. At the barbecue, a message was announced over the loudspeakers: "The U.S. Census Bureau is here to remind everyone to be counted!" The message was heard that day and it will continue to resonate with the help of Partners like the New Hope Baptist Church. ■

## City of Cape May Builds Census Partnership

By: David L. Shutter • New Jersey

On Thursday, August 15 Cape May, NJ Mayor Clarence "Chuck" Lear met with the U.S. Census Partnership Team from the New York Regional Census Center to discuss the many differences and improvements between the previous 2010 Census the upcoming 2020 Decennial Census. The Cape May representatives, which also included West Cape May Mayor, Carol Sabo, Cape May Point Deputy Mayor Anita Van-Heeswyk, Mayoral Special Consultant Dr. Beverly Yanich, and Cape May City Manager Neil Young, were updated on the innovative improvements imparted to the 2020 Census and were thoroughly impressed with the new methods of access, language compatibility, and safety measures in place for the upcoming decennial count.

At one point during the overview of ROAM (Response Outreach Area Mapper) – a census.gov website application that demonstrates census data for all cities, towns, and tracts – Deputy Mayor Van-Heeswyk made an observation that there may have been an undercount in the previous census, given her first-hand insight into the population metrics of her municipality, specifically Cape May Point. It was an excellent opportunity for the partnership team to highlight the importance of having a complete and accurate count, and how the data collected by the census reflects the government's accounting for a region. It showed the direct impact census data had on things like federal funding, redistricting and the availability of other government programs.

At the conclusion of the presentation, officials from the three Cape May municipalities passionately discussed Complete Count Committee (CCC) options and ultimately agreed to form a unified committee given the many regional, economic, populace similarities, and interests of the three communities. Moving forward, the Cape May City CCC will continue to take an effective shape and purpose as its chair and members expand their number of community partners and trusted voices. ■

## Jubilee Homes of Syracuse Hosts “Build to Work” Job Fair

By: Matthew Vincent • New York

On August 2, census partner Jubilee Homes hosted a community job fair at Saint Lucy’s church in Syracuse. As one of nearly three dozen organizations in attendance, the U.S. Census Bureau provided application information for job seekers and answered community-member questions about the Census. With its mission of youth education, workforce development, and home ownership for families, Jubilee Homes depends on accurate census data. “Build To Work” Coordinator Cherylene “Twiggy” Billue indicated census data is crucial to the organization’s grant writing process and census jobs are valuable for community members. “A [complete] count is so important in this community,” she added.

Attendance and engagement were very high and many prospective applicants received information on competitive wages for full time and flexible employment with the 2020 Census. Applicants were also impressed how easy it is to apply without a written test, particularly those who had worked in past decennials. A significant number of people mentioned they or a family member had worked for the Census in decades past. People who took the application materials were also eager to refer others.

In addition to the public, many exhibitors were highly engaged with the Census messaging and job opportunities. Exhibitors focused on public and human services were highly familiar with the importance of census funds for the community, political justice, and educational opportunities.

County Executive Ryan McMahon, a member of the Syracuse Complete Count Committee, expressed support for the Census jobs available to their residents. “We need an accurate count for so many reasons, and support from our communities is critical,” he said. ■

## In the Heart of a Hard to Count Community

By: Clodomiro J. Falcon • Connecticut



On a sunny summer day in August, Gala Foods supermarket celebrated the Annual “Customer Appreciation Day 2019” in the

parking lot of its premises, located at 1050 East Main Street in Bridgeport, CT. Fifteen vendors participated in this family event, where more than a thousand people enjoyed DJ music, free food, ice cream, popcorn, cotton candy, product samples, free raffles, face painting, and other activities for children. General Manager Carlos “Tony” Pena, Operations Manager Alex Pena, and Office Manager Belkys Pena, were very glad to see so many happy faces enjoying a beautiful summer day. “We appreciate the loyalty and support of our customers for the past 30 years,” said Alex Pena. “This event is our way to thank them and give something back to the community.”

Gala Foods Supermarket is in the heart of a hard to count community. The area includes at least three census tracts with high percentages of Hispanic speaking population and low response scores of between 30% to 41%.

When Census Partnership met with Tony and Alex Pena in early August, they committed to providing exhibit space at the “Annual Customer Appreciation Day 2019” as well as any other date the U.S. Census Bureau would like an exhibit table on the supermarket premises which sees about 12,500 customers per week. Alex and Tony understand the importance of the Census and the challenges of the 2020 Census in particular. “A complete count of the population in Bridgeport is necessary for the state to receive the much-needed federal funds to support the many different programs that benefit the community,” Alex said.

Bridgeport is among the hardest to count cities in the state of Connecticut, along with New Haven, Hartford, Stamford, Waterbury, New Britain, and other cities with a high percentage of Hispanic population. Identifying the Census Tracts with a Low Response Score above 30 percent, and building partnerships with trusted voices in those tracts, will contribute to accomplishing the goal of counting everyone once, only once, and in the right place. ■

## Counting the Homeless Matters

By: Michael Burke • Connecticut

On most days, he stands curbside near the traffic lights at a busy intersection on the Stratford/Trumbull, CT line. A long-brim tan cap shields his face from the hot sun as he holds a small sign that he had fashioned from a discarded brown cardboard box. Despite a misspelling, his message is clear:

**“homless and hungry - Please help”**

Thousands of people drive by him at least once a day. Some wave but most do not as they go about their busy day. A few of them stop at the corner and say hello, giving him some spare change, water, or a sandwich, from time to time. His friends know him as Mark, a simple guy that says he doesn't drink or use drugs but enjoys cigarettes when he can afford them.

His age is tough to determine as a difficult life has taken a toll on his appearance. He might be in his 40's but could be in his 30's. He tells anyone who will talk with him that he was born in CT and his single mom did her best to raise him, “but she was poor, and it was hard.” Mark says he didn't take to school very well and never finished. His mom “met a guy and married him, he was a loser, but he had a little money.”

They moved to North Carolina where Mark says life worsened for him. “My stepfather abused me and there was nothing I could do about it,” he said. “My mom got sick and when she died, I got out of there and came back here.”

With little education and apparent intellectual challenges, finding work was difficult for Mark. He was proud of the years he worked gathering shopping carts from the parking lot at Walmart until that job came to a sudden halt. “About ten years ago they told me they had to cut back so I couldn't work there anymore,” he said.

