

#CTCensus2020

By: Paul Fabula ♦ Connecticut

State Representative Christopher Rosario is very passionate about making sure everyone in Bridgeport is counted. He stated: "As co-chair of the CT Census Committee, I am pleased that I will be playing a major role as there is nothing more important than an accurate census count for the equitable distribution of government resources. This is important because many times people are afraid of responding to the census, so this will be a one-onone effort with people that are the trusted voices in our neighborhoods."

The Lieutenant Governor remains focused on driving home the economic importance of the Census



for Connecticut which is one of only nine states that has had a decline in population according to Census data. Her first mission after taking



office was getting the state ready to count everyone in 2020. With her leading the efforts, more and more municipalities in the state are forming complete count committees.

"Governor Lamont and I are focused on economic growth and the 2020 Census will play an important role in that regard because businesses look to census data when determining future locations. We want every person to be counted but in order to achieve that we need cities and towns to prepare as well. Every community faces its own unique challenges in achieving an accurate count for the census, so it's critical that municipalities create local complete count committees. I applaud the City of Bridgeport for

being a leader in this effort by launching their committee today. Over the coming weeks and months, I'll be traveling across the state working with our members of Congress to encourage every town and city—no matter the size—to form their own complete count committee." - Lieutenant Governor Susan Bysiewicz







Census Solutions Workshop

By: Debborah Smith ◆ Rhode Island

The Chief of Library Services for the State of Rhode Island, Karen Mellor wants to ensure library staff are prepared to assist and encourage community members to complete the 2020 Census form. As a member of the Providence Complete Count Committee for the 2018 End to End Census test conducted in Providence County, Rhode Island, Ms. Mellor participated in a Census Solutions Workshop which she deemed as extremely useful in exploring ways to reach the hard-to-count populations. Ms. Mellor along with Nicolette Baffoni reached out to plan a workshop in April for library staff and community partners. "The more diverse the group of participants the better the solutions," stated Ms. Mellor.



The first planning meeting resulted in the decision to host two half day workshops on April 10, 2019. The morning session hosted by Library Services will be for the library staff and community partners. The afternoon session hosted by the Division of Statewide Planning will be for the State CCC members comprised of a diverse group of organizations. The Division of Statewide Planning's Associate Director, Meredith Brady, Assistant Chief, Roberta Groch and Supervising Planner, Vin Flood are part of the planning committee. They too participated in a Census Solutions Workshop in prep for the 2018 test.

For both workshops, the U.S. Census Bureau's Data Dissemination Specialist will be providing a training on data gathering using both ROAM and The American Fact Finder, so participants can get the street addresses associated with the hard-to-count tracts. Based on both sponsors past participation in Census Solutions Workshops and their experience with the 2018 test, this collaboration is sure to produce two highly successful trainings **a**

Valuing Longstanding Partnerships

By: Laura F. Medrano ◆ Massachusetts

Our team met with Amy Vogel Waters, the Director of The Worcester Senior Center to discuss planning 2020 Census events at the senior facility. During our meeting Amy spoke about how excited she was to work with the U.S. Census again. She described the events they did in 2010 and how influential they were to the community.

A few days after our meeting, recruiting needed interview space and in a matter of hours, the Senior Center set up the use of the area!

Solid Partnerships are built on good relationships, clear communication and understanding of subject and collective focus. The Worcester Senior Center is a part of the Worcester CCC and a reliable partner. We look forward to our continued work with them.



Improving Self-Response Rates

By: Mario Garcia ♦ Lower Hudson, New York

On February 25, 2019, State Senator David Carlucci briefly discussed how to improve the 38th District's self-response rates by encouraging communities to form Complete Count Committees. These committees would work with hard-to-count areas in the Senator's District covering Rockland County and Ossining, New York. These neighborhoods are particularly important because of their diverse growing populations and the need to educate and motivate!

Metro South Chamber of Commerce

By: Pedro DeJesus ♦ Massachusetts

On Thursday, February 7, 2019 Christopher Cooney CEO & President of the Metro South Chamber of Brockton (METRO), (previous partners with the U.S. Census Bureau), worked with the Census to promote recruiting efforts in the Metro South Area of Massachusetts.

