

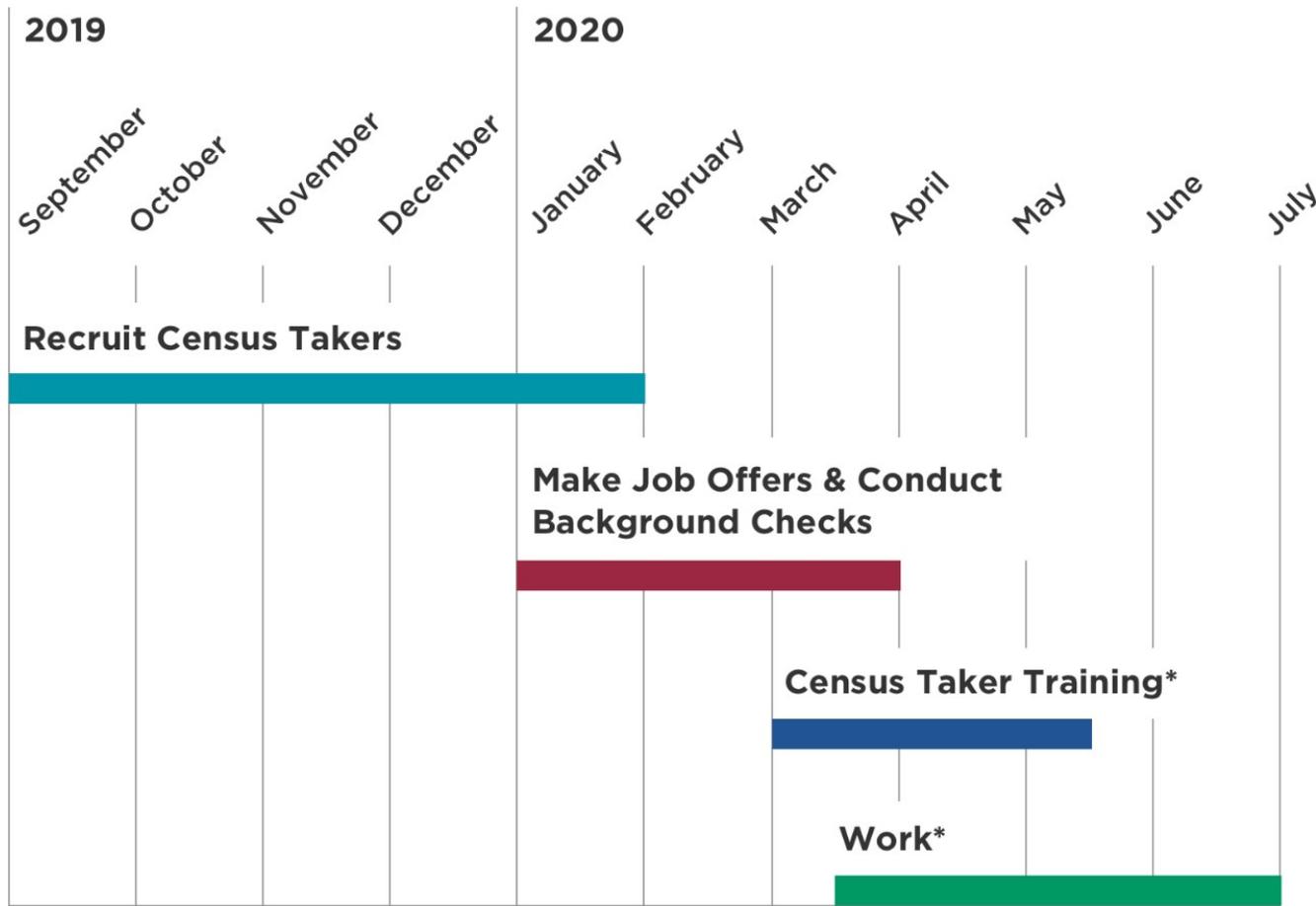
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**Census  
2020**

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New York Regional Census Center

