

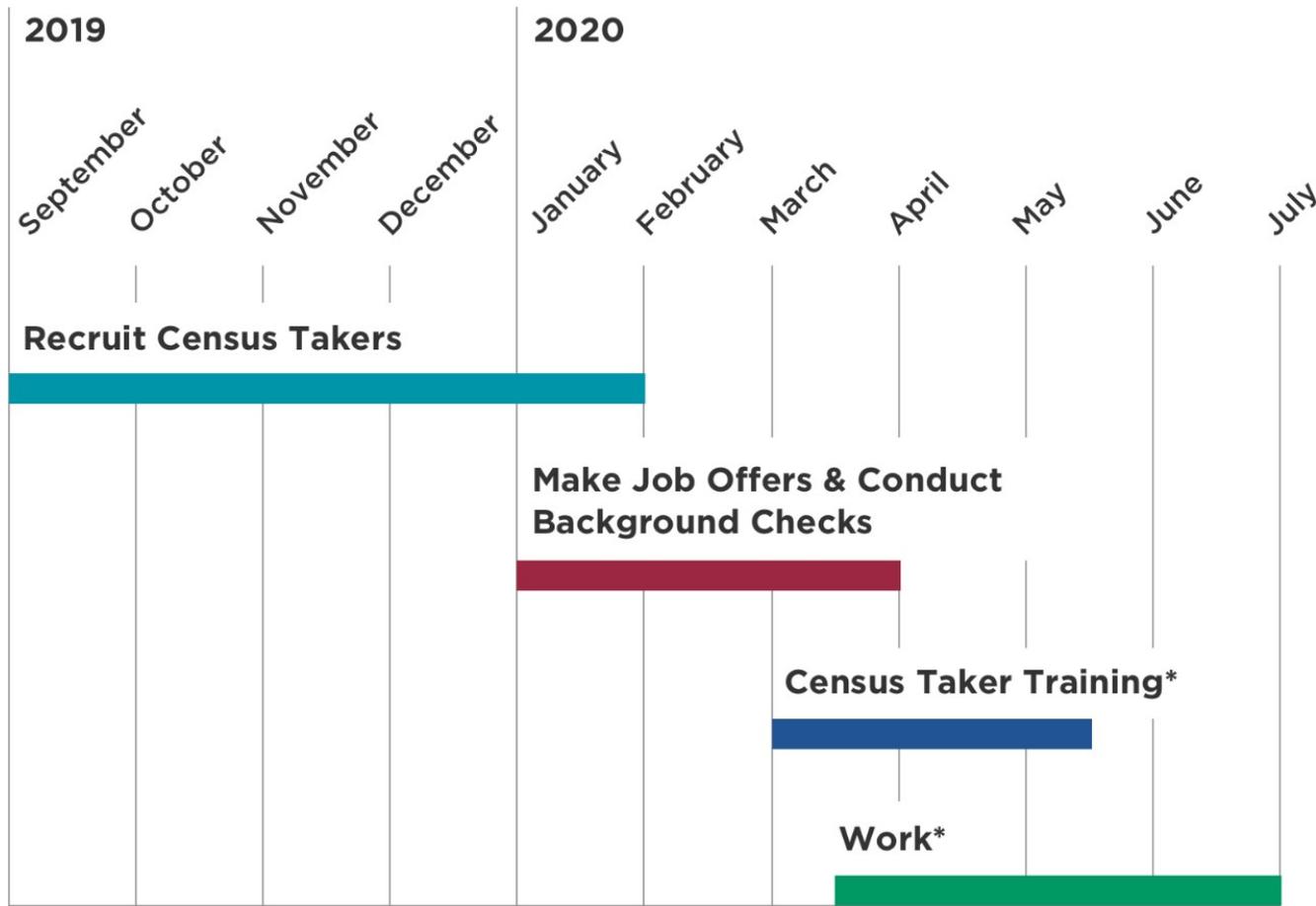
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United States®
**Census
2020**

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Regional Director
New York Regional Census Center

