

**2020 CENSUS  
COMPLETE COUNT COMMITTEE**

**MEETING  
PACKET**

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**AUGUST 4, 2020**

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3pm  
*via Zoom*<sup>1</sup>

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<sup>1</sup> *ZOOM MEETING INFORMATION* –

**Link:** <https://zoom.us/j/98039865386?pwd=NHFYVmVrWTZGZlVRQ1NmKlJuUnpFUT09>

**Meeting ID:** 980 3986 5386

**Meeting Password:** 791848



**RECEIVED**  
 2020 JUL 31 PM 02:56  
 NANTUCKET TOWN CLERK  
 Posting Number:T 1891

## MEETING POSTING

**TOWN OF NANTUCKET**  
 Pursuant to MGL Chapter 30A, § 18-25  
 All meeting **notices and agenda** must be filed and time stamped with the Town Clerk's Office and posted at least 48 hours prior to the meeting (excluding Saturdays, Sundays and Holidays)

<b>Committee/Board/s</b>	<b>2020 CENSUS COMPLETE COUNT COMMITTEE</b>
<b>Day, Date, and Time</b>	<b>Tuesday, August 4, 2020, at 3 pm</b>
<b>Location / Address</b>	<b>REMOTE PARTICIPATION VIA ZOOM (See Below)</b> Pursuant to Governor Baker's March 12, 2020, Order Regarding Open Meeting Law (Attached). <b>THE MEETING WILL BE AIRED AT A LATER TIME ON THE TOWN'S GOVERNMENT TV YOUTUBE CHANNEL AT <a href="https://www.youtube.com/channel/UC-sgxA1fdoxtELNzRAUHIxA">https://www.youtube.com/channel/UC-sgxA1fdoxtELNzRAUHIxA</a></b>
<b>Signature of Chair or Authorized Person</b>	Andrew Vorce, Director of Planning & Chair Eleanor Antonietti, Zoning Administrator

**WARNING: IF THERE IS NO QUORUM OF MEMBERS PRESENT, OR IF MEETING POSTING IS NOT IN COMPLIANCE WITH THE OML STATUTE, NO MEETING MAY BE HELD!**

## 2020 Census Complete Count Committee

**AGENDA FOR 08-04-2020**

**(Subject to change)**

[www.nantucket-ma.gov](http://www.nantucket-ma.gov)

**JOIN ZOOM MEETING:**

Link: <https://zoom.us/j/98039865386?pwd=NHFYVmVrWTZGZlVRQ1NmK1JuUnpFUT09>

Meeting ID: 980 3986 5386

Meeting Password: 791848

**Committee Members:** Andrew Vorce (Chair); Peter Morrison; Nancy Holmes; Thomas Dixon; Kelly Cooney; Kristie Ferrantella; Rachel Day; Margaretta Andrews; Joel Rivera / Vatsady Sivongxay

**Staff:** Eleanor W. Antonietti (Land Use Specialist); Martha Tirk (Administrator)

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PLEASE LIST BELOW THE TOPICS THE CHAIR REASONABLY ANTICIPATES WILL BE DISCUSSED AT THE MEETING.

**I. Call to Order:**

**II. Establishment of Quorum:**

**III. Approval of Agenda:**

**IV. Approval of Minutes**

- February 10, 2020

**V. Public Comments:**

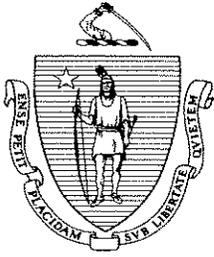
**VI. Introduction of Guests**

**VII. Action / Discussion Items:** *(Votes may be taken)*

- A. Authorization/approval to renew/extend Employment Agreement with Martha Tirk as Part-Time Administrator
- B. CCC ADMINISTRATOR REPORT & UPDATES
- C. Census Bureau UPDATES
- D. Field Operations for 2020 Census

**VIII. Other Business**

**IX. Adjournment**



OFFICE OF THE GOVERNOR  
**COMMONWEALTH OF MASSACHUSETTS**  
STATE HOUSE • BOSTON, MA 02133  
(617) 725-4000

**CHARLES D. BAKER**  
GOVERNOR

**KARYN E. POLITO**  
LIEUTENANT GOVERNOR

**ORDER SUSPENDING CERTAIN PROVISIONS  
OF THE OPEN MEETING LAW, G. L. c. 30A, § 20**

**WHEREAS**, on March 10, 2020, I, Charles D. Baker, Governor of the Commonwealth of Massachusetts, acting pursuant to the powers provided by Chapter 639 of the Acts of 1950 and Section 2A of Chapter 17 of the General Laws, declared that there now exists in the Commonwealth of Massachusetts a state of emergency due to the outbreak of the 2019 novel Coronavirus (“COVID-19”); and

**WHEREAS**, many important functions of State and Local Government are executed by “public bodies,” as that term is defined in G. L. c. 30A, § 18, in meetings that are open to the public, consistent with the requirements of law and sound public policy and in order to ensure active public engagement with, contribution to, and oversight of the functions of government; and

**WHEREAS**, both the Federal Centers for Disease Control and Prevention (“CDC”) and the Massachusetts Department of Public Health (“DPH”) have advised residents to take extra measures to put distance between themselves and other people to further reduce the risk of being exposed to COVID-19. Additionally, the CDC and DPH have advised high-risk individuals, including people over the age of 60, anyone with underlying health conditions or a weakened immune system, and pregnant women, to avoid large gatherings.

**WHEREAS**, sections 7, 8, and 8A of Chapter 639 of the Acts of 1950 authorize the Governor, during the effective period of a declared emergency, to exercise authority over public assemblages as necessary to protect the health and safety of persons; and

**WHEREAS**, low-cost telephone, social media, and other internet-based technologies are currently available that will permit the convening of a public body through virtual means and allow real-time public access to the activities of the public body; and

**WHEREAS** section 20 of chapter 30A and implementing regulations issued by the Attorney General currently authorize remote participation by members of a public body, subject to certain limitations;

**NOW THEREFORE**, I hereby order the following:

(1) A public body, as defined in section 18 of chapter 30A of the General Laws, is hereby relieved from the requirement of section 20 of chapter 30A that it conduct its meetings in a public place that is open and physically accessible to the public, provided that the public body makes provision to ensure public access to the deliberations of the public body for interested members of the public through adequate, alternative means.

Adequate, alternative means of public access shall mean measures that provide transparency and permit timely and effective public access to the deliberations of the public body. Such means may include, without limitation, providing public access through telephone, internet, or satellite enabled audio or video conferencing or any other technology that enables the public to clearly follow the proceedings of the public body while those activities are occurring. Where allowance for active, real-time participation by members of the public is a specific requirement of a general or special law or regulation, or a local ordinance or by-law, pursuant to which the proceeding is conducted, any alternative means of public access must provide for such participation.

A municipal public body that for reasons of economic hardship and despite best efforts is unable to provide alternative means of public access that will enable the public to follow the proceedings of the municipal public body as those activities are occurring in real time may instead post on its municipal website a full and complete transcript, recording, or other comprehensive record of the proceedings as soon as practicable upon conclusion of the proceedings. This paragraph shall not apply to proceedings that are conducted pursuant to a general or special law or regulation, or a local ordinance or by-law, that requires allowance for active participation by members of the public.

A public body must offer its selected alternative means of access to its proceedings without subscription, toll, or similar charge to the public.

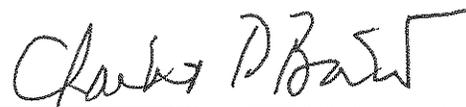
(2) Public bodies are hereby authorized to allow remote participation by all members in any meeting of the public body. The requirement that a quorum of the body and the chair be physically present at a specified meeting location, as provided in G. L. c. 30A, § 20(d) and in 940 CMR 29.10(4)(b), is hereby suspended.

(3) A public body that elects to conduct its proceedings under the relief provided in sections (1) or (2) above shall ensure that any party entitled or required to appear before it shall be able to do so through remote means, as if the party were a member of the public body and participating remotely as provided in section (2).

(4) All other provisions of sections 18 to 25 of chapter 30A and the Attorney General's implementing regulations shall otherwise remain unchanged and fully applicable to the activities of public bodies.

This Order is effective immediately and shall remain in effect until rescinded or until the State of Emergency is terminated, whichever happens first.

Given in Boston at 6:40 PM this 12th day of  
March, two thousand and twenty.

A handwritten signature in black ink, reading "Charles D. Baker". The signature is written in a cursive style with a prominent horizontal line at the end of the name.

CHARLES D. BAKER  
GOVERNOR  
Commonwealth of Massachusetts

# 2020 CCC MEETING

8/4/2020

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## AGENDA ITEM IV.

MINUTES – February 10, 2020

**2020 CENSUS COMPLETE COUNT COMMITTEE**  
**FOR THE TOWN & COUNTY OF NANTUCKET**

**MEMBERS:** Andrew Vorce (Chair); Peter Morrison; Nancy Holmes; Thomas Dixon;  
Kelly Cooney; Kristie Ferrantella; Rachel Day; Margaretta Andrews; Joel  
Rivera / Vatsady Sivongxay (*alternating MIRA representatives*)

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**MINUTES**

**Monday, February 10, 2020**

Wannacomet Water Company, 1 Milestone Road, Conference Room – 2:45 p.m.