# Recruiting

2020 NYS Recruiting Goal:  
179,011



ACO	Number Recruited	ACO Goal	% to ACO Goal
2272 - Albany	8,410	16,622	50.6%
2273 - Bronx 1	6,959	7,030	99.0%
2274 - Bronx 2	8,952	7,317	122.3%
2275 - Melville	5,523	9,243	59.8%
2276 - Buffalo	5,963	9,378	63.6%
2277 - Queens 1	3,686	5,062	72.8%
2278 - Brooklyn 1	9,110	6,639	137.2%
2279 - Garden City	5,527	7,193	76.8%
2280 - Manhattan 1	9,162	7,910	115.8%
2281 - Manhattan 2	5,567	9,604	58.0%
2282 - Pawling	5,362	11,234	47.7%
2283 - Brooklyn 2	6,453	8,094	79.7%
2284 - Queens 2	4,359	5,857	74.4%
2285 - Queens 3	3,602	5,369	67.1%
2286 - Peekskill	4,767	8,105	58.8%
2287 - Rochester	7,644	15,252	50.1%
2288 - Brooklyn 3	5,448	6,138	88.8%
2289 - Queens 4	5,276	3,987	132.3%
2290 - Staten Island	4,088	5,007	81.6%
2291 - Syracuse	8,290	17,489	47.4%
2292 - Brooklyn 4	4,965	6,481	76.6%
<b>Total</b>	<b>129,113</b>	<b>179,011</b>	<b>72.1%</b>

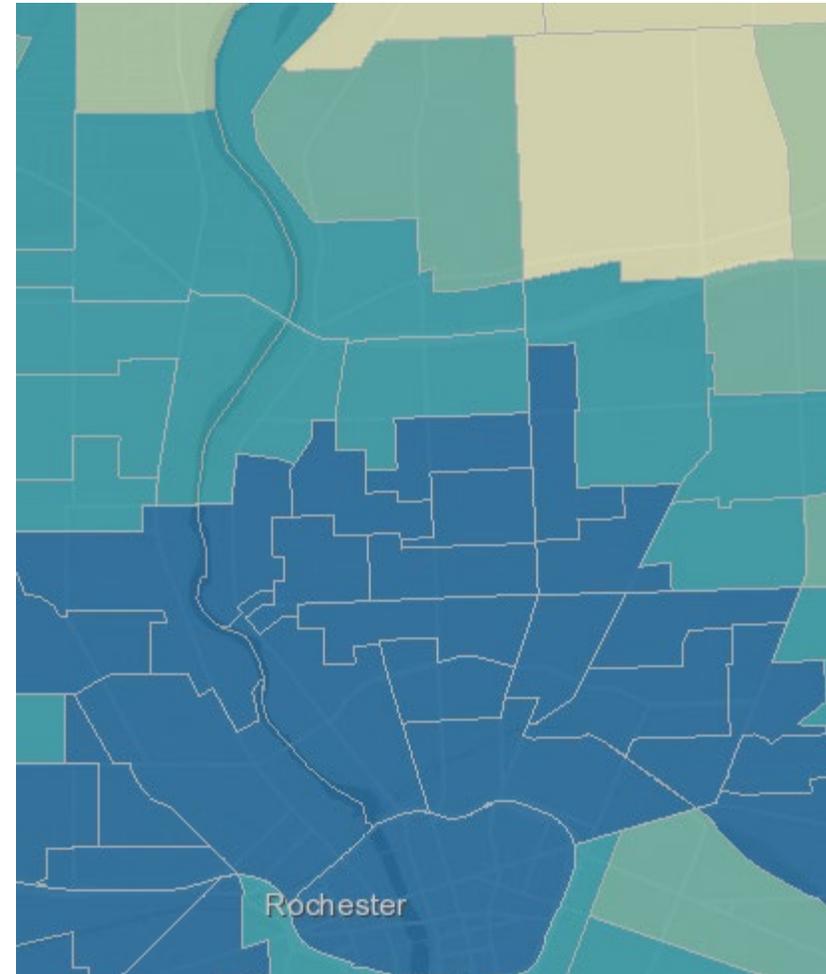
# Field Operations

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](http://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



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# Response Outreach Area Mapper (ROAM)