Recruiting

2020 NYS Recruiting
Goal: 179,011



ACO	Number Recruited	Goal	% To Goal
Albany	8,062	16,622	48.50%
Bronx 1	6,253	7,030	88.95%
Bronx 2	8,052	7,317	110.05%
Brooklyn 1	8,196	6,639	123.45%
Brooklyn 2	5,817	8,094	71.87%
Brooklyn 3	4,937	6,138	80.43%
Brooklyn 4	4,542	6,481	70.08%
Buffalo	5,332	9,378	56.86%
Garden City	5,169	7,193	71.86%
Manhattan 1	8,324	7,910	105.23%
Manhattan 2	5,074	9,604	52.83%
Melville	5,275	9,243	57.07%
Pawling	5,008	11,234	44.58%
Peekskill	4,480	8,105	55.27%
Queens 1	3,515	5,062	69.44%
Queens 2	4,114	5,857	70.24%
Queens 3	3,408	5,369	63.48%
Queens 4	4,990	3,987	125.16%
Rochester	7,142	15,252	46.83%
Staten Island	3,711	5,007	74.12%
Syracuse	8,017	17,489	45.84%

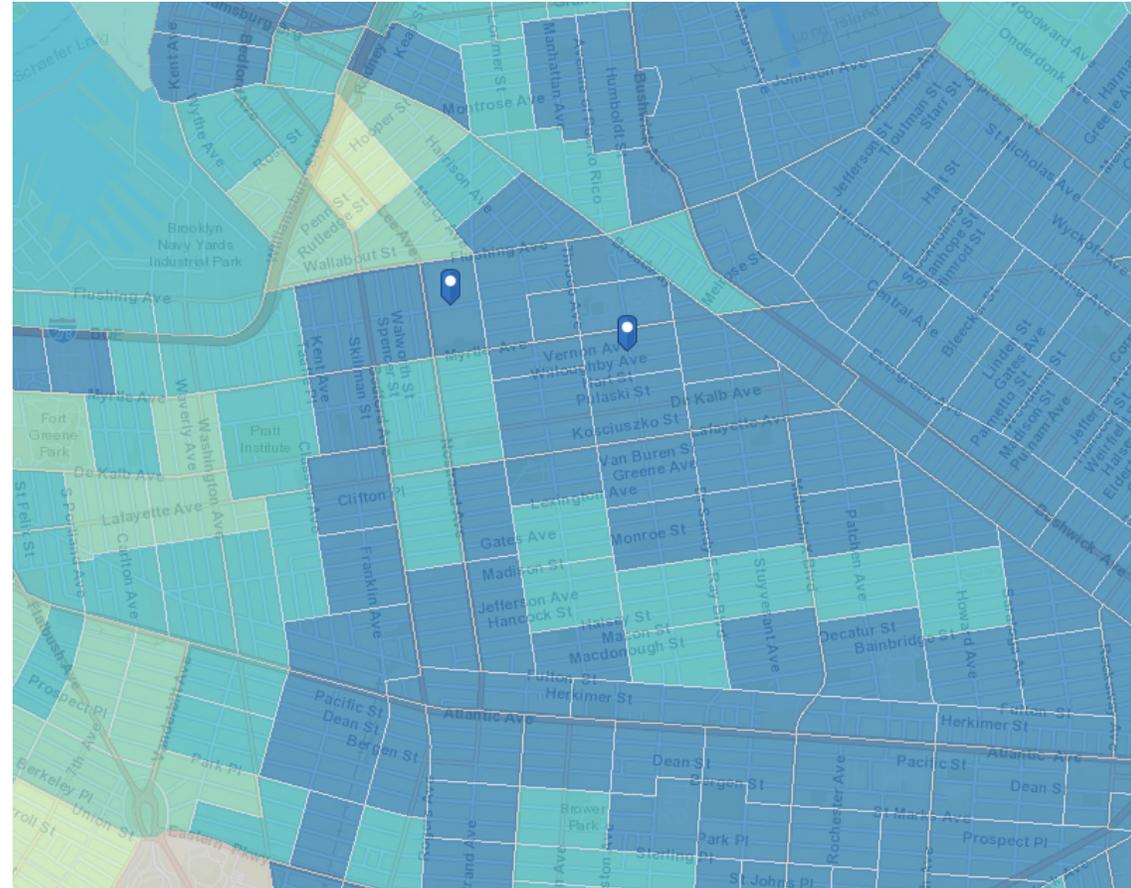
Field Operations

Decennial Milestones		
Operation	Start	Finish
Group Quarters Advance Contact	2/3/2020	3/6/2020
Service Based Enumeration	3/30/2020	4/1/2020
Group Quarters Enumeration	4/1/2020	6/12/2020
Enumeration at Transitory Locations	4/9/2020	5/4/2020
Early Non Response Follow Up	4/9/2020	7/24/2020
Non Response Follow Up	5/13/2020	7/24/2020