METRO is the area's most dynamic business and economic development organization and has achieved reaccreditation as a 5-Star Chamber by the U.S. Chamber of Commerce. The organization has established itself as an effective advocate for the business community through the actions of its Government Affairs Division and has an excellent working relationship with elected leaders at the local, state and federal level.

METRO has motivated members to collaborate with the U.S. Census Bureau and will help reach the hardto-count populations in Brockton. "A stronger community results in greater opportunities for business, education, job training and the cultural diversity of the City of Brockton. It is extremely important to get an accurate count of the City, especially in hard-to-count areas," Christopher Cooney CEO of the Chamber Metro South of Commerce.■



Jobs Outreach

By: Susan M. Perry ◆ Rochester, NY



(Left to right: David Jaacks, Partnership Specialist; Ed Walker, Partnership Specialist; and Erinn Clark, Recruiting Assistant)

On February 23rd, Partnership Specialists and Recruiting Assistants were at the Rochester Central Library sharing information about job opportunities.

The Rochester Library Manager of Patron Services, Cynthia Dana said, "We are pleased to partner with the U.S. Census Bureau to let our Library patrons know about jobs for the 2020 Census and develop community information plans for next year's questionnaire."

Continually improving on Census outreach, the Library manager is planning another event in March with programs to be hosted at the Library computer lab where people can get assistance with the online job application.

Across the country, up to a half-million temporary jobs will be created! This includes office and field positions with most jobs for Census Takers, called Enumerators. Census recruiting is unique because hiring occurs in every community because non-response follow-up are to households that do not return the survey; and, Census Takers will need to be from their local areas that best reflect and understand their community.

Newark Employment Fair

By: Patricia Alston Green ♦ New Jersey

The City of Newark held its first job fair at the Newark Public Library Main Branch on Tuesday, January 22, 2019. Over 150 residents from Newark and surrounding areas took advantage of the opportunity to apply for 2020 Census positions.



"This is the first job fair of many that we will hold throughout the city," said Deputy Mayor of Community Engagement, Jacqueline Quiles. "The voices of our residents must be heard in Trenton and Washington. The Census is taken once every 10 years. This counting will help set Newark's course for the next decade."



(Left to right: Joseph Paysen, Former Area Manager, New Jersey – Jennifer Dublin, Assistant Regional Census Manager, – Jacqueline Quiles, Deputy Mayor of Newark – Pat Greene Alston, Partnership Specialist, New Jersey – Marybel Santos, Aide to Deputy Mayor – Herbie Rios, Area Manager – Cheryl Borden, Partnership Coordinator, New Jersey

The Massachusetts Census Planner

By: Jeff Behler, Regional Director New York Census Center

The UMass Donahue Institute's Population Estimates Program, in collaboration with the Secretary of the Commonwealth, has just launched the Massachusetts Census 2020 Planner – a Massachusetts friendly interactive web application to display hard-to-count populations by city and town.

Using data from the U.S. Census Bureau's Planning Database, the map displays low-response scores for each municipality to the Census blockgroup level and includes layers for other demographic variables associated with hard-to-count populations. Point-layers for libraries, senior centers and schools are also included to assist in outreach planning efforts.

Susan Strate, Senior Program Manager for the Population Estimates Program with Economic and Public Policy Research at the UMass Donahue Institute spoke about the need for a local tool for partners throughout Massachusetts. "While the ROAM tool developed by the Census Bureau provides a really excellent interface for LRS statistics, we know that most of the local Complete Count Committees would be wanting to look at populations within their own cities and towns, and to be able to visualize and pull data without necessarily having the knowledge of which Census tract or block-groups fell within their jurisdictions. This tool makes it easier to select one town at a time, and it also allows for special focus groups to easily map just the variable that they are interested in, including specific language groups, renters, or single-female households."

The importance of the Census is apparent in many of the activities supported by the UMass Donahue Institute. "A complete count in Massachusetts translates into a fair share of funding and political representation down to the most local level, affecting local and statewide budgets for schools, public safety, transportation improvements — and so much more. With so much at stake for Massachusetts, we wanted to ensure that the outreach advocates working hard to get out the count have the data support they need to prioritize their efforts and resources," says Strate. Click HERE for the Massachusetts Population Estimate Program Projects and Initiative and use this LINK to access Resources for Cities and Towns.