Mark didn't know anything about the decennial Census until it was explained to him. Upon learning that an accurate count helps bring money into the community to help the people who need it most, he laughed a little, saying, “That's what I'm doing out here every day, so I can stay in a hotel room at least one a week.”

He said he'd be happy to tell his friends about the upcoming Census and get everyone counted next spring. Standing tall, he said, “I'm proud to be American. If you think I can help, I will try.” Mark is just one of nearly 4,000 people experiencing homelessness on any given day in this small New England state (reported by Consortium of Care to HUD in 2018). Alarming, public school data reported to the U.S. Department of Education that an estimated 6,260 public school students experienced homelessness over the course of the year (2017-2018).

In 2020, the U.S. Census Bureau will devote three days to counting people who are experiencing homelessness across the country, with checks in place to ensure that people aren't counted more than once. These days follow months of outreach and coordination with local census offices, partners, shelter directors, service providers, and others.

The results of these efforts – in CT and across the country – are critical. Census data helps inform decisions about billions of dollars in federal funding for services like shelters, soup kitchens, and programs that assist with housing, nutrition, and transitioning from homelessness. From the Emergency Shelter Grants Program to the Special Milk Program for children, these programs and the people they serve depend on a complete and accurate count. ■





## West Hartford: Ready to Go the Extra Mile

By: Catherine Marx • Connecticut

The town of West Hartford has been cited as one of the “coolest” suburbs, a “great city to raise families” and nationally ranked as one of the “Top 50 places to Live” in America, according to major publications Travelandleisure.com, Kiplinger’s, and Money Magazine, respectively. It is a dynamic community offering both an urban and suburban experience, and its mayor, Mayor Shari G. Cantor, has seen firsthand and how it has thrived. She is proud to serve the community where she grew up, got married, and raised four sons.

The West Hartford Complete Count Committee recently held a press event as a first step to inform all populations and demographics about the importance of the 2020 Census. Indeed, the West Hartford public schools gave a snapshot into the growing diversity. “For the past 30 years the schools have tracked languages spoken in homes of our students, and this school year, over 2,000 students comprising 22% of our school’s population, have a dominant language other than English,” said Mayor Cantor at the CCC press event.

The top eight languages spoken in West Hartford are Spanish, Portuguese, Vietnamese, Mandarin, Arabic, Nepali, Russian, and Urdu. “The committee is going the extra mile to reach everyone in our town so that they are counted,” said Mayor Cantor. “There will be 18 subcommittees focused on specific populations that might need assistance or more information on why the 2020 Census is easy, safe, and important to our Community.”

Representatives on these subcommittees will speak the top eight languages identified by the school system along with Cambodian, Nepalese, Laotian, and Caribbean (dialect). Mayor Cantor is co-chairing the CCC and aiming high. “The 2020 Census provides an opportunity for everyone to be counted,” she said. “The goal of the West Hartford Complete Count Committee is to strive for 100 percent.” ■

## We Count in Tioga County

By: Katherine Dillon • New York



One county in South Central New York State developed their own personalized 2020 Census advertising campaign to capture the attention of residents and convey the importance of being counted.

The Tioga County Complete Count Committee (CCC) has created its own promotional materials for the 2020 Census, using the phrase “We Count in Tioga County” as a tagline that speaks directly to residents. Elaine Jardine, Tioga county planning director and CCC chairperson, used this outreach strategy for previous decennial Censuses and knows how effective it is to use personalized materials. “This is my third Census and I know what works in Tioga County,” Jardine said.

The Tioga County CCC paid for the cost of producing these materials by sharing expenses among its members, including The Department of Economic Development and Planning, Oswego Apalachin Central School District, Tioga Opportunities Inc., Waverly Free Library, Cornell Cooperative Extension Tioga, Tioga Chamber of Commerce, and various town supervisors. They worked together to produce stickers, magnets, a tablecloth, rack cards, flyers, postcards, bookmarks, and a banner.

These materials debuted at the Tioga County Fair, August 6-10, where the CCC staffed a table and handed out stickers and magnets to many families with young children. CCC members also plan to distribute their materials through their daily interactions with residents and at special events, such as the upcoming Tioga Opportunities Inc. Health Fair, throughout the next year. The CCC will target hard-to-count populations by making their materials available through mobile food pantries, clinics, social service applications, senior centers, meals on wheels, local libraries and businesses. ■



## NJ Hispanic Business Leaders Prepare for 2020 Census

By: Carolina Chia • New Jersey



The Statewide Hispanic Chamber of Commerce of New Jersey (SHCCNJ) held its 2019 Diversity Expo & Breakfast on August 16 at The Palisadium in Cliffside Park, NJ. During the breakfast program, Hispanic business leaders spoke about the importance of diversity, inclusion, and participation to a gathering of over 400 guests. Several speakers spoke about ways the community should be civically involved, including its participation in the 2020 Census. U.S. Representative Bill Pascrell, Jr. also spoke to the gathering and emphasized the message of diversity and inclusion.

The U.S. Census Bureau was invited to participate, inform, and answer questions about the upcoming 2020 Census during the Expo portion of the event. Hispanic community leaders and representatives of Latino organizations and businesses engaged the 2020 Census team and were happy to learn the details of the upcoming Census. After speaking with the team, many felt inspired to take information about the 2020 Census back to their communities to help spread the word about the importance of everyone being counted in 2020. Hispanic business leaders across the state rely on accurate census data for important business. By encouraging the community's participation, they are ensuring accurate data is produced and the appropriate resources and representation are reaching the communities they serve. ■

## Haverhill, Massachusetts on the Move

By: Drew Menter • Massachusetts



Massachusetts Congresswoman Lori Trahan and Haverhill Mayor Jim Fiorentini gathered together more than 60 community members to discuss the impact of the 2020 Census

and how crucially important the count is to the town.

They explained forming a Complete Count Committee is the first step in engaging the community and encouraged all in attendance to get involved. Haverhill has many hard to count pockets of residents, and the trusted voices in the community will be essential in educating and encouraging all to respond.

