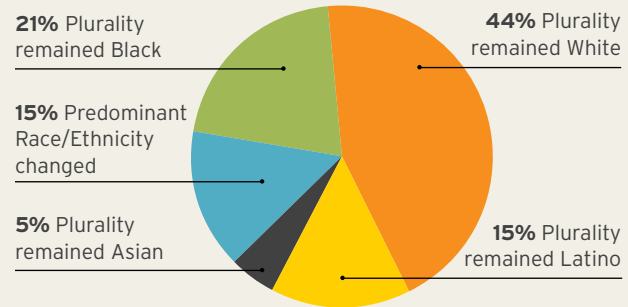
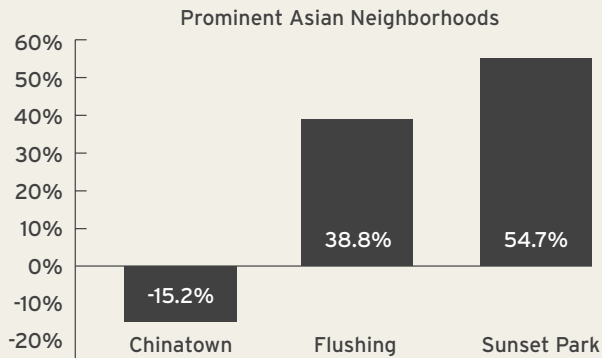


CENSUS STATS

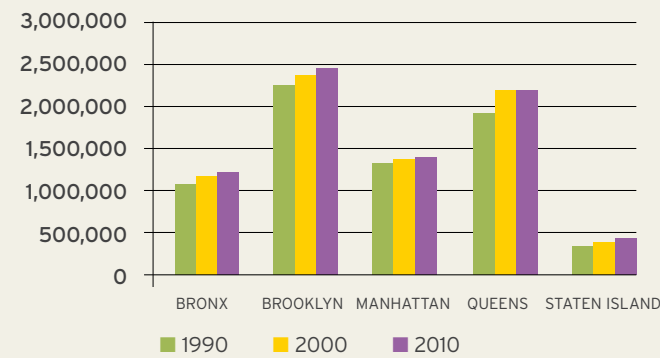
Predominant Race/Ethnicity Change by City Block, 2000-2010



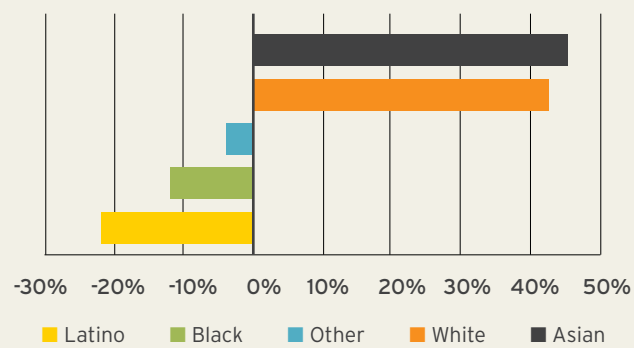
Percent Change in Asian Population, 2000-2010



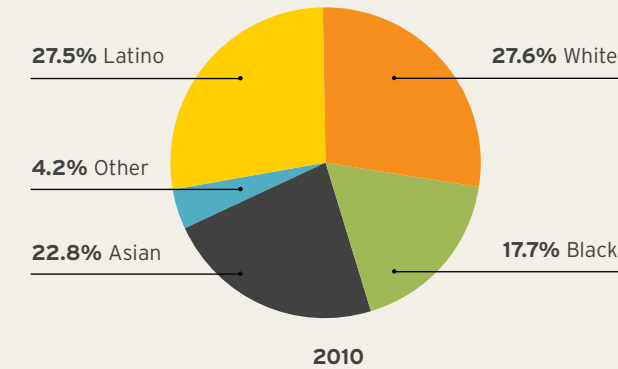
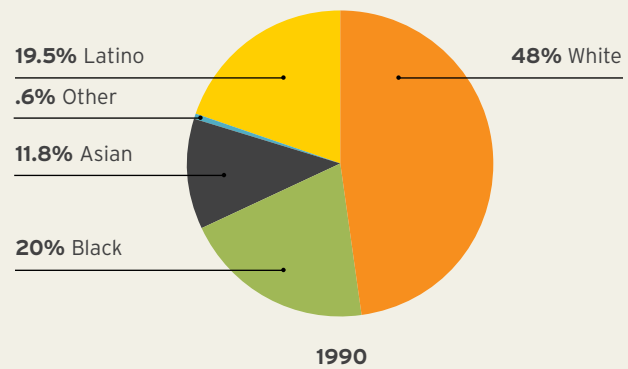
Population 1990-2010 (Number of Persons)



