

Long Island 2010 Census Initiative

Report

BACKGROUND

Count Me In: Ten for '10 was a collaborative funding initiative of Long Island-based grantmakers that supported a coordinated, Island-wide campaign to increase participation in the 2010 census in communities at significant risk of being undercounted. Collaborating funders invited proposals from non-profit organizations for activities – public education, outreach, communications, special events, and constituency mobilizing – specifically aimed at increasing mail returns of census forms and cooperation with census takers in hard-to-count (HTC) communities on Long Island.

In every census, certain populations, often the poorest and most vulnerable, have been undercounted. The Census Bureau estimated that millions of Americans went uncounted in the 2000 census, and that there was a net undercount of 1 percent for Latinos and 2 percent for African Americans. Hard-to-count populations that have experienced significant increases since 2000 include African American, Asian American, Native American, and Hispanic communities. They also included female-headed households, young children, immigrants, parolees, ex-offenders on probation, residents with limited formal education or limited English skills, low-income individuals, migrant workers, homeless people, renters, and individuals living in mobile homes, multi-unit residences, gated communities, and hidden housing units (such as accessory and basement apartments, garages, and the like). Census evaluations show that men of color aged 18-49 have the highest undercount rates of all population subgroups. Finally, the recent foreclosure crisis has created a new population of displaced people who might be living temporarily with family or friends, or in transient "housing" such as hotels or even vans, cars, or tents. People displaced by home foreclosures are often unemployed, another "hard-to-count" indicator.

THE COLLABORATIVE

Membership included the most significant philanthropic organizations on Long Island—the Hagedorn Foundation (HF), the Long Island Community Foundation (LICF), the Rauch Foundation, the Roslyn Savings Foundation, the Unitarian Universalist Veatch Program at Shelter Rock, and the United Way—in addition to the national organization Public Interest Projects and an anonymous donor. The collaborative generated \$335,000 for regranting to Long Island nonprofits.

Conversations between members of the funders collaborative and Nassau County Executive Tom Suozzi during the summer of 2010 resulted in the establishment of a Nassau County Complete Count Committee that included all relevant county agencies as well as all members of the funders collaborative and representatives of the business community. As a result of this partnership with county government as well as of parallel collaborations secured by funders, eight businesses offered or contributed substantial in-kind services.

The following groups contributed to the LI 2010 Census Initiative:

<u>LI 2010 Census Initiative Funders</u>		
Organization	Amount Donated	Contact Info
Roslyn Savings Foundation	\$10,000	Marian Conway (516) 484-1344
Rauch Foundation	\$20,000	Nancy Douzinas (516) 873-9808
United Way of LI	\$10,000	Theresa Regnante (631) 940-3701
Long Island Community Foundation	\$30,000	Suzy Sonenberg (516) 348-0575
Public Interest Projects	\$25,000	Michelle Lord (212) 764-1508 x207
Anonymous Donor	\$10,000	
Hagedorn Foundation	\$200,000	Darren Sandow 516-767-5754
UU Veatch Program at Shelter Rock	\$30,000	Ned Wight (516) 627-6576
Total	\$335,000	

The following organizations offered in-kind support and donations:

Donations and Other Services Offered:		
Organization	Contact	Description
Brooks Brothers	Joseph Dente, General Manager	Donated ties worth \$750
Sneakerology	Lorrie Vahamonde	Donated shoes worth \$600
Anton Papers	Angela Anton	Offered editorial and ad space if available
LIPA	Kevin Law	Donated space on newsletters inserted into bills
Cablevision	Jeff Clark	Offered space on bills and mailings (did not materialize)
North Shore Long Island Jewish Hospital System	Terry Lynam	Donated printing of posters and brochures for all of their branches

MTA/Bluline Media	Danny Pouladian	Donated ad space on 400 Nassau County buses and 200 Suffolk County buses
WLIW	John Servidio	Donated airtime for PSAs

GRANTMAKING : COUNT ME IN

On August 11, 2009 grantmakers released the Request for Proposals (RFP) at the Hagedorn Video Conference Centers in Hempstead, Bayshore and Riverhead, an event attended by over 30 of Long Island’s nonprofit organizations as well as local community leaders and politicians. The Hagedorn Foundation made a PowerPoint presentation highlighting the program, its potential to help raise the mail participation rate on Long Island, and what increased participation in the census might mean: over \$1,200 per year in services for each counted individual, as well as the opportunity for increased political representation and overall health and human services. The principals announced a due date for proposals of September 30, 2009.