Enthusiasm was high at the event and ideas and plans were discussed. Attendees were able to ask questions and share their concerns with their local and state representatives and 2020 Census representatives. The event demonstrated the formal commitment from Mayor Fiorentini, the community, and Congresswoman Trahan for a strong count in 2020. ■

## Westchester County Hosts Heritage Events

By: Mario Garica • New York

The County of Westchester hosted a series of Heritage events between June and August to allow residents to experience the many different cultures represented in the county. This level of immersion is quite the sight to see because each event has something new to learn. From the cuisine of the culture, to the authentic clothes displayed, each event was truly a unique experience. Thanks to the coordinated efforts of the Westchester County Complete Count Committee, the U.S. Census Bureau was able to attend all events in the series to speak about available job opportunities. Many individuals were pleased to learn that not only do census jobs pay well, but they also offer flexible schedules, and take place close to home. ■

## Trenton Non-Profits form CCC

By: Jennifer Jones-Hamilton • New Jersey



Seated left to right: Nancy Podeszwa, Catholic Youth Organization; Reggie Dorsey, Advocates of Children of New Jersey; Peter Chen, Esq. Advocates for Children of New Jersey; Calder Burgam, Arm In Arm.

Standing left to right: Paulah Banerijee, Trenton Area Soup Kitchen; Jamie Parker, Trenton Area Soup Kitchen; Julie Sullivan-Crowley, YWCA Princeton; Jennifer Jones, Hamilton NYRCC. Joshua Morgan, YMCA Hamilton; Shereyl Snider, Urban Promise; Anthony Mendia, Urban Promise.

For nearly four decades, Mercer County families have turned to Arm In Arm, a non-profit organization providing essential resources, such as food and financial support, to those in need. Therefore, when Calder Burgam, its community engagement coordinator, volunteered to host, create, and lead the Non-Profit Complete County Committee (CCC) of Trenton, it made perfect sense.

Arm In Arm, formerly known as The Crisis Ministry, was founded in 1980 by leaders of Nassau Presbyterian Church and Trinity Church in Princeton to help community members who were struggling financially. Today, 20 staff members and hundreds of volunteers welcome more than 4,000 families to their food pantries, work with 600 at-risk families to prevent or end homelessness and offer on- the-job training and job search mentoring.

On August 29, the newly created CCC held its first meeting to strategize about ways to ensure the 2020 Census captures everyone, especially those traditionally challenging to reach. "In the last Census, New Jersey was not accurately reflected, and we therefore lost out on funding and governmental representation," said Burgam. "Our Non-profit Complete Count Committee got off to a great start. Our area's non-profits are committed to a complete count. We're excited to collaborate with amazing partners like YWCA Princeton, Homefront, and Urban Promise to ensure everyone is counted.

Peter Chen, Policy Counsel at Advocates for Children of New Jersey, said "though the 2020 Census seems far away, now is the time to act to ensure an accurate count. Otherwise, New Jersey risks missing individuals in known hard-to-count populations, particularly residents who are part of a racial or ethnic minority, renters, immigrants, or children under five years of age. The state stands to lose billions in federal funding if we have an undercount, including support for critical programs such as children's health insurance, school funding, school lunch and breakfast programs, Head Start, highway funding, college scholarships, and housing programs."

This Complete Count Committee has a potential membership roster of more than twenty nonprofits who are committed to working in cooperation to empower their staff to use resources, technology and community events to carry the message that the 2020 Census is safe, easy and important. The next meeting of the Non-Profit Complete County Committee will be held Thursday, September 26 at 1 pm at the Children's Home Society on 635 S. Clinton Avenue in Trenton. ■

# Census Pumps Up the Jam at Newark Carnival

By: Barbara Brown • New Jersey



In August, the City of Newark welcomed representatives of the U.S. Census Bureau to Jesse Lee Allen Park for the 2nd annual "We Love Newark Carnival" to share vital information about 2020 Census job opportunities. A team of partnership specialists and recruiting assistants reached approximately 3,000 diverse residents who turned out in the sweltering summer heat to enjoy free rides, music, sports, and family- fun entertainment. Newark, New Jersey is one of the most populous cities in the Garden State, and the seat of Essex County, with an estimated population count of more than 282,090 in 2018.

This free, public event which ran from 12-9 pm, featured more than 20 rides and activities for children of all ages, including slides, bumper cars, a mini train, trampoline, funhouse, ferris

wheel, rock climbing and bull riding! The finals for the Brick City Basketball Championship Tournament was also held onsite. Food service trucks by Good Morning Newark and E&S Original Steak-N-Take offered delicious Halal Foods as well as hot dogs, wraps, sandwiches, shish kabobs, and fries. Music was provided by DJ's from Random Access Entertainment.

In the midst of games and music, members of the New York Regional Census Center, New Jersey Field Office, set up an information station where residents could apply for full time, part time, and flexible positions in the area.

The Census Partnership and Recruiting team engaged attendees one-on-one and shared job information. Key to these prospective applicants is the news residents applying now will be considered for a wide array of field positions with salaries starting at \$21/hour.

Newark Division of Recreation, Program Coordinator Donnell 'Coach D' Redding managed the carnival and was responsible for bringing the Census to this highly attended event to participate in recruitment.

"This is an amazing opportunity to reach all members of our community, regardless of age, race, ethnic background or religious beliefs," said Redding. "We bring everybody together, and we celebrate all our residents, because everyone in Newark counts! Our 'We Love Newark Carnival' presents a fantastic opportunity for the City of Newark to work directly with the Census to share the news of high-paying jobs with quality applicants, right here in Brick City." ■



## Jayuya Employees Learn About 2020 Census

By: Adelina I. Reynoso Acosta • Puerto Rico



On Friday, August 2 the administration of the Municipality of Jayuya and its Mayor gathered to receive a 2020 Census orientation focused on how to promote messaging to diverse communities, share job opportunities, and discuss the importance of ensuring every resident of Jayuya answers the 2020 Census questionnaire next March.

“The local government administration recognizes the vital importance of joining efforts with the U.S. Census Bureau to promote the 2020 Census message and make sure all families residing in the city of Jayuya are counted,” said Jorge L. Gonzalez, Mayor of Jayuya. “We are committed and have started our efforts within, but our genuine desire for a complete and accurate count goes beyond our geography. We want every single person living in the 78 municipalities of Puerto Rico to be counted. We are currently motivating our residents to apply for Census 2020 jobs and creating awareness in all our hard-to-count communities, making sure everyone knows how a complete and accurate count will impact our socioeconomic development for the next ten years.”