**Purpose: Regular Meeting**

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**ATTENDING MEMBERS:** Andrew Vorce (Chair), Rachel Day, Kelly Cooney, Nancy Holmes, Peter Morrison *by phone*, Thomas Dixon

**ABSENT:** Margaretta Andrews, Kristie Ferrantella, Vatsady Sivongxay

**REMOTE PARTICIPATION** *by phone*: Peter Morrison

**STAFF IN ATTENDANCE:** Martha Tirk, CCC Administrator

**PUBLIC PRESENT:** NONE

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**I. Call to Order:**

**II. Establishment of Quorum:**

2:55pm

**III. Approval of Agenda:**

Agenda adopted by **UNANIMOUS** consent.

**IV. Approval of Minutes**

▪ **January 13, 2020**

**MOTION** was made by Nancy Holmes and seconded that the 2020 Census CCC does hereby approve the Minutes for the meeting on January 13, 2020.

Minutes adopted by **UNANIMOUS** consent.

**V. Public Comments:**

NONE

**VI. Introduction of Guests**

NONE

**VII. Action / Discussion Items:** (*Votes may be taken*)

A. CCC ADMINISTRATOR REPORT & UPDATES

- "[Train the Trainers](#)" workshop held on January 31, 2020

## 2020 Census Complete Count Committee – Minutes February 10, 2020

- Talk of the Town radio interview
- Massachusetts Complete Count Grant Program –Update
- Outreach Efforts (media, events, publicity) & Partnerships
- Fingerprinting logistics for locally hired enumerators

TIRK Additions to report submitted in advance: Inquirer & Mirror will be doing a few stories about the Census and the efforts of the committee. We will also be doing some advertising

Questions about report invited, none asked

### GENERAL DISCUSSION:

COONEY: How do multiple households in multiple configurations at one address respond?

TIRK: anyone can call or go online to respond by giving only their street address as an identifier

MORRISON: variety of social/familial arrangements definitely cause confusion, *etc.* because not every “household” can or will speak for the entirety of the occupancy. People may be indifferent. Hope is that our assistance centers, especially at Stop & Shop, will serve as “target rich environments” in which to capture people. Reiterates importance of talking with Mario Ornelas about timing of these, recruitment of others to help (including Noe Pareda – see below)

COONEY: Food Pantry as a site could be a great way to reach hard to count people but also will be tough as people are in and out.

MORRISON: brief messaging that funding for pantries is informed by the Census, so please participate.

TIRK: we can request that literature be put in bags (FAQs, confidentiality, ways to respond)

COONEY: important to get to seasonal landscape crews through their employers; also outreach through churches.

**DISCUSSION** about getting information to these and other businesses *via* the Chamber.

TIRK will discuss with FERRANTELLA. Re. churches, there are concerns about reluctance of some faith leaders to get involved.

MORRISON: suggests asking Mario Ornelas about people in other faith communities, as well as working to connect with Father Carlos at St. Mary’s so he can speak to the safety of information. The challenge is that the damage is done and is pervasive.

COONEY: people unsure about safety and confidentiality of data – need clear messaging around this.

VORCE: who “in power” will back up the safety and confidentiality of the data? Maura Healy?

DIXON will pursue this.

HOLMES: suggests posters and literature to Steamship Authority, HyLine, and perhaps an assistance center outside in late April at the Stop & Shop in town

MORRISON: would the Chamber request that larger employers ask seasonal employees to get counted on Nantucket after they arrive in April?

TIRK will discuss with FERRANTELLA

COONEY: recommends Wilbur (of Wilbur’s Barber Shop) as a good person to connect with

MORRISON: asks COONEY about recruitment of Nantucket High School (“NHS”) students to help at assistance centers.

TIRK will provide dates and times.

COONEY will forward to NHS community service advisors

COONEY: invites TIRK to attend ELL providers meeting 2/14 at 10 AM with brochures and materials in Spanish and Portuguese

VORCE: Stop & Shop is always very generous – can we get them to offer a couple of gift cards each week for a drawing that all volunteer can be entered in to win?

**DISCUSSION** about other island businesses – restaurants, barber shops, salons, etc?

TIRK will inquire.

DIXON/HOLMES: propose snacks for kids at assistance centers.

VORCE: Suggests posters of Mario, Noe, others with “I GOT COUNTED” in Spanish *etc*, to be displayed outside of Stop & Shop and at assistance center there, maybe elsewhere?

TIRK to follow up

B. **CONTINUED** Discussion:

- Implementation of “2020 Census Integrated Partnership and Communications Plan”
- Implementation of Initiatives to promote Complete Count

**SEE ITEM A**

C. Census Bureau UPDATES

VORCE reports a request for boundary confirmation was received and response provided

D. Field Operations for 2020 Census

TIRK reports hiring of a local Recruitment Assistant, reporting to the supervisor out of the USCB East Bridgewater office who oversees Dukes, Barnstable, Bristol, Nantucket, and Plymouth Counties. They will step up local efforts to hire more enumerators.

Fingerprinting and training plans are in place; TIRK has stressed the need for improved communication with prospective and provisionally hired enumerators so they know they can accomplish these requirements on the island.

**VIII. OTHER BUSINESS**

Announcement that Tom Dixon will be leaving the island to attend graduate school by mid April. Newly appointed Director of Human Services Taylor Hilst is interested in joining the Committee in his place. Tom will attend the March meeting.

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**NEXT MEETING: on March 9th at 2:45 pm in Wannacomet Water Co. Conference Room**

**IX. Adjournment**

M/S/A to end MEETING at 3:57 p.m.

Submitted by:

Martha Tirk

**2020 CCC MEETING**

**8/4/2020**

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**AGENDA ITEM VII.B.**

**Marth Tirk's REPORT**

### **Census Response Rate**

The US Census Bureau updates this map daily at 3 PM to reflect the response rates as of the prior day: <https://2020census.gov/en/response-rates.html#>

The Census Bureau has been guarded regarding how response rates are calculated, and cannot share raw data in terms of numbers of households that have responded by either tract or county, citing protections under Title 13. On Friday I finally received confirmation that ALL housing units on the island are counted as possible residences and are indeed part of the denominator, thus affecting our overall rate. The figure for total housing units being used by the Census Bureau is something close to the 2018 American Communities Survey (ACS) reported number (12,191) and not, as we'd been led to understand, the number of occupied housing units gleaned from the ACS (3,722). The latter number is also used on the CUNY hard-to-count map that has been promoted as a resource for Census outreach and education efforts like ours.

According to the map, as of 7/30 (the last date for which figures are available at this writing) Nantucket's current overall response rate is 26.7%.

If we use 12,191 as the denominator that means a total of 3,255 households have completed the Census. Using the ACS figure of 3,722 as the denominator, our seasonally adjusted response rate is 87%. If we use the Town's figure of 4,069 units, we're at 80% with that adjustment.

By way of explanation, the Census Bureau says that though they have the seasonally occupied household numbers from 2010, things change in 10 years so they need to use the total number of housing units to determine their response rates. That said, there has been significant concern generated by the low response rate reflected on the map, at the regional Census Bureau office, at the Statewide Complete Count Committee, at the office of the Secretary of the Commonwealth, and for me.

Needless to say, an actual effective response rate of 80% or 87% is extremely good news – but it will require new messaging in the next phase of our outreach.

Rather than focusing on our reported low rate going forward, I will underscore the “Everyone counts” message in all marketing and outreach, use more direct and local impact wording, and digital and social media.

Of course, the posted low rate might improve if seasonal owners complete the Census, but I think this is a hard sell and therefore a vigorous campaign to get them to do so may not be the best use of time and resources— especially since in 2030, the information will likely again be considered stale by the Census Bureau. Further, any participation by seasonal residents in a way that's not systematic or predictable will affect the rate and make it impossible for us to estimate where we are in terms of a complete count of those who live here.

### **From Washington**

The recent White House memo directing the Census Bureau not to count undocumented people for purposes of apportionment has gotten a lot of attention. On island, I've spoken with several people who are closer than I am to those who were already fearful of responding to the Census, unsure why it is important, disinterested, or too busy to take the time. You likely know that memo has been met by legal challenges across the country, and that there's not a way to glean that information from Census responses as there is no citizenship question. That said, it's important to recognize that fears have been

stoked and the feeling of being diminished and disrespected is real. Efforts to get a complete count will be hampered by that reality.

On the operational front, there was news at the end of last week that there is a push from the White House to ignore the recommendation of the Census Bureau and push the response period back to September 30, and keep in place the reporting deadline of December 31. Congress has yet to vote on extending the reporting deadline which is used for apportionment purposes as well as funding allocation. The White House does not support that extension. Nationally, Census equity and advocacy groups are urging all of us to contact our Senators and Congressional representatives regarding that reporting deadline. The concern is that a rushed Census will shortchange critical operations that count hard-to-count populations. It would skew Congressional representation, redistricting, and critical funding for every state in the country.

This is a developing story, but one that will impact both our timelines and our own work. I request that the October 31 date be used in discussions of extending my contract, to be sure we're covered.