Count Me In received 22 proposals by the due date, requesting more than \$815,000. Members of the funding collaborative invited several additional organizations to submit proposals in order to serve underrepresented geographical areas. The grants committee for Count Me In consisted of Sandra Dunn, Liz Axelrod, and Darren Sandow (Hagedorn Foundation), Sol Marie Alfonso-Jones and Suzy Sonenberg (Long Island Community Foundation), Marian Conway (Roslyn Savings Foundation), and Eileen Jameson-Tyrer (Veatch Program). The committee selected 15 organizations for funding, to which it made grants totaling \$335,000.

However, given the substantial discrepancy between the need and the available funds, the Hagedorn Foundation chose five of the nonprofit organizations that had applied for funding and led them in developing a joint proposal to the New York State Complete Count Grant Program, which awarded grants totaling \$99,454 to two of the organizations for outreach and mobilization activities and \$71,077 for a Long Island-wide media campaign. HF funded the remaining three organizations, made mini-grants to organizations that chose to sign a Memorandum of Understanding (MOU) and work with the National Association of Latino Elected and Appointed Officials (NALEO) in its census campaign, and funded two other organizations that were working independently of the collaborative with grants totaling \$171,060. A total of 22 nonprofits eventually received grants.

The following organizations received census-related grants. (This list includes the subgrantees of the NYS Grant and those that had an MOU with NALEO):

Grant Total	Funding Sources	Organization	Census Outreach Work Area
\$20,000	LI 2010 Census Collaborative	Five Towns Community Center	Inwood, N. Lawrence
\$10,000	LI 2010 Census Collaborative	AAMN (African American Media Network)	Roosevelt, Freeport, Hempstead, Uniondale, Lakeview, Westbury, Nassau County

\$35,500	\$32,500 HF Funding + \$3000 - NALEO - HF Funding	Centro Cultural Hispano de Oyster Bay, East Norwich y Vecindades	Oyster Bay, East Norwich, Bayville, Locust Valley: Hispanic population
\$20,500	\$16,500 HF Funding (NYS Census Application) + \$4000 - NALEO - HF Funding	CEPC (Community Engagement and Partnership Center)	Freeport, Glen Cove, Hempstead, Long Beach, Oyster Bay, Rockville Center, Westbury, East Hampton
\$50,000	LI 2010 Census Collaborative	FCA (Family and Children's Assn.)	Hempstead
\$78,014	NYS Census Funding	FSL (Family Service League)	Huntington Station, Brentwood, Central Islip, Riverhead
\$25,000	LI 2010 Census Collaborative	Greater Patchogue Foundation	Patchogue-Medford Area
\$29,000	\$25,000 LI 2010 Census Collaborative + \$4000 - NALEO - HF Funding	Hempstead Hispanic Civic Association	Hempstead, Roosevelt, Freeport, and Uniondale: immigrant communities
\$22,500	LI 2010 Census Collaborative	Hispanic Brotherhood	Rockville Center, Baldwin, Freeport, Lynbrook, Oceanside, Valley Stream, Glen Cove
\$35,000	LI 2010 Census Collaborative	HWCLI (Health and Welfare Council of LI)	Glen Cove, Freeport, Hempstead, Long Beach, Uniondale, Westbury, Bayshore, Brentwood, Central Islip, Huntington, Patchogue
\$32,500	\$11,060 - HF Funding + 21,440 NYS Census Funding	LIPC (Long Island Progressive Coalition)	Wyandanch
\$15,000	LI 2010 Census Collaborative	Long Beach Latino Civic Association	Long Beach, Island Park-Hispanic