Census Tract 48  
Monroe County, New York

**Low Response Score (%): 33.0**

2013- 2017 ACS 5-year estimates

ACS Self-Response Rate: 25.2

Total Population: 2,540

Median Household Income (\$): 26,490

Median Age: 28.9

Population Under 5 (%): **8.27**

Population 18-24 (%): 10.59

Population 65 and Over (%): 5.79

Persons Below Poverty Level (%): 53.45

Children Under 18 Living in Poverty (%): **76.09**

Not High School Graduate (%): 27.52

No Health Insurance Under 19 (%): 7.06

No Health Insurance Age 19-64 (%): 18.03

No Health Insurance Age 65 and Over (%): 3.40

Non-Hispanic, Black (%): 41.77

Non-Hispanic, White (%): 6.97

Hispanic (%): 47.44

Some Other Race (%): 0.51

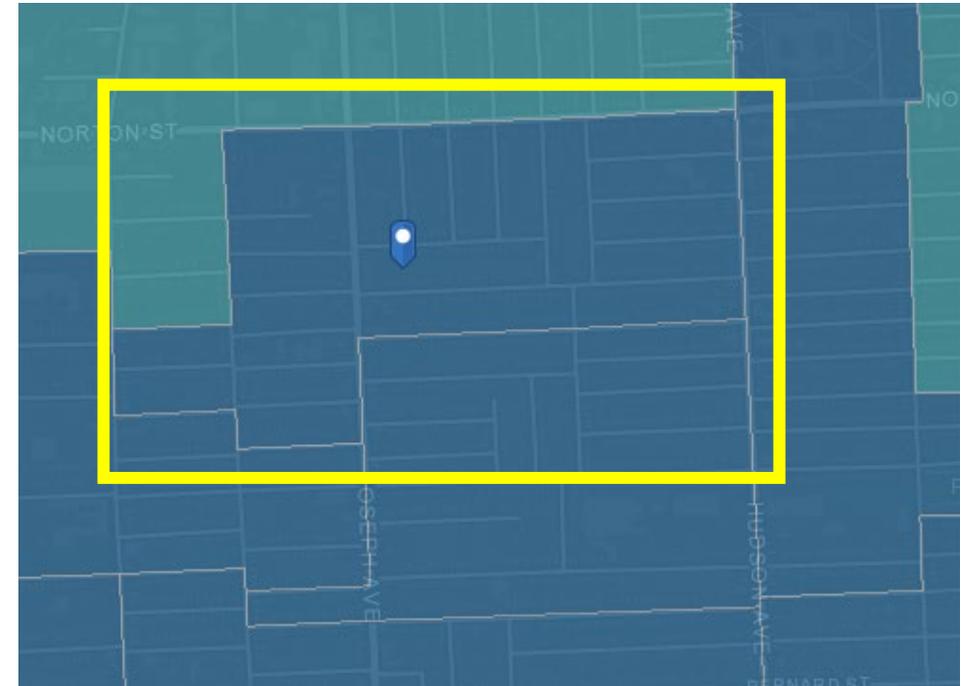
Foreign Born (%): 5.87

No One in Household Age 14+ Speaks English "Very Well" (%): **15.54**

Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 21.42

Total Housing Units: 956

Total Occupied Housing Units: **817**



Renter Occupied Housing Units (%): 64.26

Married Couple Households with Child Under 18 (%): 61.01

Family Occupied Housing Units with Related Children Under 6 (%): 36.43

Population 1+ Who Moved From Another Residence Within the Last Year (%): 26.49

Vacant Housing Units (%): 14.54

Multi-Unit (10+) Housing (%): 1.57

Households with No Computing Device (%): 20.32

Households with Computer (%): 48.23

Households with Only Smartphone (%): 7.34

Households with No Internet Access (%): **27.42**

Households with Broadband Internet Access (%): 43.57

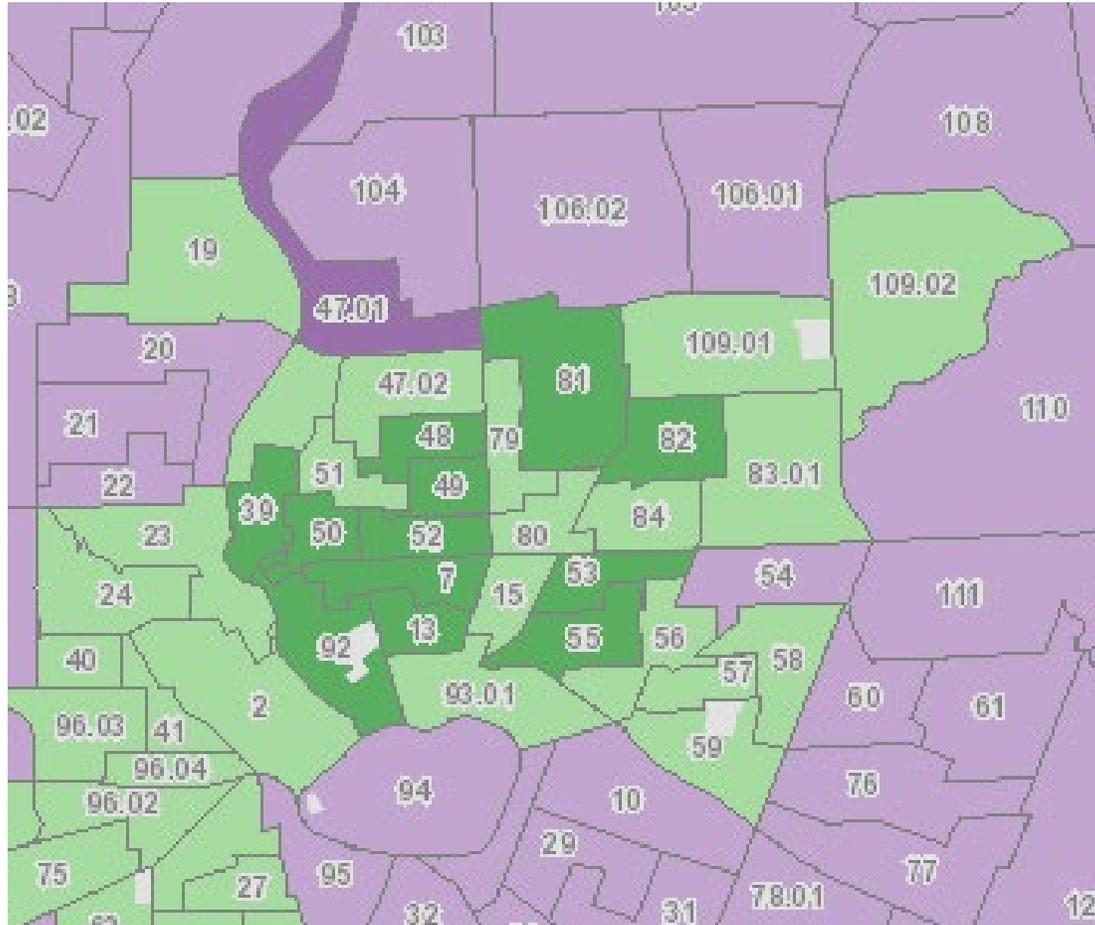
Population with No Computing Device (%): 18.83

Population with Broadband Internet and Computing Device (%): 65.83

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# 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.
	<b>If you haven't responded yet:</b>
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](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>



**It's easy for you to be counted.**

Every 10 years, the United States counts everyone who lives in the country, regardless of age, nationality, or ability. It is important for everyone to respond to the 2020 Census so that communities like yours can receive the funding they need for health care, accessibility services, and more.