**Specific Outreach Activities, Ongoing and Planned** (since my July 15 update):

- Lawn signs are being relocated every few weeks.
- Posters are now in NRTA buses (Take the Census. Fuel a bus.) in 3 languages – see the addition to the images below.
- ACKFM ads will continue to be refreshed, and will have new tag lines, recorded by recognizable local people. (“I’m NAME. I took the 2020 Census and it was fast, easy, and safe. We need EVERYONE to get counted, so can we count on you? Click 2020 census dot gov right now.”)
- I sent a Census message to NPS Superintendent Beth Hallett at her request, to be included in her email to school families on Monday July 27, including for translation into Spanish.
- The I & M seems to like publishing my news releases as letters – most recently in last week’s (7/30) print issue.
- I’m still waiting to hear from the Artists Association about a date for a second wire face sculpture workshop so we can get more pieces to display in the exit or entry area at the Stop & Shop. TBD.
- Our grantor, the National League of Cities, sends daily clips, suggested posts, etc. to all grantees. IN their July 21 email we were recognized! They referenced this [article](#), which was posted July 20 on [ack.net](#).
- ReMain has undertaken a marketing campaign on our behalf, using the video they produced for us as a targeted ad to Nantucket Comcast subscribers and on the Dreamland screens. They will be placing geofenced Instagram and Google ads, and will use the Yesterday’s Island blog ([nantucket.net](#)). I’m working with them to develop more messages for targeted audiences, and to do more outreach on social media and digital platforms.
- Because the Census Bureau has been concerned about response on Nantucket, they’ve been asking to come to the island to host their own Covid-compliant Questionnaire Assistance Center. I’ve not been successful at securing a visible site, but have thoughts in mind for an outdoor site or two for early in the fall as needed. TBD.
- Our [Facebook challenge](#) continues, in an effort to boost self-response before Census takers start going door-to-door in mid-August. **It has gotten only a tiny bit of traction so please find and share the posts from the TON page.** Winners will be drawn for two more Fridays (8/7 and 8/14) for a \$100 Stop & Shop gift card. Posts are in English, Spanish, and Portuguese. Florencia will search public posts for the required hashtag, we’ll ask for confirmation in the form of a screen shot of form completion or photo of the paper form from the name drawn, and the card will be waiting for the winner at the Service Desk in the Sparks Avenue store. Posters promoting the challenge are at both locations.

**Your continued efforts and advocacy are critical!**

No matter what our response rate is, we're still aiming for a complete count of everyone who calls Nantucket home! To help us get there, please use these messages (and the graphics on the last page) in your communication with neighbors, colleagues, friends, and family.

- We ALL Count for Nantucket!
- 10 minutes, 10 questions, 10 years of funding for Nantucket.
- Responses cannot be shared per federal law.
- For every person counted now, approximately \$24,000 in federal funding will come to Nantucket during the next decade for health care and emergency services, schools, senior programs, food assistance, and more.
- The Census is more important than ever because this funding will help stimulate economic recovery after the pandemic is passed.
- We ALL count for Nantucket – babies, grandparents, roommates, housemates, citizens and non citizens, renters, owners. You DO NOT need a form – just use your residential address (not a PO Box) to complete the Census online at [2020census.gov](https://2020census.gov).

These graphics on the next page are available in Spanish and Portuguese. If you want them for your own outreach, you can grab them from the TON's Facebook or Instagram pages or I can send them to you directly.

Respectfully submitted,

Martha Tirk, Administrator  
Nantucket 2020 Census Complete Count Committee

**LAWN SIGNS**

**Take the census.  
Feed a family.**

Have you taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020

**Take the census.  
Pay a teacher.**

Have you taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020

**Take the census.  
Fill a pothole.**

Have you taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020

**Take the census.  
Fund health clinics.**

Have you taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020

**Taking it doesn't hurt.  
But not taking it can.**

Take The US Census:  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020

**DAYBREAK ADS**

**Take the census.  
Pay a teacher.**

Have You Taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov • 844-330-2020



**Take the census.  
Feed a family.**

Have You Taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov • 844-330-2020



**Take the census.  
Fill a pothole.**

Have You Taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov • 844-330-2020



**Taking it doesn't hurt.  
But not taking it could.**

The US Census:  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov 844-330-2020



**Take the census.  
Fund health clinics.**

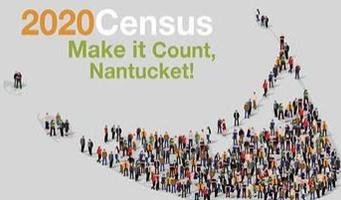
Have You Taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov • 844-330-2020



**2020 Census  
Make it Count,  
Nantucket!**

10 QUESTIONS  
10 MINUTES  
10 YEARS OF FUNDING  
FOR NANTUCKET

2020census.gov  
844-330-2020



**BUS POSTER**

**Take the census.  
Fuel a bus.**

Take it while you ride. It's quick, easy and safe.

Have You Taken The US Census?  
10 questions—10 years of Federal funding for Nantucket  
2020census.gov • 844-330-2020



**2020 CCC MEETING**

**8/4/2020**

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**MISCELLANEOUS**

*Articles*

*Press Releases*

*Info ...*

# The Inquirer and Mirror

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## Islanders have chance to win \$100 gift card for completing the Census

By The Inquirer and Mirror

Posted Jul 20, 2020 at 6:26 AM

Updated Jul 20, 2020 at 7:21 AM

(July 20, 2020) The town's Census Complete Count Committee is advising island residents and non-resident taxpayers who have filled out their federal Census for Nantucket they can be entered to win a \$100 Stop & Shop gift card.

Complete the Census online at [2020census.gov](https://2020census.gov), by phone at (844) 330-2020, or by mail.

Post "I completed the Census [#weallcountforACK](#)" on your Facebook page, and be sure to make the posts public so the committee can find your hashtag.

One name will be drawn each Friday at 4 p.m. from July 17-Aug. 14. Winners will be asked to show confirmation that they completed the Census by sharing a screenshot, e-mail confirmation or a photo of their completed paper form. Gift cards will be left for each week's winner at the service desk at the Sparks Avenue Stop & Shop by 9 a.m. the next morning.

*For up-to-the-minute information on Nantucket's breaking news, boat and plane cancellations, weather alerts, sports and entertainment news, deals and promotions at island businesses and more, Sign up for Inquirer and Mirror text alerts. [Click Here](#)*

## The 2020 Census is Happening Now. Respond Today.

FOR IMMEDIATE RELEASE: MONDAY, JULY 27, 2020

# Census Bureau to Email Households to Encourage Response to the 2020 Census

JULY 27, 2020

RELEASE NUMBER CB20-CN.86

**JULY 27, 2020** — The U.S. Census Bureau announced that it will begin emailing households in low-responding areas to encourage them to respond to the 2020 Census.

Millions of emails will be sent this week and then grow in numbers and continue into September. These emails supplement a final campaign reminding people to respond to the 2020 Census on their own, as census takers begin asking households to respond to the census.

The messages alert households in low-response areas that time is running out and their response to the 2020 Census is important for their communities. The email messages will invite people to respond online at [2020census.gov](https://2020census.gov).

People who receive the email and haven't already responded should click on the link provided and complete the census online. It's easy, safe and important.

The emails will go to all households that the Census Bureau has contact information for in census block groups with a response rate lower than 50%. This will include households who may have already responded. In total, the Census Bureau expects to email more than 20 million households in these low-responding areas.

The email messages will come from [2020census@subscriptions.census.gov](mailto:2020census@subscriptions.census.gov) and will give recipients the option to opt out of receiving future messages. The Census Bureau is also considering sending text messages to areas that have low response.

The Census Bureau's recent success with contacting households by email to participate in the Household Pulse Survey prompted the agency to add these methods to support the 2020 Census. This contact method will help increase response rates and reduce the need for in-person follow-up.

The Census Bureau is continuing to review the use of text messages and will make an announcement prior to deploying that outreach. In addition to emailing households, the Census Bureau is increasing other outreach efforts during one last push to encourage everyone to respond to the census online, by phone or by mail. The Census Bureau recently announced that it has launched Mobile Questionnaire Assistance, a program that offers assistance with responding at locations such as grocery stores and pharmacies in low-responding areas.

Additionally, the Census Bureau has expanded its paid advertising—launching a series of new advertisements aimed at increasing online response and expanding to a total of 45 non-English languages receiving some level of paid media support.

Households have until October 31 to respond to the 2020 Census. However, census takers have begun following up with households that haven't responded yet in select areas and will begin following up with households nationwide in August.

No news release associated with this announcement. Tip Sheet only.