Messaging at the orientation focused on the Census being safe, easy, and important, as well as how those interested can apply for jobs. Alicia Alfonso, Complete Count Committee liaison of the Municipality of Jayuya said, “We have a very challenging city; our terrain is mostly rough and steep, some of the highest mountains of the island are located here. We are identifying hard-to-count areas and working on broadening our 2020 Census outreach. Also, on September 25, we are hosting a job fair at our public library to help those having difficulty completing the 2020 Census job application and ensure everyone in our city is counted.” ■

## Borough of Roselle Kicks-Off CCC

By: Mario Lee • New Jersey

On Wednesday, August 28 the Borough of Roselle launched the Borough of Roselle Complete Count Committee during a crowded town hall event at the Warinanco Expo Center. New Jersey Secretary of State Tahesha Way gave a 35-minute presentation on the 2020 Census and explained why the Census was important to the residents of Roselle. She emphasized that census statistics influence how over \$675 billion dollars of federal funding are distributed to the states every year and the impact those funds have on their community.

Numerous local leaders attended the event, including Third Ward Councilwoman Cynthia Johnson; Borough of Roselle’s BOE President Delia Ware-Tibbs; Agape House of Worship representative Ananeika Pankey; and numerous other representatives from businesses throughout Union County.

The event was hosted by Roselle Mayor Christine Dansereau, N.J. State Senator Joseph Cryan (D-20), and the Roselle Borough Council. Mayor Dansereau talked about Roselle’s efforts to get the word out about the Census and how the borough would continue to work closely with the U.S. Census Bureau partnership team. ■

## Spotlight Partner: Glen Cove Sub-Committee

By: Monique Powell • New York



Community Stakeholders from Glen Cove met to discuss ideas on how to promote 2020 Census participation and job opportunities. The discussion followed a press conference led by Congressman Thomas Suozzi and Nassau County Executive Laura Curran. As a result, a “pop-up” job fair at the Glen Cove Youth Bureau was organized by Glen Cove Mayor Timothy Tenke, Nassau County Comptroller Jack Schnirman, and legislator Delia Deriggi-Whitton.

When it comes to captivating the community, Glen Cove partners did the following:

1. Created hashtags for social media
2. Personalized messaging to community members
3. Galvanized politics and education to organize the event and share resources. ■

## Partners Include Census Information in Free Back-To-School Bookbags

By: Nicole Bailey • New York



**T**wo U.S. Census partner organizations joined together to distribute census information to students and families last month.

Students lined the Brentwood Recreation Center for the annual Back-To-School drive, hosted by the Islip branch of the National Association for

the Advancement of Colored People (NAACP) on August 17. The Islip NAACP hands out bookbags loaded with pens, pencils, notebooks, and other school supplies in the hard to count area of Brentwood, NY. This year, the NAACP added 2020 Census information to the 1,200 backpacks. Meanwhile, the Babylon-Bay Shore Women's Huddle made census informational postcard-sized documents – one side English and the other side in Spanish. Each of the 1,200 bookbags were stuffed with copies of postcard-sized census information along with school supplies for the students.

As each family goes through the generous list of supplies it is the hope that they read the census information to understand the importance of the 2020 Census and that it is safe, easy, and important to respond. ■

## NYC Dominican Parade Onlookers Learn About the 2020 Census

By: Maria Matos • New York

**T**housands of people came together on August 11 to honor the Dominican heritage and celebrate in the annual New York City Dominican Day Parade, which was reportedly attended by close to half a million people. The festivities included floats, traditional music, dance and a display of red, white and blue colors of the Dominican flag. The Dominican Parade celebrates a myriad of traditions born in the Dominican Republic and gives younger generations the opportunity to witness their heritage celebrated in the streets of New York.



U.S. Census Bureau employees drew attention as they marched with census banners along floats. The one-on-one outreach they achieved while marching from 36th Street and 6th Avenue to 52nd Street, helped put the 2020 Census on the radar of all participants. Together, Census Partnership and Recruiting Specialists used this great parade platform to increase the awareness of the 2020 Census and promote the job opportunities. Participation at this important event also helped to ease some of the concerns of those individuals in the immigrant community who may have mistrust in the government. ■

## Census Message Reaches Hundreds at 45th Anniversary of Harlem Week

By: Nicole Yearwood • New York



**A**nyone who knows Harlem knows that Harlem Week has now become a month-long celebration. The kick-off event was hosted by New York City Mayor Bill de Blasio and First Lady Chirlane McCray at Gracie Mansion on

July 18, while the Percy Sutton 5k Run and Walk served as the culminating event on August 24.

The Greater Harlem Chamber of Commerce (GHCC), organizer of Harlem Week and a Complete Count Committee host, helped spread 2020 Census messaging throughout all Harlem Week events. Whether it was through partners, like the Mid-Manhattan Branch of the NAACP, Manhattan Community Board 10, or the U.S.

Census Bureau staff, there was census presence at every major Harlem Week event. Millions of people, not just Harlemites, attend Harlem Week to enjoy Harlem's rich culture. By having a presence at these events, the 2020 Census message reached a diverse group of people from all five boroughs of New York City and beyond. People of all ages and backgrounds migrate to Harlem in August to celebrate and enjoy the cultural festivities. ■

## Delaware County Prepares for a Complete Count

By: Taylor M. Brose • New York



Lack of internet access, homelessness, seasonal roads, and homeowners who live elsewhere are just some of the barriers facing leaders in Delaware County, NY to achieving a complete count. To

address some of those issues, Delaware County leaders are working to create a Complete Count Committee. The U.S. Census Partnership team provided details on forming a CCC during a presentation to the Delaware County Board of Supervisors at their monthly meeting on August 28 in the county office building in Delhi.

Following the presentation, board members asked about how the U.S. Census Bureau plans to address the main barriers to a full count in Delaware County. Many of the questions pertained to collecting an accurate count for homeless populations in the area and accessing remote areas via seasonal roads. The ability to self-report via technology was also of interest. Local leaders plan to work with libraries to ensure that computers are available so all residents can complete the Census online.

One of the most troublesome issues in Delaware County is the relatively large percentage of housing units that are owned by people who live elsewhere. County officials are developing a communication plan to connect with seasonal residents. Those who live in the county most of the year will be urged to complete their census questionnaire using their Delaware County address. ■

## NYC Department of Probation Raises 2020 Census Awareness

By: Leo Ly • New York



The NYC Department of Probation sponsored the third annual "Community Resource Fair" on August 21 at Herbert Von King Park in Bedford-Stuyvesant, Brooklyn.