Susan Strate, Research Analyst Ken LeFebvre at UMass Donahue, in consultation with Matt Schlaikjer of UMDI and Uriel Molina at Secretary of Commonwealth's office, put this interface together using MapBox. As of today, it is now live on the UMDI website and will soon be linked from the Secretary of the Commonwealth's website as well.

Community Diversity

By David Matthew Beller ♦ Bronx, NY

The Bronx has a variety of prospective partners expressing interest in helping the 2020 Census achieve its recruiting and complete count goals. To ensure all voices are heard, the focus needs to be on stakeholders and organizations that represent the community and diversity of seniors, workforce development, youth, higher education, and the business community.



Some key highlights of this work include a community outreach event held on January 24th that was Thursday, sponsored by the Kingsbridge Riverdale Van Cortlandt Development Corporation (KRVC). Shari Development Director of KRVC, invited our Partnership Team to distribute promotional materials about the 2020 Census and speak with community members about their thoughts on increasing participation in the 2020 This event included Census. intergeneration youth-seniors poetry workshop and a local merchant's display of products exclusively produced in the Bronx. Shari Hall was impressed by the positive reception received by the outreach efforts and invited the 2020 Census to a job fair on April 10th being co-sponsored by KRVC and the New York Public Library. Our team looks forward to servicing our Regional Partners and ensuring a successful 2020 Census! •

Talking Census with New Immigrants

By: Jamal Baksh ♦ Queens, New York

Queens Community House has paved the way for immigrants to access community assistance and help improve the lives of newly arrived immigrants. One of their flagship programs is providing free intensive English classes for adults. As part of their effort to achieve these goals, the organization provides an overview of the benefits and importance of participating in the upcoming 2020 Census.



The presentation was conducted in English, Spanish, Russian and Mandarin simultaneously. The attendees asked excellent questions regarding safety of the 2020 Census, with additional questions about Census jobs, the citizenship question and whether they could be fined for not participating in the 2020 Census. **TITLE 13** protects all identifiable information about everyone.

Julieta Larsen, Community Engagement Coordinator stated that "funding resources for programs that are provided at places like Queens Community House are at risk if all newly arrived immigrants do not fully participate in the upcoming 2020 Census Count.



Collaborative Recruiting and Community Outreach

By: David Matthew Beller ♦ Bronx, New York



Even though February is the shortest month, our recruiting and partnership outreach efforts in the Bronx and Hudson Valley were productive and robust! There were a series of events starting on Thursday, February 14th with the NYPD Police Service Area's 7 (PSA) monthly community council meeting. The U.S. Census spoke at a special meet and greet welcoming PSA 7's new commanding officer, Deputy Inspector Potkay.

The next day we traveled to Duchess County to meet with library representatives in Beacon, Wappingers Falls and Poughkeepsie. A discussion about potential partnerships to support recruiting and community participation was held as well as speaking with residents, business owners and city officials about the importance of local involvement. The outreach continued on Saturday, February 16th, with several librarians from Rockland County.

During the last two weekends of February, our team traveled back to the South Bronx to support ongoing recruiting and partnership efforts. At the Bronx Community Board 9 monthly meeting, a presentation was conducted to a 50-member board focusing on the mission and goals of the 2020 Census. Afterwards, there was a productive Q&A session with several board members and residents.

The last weekend of February, our team visited Albany County. Some highlights of this trip included the Cystic Fibrosis Foundation's Annual Stair Climb Up the Corning Tower, the Siena College Women's Expo and meeting with several faith-based leaders, Albany Rescue Mission and organizations serving the City of Albany. Interest and awareness about the 2020 Census are very strong and several community members began the online employment application right on the street! The Albany Community is well on its way to making an impactful 2020 Census.

Q&A Session with Shawn Campbell District Manager Brooklyn Community Board 14

By: Shelley V. Worrell ♦ Brooklyn, New York

1. WHY IS CENSUS 2020 IMPORTANT TO COMMUNITY BOARD 14?

Shawn: Community District 14 encompasses some of the most hard-to-count Census tracts in the 2010 Census. Federal funding, representation and the ability to ascertain needs of our community all rely on an accurate and complete count.

2. BROOKLYN IS AMONG THE "HARDEST TO COUNT" COUNTIES IN NEW YORK STATE, HOW DO YOU THINK WE CAN BRIDGE THIS GAP AS WE LEAD UP TO CENSUS 2020?