\$27,500	\$17,500 LI 2010 Census Collaborative + \$10,000 PIP	North Fork Spanish Apostolate	Riverhead, Greenport, Flanders
\$20,000	LI 2010 Census Collaborative	SCC (Suffolk Community Council)	Brentwood, Bayshore, Central Islip: Latino population
\$10,000	LI 2010 Census Collaborative	SEPA Mujer	Islip, Central Islip, Brentwood
\$60,000	\$60,000 HF Funding (NYS Census Application)	Uniondale Community Council	Uniondale, Hispanic, Caribbean, African American
\$30,000	\$10,000 LI 2010 Census Collaborative + \$5000 - NALEO - HF Funding + \$15,000 PIP	Workplace Project	Hempstead and surrounding areas: Uniondale, Freeport, Elmont, Farmingville, Selden and Medford
\$20,000	LI 2010 Census Collaborative	OLA (Organización Latino Americana)- NAACP	Riverhead, Flanders, Greenport, Hampton Bays, Southampton, E. Hampton, Springs, Montauk
\$20,000	LI 2010 Census Collaborative	BHEP (Bellport, Hagerman, East Patchogue Alliance)	Bellport
\$10,000	LI 2010 Census Collaborative	Hollywood Baptist Church	N. Amityville
\$10,000	HF Funding	LatinoJustice PRLDEF	Suffolk County
\$25,000	HF Funding	Voto Latino	Long Island

\$605,514

The total of **\$605,514** includes: **\$335,000** from the LI 2010 Census Funders Collaborative, **\$99,454** from the New York State Complete Count Grant Program, and **\$171,060** from Hagedorn Foundation funds for NALEO work and for the three organizations included in the NYS Census Grant Application that did not receive state funding.

The Hagedorn Foundation oversaw the media portion of the grant; HF consultant Martin Hamburger of the Hamburger Company carried out the work.

NYS CENSUS MEDIA GRANT AWARDED TO HAGEDORN FOUNDATION : \$71,077

Media Work done by the Hamburger Group targeting African Americans:

Blue Line Media – Nassau & Suffolk County bus ads

Television Ads – 240 spots

Radio Ads – 60 spots

Print Ads – 8 spots

GRANTEE ACTIVITIES

LI 2010 Census Initiative grant recipients worked in many different ways to raise the mail-response rate for the 2010 Census. The variety and creativity of the outreach methods of many of the organizations was impressive. Their activities ranged from door knocking and telephoning nearly every home in certain communities, such as Wyandanch; to distributing flyers; getting churches and schools to promote the census; and holding census-themed events: picnics, concerts, and block parties. They set up tables and distributed flyers in front of supermarkets, delis, bodegas, laundromats, and train stations, reaching tens of thousands of people. Organizations worked through local houses of worship, schools or day care centers; many organized festivals, fairs, and breakfast or dinner meetings, drawing community members to the events through food and fun, while distributing information and/or speaking to the crowds about the importance of the census. In a few cases local elected officials collaborated with nonprofits, speaking about the importance of being counted at public events. Many groups became official United States Census Bureau Partners, allowing them to serve as Questionnaire Assistance Centers and/or Be Counted Sites where residents could get a census form if they had not been sent one or suspected that their landlord had not included them in the household count.

The Hagedorn Foundation made a grant to Voto Latino to launch an Island-wide census messaging campaign targeting Latino youth and to stage a celebrity-driven concert in Suffolk County held on April 24, 2010. Between 250 and 300 young people attended, along with many of the LI 2010 Census grantees, which staffed tables promoting the census.