###

## Contact

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Public Information Office  
301-763-3030  
[pio@census.gov](mailto:pio@census.gov)

HOURLY NEWS  
 Play Live Radio  
 PLAYLIST



DONATE

NATIONAL

# Census Door Knocking Cut A Month Short Amid Pressure To Finish Count

July 30, 2020 · 12:29 PM ET

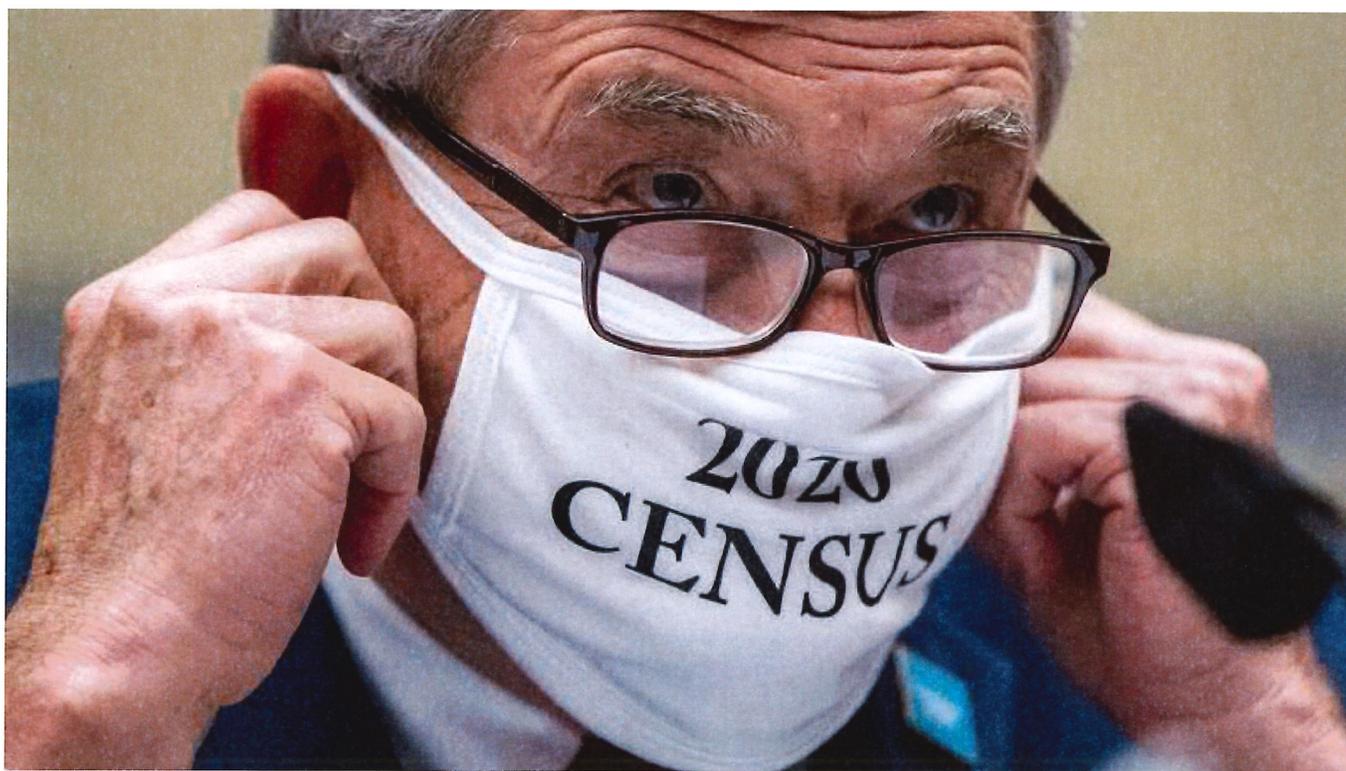
Heard on Morning Edition



HANSI LO WANG

**3-Minute Listen**

PLAYLIST Download  
Transcript



Census Bureau Director Steven Dillingham, wearing a face covering printed with the words "2020 Census," faced questions from lawmakers Wednesday on plans for finishing the count. NPR has learned the bureau recently decided to end door knocking on Sept. 30, increasing the risk of an undercount.

*Andrew Harnik/AP*

**Updated at 2:32 a.m. ET Friday**

The Census Bureau is cutting short critical door-knocking efforts for the 2020 census amid growing concerns among Democrats in Congress that the White House is pressuring the bureau to wrap up counting soon for political gain, NPR has learned.

Attempts by the bureau's workers to conduct in-person interviews for the census will end on Sept. 30 — not Oct. 31, the end date it indicated in April would be necessary to count every person living in the U.S. given major setbacks from the coronavirus pandemic. Three Census Bureau employees, who were informed of the plans during separate internal meetings Thursday, confirmed the new end date with NPR. All of the employees spoke on the condition of anonymity out of fear of losing their jobs.

"It's going to be impossible to complete the count in time," said one of the bureau employees, an area manager who oversees local census offices. "I'm very fearful we're going to have a massive undercount."

Asked why and when the decision was made to move up the end of door knocking, the Census Bureau replied in a written statement Friday: "We are currently evaluating our operations to enable the Census Bureau to provide this data in the most expeditious manner and when those plans have been finalized we will make an announcement."



I'm very fearful we're going to have a massive undercount.

A Census Bureau area manager speaking on the condition of anonymity about how the new Sept. 30 end date for door knocking could affect the 2020 census

About 4 out of 10 households nationwide have still not participated in the constitutionally mandated count of every person living in the U.S., and self-response rates are even lower in many communities.

This month, the bureau began deploying door knockers to visit unresponsive homes in certain parts of the country. Door-knocking efforts are expected to roll out nationwide Aug. 11.

It's unclear how much longer households can submit census responses on their own by going online, over the phone and by mail. The bureau's website — which as recently as

Thursday still listed Oct. 31 as the end of the "self-response phase" that began in March — now reads that phase will last until the end of field data collection.

The condensed door-knocking time frame increases the risk of leaving out many people of color, immigrants and other members of historically undercounted groups from numbers that are collected once a decade to determine each state's share of congressional seats, Electoral College votes and an estimated \$1.5 trillion a year in federal tax dollars for Medicare, Medicaid and other public services.



NATIONAL

Republicans Signal They're Willing To Cut Census Counting Short

Former Census Bureau Director John Thompson warns that with less time, the bureau would likely have to reduce the number of attempts door knockers would make to try to gather information in person. The agency may also have to rely more heavily on statistical methods to impute the data about people living in households they can't reach.

"The end result would be [overrepresentation] for the White non-Hispanic population and greater undercounts for all other populations including the traditionally hard-to-count," Thompson wrote in written testimony for a Wednesday hearing on the census before the House Oversight and Reform Committee.

This last-minute scheduling change to the largest and most expensive field operation for the 2020 census comes as the bureau has been publicly sending mixed signals about its plans for finishing the count.

In April, Commerce Secretary Wilbur Ross, a Trump appointee who oversees the bureau, asked Congress to extend the legal deadlines for reporting census results because the bureau said it needed extra time to complete the national head count during the coronavirus pandemic.

Later that same day, President Trump suggested that Congress did not have a choice in approving the deadline extensions in light of the pandemic.

"This is called an act of God," Trump said. "This is called a situation that has to be. They have to give it."



NATIONAL

10 Census Facts That Bust Common Myths About The 2020 U.S. Head Count

So far, only Democrats have introduced legislation that would grant the bureau's request.

On Wednesday, the bureau quietly updated its website and removed a key reference to Oct. 31, the previously announced end date for conducting follow-up visits. The bureau's website now says it is "working to complete data collection as soon as possible, as it strives to comply with the law and statutory deadlines."

Arturo Vargas — CEO of the National Association of Latino Elected and Appointed Officials Educational Fund, which is helping to promote census participation — called the update "alarming."

"We are concerned over what seems to be an abandonment of the request for the additional time that both the White House and Census Bureau have already acknowledged is required for a full and accurate census," Vargas said in a statement. "It is too late now for the Bureau to change course, and the next COVID-19 relief legislation should reflect that reality."

The White House, according to the bureau's updated webpage, did ask for an additional \$1 billion to fund "accelerated efforts" for completing counting "as quickly, and safely as possible." In their proposal for relief aid released on Monday, Republicans in Congress offered less than half of that amount with no deadline extensions.

“

That date doesn't mean anything to me after today.

A Census Bureau official speaking on the condition of anonymity about the previously announced Oct. 31 end date for 2020 census door knocking

During a hearing Wednesday before the House Oversight and Reform Committee, Steven Dillingham — the bureau's director and a Trump appointee — gave lawmakers little insight into why the timing change was made.

Rep. Jimmy Gomez, D-Calif., repeatedly asked Dillingham whether he supports the bureau's request to extend the census deadlines.

But Dillingham did not answer the questions.

Asked by Rep. John Sarbanes, D-Md., if he was aware that the Trump administration reportedly wants to wrap up counting quickly so that the president can receive the census apportionment numbers by the end of the year, Dillingham replied: "I'm not aware of all the many reasons except to say that the Census Bureau and others really want us to proceed as rapidly as possible."

But top career officials at the bureau — including Tim Olson, the associate director for field operations — have publicly warned since May that the agency can no longer meet the current deadlines.

Pressed by Rep. Rashida Tlaib, D-Mich., Dillingham said he "can't agree" with Olson's assessment, noting the bureau has "many more assessments ahead of us here."

"President Trump and Mitch McConnell are demanding the American people finance their political manipulation of our democracy," Rep. Carolyn Maloney, D-N.Y., chair of the Oversight and Reform Committee, said in a statement after the hearing. "Rushing the census to completion means that census workers will not have enough time to follow up on the non-responses, an essential operation designed to find and count the hardest to reach communities."



NATIONAL

With No Final Say, Trump Wants To Change Who Counts For Dividing Up Congress' Seats

The office of Senate Majority Leader Mitch McConnell, R-Ky., and the White House press office have not responded to NPR's requests for comment.

The pandemic has forced the bureau to scramble to find alternative locations for onboarding newly hired census workers, and the bureau is expecting public health concerns to increase the number of people who don't show up to be trained or to work.