The Partnership Team represented the U.S. Census Bureau at the fair, which included fun activities for the kids, and information on health and wellness, education and other programs, provided by city organizations. TaTaNisha Madera, supervising probation officer, NYC Department of Probation, greeted each organization's table and welcomed everyone to the back-to-school celebration in the park. Many community residents came to enjoy the free food, school supplies' give-a-ways, and wonderful music. ■

## Queensbridge Maximizes Census Reach

By: Jamal Baksh • New York



More than 500 hundred residents and their family members attended the annual Queensbridge Family Fun Day Event in Long Island City, Queens. This year's annual celebration, which was sponsored by Queensbridge Houses, consisted of three

separate community events – Online Application and Census 2020 Recruitment Drive, Family Fun Day, and the Night Out Against Crime. These three events provided an all-day window of opportunity to inform, recruit and encourage residents of Queensbridge to respond to the upcoming 2020 Census. It was a day bustling with numerous vendors, community-based organizations, and speeches by local politicians, including Congresswoman Carolyn Maloney.

U.S. Census Bureau partnership and recruitment staff worked with the Mayor's Office of Criminal Justice, Queensbridge Tenant's Association, and the Queens Borough Public Library's Queensbridge Technology Library Branch to arrange the drive. Queensbridge is the nation's largest public housing development and the largest of 26 public housing developments in Queens County, NY. The site includes 3,142 units that house approximately 6,907 residents. With so many people residing in one location, the event presented an opportunity to deliver the 2020 Census message and job recruitment. ■

## Mexican "Consulate on Wheels" Visits Sodus

By: Kristine Hanford • New York



**M**ore than 400 Mexican nationals received information on farm workers' rights, available health care and the 2020 Census at the Consulado Sobre Ruedas, August 14-16.

The Episcopal Church of Sodus, N.Y. hosted the Mexican "Consulate on Wheels" so citizens could obtain or renew important documents close to their homes, rather than driving five hours to New York City. Finger Lakes Community

Health invited 2020 Census Partnership Specialists and Recruiters to attend the event.

"It's important to have census information and networking at such an event," said Beverly Sirvent, director of agricultural programs at Finger Lakes Community Health, and organizer of the event. "It helps to reach out to the over-18 population who can obtain jobs through the Census for these much-needed positions in our community."

Sodus is a rural area with a large population of hard-to-count migrant workers who harvest the abundant crops grown along Central Lake Ontario. For more than 10 years, the Mexican Consulate has come to this location so Mexican nationals can obtain passports, birth certificates, and the Matrícula Consular de Alta Seguridad (Consular Identification Card), issued by the government of Mexico through its consulates to nationals residing outside of Mexico. The card can be used as proof of identity for critical activities, such as banking, or to obtain an individual Taxpayer Identification Number (TIN), in order to pay federal income taxes or obtain a driver's license.

"We need to point out the importance for all people living in the U.S. to answer the Census, which will result in the allocation of monies to our area," Sirvent said. "Seeing first and second-generation Americans asking for information at the Census table was great." ■

## Queens Library at McGoldrick Celebrates Indian and Korean Independence Day

By: David Chung • New York



**O**n August 10, Queens Library at McGoldrick held a "Celebrate Indian and Korean Independence Day." This dual festival celebrated the independence of two important Asian nations,

India and Korea, with music, games, food, and fun for both cultures. The festivities also featured an address to the crowd by New York City Councilmember Peter Koo. Attendees also



received a presentation of the 2020 Census that included information about census jobs.

The Korean Independence Day celebration included language and calligraphy lessons, food tastings, a photo zone with traditional costumes, games, folk songs and a sing-alongs and other activities. Activities included instrumental, dance and vocal performances, demonstrations, children's activities, cultural dances, and a tae kwon do workshop. ■

## Connecting Upstate Communities en Español

By: Jesus Paesch and Chris Iven • New York



Summer is the season for celebrating, especially for Upstate New York's Latino community. Thousands of people attended two separate Latino festivals in Rochester and Utica in August. Attendees ate traditional foods, danced to songs with a Latin beat, and conversed in Spanish with new and old friends. Thanks to partnerships with the U.S. Census Bureau, festival attendees also learned about the importance, safety and ease of the 2020 Census.

C. Sonia Martinez, executive director of the Mohawk Valley Latino Association, asked the Census to participate in the 14th Annual Latino American Festival in downtown Utica held on August 25. She noted that census data is used to allocate resources her community needs.

"It's our mission to educate and empower our community," Martinez said. "We have a large percentage of poverty in our community. Without services for people to get out of poverty, we would lose what we have. Everyone needs to

be counted." The U.S. Census Bureau also had a strong presence at the 50th Annual Puerto Rican Festival in Rochester, N.Y., August 16-18, thanks to a partnership with the Ibero American Action League. The Puerto Rican population in the area grew dramatically in 2017 following Hurricane Maria. The Ibero-American Action League, founded to serve Hispanic and Latino residents in the Rochester area, helped the new arrivals resettle. As a trusted voice with the new residents, the organization invited the U.S. Census Bureau to have a table at the festival, where hundreds of people learned about census jobs and the importance of participating in the 2020 Census. ■

## Onondaga County Legislators Discuss Census Opportunities and Challenges

By: Jerry Lord • New York

The 2020 Census was the subject of a lively discussion among the Ways and Means Committee members of the Onondaga County Legislature in Syracuse, NY, on August 16.

Speaking before the seven-member committee and an audience that included about 15 staff members from various county agencies, the U.S. Census Partnership Team highlighted the importance, safety and ease of responding to the Census. It was also noted the need to recruit thousands of local applicants for enumerator positions. Several committee members expressed interest in the positive economic impact of the Census, both in jobs and public resources tied to census data.

One county legislator, Christopher Ryan (D-Syracuse), said he represents a district comprised of low-income, majority-minority neighborhoods. He said many of his constituents have an intense mistrust in government and community leaders will need to work hard to overcome that obstacle.

While other important agenda items were presented before the committee, they did not spark as much discussion as the Census. Committee members agreed that the Census is important, and they noted their strong support for the Syracuse – Onondaga County Complete Count Committee. ■

## A Focus on the Census in the Heart of Little Pakistan

By: Abdalla Hassan • New York



The 2020 Census team was at the Pakistan Independence Day Mela, an annual Brooklyn celebration in mid-August along a stretch of Coney Island Avenue, in the district of Little Pakistan. Along with the music, foods, crafts, and entertainment, celebrants received information on the Census in bags distributed by the Census Partnership Team and the Council Of Peoples Organization (COPO).

Mohammad Razvi and (COPO) have earned the trust of the diverse communities they serve in the heart of Little Pakistan, a trust he says was built through small victories. Devoted to service, Razvi, COPO's founder and chief executive officer, has formed the Muslim Census Committee 2020 ([www.mcc2020.org](http://www.mcc2020.org)), bringing together mosques, Islamic schools, and Muslim organizations to work toward a complete and accurate count for the 2020 Census.