Shawn: It will be imperative to work with our community-based organizations that have earned the confidence of community members by speaking their languages and serving their needs. The ability to assure communities that might be reluctant to be counted in the current environment is key toward a more complete count.

3. HAVE PAST CENSUS' IMPACTED RESOURCES TO THE COMMUNITIES YOU SERVE? IF SO, HOW?

Shawn: Being woefully a hard-to-count District where approximately 20% of residents live in poverty and over 40% of residents are foreign born, diminishes important federally funded services and makes it more difficult to assess human services and many other needs in the District.

4. HOW DO YOU THINK WE CAN IMPROVE OUTREACH TO COMMUNITY PARTNERS PARTICULARLY IMMIGRANT COMMUNITIES IN BROOKLYN AND BEYOND TO ENSURE A COMPLETE COUNT LEADING UP TO CENSUS 2020?

Shawn: Working with organizations that support those communities in their native languages is important. Engaging houses of worship and our schools is also key. Over 30 first languages are spoken in our local public schools. CD14 is measured on the Racial Diversity Index formula to the 4th most diverse community district of the 59 community districts citywide. Our organizations and schools have skin in the game and trusted relationships with community members.

5. IS COMMUNITY BOARD 14
CONSIDERING FORMING A
COMPLETE COUNT COMMITTEE
(CCC)? IF SO, WHAT DO YOU SEE
AS THE BENEFITS/OPPORTUNITIES
FROM FORMING A CCC FOR
RESIDENTS OF FLATBUSH,
MIDWOOD AND KENSINGTON?

Shawn: Community Board 14 organizes an annual nonprofit with roundtable over 40 organizations serving our community and can serve as the liaison between the Census efforts and our nonprofit groups to assist with outreach and assistance efforts. We are well positioned to form or strongly support a committee.

6. Any final thoughts on Census 2020?

Shawn: Looking at a heatmap of the most hard-to-count Census tracts in Brooklyn was an eye-opener! To see how hard-to-count our community is, and knowing the human service, youth service, educational, health and wellness,

public safety, and economic development needs of our community provides a great deal of incentive to improve the count so we can better serve this very diverse population.



FUN FACTS: Community District 14 is 2.9 square miles in area and boasts more than 160.000 residents. That's 55,401 people per square mile! Over 90% of the land is zoned residential and nearly half of that land is occupied by single-and two-family homes. There are 54 dead-end streets, mainly because two train tracks: the NYCT Brighton Line running north and south and the LIRR freight tracks, which run east and west, run through the District. There are five historically landmarked districts and several landmarked buildings in the including the Kings District, Theater which was built in 1929 and completely refurbished to its original beauty in 2015.

Brush The Bronx

By: David Beller ♦ Bronx, NY

Meredith Mazur, an 8th grade science teacher invited the Census to speak with a group of her colleagues who teach at the **Mott Hall III** public school in the Bronx. This school serves a diverse student population with nearly 70% having at least one immigrant parent.



Ms. Mazur leads a working group of fellow teachers who develop innovative programming and methods to increase parental involvement and community support. She is also involved with a training program called Per Scholas that teaches low-income and immigrant students information technology and web development skills at little or no cost.

Per Scholas students represent an amazing cross section of working Bronx residents. The organization is committed to working with the 2020 Census to hold focus groups and informational sessions to understand the best ways to with engage this critical demographic.

Old Colony Planning for The Future

By: Pedro DeJesus ♦ Massachusetts

The Old Colony Planning Council is a governmental entity that was established under Massachusetts' statute in 1967. The council was formatted in response to a growing need of local communities to address air and water pollution, transportation deficiencies and economic distress concerns.

The Old Colony Planning Council had their monthly meeting and a 2020 Census presentation was given to 12 managers from different cities and towns in southeast Massachusetts.

The Chair Mary Waldron, said "it is extremely important to count everyone living in Plymouth Country but also in the Commonwealth of Massachusetts. The City of Brockton has immigrant communities that are deemed hard-to-count."

Pasquale Ciaramella, Executive Director stated "we must get an accurate count. These communities depend on federal funding transportation, hospital, schools, police and firefighters to continue servicing for our communities."



2020 Census **Employment Available!**

Are you or do you know someone looking to be of service to their community during the 2020 Census? Well, the New York Region Census Center (NYRCC) is hiring!