Moving up the end date from Oct. 31 for door knocking is likely to throw the census, already upended by months of delays, deeper into turmoil as hundreds of thousands of the bureau's door knockers try to figure out how to conduct in-person interviews as many states grapple with growing coronavirus outbreaks in the middle of hurricane season.

"That date doesn't mean anything to me after today," a Census Bureau official told NPR on Wednesday, speaking on the condition of anonymity out of fear of retaliation from superiors for speaking out.

"It's embarrassing because we have been discussing this in presentations and conversations with staff," the official added. "I'm hurt that they 'suddenly' changed their minds."

News about the Sept. 30 end date for door knocking apparently had not reached all of the bureau's staff by Thursday morning when Jeff Behler, director for the bureau's New York regional office, said during a press briefing that local census offices in New England, New York, New Jersey and Puerto Rico were still scheduled to continue visiting unresponsive households through the end of October.



Your name will go down in history if this is the worst census ever conducted by the United States government.

Rep. Jimmy Gomez, D-Calif., speaking to Census Bureau Director Steven Dillingham

"Are we doing anything to accelerate?" Behler said during the briefing organized by the Association for a Better New York. "I would say, not really."

On Wednesday, during a hearing full of nonanswers and roundabout responses to lawmakers' questions, Dillingham did appear certain about at least one topic.

The director of the Census Bureau testified that he first learned about Trump's plans to attempt to exclude unauthorized immigrants from the census numbers used to reapportion seats in Congress not from any internal discussions, but from a news report "late on a Friday" that said "such a directive may be coming down."

"I will swear to it all day long under oath," Dillingham said after Rep. Debbie Wasserman Schultz, D-Fla., looking incredulous in a remote video feed, reminded him that he was testifying under oath.

Gomez, another House member who joined the hearing remotely to question Dillingham, left the bureau's director with a stern warning before stepping away from the camera.

"It seems like there's an obvious pattern that you're not in control of the Census Bureau," Gomez said. "Your name will go down in history if this is the worst census ever conducted by the United States government. You're not going to run away and say that this was only because of the Trump administration later on. You will be responsible."

house oversight committee   2020 census   census bureau

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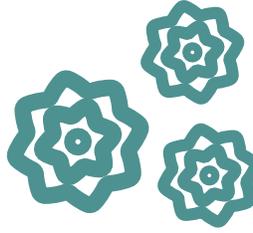
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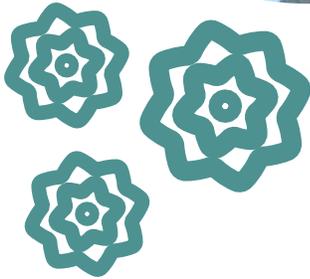
# IDEAS THAT COUNT



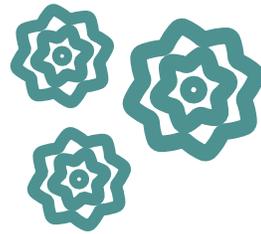
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# PARTNERSHIP NEWSLETTER JULY 2020



# FIRST LGBTTIQ PRIDE CARAVAN SHOWS EVERYONE COUNTS IN PR

Adelina I. Reynoso • Puerto Rico

Coai, Inc. and Colectivo Orgullo Arcoíris are both nonprofit organizations that are dedicated to the recognition and guarantee that integral health provides as a Human Right in Puerto Rico, while also fighting for the rights of the LGBTTIQ community.

They have another thing in common – the continued efforts in making the LGBTTIQ community heard in PR by being counted in the 2020 Census. Coai, Inc. has five centers throughout the island that have been actively engaging the LGBTTIQ population in the 2020 Census. They encourage self-response and educate members about the 2020 Census responses that provide a snapshot of the nation and the sex of each person to create statistics about males and females.

“We know how important it is for our LGBTTIQ community, an historically undercounted population, to know that we count, and the 2020 Census is one opportunity for us to make our voices heard,” said Jose Mulinelli, director of Coai, Inc. Puerto Rico.



In 2010, for example, we learned that women made up about 50.8 percent of the population. We also learned that the male population grew at a slightly faster rate (9.9 percent) than the female

Vehicle at the First LGBTTIQ Caravan Puerto Rico with 2020 Census poster

population (9.5 percent) over the past decade. Also, the decennial census allows respondents to specify whether they are part of a same-sex couple.

Colectivo Orgullo Arcoiris (COA) is continually working to educate on the daily realities of the lesbian, gay, bisexual, transgender, transsexual, intersex, and queer (LGBTTIQ) communities of Puerto Rico, and hosted the first LGBTTIQ Pride Caravan June 28, which included the 2020 Census messaging seen and heard by hundreds of participants. Puerto Rico’s Census Response Representatives and Partnership staff distributed hundreds of 2020 Census flyers and promotional items, and encouraged everyone entering the event to complete their 2020 Census questionnaire online at [my2020census.gov](https://my2020census.gov), by phone at 844-426-2020 or by mail.

“We have posted 2020 Census LGBTQ+ posters at all of our centers, distributed 2020 Census flyers early this year, sent reminder emails, and shared 2020 Census messages on our Facebook, Instagram and other social media accounts and we will continue to do more,” said Mulinelli.

“It was a pleasure for us to share this historic event and include the 2020 Census at our First LGBTTIQ caravan, and we hope that out of all the hundreds of people who assisted, every single one completes their 2020 Census questionnaire. We will continue our efforts on making everyone count this 2020 Census,” said Luis Conti Rivera, COA Puerto Rico representative. ■

U.S. Census Bureau staff pose with 2020 Census fans as they await the start of LGBTTIQ Caravan June 28. They are, (from left): Guaynabo Area Census Office Manager Jorge Valle; Partnership Supervisor Maritza Padilla; Census Response Representatives Norma Suarez and Ricardo Miranda; Partnership Specialist Adelina Reynoso; and Census Response Representative Pedro Rocafort.





# LGBTQ VIRTUAL PRIDE CELEBRATIONS CARRY 2020 CENSUS MESSAGE

June Dowell-Burton • N

New Jersey LGBTQ (Lesbian, Gay, Bisexual, Transgender and Queer/Questioning) organizations ushered in Pride Month by wearing rainbow designed masks instead of marching with pride flags through jam-packed streets and other heavily-attended events in places like Asbury Park, Jersey City, New Brunswick, and Union County.

Yes, COVID-19 may have created a new normal, but the LGBTQ community quickly adapted to the changing times. Census LGBTQ partners hosted Pride Celebrations virtually and creatively shared the 2020 Census message to the LGBTQ community during the pandemic.

In Asbury Park, Jersey Pride postponed its annual outdoor festival until October 11 to coincide with National Coming Out Day and also collaborated with the state’s largest LGBTQ advocacy organization, Garden State Equality, to present United in Pride: New Jersey’s Pride Celebration, on June 7. The two-hour event featured celebrities, local leaders, and government officials.

The Office of LGBTQ Affairs, headed by Danni Newbury, celebrated pride daily while promoting 2020 Census efforts in Union County. The organization hosted a virtual Pride in Place from June 22-26 with the Union County Board of Chosen Freeholders.

June would have been Jersey City Pride’s 25th Anniversary, yet virtual events took center stage and kept the momentum of this milestone year moving

along. Hudson Pride Center and Jersey City Pride are home to the largest and most diverse LGBTQ communities in New Jersey. Their 2020 Census messaging conveyed on their Facebook pages during Pride Week was “Be Proud. Be Seen. Be Counted.”

The New Jersey Pride Center in Highland Park organized a 2020 LGBT Census Caravan on June 27. The caravan included other Census partners, such as the Hyacinth Foundation, the City of New Brunswick, the Puerto Rican Action Board, the United Way, New Brunswick Tomorrow, and the NAACP. Cars drove through hard-to-count areas shouting 2020 Census messages through bullhorns in both English and Spanish.

To wrap-up Pride Month, the New Jersey Pride Center also featured world-renowned drag queen Harmonica Sunbeam on its Facebook page to share a few words about the importance of the 2020 Census and the LGBTQ community. “Filling out the Census means you are here, queer and not going anywhere,” Sunbeam said.

According to the National LGBTQ Task Force, “The Census does not explicitly ask about gender identity or sexual orientation. LGBTQ people exist within all the different populations that are undercounted and underserved. It is important for us to be counted in the 2020 Census to ensure that our communities have fair access to democracy and social services funding.” ■

# MQA EVENT HELPS BOSNIAN COMMUNITY IN UTICA GET COUNTED

Jerry Lord • New York

A soft-opening event to introduce the 2020 Census Mobile Questionnaire Assistance (MQA) season went on without a hitch at the West Bosnian Islamic Center of Utica.

The two-hour event, which coincided with communal Friday prayer, was arranged by members of Team Oneida, which is comprised of regional census workers from different departments. By the end of the two-hour of the event, representatives from eight of the 12 households in attendance had been officially enumerated. Plans are already underway for two Bosnian MQA events in July.

With the 2020 Census banner draped prominently over the large wraparound porch of the Mission-style concrete building during a beautiful early summer afternoon, men began ambling up the stairs with their prayer mats. A Bosnian-speaking census worker and trusted community voice provide a brief explanation of why the census is safe, important, and easy. Hearing the message directly from a trusted voice helped to ease any skepticism about the 2020 Census. (Incidentally, the last census count conducted in Bosnia was in 2013, which happened to be the first time a census took place since the Bosnian War).