"We need to make sure we are counted," says Razvi. "Otherwise all the resources we're providing to the community—the food pantry, Halal Meals on Wheels, benefits enrollment, universal pre-K—I know they will dwindle."

Staff at COPO speaks a dozen languages, advocating for immigrants and empowering marginalized communities. The non-profit also offers programs for seniors and youth, health education, legal clinics, citizenship, and English as a second language classes.

COPO has translated census material to reach out to the diverse communities they serve.

"We are mobilizing all communities to come together," says Razvi. COPO and the Muslim Census Committee are encouraging participation in the Census at parades, Ramadan iftars, cultural events, religious holidays, and by holding census job fairs at their offices in the Midwood section of Brooklyn.

At the Pakistan Day Parade in New York City on August 4, Razvi had a large banner for the Muslim Census Committee displayed on the stage and promoted the importance of the Census before introducing Pakistani superstar singer and actor Ali Zafar. COPO is also a member of an Interfaith Census 2020 Count Coalition ([www.fpwa.org/interfaithCensus2020](http://www.fpwa.org/interfaithCensus2020)).

"Let's do a citywide Census Friday so that we can assist everyone in getting the form completed," Razvi suggested. The Muslim Census Committee has reached out to New York's multiethnic Muslim community, "promoting the right steps they need to take for the community and themselves," he said. "The way to do it is to empower leadership in other communities—not only the Pakistani community or the Arab community—or else we will have these pockets that are not filled. We want every person from the Muslim community to be counted."

Razvi understands the challenges and rewards of coalition building. He expects the Muslim Census Committee will be the start of continued organizing and mobilization on other issues, from domestic violence to homelessness. "This is the beginning of larger initiatives and programs we can focus on—and it is starting with the Census." ■



# Census Grows with Google, Gale and CB4

By: Joli Golden • New York

“What more can we do to help Census 2020?” asked Jesse Bodine, district manager of Manhattan Community Board 4. This simple question resulted in a dynamic partnership with Manhattan’s Grow with Google community-oriented team. As a result of Bodine’s introduction, the Census planned two recruitment efforts at the flexible, spacious, and, of course, technically-equipped space in lower Manhattan. The irony of Community Board 4’s district is that it includes various successful businesses, such as Google, as well as a low response census tract.



The first event was held the morning of August 15. It was publicized jointly on the Grow with Google website and via Community Board 4’s newsletter. In addition, outreach was conducted at local NYC Housing Authority developments, the Actor’s Fund, and via an energetic team of interns from Manhattan Borough President Gale Brewer’s office (who canvassed the neighborhood with event flyers). The Borough President also made an appearance to personally encourage applicants to become a part of the Census 2020 workforce.

“Advocating for New York State to get the appropriate amount of federal funding by making sure all residents are counted should be a priority for our Community Board,” said Burt Lazarin, chair of Community Board 4. “Sponsoring and coordinating U.S. Census employment events like these is the first step in making sure that our neighborhoods are well represented.”



More than 150 people applied for census jobs at Grow with Google, who provided generous desk space and laptops for 66 people, and a Google support staff team. They provided briefings about the importance of the Census, available job opportunities, and how to apply.

“We opened the Grow with Google NYC Learning Center on the ground floor of our office in Chelsea to serve as a community center for the neighborhood and to help create economic opportunities for all New Yorkers,” said William Floyd, director of public policy & government affairs, Google NYC. “We are proud to partner with the New York Regional Census Center and CB4, and we welcome potential census workers into the space and are looking forward to another great event this month. ■

In case you missed it:

The new  
**2020Census.gov**  
is live!



# The Lowell Southeast Asian Water Festival Continues to Thrive

By: Adriane Queiroz • Massachusetts

In Lowell, MA some of the outreach efforts for the 2020 Census occur during celebrations that bring communities together around culture, language, and food. Many activities involve local TV stations, temples, and civic engagement outings. “We want to reach as many people as we can and inform them about the importance of the Census, so this way they can be counted and get the funding and services they deserve,” said Keanhuy Sour, civic engagement coordinator for CMAA.

The banks of the Merrimack River were the scene of another major festival in Lowell, the Southeast Asian Water Festival. The festival began in Lowell over two decades ago and is dedicated to the preservation, protection, and sharing of cultural heritage of the Southeast Asian Americans in the Greater Lowell area. It celebrates Cambodian, Laotian, Thai, and Vietnamese culture and it takes place every third week in August. According to the organizers, the attendance is approximately 15,000 people and it keeps growing in popularity.

The Cambodian Mutual Assistance Association (CMAA), a Complete Count Committee member in the city of Lowell, was able to offer the U.S. Census Bureau a space in their booth to inform people about job opportunities and the 2020 Census. While people have fun and enjoy the festival, the U.S. Census Bureau and its partners focus on reaching out to hard to count groups, such as children and immigrants, to ensure a complete and accurate count.

The Census is constitutionally required to count everyone in the country every 10 years. “If people are not counted, the communities where they live will receive less resources and political representation,” Sour said.

Local leaders can support an accurate count by identifying residents that are least likely to participate and invest in targeted outreach to ensure these residents are educated and motivated to respond on April 1, 2020. Examples of hard-to-count populations include persons of color, recent immigrants, young children, renters and low-income households. ■



Members of the Cambodian Dancers of Rhode Island on stage at the Lowell Southeast Asian Water Festival: Madeline Ith (left) and Norin Samraing, both of Smithfield.



The Southeast Asian Water Festival in Lowell, Massachusetts happens on the banks of the Merrimack River. According to the organizers, approximately 15,000 people were in attendance.



## Santa Isidra's III Multidisciplinary Center Hosts Orientation and Recruiting Event

By: Anamarie Mora Garcia • Puerto Rico



On Thursday, August 8 and Friday, August 9 Fajardo's Complete Count Committee and the U.S. Census Partnership and Recruiting Team came together to guide employees of the Municipality of Fajardo on the importance of the 2020 Census. Information about 2020 Census employment opportunities was also shared. The event was coordinated to raise awareness about the significance of the Census and to provide people with an ability to earn extra money.

Fajardo's Municipality and their Complete Count Committee recognizes the importance of the 2020 Census. They are joining efforts to educate their residents and encourage them to answer the 2020 Census. This collaboration's goal is to count everyone once, only once and in the right place.