There are great opportunities available made just for you! Spread the word and visit the <u>USA JOBS</u> and the <u>2020 CENSUS</u> <u>IOBS</u> websites! Search with keywords RCC2020NY, CENSUS, or with your City, State, or Zip Code. Check it out! Click the links above to browse and apply now! •

CLSJ Spring 2019 Activities

By: Camille Adolphe ♦ Coordinator, Center for Law and Social Justice ♦

♦ Medgar Evers College, Brooklyn, New York ♦

During Spring 2019, the Center for Law and Social Justice (CLSJ) will host a series of events, including the following: Workshops, presentations, resource fairs and forums with community boards, faith-based groups, parent-teacher associations, community education councils, and local colleges that serve communities in hard-to-count areas.

Executive Director Esmeralda Simmons said that "the Center for Law and Social Justice is vigorously disseminating messaging about the 2020 Census to the Black community residing in New York City. We have organized a coalition of Black leaders, known as the New York City Black Leadership Advisory Coalition for Census 2020 (NYC BLAC). In 2017, we began to push forth the idea that every Black New Yorker must be counted in the 2020 Census. We have been fortunate to connect with Caribbean Americans, African Immigrants, African Americans, Afro-Europeans, Afro-Asians, and Afro-Latinxs, all of which fall under New York City's African Diaspora umbrella. Our mission is to reach communities that are considered the hardest to count; we conducted this work in 2010, and we will continue for the 2020 census."

Black Americans in Central Brooklyn, the Bronx, and Upper Manhattan are historically considered hard-tocount and have low self-response rates in NYC, and across the country. We want the initial Census response rate for the 2020 census to be greater than what we had in the past. The key is to continue conducting outreach. Black Americans make up one quarter of New York City residents; and the message to all community leaders, particularly those who are trusted voices in the communities including faith-based leaders, non-profit leaders, civic activists and community activists, is everyone counts, especially Black New Yorkers!

Lurie Daniel Favors, General Counsel for the CLSJ said "there are a lot of concerns the immigrant community has regarding the Census citizenship question. However, less attention has been given to the very real fears of immigrants of African Descent. It is imperative that organizations like the Center for Law and Social Justice and campaigns such as the NYC BLAC for Census 2020 are empowered to speak specifically to those needs, particularly as African Descendants are the hardest to count communities in New York City, New York State, and the country."

Lurie Daniel Favors, General Counsel stated that "though there are a myriad of community concerns about the Census, CLSJ is focused on how these issues manifest in communities that live at the intersection of race, class and citizenship status. We look forward to working with faith-based organizations, youth and community-based organizations to ensure that everyone within our communities is fully counted."



CLSJ Census Coordinators Camille Adolphe (L) and Hakeem Elliot (R) conducting a Census 2020 presentation with Brooklyn Community Board 3—Bedford Stuyvesant

Census Student Advisory Committee

By: Mario Garcia ♦ Lower Hudson, New York

A presentation focused on educating and motivating young students about Census efforts at the West Nyack Library, 65 Strawtown Road was held on Monday, February 25, 2019.

The Student Advisory Council meeting promoted the young minds in the area to encourage them to get involved with community events. During the event, State Senator Carlucci engaged with the students speaking about current events and the history of the U.S. Census Bureau. It was clear that State Senator Carlucci is committed to the young minds of his district and is passionate about his community. \blacksquare



Vermont's Common Good

By: Bob Stock ♦ Vermont

The New York Regional Team was invited to attend Vermont's Common Good and Legislative Day at the State House Pavilion in Montpelier. Common Good Vermont is a leadership and educational organization representing over 6,000 non-profit leaders.

lan Hull, Deputy Regional Director, New York Region Census Center gave a luncheon presentation on the importance of the 2020 Census to both Vermont non-profits and the communities they serve. The U.S. Census Partnership Team was able to meet with Vermont's senior legislative leaders and have preliminary State Complete Count Committee discussions with Vermont's Lieutenant Governor, David Zuckerman.



Moser, Coordinator Vermont State Data Center.

Morgan Webster, Executive Director of Common Good Vermont, has been working with the New York Region Census Center ensuring Vermont's non-profit awareness and full participation is secured in the 2020 Census. Future events and awareness activities are planned with this organization. ■

Philanthropy Meets Where It Counts

By Joli Golden ♦ New York City

Philanthropy partners with the U.S. Census range from workforce to non-profit organizations, supporting causes in development and health and human service needs. Given the importance of ensuring that government funds are available to the nonprofit sector, funders are focused on how they can bolster Census 2020's efforts to enable a complete count in each state.