The estimated 2018 population of Utica was about 61,000, and it is also estimated that approximately 4,200 of them were of Bosnian descent. The West Bosnian center is one of three prominent community centers for the Bosnians who arrived during and after the Bosnian War (1992-1995) took place in the former Yugoslavia.

While this single event may not be statistically significant to the complete count of an entire city, it did bode well for future events at other Bosnian mosques and community centers. ■

# CHAMBER CONTINUES TO SERVE NORTH SHORE RESIDENTS

Nicole Bailey • New York

The North Shore Hispanic Chamber of Commerce continually works to serve the community of the North Shore of Long Island. On June 28, the North Shore Hispanic Chamber of Commerce hosted an outdoor health fair at St. Patrick's Catholic Church in Glen Cove, NY.

Following the church's first in-person Mass since March, parishioners and members of the community were welcomed to the health fair, which was a roped-off area of the parking lot to ensure proper social distancing standards were met. Masks, gloves, and hand sanitizer were provided to all those in attendance. Several doctors from the community volunteered their time for screenings and medical information. Along with the various medical services, people were able to complete their 2020 Census questionnaires on site. The DJ played music and provided census messaging over the microphone. For people who were unable to complete the census on site, they were given information on how to complete the census once they returned home. ■





# PROTECTING PUBLIC HEALTH AND CONDUCTING UPDATE LEAVE ON A REMOTE ISLAND OF MAINE

Sterling Roop • Maine

Census employees conducted Update Leave (UL) operations June 4-5 on Isle au Haut, ME, a remote and beautiful island located about seven miles from Stonington, the busiest lobstering port in the United States.

Isle au Haut has a small community of year-round residents, which grows from about 60 to around 300 or 400 during summer months. Although there is a mailboat to deliver mail and passengers, the island is disconnected from the rest of Maine and is very self-reliant.

When the COVID-19 pandemic hit, Isle au Haut urged people from off island to refrain from coming to the island to protect public health, since the population skews older and there is no health care on the island. Of course, this led to a tricky situation for the U.S. Census Bureau. The island has the nation's smallest post office. Because all mail is delivered to P.O. boxes, the Census Bureau must hand-deliver Census invitations to each household. Of course, the local government on Isle au Haut wanted to protect public health, but also ensure an accurate count of the community on the island. But how?

The mailboat had reduced service and only served

island residents. Locals are wary of anyone from off island visiting and there was nowhere to stay if they managed to reach the island. Thankfully, the Census partnership team in Maine had professional and personal connections to the community on Isle au Haut. Census partnership worked closely with First Selectperson Peggi Stevens to ensure that any visit to the island was done in a way that did not put the community at risk. Selectperson Stevens informed the island community via the Isle au Haut Facebook group and reached out to those not online to inform the community that Census workers would be on the island. A Census Update Leave enumerator and partnership specialist then traveled to Isle au Haut over the course of two days and visited every household on the island to deliver the invitation to respond to the 2020 Census.

"I appreciate the importance of the Census, which is important for all communities, and our island community, as well as protecting the community's health," said Stevens. "I was happy to work with the Census Bureau to get this job done in an efficient and safe way." ■

The current Griswold Senior Center building was constructed in 1980s. It does not provide enough space to adequately serve the seniors in the community, according to its executive director. A new senior center is being built on Taylor Hill Road in Griswold. Census data was used to justify the construction of the new Griswold Senior Center.



## SENIOR CENTER IN GRISWOLD, CT REAPING BENEFITS OF CENSUS DATA

Dana Bennett • Connecticut

The Griswold Senior Center, a 2020 Census partner, has truly experienced the benefit provided by the decennial census. Tina Falck, director and municipal agent for the center, is working with her employees to ensure that not only are the seniors who enjoy the center are counted, but that the entire community is reminded about the census through social media and other outreach.

Utilizing data from previous U.S. Census Bureau surveys, Falck was able to advocate for building a new senior center. She has used data on the current population, population of seniors, veterans who need transportation for medical appointments, and much more. Projections for what was needed in this community were based on previous 2010 Census information and other U.S Census Bureau data. The small town of Griswold understandably relies heavily on having a complete and accurate count to support its residents.

Falck and her employees have been talking to seniors about the importance of completing their census and how it supports the many services provided at the senior center. Census tote bags were recently used to distribute food pantry and school lunch deliveries from the senior center.

Besides offering daytime activities and transportation for shopping and appointments, the center also provides help navigating social services to help with finances housing, and, emergency social services. These vital services are available to a wide variety of people, including veterans, in Griswold and surrounding towns.

For 10 years, the senior center has been trying to obtain approval to build a new center that would be more conducive to having multiple activities for seniors. A larger building would allow dance lessons and tax preparation to occur in separate rooms, rather than having to create one makeshift area. Currently, the senior center is confined to about 3,800 square feet, which includes a large kitchen, but the rest is wide open except for antiquated accordion doors that close-off small sections. There is no privacy for individual social service discussions, and no room for seniors to use as a quiet space if they are feeling ill.

After ten years of hard work, the new senior center has broken ground and should be available for use soon. ■

# KENNEDY INSTITUTE IN BOSTON HAS BEEN A MAJOR PARTNER AND PROPONENT OF THE 2020 CENSUS

Lauren Scribi • Edward M. Kennedy Institute for the U.S. Senate

The Edward M. Kennedy Institute for the United States Senate, located in Boston, Massachusetts, has been spreading the word of the importance of the 2020 Census through partnerships, programs, and social media.

In March, the Kennedy Institute announced a partnership with the John F. Kennedy Presidential Library and Museum and the Massachusetts Archives to promote awareness about the 2020 Census. The Columbia Point civic partners agreed to incorporate census content and conversation into their existing educational programs for students through the end of the school year. Unfortunately, the coronavirus halted those in-person efforts, but the Kennedy Institute pivoted to digital programming and online awareness.

In collaboration with the Columbia Point civic partners and the New York Regional Census Center, the Kennedy Institute organized a thoughtful virtual program – Getting to the Point on the 2020 Census – to help educate the public. The program featured state and local leaders who highlighted the impact of the census on funding and Congressional representation. The panelists also explained why every person, regardless of citizenship status, needs to be counted and how census data is used. The program reached a large audience and now lives as a digital resource for those looking to go more in-depth about the impacts of the census.

Some key takeaways from the panelists are highlighted below:

“Every person that doesn’t fill out the census, they’re estimating, costs the community about \$2,300 a year for the next ten years.”

- Paul Mark (D-Peru), Massachusetts State Representative, and Chair, House Committee on Redistricting

“Now, more than ever, we’re going to need social services, so this is another way to make sure that our fair share of the pie is just that, our fair share.”

- Sebastian Zapata, census liaison, City of Boston

“It’s really important to self-identify because a lot of federal and state policy decisions and allocation of funds and civil rights analysis and determination really require the data. This is how we move our communities forward and really show the diversity of the United States.”

- Vatsady Sivongxay, Massachusetts Statewide Complete Count Committee Coordinator, Massachusetts Immigrant and Refugee Advocacy Coalition

“The federal government will use the census to ensure compliance with things like the Voting Rights Act, and the Civil Rights Act. So, this data is extremely important.”

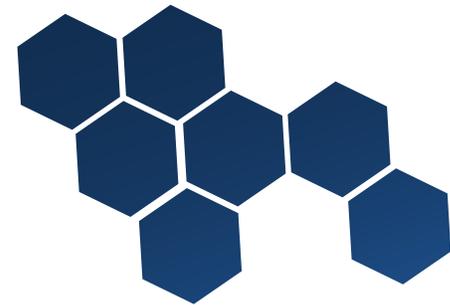
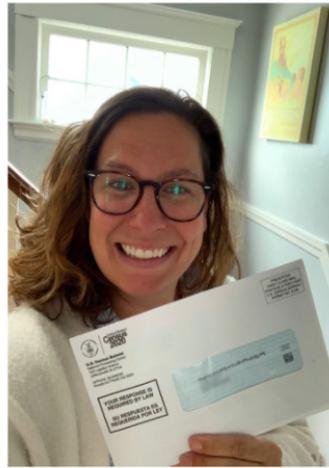
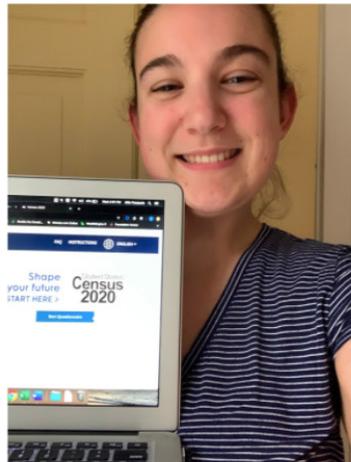
- Jeff Behler, Director, New York Regional Census Center

The Kennedy Institute has also been encouraging staff to complete the 2020 Census and launched a Census Selfie campaign to share with colleagues and across social media platforms. The Institute has continued to share information and facts about the

census on its social media platforms, and during virtual public programs, and will continue to do so until the 2020 Census is completed.