The presentation at the event included key factors about the Census – It's safe, easy, and important. Messaging also emphasized how the Census needs their help as a trusted voice in the community. Over the course of those two days, 180 applications were received! This was a successful event hosted by the Multidisciplinary Center of Santa Isidra III. ■

## Stronger than Maria Teams with National Association of Letter Carriers

By: Adelina Reynoso Acosta • Puerto Rico

On September 1, nonprofit organization Stronger than Maria (STM) and the National Association of Letter Carriers of Puerto Rico (NALC) came together to celebrate their partnership to promote the 2020 Census. Setting a goal of ensuring everyone understands the Census is safe, easy, and important.

Since early 2019, STM has been promoting the 2020 Census message and job opportunities in the island's hard to count areas. "We mainly focus on sharing the message with specific populations including those in high poverty areas, veterans, and disabled communities," said Myriam Lorenzo, president of STM. "We have distributed over 3,000 census flyers and hosted several 2020 Census events in which we aided recruiting and promoted the message. Everyone who visits our offices also receives information about the importance of the upcoming 2020 Census. It is important to make sure we all count, especially as we continue recovering from Hurricane Maria. We can't afford to leave anyone out of the Census count – not the children, not the elderly, not the veterans – we must all make sure we count. "Working together with other organizations such as the National Association of Letter Carriers of Puerto Rico (NALC) is one way to ensure we get more done. We wish to continue this and unite our effort in sharing the 2020 Census message with everyone, especially those in hard to count areas. Together we can accomplish great things."

Efraín Colombani, president of the NALC said, "The NALC has distributed 2020 Census flyers to local businesses on the west coast of Puerto Rico, shared the 2020 Census message at all our member meetings, and distributed information to the rest of the NALC branches throughout the island. Postal workers know the communities and have access to areas no one else does. We recognize we can aid the 2020 Census efforts to make sure everyone is counted; and on a personal level, I believe it's important to get an accurate count on the 2020 Census in order for us to receive the proper funding for education,

health, housing, infrastructure, security and future emergencies. We want to help everyone become aware of how truly important the Census is for our future and our economy. We will all benefit from a complete and accurate count, therefore we must all make the 2020 Census a priority." ■

## Friends of Fairmount Heights GreenSpaces Partner with 2020 Census

By: Regina Waynes Joseph • New Jersey

The Friends of Fairmount Heights Neighborhood Association is committed to ensuring well-being of its residents in the Newark, New Jersey area. Among its many successful initiatives is the Friends of Fairmount Heights GreenSpaces program, which provides fresh produce to neighbors during the summer months.

Fairmount GreenSpaces farmer's markets are held in Dr. Martin Luther King, Jr. Garden, part of the Urban League of Essex County. Local sponsors donate the food, boxes, and bags for residents. The fresh produce is also offered to neighboring food kitchens, pantries, senior centers, and other nonprofits to serve their constituents. Fairmount GreenSpaces relies upon several local sponsors:

- Hello Fresh
- Whole Cities Foundation
- Renaissance Medical Center
- Fairmount Adopt-a-Lot Gardeners
- LISC Greater Newark
- Urban League of Essex County
- Jersey Cares
- New Jersey Symphony Orchestra

Many residents benefit from the program to receive fresh vegetables. Trucks from neighboring food kitchens, pantries, and senior centers also came to the farmers market and collected crates of free fresh produce for their constituents. As part of this incredible humanitarian venture, Fairmount GreenSpaces included the 2020 Census because they understand the importance of all residents being counted and the impact an accurate count has on a community and its resources. As such, the Census Partnership and Recruitment departments hosted a table to distribute census information to residents who attended the farmers market and apprise them of the available temporary job opportunities available with the U.S. Census Bureau. Fairmount Heights GreenSpaces is a prime example of partnership in action and service to its community! ■



## Census Class Educates Refugees

By: Joseph A. Sarzyniak • New York



The United States resettles tens of thousands of refugees each year. Accurately counting them in the 2020 Census would be nearly impossible without help from local organizations that serve refugees, such as Journey's End Refugee Services of Buffalo, N.Y.

About 75 people most of them refugees attended a class on the Census that was organized by Journey's End on August 21. Hein Saw, case manager for Journey's End, explained the importance, safety, and ease of responding to the 2020 Census. He also explained the history of the U.S. Census and how communities can use it to shape their future. "We want all people counted, including refugees," said Saw, whose presentation was translated live into languages that included Arabic, Burmese, Karen, Mai-Mai Somali, and Swahili.

Last year, Journey's End resettled 418 of the 1,600 refugees who came to Buffalo, N.Y. The refugees came from Bhutan, Burma, Iraq, Iran, Somalia, Eritrea, Sudan, the Democratic Republic of Congo, Burundi, Liberia, and Cuba. This year, Buffalo officials expect 2,000 refugees. Journey's End is a Christian, community-based organization that welcomes refugees without regard to their ethnic origin or religion. Their goal is to provide the resources and support refugees' need to become healthy, independent, contributing members of the Western New York Community. In coordination with the Buffalo Public Schools, Journey's End offers adult classes and coaching, along with high school equivalency programs for refugee students ages 16-26. Education focuses primarily on conversational English to help refugee students engage with members of the surrounding community. ■

## Census Partners Gather at 19th Annual Jersey City LGBT Pride Festival

By: June Dowell-Burton and Pat Greene Alston • New Jersey



On Saturday, August 24, Census partners Jersey City Office of Cultural Affairs, the Hyacinth Foundation, PFLAG, and New Jersey's Governor Phil Murphy – gathered at the 19th Annual Jersey City LGBT Pride Festival sponsored by the Hudson Pride Center. The Jersey City LGBT Pride Festival hosted more than 20,000 participants who celebrated the diversity

of the gay, lesbian, bisexual and transgender communities and allies of Hudson County and the New York City metropolitan area.

Gallup Poll studies showed that a record number – approximately 10 million people, or 4.6% of the recorded population of the United States of Americans – identify as LGBTQ, and the country's attitude about gays and lesbians has significantly changed. Same-sex couples will now have the option to identify their relationship on their 2020 Census questionnaire.

The festival theme – “Honoring our Past...Creating Our Future” – was in recognition of the Stonewall 50 Commemoration & World Pride 2019 and coincided perfectly with the 2020 Census tagline “Shape Your Future...Start Here.” Before Governor Murphy ended his march down Newark Avenue, he jumped behind the 2020 Census table and said, “The Census! This is important and everyone counts!”