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



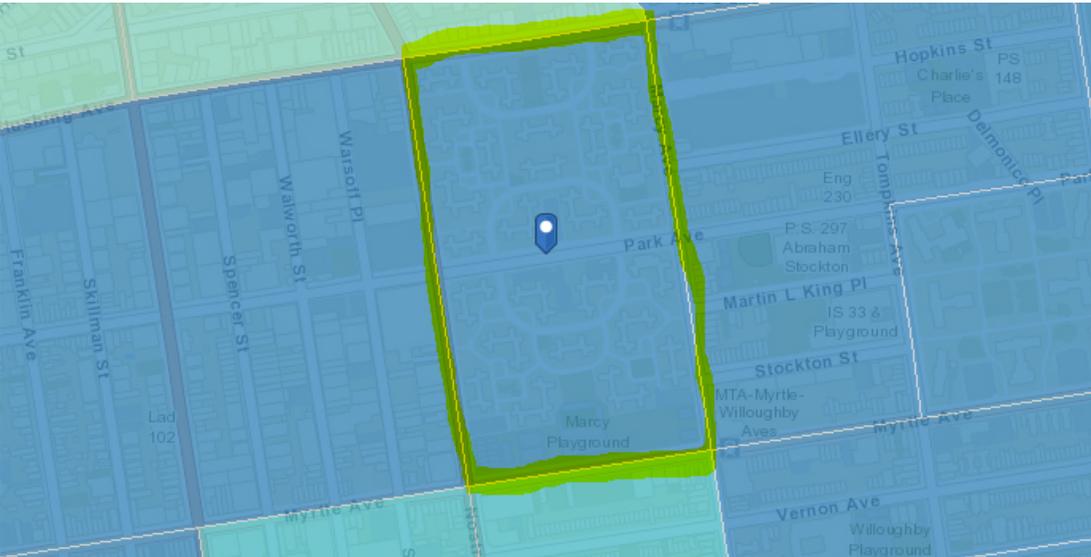
Response Outreach Area Mapper (ROAM)