You can follow the work of the Edward M. Kennedy Institute for the United States Senate on Facebook at [facebook.com/emkinstitute](https://facebook.com/emkinstitute) and Twitter at [@EMKInstitute](https://twitter.com/EMKInstitute). ■

## EDWARD M. KENNEDY INSTITUTE FOR THE UNITED STATES SENATE



# NY CAPITAL REGION IS COUNTING ON U.S. REP. PAUL TONKO

Rebecca Brodeur • New York

Over the past several months, U.S. Rep. Paul Tonko (NY-20) has been a 2020 Census advocate for his constituents. Understanding what is at stake, the congressman and his staff have been working with the U.S. Census Bureau on outreach and events since early last year. Events have addressed important topics – transportation planning, economic development planning, counting young children, rural communities, nutritional programs, higher education – tied to the decennial count.

When COVID-19 began to impact the district, Tonko and his staff immediately got creative and planned socially distant outreach efforts, including an interview on National Public Radio (NPR), recording several public service announcements (PSAs), some of which were created in coordination with local complete count committees (CCCs). Many social media posts were placed by the district to help spread the word that the 2020 Census was ongoing and remained an urgent matter. He also published 2020 Census newsletters in conjunction with local mayors and others possessing a trusted voice in the community.

As the Census Bureau began tabulating self-response rates, the congressman's office has been carefully reviewing which municipalities may require assistance in driving them higher. Additional outreach activities were created with leaders from each of those areas so that Tonko could learn more about what might be holding the community back.

Other planned activities included reaching out to residents who were part of the district's Update leave operation, which involves Census dropping 2020 Census packets at the door of homes which do not have a city-style address. This operation was halted in March due to precautions related to the pandemic. Once Update Leave resumed, the congressman's office began planning a mailing for residents in Update Leave areas. The letter provided information on the Update Leave operation, including how residents could respond to the 2020 Census, and a reminder on how the Census is safe, easy, and important.

The congressman and his dedicated staff continue to work diligently on behalf of all constituents in the 20th Congressional district. The district, in conjunction with many dedicated local governments and organizations, achieved its place in the top 10 highest responding congressional districts in New York State! ■



U.S. Rep. Paul Tonko, NY-20

# JAMESTOWN AREA YMCA USING GRAB-N-GO MEALS TO SPREAD CENSUS MESSAGING

Jason T. Eastman • New York

With a poverty rate twice that of the New York State average, Jamestown has more than its fair share of hard-to-count communities among its 30,000 residents. Still, with a strong complete count committee presence at both city and county levels, headed by The United Way, a vast network of public and private social services organizations have stepped up to ensure a complete and accurate count of this Chautauqua County population center.

The county's 2020 Census outreach plan has included the [Jamestown Area YMCA's](#) Grab-n-Go Lunch and Breakfast, where up to 2,000 daily meals are distributed at numerous sites. Under the Y Feeds Kids All Summer program, the Jamestown YMCA provides those meals to children under the age of 18. All summer long, community members are eligible to receive lunch every day and breakfast for the following morning. Fridays include weekend meals. From June 20-August 28, these food distribution locations include many other 2020 Census partners, such as [Jamestown Public Schools](#), [The Boys And Girls Club of Jamestown](#) and [The James Prendergast Library](#).

"We have served summer meals for several years but this year is unique. We are operating differently to prevent the spread of COVID 19 and ensure that families have increased access to healthy meals for their children," said YMCA Operations Director John Barber. "That means, we have special prevention

measures in place, but also expanded access and flexibility for families looking for summertime meals." ■



## FREE MEALS FOR KIDS

### GRAB-N-GO LUNCH AND BREAKFAST

#### The Y Feeds Kids All Summer

The Jamestown YMCA will be providing Grab & Go meals to children ages 18 and under in our community all summer. Each day includes lunch and breakfast for the following day. Friday will include weekend meals.

**WHEN:** June 29th–August 28th  
**TIME:** 11:30am – 1pm  
**LOCATION:** C. C. RING ELEMENTARY  
PERSELL MIDDLE SCHOOL  
JEFFERSON MIDDLE SCHOOL  
BOYS AND GIRLS CLUB  
JAMES PRENDERGAST LIBRARY

FOR QUESTIONS, CONTACT THE Y AT:  
716)664-2802 EXT. 258; YMCAFOODSTAFF@GMAIL.COM.

JAMESTOWN YMCA WWW.JAMESTOWNYMCA.ORG

# SYRACUSE ALLIANCE CHURCH COMMITTED TO A COMPLETE COUNT OF SYRACUSE'S SOUTHSIDE

Matthew Vincent • New York

Syracuse Alliance Church, a multi-racial congregation on the city's Southside, hosts the US Census Bureau at its clothing giveaway June 27



Houses of worship are vital Census partners located in every community across the country. One of the finest and most vibrant of those faith-based partners is Syracuse Alliance Church, which is striving to be “a multi-ethnic family of young and old, united under Christ ... to live out our faith together, in church, in our homes and in our communities.”

Despite rain, heat, and muggy weather, the church conducted a well-attended clothing giveaway last month. Those in attendance followed appropriate health safeguards that included temperature checks, wearing masks, and plenty of hand sanitizing stations.

“It is important people know to take part in the census and are aware of why they should do it,” said Tracy Reid, event organizer and Syracuse Community Hometown Hero award winner. Reid is enthusiastic about ending generational poverty and addressing the issues of economic justice in the City of Syracuse. She is very aware of the importance of the census for addressing those issues.

Most people attending the event were eager to engage with 2020 Census representatives. They asked questions and learned that census data informs how federal funding is distributed to their community. Everyone received a packet of census data sheets with information to share with friends and neighbors on how to self-respond at [my2020census.gov](https://my2020census.gov).

By having representatives from the 2020 Census present at the community clothing giveaway, it helped to also create more census ambassadors who learned about the safety, ease, and importance of being counted and why it matters for their faith community and the entire Southside of Syracuse. ■

# OUTREACH EFFORTS CONTINUE FOR CITY OFFICIALS IN CHELSEA, MA

Gilbert Saint Jean • Massachusetts

The city of Chelsea, MA is among those across the United States that are working diligently for a complete and accurate 2020 Census count. Separated from Boston by the Mystic River and Chelsea Creek, Chelsea has a population of 39,852, according to [data.census.gov](https://data.census.gov), but city officials believe that number is very low.

Recently, the city has been receiving national attention due to its high per-capita rate of SARS-COV-2. The attention Chelsea has attracted during the COVID-19 pandemic has provided another layer of complications in achieving a complete 2020 Census count. As of July 1, Chelsea had an overall census self-response rate of 47.8 percent, while the state had a self-response rate of 63.9 percent.

Approximately 70 percent of Chelsea households speak a language other than English, leading to a self-response rate of 63.4 percent in the 2010 Census. Areas with populations of non-English speakers are identified as being hard-to-count, so it was no surprise that City of Chelsea officials and community organizations feared an undercount in the 2020 decennial. For Chelsea, an accurate count is essential for receiving what it sees as its fair share of federal funding for programs in housing, health, and economic development.

With an area of just 2.2 square miles, Chelsea is among the most densely populated locations in Massachusetts. It is known in New England as being a hub for produce distribution, jet fuel storage for Boston Logan International Airport, and a storage

base for road salt. To better address their needs, city officials say the city needs an accurate count of 50,000 or more residents to qualify for Community Development Block Grants (CDBG) from the U.S. Department of Housing and Urban Development, among other grants.

Prior to the COVID-19 pandemic, city officials were carrying out a comprehensive plan for achieving an accurate count. The plan included collaborating with the [Gaston Institute](#) for Latino Community Development and Public Policy at UMass Boston for information from focus groups, consisting of adult ESOL students, and working with school parents and senior citizens.

A bus stop in Chelsea, Massachusetts includes a large poster promoting the 2020 Census in both English and Spanish. The poster is part of a local campaign to get a complete count in the city.





Additional partners include the [Chelsea Collaborative](#), for outreach to Spanish speaking residents, and [Roca](#), which works with young mothers and men at-risk. Chelsea Collaborative works to help people in food distribution lines complete their 2020 Census questionnaires. Meanwhile, the city’s senior center recently carried out a phone bank operation to remind senior residents respond to the census, and the city has delivered reminder and informational postcards to those living in a Census tract with a low-response rate.

Traveling around the city, one may observe 2020 Census street banners – WE ARE HERE AND WE COUNT: ACQUI ESTAMOS Y CONTAMOS - 2020 Census – along with advertisements located at public bus stops. Until the census count ends, the city of Chelsea will continue to engage with partners to better ensure the 2020 Census count is an accurate representation of its city’s population. ■



Banners promoting a complete 2020 Census count line Broadway Street in Chelsea, Massachusetts.

# BRIDGEPORT PARTNER PROMOTES CENSUS WHILE SERVING PATIENTS

Marjorie A. Bernard • Connecticut

During these very uncertain times, people in Bridgeport, CT, the state's largest city, are struggling to find food, shelter, and healthcare. [Southwest Community Health Center](#) (Southwest), with locations in some of the poorest neighborhoods in Bridgeport, has become a beacon of light amidst the chaos that is COVID-19.

With social restrictions beginning to ease, Southwest has partnered with organizations and the Census Bureau to have on-site completion of the 2020 Census during COVID-19 testing at all their locations, including mobile testing sites.