The LGBTQ community relies on federally funded programs, such as Community Development Block Grants, HIV Emergency Relief Project Grants, Housing assistance, career and technical education grants, and adoption assistance.

“Before, same-sex couples weren't recognized on the Census. After marriage equality, we feel that we are no longer invisible,” said Saquan Stevenson, Hyacinth Foundation empowerment counselor, and an integral advocate to the

development and implementation of public health policies and services for the HIV/AIDS community for more than 30 years. “It's a start.”

Hudson Pride Center is the largest LGBTQ center in the state of New Jersey. For more than 25 years it has been a home and voice for the diverse LGBTQ community and their allies. “None of the programs for the LGBTQ community would exist without federal funding,” said Hudson Pride Center Counselor Alfredo Lisboa. ■

## MassCounts Launches ‘Get Out the Vote’ Campaign

By: Ethel Harris Shepard • Massachusetts



On Thursday, August 22, a diverse coalition of community leaders launched the MassCounts Get Out the Vote campaign to increase awareness and participation in Boston's historically hard to count communities, including immigrants, children and people of color.

Approximately 200 people joined the kick-off event hosted by VietAID, an organization focused on economic development, programs and services designed to build a strong Vietnamese community. Guest speakers included Boston's civic, activist, and political leaders, including Congresswoman Ayanna Pressley; Boston City Council President Andrea Campbell; President of the Cape Verdean Association of Boston Paulo Da Barros; and Roxane Rivera, leader of the New England United for Justice Service Employees International Union 32BJ District 615.

It was a morning filled with inspirational speeches, encouraging everyone to make a pledge to participate and be counted in 2020. “These unprecedented times demand unprecedented action, unprecedented organizing, and unprecedented mobilizing,” said Congresswoman Pressley. “We're here to make sure everyone is counted. If you're not counted, you don't count.”

Boston City Council President Campbell

addressed the need for a complete count to ensure that communities are heard. "We have a large Vietnamese, Haitian, Cape Verdean and Latino community," said Campbell. "We need an accurate count to paint the picture of the difficulties we face and adopt the solutions our communities need."

De Barros said that according to the 2010 Census, approximately 15,000 Cape Verdeans people reside in Boston. "Through my work with the Cape Verdean Consulate that actual number is closer to 30,000," he said. "Our community lost out on important resources and political representation. That's why I'm asking people to pledge to be counted in the 2020 Census."

Other speakers reminded everyone that \$675 billion dollars of funding is vital for public education, Medicare, Medicaid, block grants for affordable housing programs, among many other services needed in the community. "Tell your parents, children, grandchildren and friends to take the pledge to count everywhere you go," said Congresswoman Pressley. "Make sure everyone that matters to you counts." ■

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## Congresswoman Ayanna Pressley Asks Constituents to Stand Up and Be Counted

By: Raymond Bennett • Massachusetts

The end of summer is typically reserved for one last trip to the beach, or some last-minute back to school shopping. This year, Congresswoman Ayanna Pressley used her last week of the August District Work Period to promote the 2020 Census at two events in Boston. On August 27, the Congresswoman invited census staff to join her at the launch of Mass Voter Table's MassCounts campaign. After listening to housing activists, labor leaders, elected officials, and community organizers explain the importance of an accurate count in Massachusetts, the community gathered at the VietAID offices in Dorchester. Many attendees filled out pledge cards vowing to participate in the 2020 Census next spring. The U.S. Census partnership team was on hand to network with the community organizations aimed at helping the community prepare for the 2020 Census. New York Regional Census Director Jeff Behler attended to show support and help answer questions from the audience.

On Saturday, August 31, Congresswoman Pressley held her second event, the 6th Annual Jump Into Peace at the Melnea Cass Recreational Complex in Roxbury. The event was designed for her constituents to engage with the U.S. Census Bureau representatives, learn about census job opportunities, and enjoy the festivities. During the speaking program, Congresswoman Pressley thanked the U.S. Census Bureau for attending, encouraged residents to visit the census table, and stressed the value of making sure Massachusetts residents complete the 2020 Census questionnaire. Citing funding needs, she asked her constituents to stand up and be counted. The event was well attended, and featured Boston Mayor Marty Walsh, Boston City Councilor at-large Michelle Wu, and U.S. Senator Ed Markey. ■





# Fun Facts: Constitution Day - September 17



## Freedom of Speech

- **Approximately \$6 billion**—The total second quarter revenue of U.S. newspaper publishers in 2019\*
- **Approximately \$6.6 billion**—The total second quarter revenue of U.S. magazine (periodical) publishers in 2019\*
- **Approximately \$9.6 billion**—The total second quarter revenue of U.S. book and other publishers in 2019\*

\*Seasonally adjusted



On February 29, 1952, Congress designated September 17 as Constitution Day and Citizenship Day. This day commemorates the signing of the U.S. Constitution on September 17, 1787, and recognizes all American citizens.

Did you know that the census is written into the Constitution? That's right! Article I, Section 2, of the U.S. Constitution prescribes that a count of the U.S. population be done every ten years. The next census will be conducted in the spring of 2020.

## From Founder to President

Number of counties matching the last names of the founders of the Constitution who also served as U.S. presidents.

- 12**—Adams
- 26**—Jefferson
- 20**—Madison
- 31**—Washington



## Collecting Taxes



- **About \$6.23**—The amount of state and local government taxes collected per person in 1880.
- **About \$4,951**—The amount of state and local government taxes collected per person in 2016.

## We the People

**3,929,214**  
U.S. population in 1790



**327,167,434**  
U.S. population in 2018

In 2017, there were approximately 303 million U.S. citizens living in the United States, including:

- **Approximately 276 million**—born in the United States
- **Approximately 2 million**—born in Puerto Rico or U.S. Island Areas
- **Approximately 3 million**—born abroad of American parent(s)
- **Approximately 22 million**—became a citizen at some point after birth

## Quartering of Soldiers



- **About 217,000**—The number of U.S. service members in the American Revolution between 1775-1783.
- **Approximately 18 million**—The number of veterans in the United States in 2017.

## The New York Regional Census Center Celebrates Hispanic Heritage Month! Your Count Matters!



Help our mission of counting the United States population and apply for the 2020 Census employment opportunities at [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Conducting a census is a massive and vitally important undertaking one in which the U.S. Census Bureau could only accomplish with the help and support of its partners.

**Our Team is Here to Serve YOU!  
Contact Us TODAY!**

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