Census Tract 255
Kings County, New York

Low Response Score (%): 39.8%

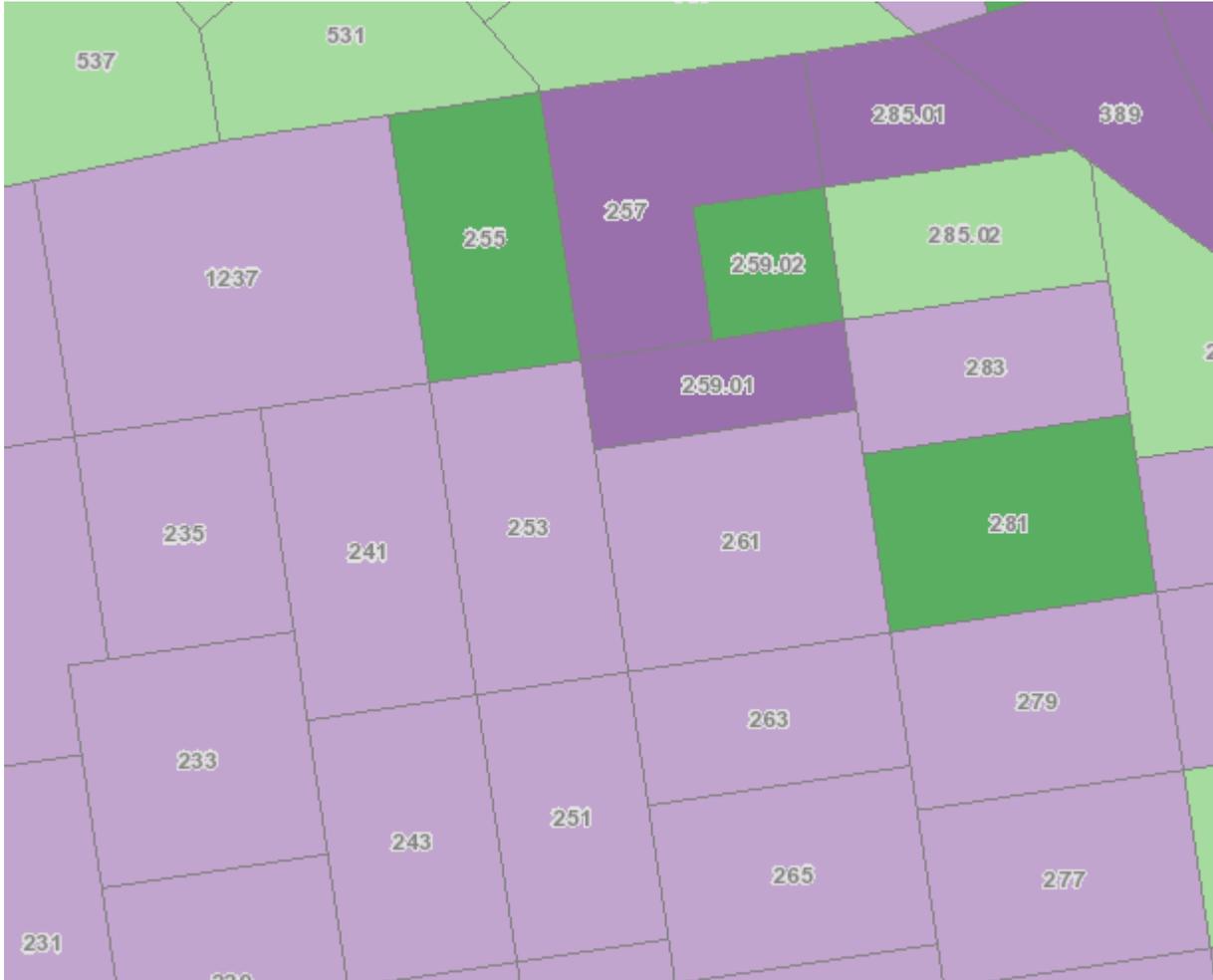
2013- 2017 ACS 5-year estimates

- ACS Self-Response Rate: 31.8
- Total Population: 5,569
- Median Household Income (\$): 20,776
- Median Age: 27.9
- Population Under 5 (%): 8.69
- Population 18-24 (%): 13.40
- Population 65 and Over (%): 8.80
- Persons Below Poverty Level (%): 44.50
- Children Under 18 Living in Poverty (%): 56.40
- School Enrolled Children Age 3 and 4 (%):
- Not High School Graduate (%): 43.67
- No Health Insurance Under 19 (%): 0.00
- No Health Insurance Age 19-64 (%): 8.04
- No Health Insurance Age 65 and Over (%): 2.65
- Non-Hispanic, Black (%): 30.02
- Non-Hispanic, White (%): 2.84
- Hispanic (%): 63.96
- American Indian or Alaska Native (%): 0.34
- Asian (%): 1.83
- Native Hawaiian or Other Pacific Islander (%): 0.00
- Some Other Race (%): 0.00
- Foreign Born (%): 26.76
- No One in Household Age 14+ Speaks English "Very Well" (%): 13.82
- Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 21.32
- Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 1.38



- Total Housing Units: 1,893
- Total Occupied Housing Units: 1,853
- Renter Occupied Housing Units (%): 99.68
- Married Couple Households with Child Under 18 (%): 54.88
- Family Occupied Housing Units with Related Children Under 6 (%): 22.49
- Population 1+ Who Moved From Another Residence Within the Last Year (%): 5.99
- Vacant Housing Units (%): 2.11
- Multi-Unit (10+) Housing (%): 91.07
- Households with No Computing Device (%): 21.32
- Households with Computer (%): 58.77
- Households with Only Smartphone (%): 10.20**
- Households with No Internet Access (%): 24.66
- Households with Broadband Internet Access (%): 58.72
- Population with No Computing Device (%): 13.36
- Population with Broadband Internet and Computing Device (%): 72.19

2020 Census: Mail Contact Strategies Viewer



Housing Unit Percent Total	Mail Contact Strategy
72.6%	Internet First, English
5.7%	Internet First, Bilingual
18.1%	Internet Choice, English
3.7%	Internet Choice, Bilingual

WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

2020 Census Partners Website

Language Guides

<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>

ISR Video

https://youtu.be/fXg1_1HHKzA

PSA Toolkit

<https://2020census.gov/en/partners/psa-toolkit.html>

Sample Intro Letter

<https://www.census.gov/content/dam/Census/newsroom/press-kits/2019/2020-informational-invitation-letter.pdf>

Additional Updates

Mobile Questionnaire Assistance

Media Buys

<https://www.census.gov/about/business-opportunities/opportunities/2020-opp/2020-census-paid-media.html>

Statistics in Schools Week

March 2 – March 6

Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Census Jobs

Field & Office Job Opportunities

Website: www.2020census.gov/jobs

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html