To this end, the philanthropic sector has responded by initiating funder collaboratives in their respective states. An excellent example of this type of collaborative is the New York State Census Equity Fund whose goal is to help ensure that every resident in every county in New York state is counted in the 2020 Census. The fund was established in 2018 and is led by a steering committee that includes: Sabrina Hargrave, Brooklyn Community Foundation; Maria Marcantonio, Charles H. Revson Foundation; Robyn Smith, Central New York Community Foundation; Randi Hewit, Community Foundation of Elmira-Corning and the Finger Lakes; Katie Pieri, Community Foundation for Greater Buffalo; Jennifer Drake, Dyson Foundation; Katie Pieri, Community Foundation for Greater Buffalo; Sol Marie Alfonso Long Island Community Jones, Foundation; Maria Mottola, New York Foundation; Patricia Swann, The New York Community Trust (Chair); and Lisa Fasolo Frishman, Engage New York (ex officio).

To date, the New York State Census Equity Fund has raised over \$1 million from 19 foundations and several individual donors towards a \$3 million fundraising goal. The fund will allocate resources to nonprofit organizations working in hard-to-count communities.



Steering committee member Patricia Swann said that "while we recognize government's important irreplaceable role in the 2020 Census. are also aware that philanthropic and business communities can augment the resources and expertise that Census professionals bring to this huge undertaking. We created the New York State Census Equity Fund as a vehicle for foundations to work with our nonprofit partners and community organizations to do just that."

On Monday, February 25th, the Working focused on workforce Group development, at Philanthropy New York headquarters. The event titled, "How Do You Mobilize a Workforce of Half a Million People in Less than Two Years" featured a briefing by Jeff Behler Regional Director, Lisa Moore and Jennifer Dublin, Assistant Regional Census Manager, New York Region Census Center. The briefing was followed by a panel discussion which

included Peterson Director, Amy Office Workforce Mavor's of Development, Dennis Walcott CEO and President. Queens Library. Ingrid Gonzalez Business Services Representative, New York State Department of Labor, and Melinda Mack Executive Director, New York Association of Training & Employment Professionals.

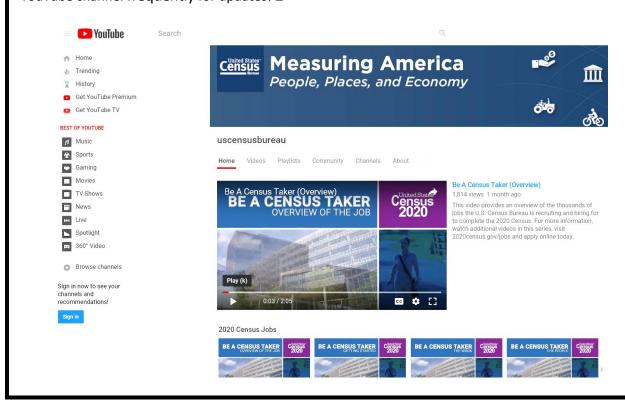
Lisa and Jennifer's presentation prompted questions from funders regarding the specifics of recruiting and how they could best help connect potential candidates with census jobs.

Our philanthropic partners will be a critical resource for sharing the 2020 Census message, identifying computer resources for those interested in applying for 2020 Census jobs and completing the 2020 Census questionnaire. We look forward to supporting our regional philanthropic partners as they seek to help Census 2020 accurately measure America.

Measuring America

By: Yara McSweeney ◆ New Hampshire

Did you know that the U.S. Census Bureau has a YouTube channel? New materials to help you promote the Census are added regularly. The U.S. Census Bureau has produced a series of original videos that promote the 2020 Census jobs in English and Spanish. We also have videos that promote the uses of our data and programs. This material can be found at the U.S. Census Bureau's YouTube Channel. Check out our Census YouTube channel frequently for updates!



GET INVOLVED, JOIN OUR PARTNERSHIP PROGRAM

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 <u>YOU!</u> Contact Us TODAY!

Email: new.york.rcc.Partnership@2020census.gov Website: https://www.census.gov/partners/2020.html

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