NYC'S HTC COMMUNITIES

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HARD TO COUNT (HTC)

- Hard to Interview
- Hard to Contact
- Hard to House
- No Internet Access
- Self-Response rate = MRR = below 73%
- Transitory Populations

HTC Populations Include

- Persons who do not live in traditional housing
- Persons with mental or physical disabilities
- LGBTQ persons
- Persons who distrust the government
- Undocumented immigrants
- Persons experiencing homelessness
- Low income persons
- Non-English speakers
- Racial and ethnic minorities
- Highly mobile persons
- Young children

HARD TO COUNT

- HTC - Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide)
- Census Bureau's ideal plan for counting everyone for Census2020 is through internet response
- Design for HTC Populations
  - Establish where to count
  - Motivate people to respond
  - Self-response
  - Non-response follow-up
  - Tabulate data and release census results

HTC – Language Services

- Research on language needs
- Specific instructions written in 12 non-English languages in the mailings
- Internet self-response instrument and Census Questionnaire Assistance in 12 non-English languages
- Enumeration Instruments, field materials, and paper mailings in Spanish
- 59 non-English languages in video and print
- Enumeration instruments, field materials, and paper mailings in Spanish
- Language glossaries and identification card in 59 non-English languages

HTC – Field Infrastructure

- Hiring people more likely to elicit a response
- Relevant language skills
- Hiring people who live in the community
  - Enumerators
  - Partnership specialist

HTC Integrated Partnership Communications

- Statistics in Schools
- Social Media
- Digital Media
- Paid Advertising
- Earned Media
- National Partners
- Local Partners
- Complete Count Commissions
- Rapid Response

BRONX COUNTY

- There are 339 census tracts
- 55% have census tracts where at least 30% of the population are Black
- 81% have census tracts where at least 30% of the population are Latino
- Only 4 census tracts have populations where at least 30% of the population are Asian

- 55% have a MRR of less than 73%
- 29% have at least 10% of its population with no internet
  - 55% of those MRRs have at least 30% Black Population
  - 74% are Latino

RICHMOND COUNTY

- Has 110 census tracts
- 37% have an MRR below 73%
- 36% have census tracts where at least 10% of the population are Black
- 13% of the census tracts where at least 10% of the population have No Internet
- Only 1 census tract where at least 10% of the population are not citizens
- 10% of the census tracts where at least 30% have poverty levels below 100%

KINGS COUNTY

- There are 423 census tracts
- 55% have census tracts where at least 30% of the population are Black
- 19% have census tracts where at least 30% of the population are Latino
- 9% have census tracts where at least 30% of the population are Asian
- 84% have a MRR of less than 73%
- 33% of the census tracts where at least 30% have poverty levels below 100%
- 21% of the census tracts where at least 10% of the population have No Internet
- 56% of the census tracts where at least 10% of the population are not citizens

QUEENS COUNTY

- There are 669 census tracts
- 33% have census tracts where at least 30% of the population are Black
- 34% have census tracts where at least 30% of the population are Latino
- 39% have census tracts where at least 30% of the population are Asian
- 64% have a MRR of less than 73%
- 6% of the census tracts where at least 30% have poverty levels below 100%
- 10% of the census tracts where at least 10% of the population have No Internet
- 13% of the census tracts where at least 10% of the population are not citizens

NEW YORK COUNTY

- There are 287 census tracts
- 22% have census tracts where at least 30% of the population are Black
- 29% have census tracts where at least 30% of the population are Latino
- 16% of the census tracts where at least 30% have poverty levels below 100%
- 20% have a MRR of less than 73%
- 8% have census tracts where at least 30% of the population are Asian
- 24% of the census tracts where at least 10% of the population have No Internet
- 16% of the census tracts where at least 10% of the population are not citizens