**The 2020 Census is accessible for everyone.**

Beginning in mid-March 2020, you can respond to the census by answering a handful of questions online, by phone, or by mail.

-  The online questionnaire is accessible to people with a wide range of disabilities.
-  If you prefer to respond by mail but do not receive a questionnaire in your first mailing from the U.S. Census Bureau, you can wait for the fourth mailing, in mid-April 2020, which will include a questionnaire.
-  If you have blindness or low vision, you can print a guide to the questionnaire in braille or large print from 2020CENSUS.GOV.

If you have deafness or a hearing loss, you can:

- Respond to the census using telephone devices for hearing impaired.
- Access video guides to the questionnaire in American Sign Language on 2020CENSUS.GOV.
- View online videos and webcasts with closed or open captioning.
- Request a visit from a census taker who uses American Sign Language.

For more information, visit:  
**2020CENSUS.GOV**

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# Additional Updates

## Mobile Questionnaire Assistance

<https://2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf>

## Media Buys

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

## Statistics in Schools Week

March 2 – March 6



**Respond to the  
2020 Census here!**

You can respond to the 2020 Census online at this location beginning in mid-March 2020. Responding is easy, safe, and important. The census is your chance to shape the future.

For more information, visit:  
**2020CENSUS.GOV**

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# Contact Us

## Partnership Program

Phone: (212) 882-2130

Email: [new.york.rcc.partnership@2020census.gov](mailto: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](http://www.2020census.gov/jobs)

Office Managerial Job Opportunities

Website: [www.usajobs.gov](http://www.usajobs.gov)

Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

## Data Dissemination Program

Email: [census.askdata@census.gov](mailto:census.askdata@census.gov)

Phone: 1-844-ASK-DATA

Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)