Race/Ethnicity Population Change in East Williamsburg, Brooklyn, 2000-2010



Racial Composition of Queens



For complete census information, visit www.census.gov

Acknowledgements

Stacey Cumberbatch/NYC Census 2010 • Joseph Salvo & Peter Lobo/NYC Department of City Planning • Terri Lowenthal/Consultant • Steven Romalewski/ CUNY Mapping Service at the Center for Urban Research

2010 NYC FUNDERS CENSUS INITIATIVE



WHY THE CENSUS MATTERS

Every ten years, the Constitution mandates a complete count of all people living in the United States, regardless of citizenship status. Census numbers are used to assign the number of congressional seats, redraw electoral district lines, and allocate billions of population-based federal and state funding.

Challenges For large and diverse urban areas like New York City, there are serious obstacles to getting an accurate count. Despite laws protecting the privacy and confidentiality of census respondents, many racial and ethnic groups distrust the government and are not fluent in English. Often the general public lacks a basic awareness about the census and its importance.

Supporting trusted community partners Together with several other funders, The New York Community Trust and the New York Foundation created the 2010 Census Funders NYC Initiative to make sure that historically undercounted communities were represented in the city's 2010 census count. Through this project, 37 community organizations received a total of \$604,500 to hold neighborhood events, post flyers, train staff, advertise in local papers, and carry out other outreach activities.

GRANTEES

Adhikaar for Human Rights and Social Justice
African Refuge
Arab American Association
Boro Park Jewish Community Council
BronxWorks Inc.
Brooklyn Congregations United
Center for New York City Affairs, The New School
Chhaya Community Development Corporation
Chinese American Planning Council
Cidadao Global
Citizens Committee for New York City
Coalition for Institutionalized Aged and Disabled

Coalition for the Improvement of Bed-Stuy
Council of People's Organization
DRUM - Desis Rising Up and Moving
Groundwork
Jacob Riis Neighborhood Settlement House
Minkwon Center for Community Action
Mirabal Sisters Cultural and Community Center
Mixteca
New Immigrant Community Empowerment
New York Immigration Coalition
Northern Manhattan Coalition for Immigrant Rights
NY Taxi Workers Alliance

NY Voting Rights Consortium
NYC Community Media Alliance
Ocean Bay Community Development Corporation
People's Production House
Picture the Homeless
Queens Congregations United for Action
Red Hook Initiative
Southern Queens Park Association
United Chinese Association of Brooklyn
Vamos Unidos
Voces Latinas
Yes We Count Coalition
Youth Communication

FUNDERS

Ford Foundation
Open Society Institute
The New York Community Trust

New York Foundation
Public Interest Projects

Rockefeller Philanthropy Advisors on behalf of the Durst Foundation
Laurie M. Tisch Illumination Fund

WHO WAS COUNTED?



BY THE NUMBERS

3↑

percentage point increase in participation rate in New York City overall

5🏠

percentage point participation increase in targeted neighborhoods, on average

53

neighborhoods covered

365,000

people reached directly by outreach efforts

THE DEBATE ABOUT THE COUNT

The Census Bureau's official New York City census results have been controversial. The Bureau found a population growth of approximately 167,000 people, about 200,000 less than the City's Planning Department had projected. This was surprising since the City's overall participation rate increased from 60% to 63% – and was even higher in neighborhoods covered by the Initiative's grantees.

But participation rate only measures the return of completed census forms. It does not account for the all-important second phase of the census - the follow-up work done by enumerators to capture households that did not get or mail back the form. Many observers believe that this enumeration phase is the source of a

possible undercount, especially in Brooklyn and Queens, which increased by 1.6% and 0.1%, respectively. Census results also showed unusually high percentages of vacant housing units in immigrant neighborhoods in parts of Brooklyn and Queens. One southwest Brooklyn block was even found to have a 30% vacancy rate, a scenario that seems implausible.

Although the controversy remains unresolved as of this writing (the Planning Department is using various data sources to appeal the census results through administrative channels), it does not lessen the impact of the work done by organizations supported through the 2010 Census Funders NYC Initiative.

VISIT OUR INTERACTIVE MAP

➔ Visit <http://bit.ly/pBpqEF> to view an interactive map of the census outreach areas and community organizations.