SUCCESS: CENSUS FIGURES BASED ON APRIL 27TH MAIL IN RESPONSE RATE

In the 23 Long Island census tracts covered by the LI 2010 Census Initiative, only Uniondale's 2010 response rate declined from 2000; three remained exactly the same (Freeport, Long Beach, and Riverhead). All the others showed increases, ranging from the modest to the dramatic: 21% in Central Islip. These rates are based on figures released on the 2010 Take Ten Map at

<http://2010.census.gov/2010census/take10map>.

Area	2010 Rate	2000 Rate
Wyandanch	52	48
Wyandanch	62	59
West Babylon	73	68

Amityville	65	61
N. Amityville	60	54
N Lindenhurst	72	66
Huntington	66	61
Huntington	61	56
Huntington (SE 110)	81	79
Hempstead Village	59	58
Lawrence	70	66
Roosevelt	65	58
Atlantic Beach	63	62
Long Beach	63	63
Roosevelt	65	58
Freeport	69	69
Patchogue Village	70	65
NE Patchogue	76	65
Southampton Town	66	60
Riverhead	75	75
Farmingville	70	67
Central Islip	74	53
Uniondale	65	67

These Long Island tracts participated very little or not at all in the LI 2010 Census Initiative, and showed substantial declines from 2000 to 2010.

Mill Neck	64	73
Matinicock	64	73
Brookville	68	75
Jericho	78	84
East Meadow	71	81
Bethpage	75	79
Coram	68	74
Selden	63	71

CHALLENGES: WORKING WITH THE CENSUS BUREAU

Throughout the process, while grantees reported glitches with Census Bureau (CB) Partnership leading up to April 1, most grantees reported collaborative and positive relationships with Partnership staff. During the Non-Response Follow-Up (NRFU) phase, however, the report from the ground was not good:

- **Cultural facilitators:** The organizations that wished to provide cultural facilitators (for example, people fluent in languages spoken in hard-to-count communities) reported great difficulty in trying to convince CB Operations staff on Long Island to allow enumerators to work with sworn cultural facilitators. Although CB staff members told grantees that the cultural facilitator option was available, they resisted utilizing this option and created roadblocks to grantees' attempts at collaboration.
- **Partnership:** Without exception, grantees agreed that Partnership relationships should have been extended through the NRFU phase. The partnership with the CB that they had worked hard to

establish during the mail-back phase completely vanished with the onset of the NRFU phase, which came as a surprise to the organizations on the ground. One grantee reported that a Partnership staff member hung up on her during her final attempt to reach him, after several emails and phone calls that he did not return. Because of the sudden and unexpected disappearance of Partnership staff, grantees reported that this resulted in confusion and a significant loss of momentum. If Partnership Specialists and Associates were going to be unavailable during NRFU, the CB should have made this clear to its partners on the ground.

- **Operations and enumerators:** Grantees made statements like “the enumerators and the CB seem to be invisible now.” One grantee reported that he had reached out to the Local Census Office in Garden City to determine how community organizations could help pave the way for enumerators in their communities but that staff was not responsive. Others reported that enumerators and/or cultural facilitators living in one hamlet or neighborhood were sent to other hamlets or neighborhoods to work, rather than working in the communities in which they had established relationships and were more likely to inspire trust among residents.

RESULTS AND LOOKING AHEAD TO 2020

Given the severity of the recession locally; extremely high Long Island foreclosure rates; a large undocumented immigrant population facing public hostility, police harassment, and unprecedented levels of federal raids; and trust in government at a nearly all-time low point, it is a testament to the power of collaboration that the mail participation rates in localities where Count Me In made grants to local nonprofits, response rates jumped—dramatically in some instances. By contrast, a quick look at communities where Count Me In grantees did no outreach shows falloffs in nearly the same proportions. Long Island’s overall mail participation rate, as measured on April 27, 2010 on the USCB website, fell by one percent from the 2000 rate.

Without the collaboration among Count Me In funders, grantees, Long Island businesses, and elected officials, it is extremely unlikely that rates in HTC areas would have been as high. The single broadest collaborative funding initiative undertaken by the Long Island philanthropic community, Count Me In suggests the possibilities of future collaboratives around issues of common concern.