

Funding a Complete Count in 2020: What Community Groups Need

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In New York State...

- Population of 19,220,855
- 76% of households mailed back their census questionnaire
- 24% did not mail back their census questionnaire requiring more costly and difficult in-person follow up
- 36% or 7.1 million people in New York live in hard to count neighborhoods
- 18% of households in New York had either no internet or dial-up only

Who is at risk of being undercounted?

- Renters
- Muslims
- Immigrants
- Low income in both rural and urban areas
- Homeless
- Single parent households
- Native Americans living on Tribal lands
- People without internet access
- Children under 5
- People with limited English speaking ability
- People of color
- Crowded households
- Refugees

All 62 counties in New York have hard to count populations

10 Lowest Mail Return Rates

County	Number of People	Percent of Households that Did Not Respond by Mail for Census 2010
Kings	2,648,771	33%
Sullivan	75,485	31%
Queens	2,358,582	30%
Bronx	1,471,160	29%
Orange	382,226	26%
Richmond	479,458	26%
Greene	47,470	24%
Suffolk	1,492,953	24%
Westchester	980,244	24%
Dutchess	295,568	23%
New York State	10,231,917	24%

After surveying 32 organizations we propose:

\$40 Million in Proposed State Funding for Census 2020 For Community-Based Outreach

New York State	Basic Outreach to 100% of		Moderate Outreach to 10% of		Intensive Outreach to 5% of		Total
Total Population	Number of People	Basic CBO Outreach @ \$2/person	Number of People	Moderate CBO Outreach @ \$25/person	Number of People	Intensive CBO Outreach @ \$75/person	State Funding to Community Based Organizations
19,849,399	4,800,000	\$9,600,000	480,000	\$12,000,000	240,000	\$18,000,000	\$40,000,000

How will the organizations use this money?

- Public forums
- Door to door canvassing
- Providing information directly to members
- Media campaigns
- Longer information sessions
- In-language discussions for households with limited English
- Outreach to homeless

A full court press, with funding in every county

Proposed State Funding for Community Based Organizations to Do 2020 Census Outreach

New York State		"Hard to Count" Share	Basic Outreach to 100% of "Hard to Count" Population		Moderate Outreach to 10% of "Hard to Count" Population		Intensive Outreach to 5% of "Hard to Count" Population		Total State Funding
County	Population		Number of People	Basic Outreach @ \$2/person	Number of People	Moderate Outreach @ \$25/person	Number of People	Intensive Outreach @ \$75/person	
Kings	2,648,771	33%	875,000	\$1,750,000	87,500	\$2,188,000	43,750	\$3,281,000	\$7,200,000
Sullivan	75,485	31%	23,000	\$46,000	2,300	\$58,000	1,150	\$86,000	\$190,000
Queens	2,358,582	30%	699,000	\$1,398,000	69,900	\$1,748,000	34,950	\$2,621,000	\$5,800,000

Who is at risk of being undercounted in Sullivan County?

Sullivan		
Total Population	75,818	
Total Number of Households	28,007	
		Share of County Population or Households
Populations at Risk of being Undercounted	Total	
Hispanic population regardless of race	11,358	15%
Black population alone or in combination with other races	8,810	12%
Asian population alone or in combination with other races	1,496	2%
American Indian or Alaska Native (either alone or in combination with other races)	928	1%
Households that did not return their 2010 questionnaire	8,546	30.51%
Households without internet subscription or diap up only access	6,119	22%
Children under 5	4,331	6%
Single Parent Households	4,960	18%
Households that are renter occupied	9,245	33%
Crowded Households	543	2%
Immigrants / People born outside of the U.S.	9,699	13%
Percent of Limited English speaking households	985	4%
Low Income Populations		
Population in Poverty	12,479	16%
Population near Poverty	25,720	34%
Regugees		
Number of Refugees Placed in the Past 10 years	Refugee Placement as a Share of State Total	
0	0.00%	

\$40 million is a good investment in New York's future



BRIEF LOOK
Funding a Complete Count in 2020:
What Community Groups Need

October 2018

COMMUNITY-BASED ORGANIZATIONS MUST PLAY A BIG ROLE in getting a full and accurate count for New York in the 2020 Census. This will be the first year in which the Census Bureau asks residents to fill out Census forms online, raising issues about broadband access as well as comfort level with computers. There may be a controversial question added about the citizenship status of immigrants. And, a number of people are feeling hesitant about giving private information to the federal government. More than ever before, trusted community voices will be needed to help build bridges to maximize participation in the Census.

Community-based organizations (CBOs) are willing and able to step up, but they will require significant state funding to dramatically expand their efforts in this dramatically different Census year. Some New York residents are particularly at risk of being undercounted: immigrants, people with limited English, people of color, Muslims, low-income residents, young parents, Native Americans, homeless residents, and numerous others.

New York State should invest \$40 million in community-based outreach for the 2020 Census

In previous decades, New York primarily relied on the federal government to do outreach. In 2010, the state invested just \$2 million in community-based organizations, with less than optimal results.¹ A much more extensive state-financed outreach campaign will be necessary in 2020.

A lot is at stake for New York, including federal funding, representation in Congress, accurate planning for schools and roads, and a basic understanding of who we are as New Yorkers that's critical to governments, businesses, and researchers.

The Fiscal Policy Institute proposes that the governor and legislature include \$40 million in next year's state budget for community-based organizations to do outreach around the 2020 Census. This should be in addition to whatever funds the state commits to its own outreach and media campaigns and funding to local governments.

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