"Southwest is committed to offering our patients and guests the most comfortable and safest experience possible. We make sure to have all in proper PPE depending on function throughout the event," said Samuel Diaz III, director of communications and community outreach at Southwest. "We always follow all social distancing measures throughout the flow of the event and have hand sanitizer available upon entering/exiting the Southwest campus. All materials and high touch areas are cleaned regularly with CDC recommended solutions."

Southwest provides a variety of services, including dental care, internal medicine, nutrition programs,

and homeless healthcare. Despite dealing with the pandemic, Southwest has never stopped thinking about its partnership with the 2020 Census and continues to fulfill the commitments made over a year ago, like adding a census link to its website, hosting virtual events, and working with other census partners on the Bridgeport Complete Count Committee.

Southwest has partnered with other agencies – United Way of Coastal Fairfield County and Alliance for Community Empowerment – to encourage people to complete their 2020 Census. Southwest held food distributions and COVID-19 testing events, where census volunteers and partner organizations distributed flyers and encouraged visitors to complete the 2020 Census.

"After all this is over, more than ever, Bridgeport is going to need the (financial) help that being counted will bring to the city," said Diaz. ■

# SHOOBIES ARE BACK IN CAPE MAY COUNTY AND NEED TO BE COUNTED

Lori Carlin • New Jersey

Along the southern New Jersey shoreline, the regional nickname of “Shoobie” was coined in the 1920s to denote tourists visiting the beaches as day-trippers. They were easily identifiable because of the shoeboxes they brought to carry their lunches. They wore black socks with slides or flip-flops and were usually sporting a severe sunburn.

Fast-forward to present day, and it is truly apparent the yearly arrival of Shoobies drives the economy along the 30 miles of beautiful beaches in coastal towns of Cape May County, from Ocean City on the northern side to the tip of Cape May on the southern end. The normal county population of approximately 100,000 skyrockets to 750,000 during summer months because most of those additional residents own seasonal and second homes that are used for pleasure or rental income.

The Cape May County Complete Count Committee (CCC), under the direction of Leslie L. Gimeno, PP, AICP, MPA, planning director in Cape May County, has been working hard since last fall to establish and implement effective strategies aimed at reaching all residents through municipal, education, healthcare and community Census partners. Current self-

response rates are meeting and exceeding final 2010 Census results in many cities and towns in Cape May County, mainly due to the online efforts.

However, it is the barrier islands, with 60-85% of second homeowners and seasonal residents from Pennsylvania, Delaware, New York and other parts of New Jersey, who are unaware that each property address must complete a 2020 Census questionnaire, and simply claim “Zero Occupancy” on April 1, 2020 and claim the property address as “Seasonal” or “Rental Property.”

Targeting this seasonal population (that has now officially arrived to celebrate summer) is key to increasing Cape May County self-response rates. The Cape May County CCC has embraced the 2020 Census Seasonal/Second Homeowner flyer and is also advertising in the Cape May County Herald, among other media outlets.

“The flyers for second homeowners are being enclosed in the direct mail packet subscription that second homeowners receive from our Tourism Department. That (reached) over 8,000 homes in early July,” said Gimeno.

About 250 Census partners, like the Cape May County Chamber of Commerce, continue to promote the Seasonal flyer and the link [www.2020census.gov](http://www.2020census.gov) to encourage participation through online self-response, even while enjoying the Jersey shore beaches. ■

# NONPROFIT MUJERES DE ISLAS PROVING #CULEBRACOUNTS IN PR

Liza Osorio Millan • Puerto Rico

Mujeres de Islas is a nonprofit organization consisting of 15 women from Culebra, a municipal island off the eastern coast of Puerto Rico. Its mission is to identify resources, strengthen initiatives, and create projects that contribute to sustainable development through a culture of peace and transformative education, having an impact on the emotional health, and cultural, environmental, and socioeconomic development of Culebra.

That group of 15 amazing woman, along with the kind men who join their efforts, has become a vital collaborator in ensuring a complete count of Culebra in the 2020 Census. With #CulebraCounts, these women and men started a movement to empower their community with knowledge about the census and the importance of participating. For this initiative, they use social media platforms and in-person events to spread the census message.

According to the 2010 Census, Culebra had a population of 1,818, which is 156.4 people per square mile. Geographically, Culebra is not the smallest municipality in PR, but

it is the least populated. Often regarded as too small to count, Culebra and its numerous cays are omitted from some maps of Puerto Rico.

In one recent social media post, Mujeres de Islas emphasized, “It only takes (10) minutes to fill out the census. This can change the future of our community. The census collects information that is used to make many important decisions that affect our communities. As of early July, only 22% of PR residences have been counted in the 2020 Census. You count! Every person in every little corner of the island counts.”

Following the first kickoff event, self-response rates in Culebra jumped from two percent to nine percent in just two days. Mujeres de Islas is already making a difference in PR by showing that #CulebraCounts. ■



Census promotional materials prepared by Mujeres de Islas volunteers await distribution to residents of Culebra, a small island east of the main island of Puerto Rico. Besides written information about the Census, the packets contain information about avoiding insect-borne illnesses.

Mujeres de Islas is giving facemasks like these to Culebra residents who have completed their 2020 Census questionnaires.

# HEALTH MINISTRY CONNECTS WITH CAPE COD'S BRAZILIAN COMMUNITY

Kathleen Kolva • Massachusetts

Health Ministry, a new 4,000-square-foot community center that opened in Hyannis, MA earlier this year, will assist Cape Cod's Brazilian population with accessing essential services – most importantly how to navigate the U.S. healthcare system. The organization was the brainchild of Michael Mecnas, a mental health service provider and medical interpreter, who saw a very specific need that was not being met on Cape Cod. Mecnas believes Health Ministry will provide the Brazilian population with the assistance it needs to deal with navigating unfamiliar medical, educational, mental health and justice systems, and overcoming language barriers.

The center has Portuguese and Spanish speaking staff members to assist residents. There are roughly 15,000-20,000 Brazilians living on Cape Cod, Martha's Vineyard, and Nantucket combined. The center is more than just a medical information facility. It also gives immigrants a place to come together for wellness and social needs. Along with healthcare navigation, it provides fitness classes, first aid training, English lessons, school information, and support groups, such as Alcoholics Anonymous and Narcotics Anonymous.



While the center provides interpreters for Portuguese-speaking individuals, no one is excluded from getting medical care information from the center, even if they have lived on Cape Cod their entire life. The

Health Ministry hopes to provide an inclusive environment that aspires to improve the health and overall well-being of all members of Cape Cod community.



Considering its philosophy and mission, it made complete sense to Mecnas and his colleagues to partner with the 2020 Census. Mecnas and Carlos Barbosa, leaders at the Health Ministry and within the Brazilian community Cape-wide, took the initiative to distribute census posters, flyers, and handouts across their communities. They shared these Portuguese and Spanish outreach materials with local church leaders, business owners, and community influencers.



Mecnas and Barbosa know that ground-level outreach is how to connect with residents who may not be inclined to respond. Included in the tote bags was a personalized letter that explained the importance of the census, that said, "Let's help and not hurt our neighbors, our community and our Commonwealth by increasing participation in the census in 2020."

Barbosa and Mecnas understand the challenges – fear, distrust, misconceptions, language barriers – of convincing residents to respond. They continue to actively work to overcome these obstacles and ensure that the vibrant Brazilian community on Cape Cod is accurately counted. ■

# LIBRARIES WERE CLOSED, BUT THEIR LAWNS ARE OPEN FOR THE CENSUS

Nicole McKenzie • New Hampshire

Libraries in New Hampshire have been extremely valuable partners in helping to get the word out on the importance of the 2020 Census across the Granite State. Their commitment and support to ensure NH gets a complete and accurate count during the 2020 Census is significant. For example, they are members of multiple Complete Count Committee's (CCC) across the state, continuously posting 2020 Census messaging on their websites, newsletters, and social media pages, have made 2020 Census bookmarks to hand out at book checkout, and have



hosted hundreds of recruitment and partnership events statewide.

In March, libraries were scheduling Mobile Questionnaire Assistance (MQA) events in prime locations where community members could receive assistance completing their 2020 Census

questionnaires. More than a dozen MQA events were canceled due to the COVID-19 pandemic. Despite library closings, those partners continued to show flexibility and agility in their support of the 2020 Census.

When they received word that NH Census partner Granite United Way funded 2020 Census response sleeves that would repurpose 500 recruiting signs,

they immediately put in requests for signs to be placed on the front lawns of libraries across the state. Census partnership specialists delivered signs to libraries, such as the Cook Memorial Library in Tamworth NH. They may not be open to the public, but their lawns are open to displaying an important community message – Fill out the 2020 Census, New Hampshire is Counting on You. ■

## TRINITY LUTHERAN AND FAITH KITCHEN SPREAD THE CENSUS MESSAGE

Thomas Zins • New Jersey

The coronavirus has made it challenging to engage people and have them complete the 2020 Census. Community organizations have responded with creativity and determination to ensure a complete and accurate 2020 Census. One such organization is Trinity Lutheran Church, the first Swedish congregation in the state of New Jersey. Located in Dover, Trinity Lutheran has a long history of serving its neighbors.

Since its inception in 1886, the church has been active in the local community. Among its many outreach activities, the church sponsors a food pantry and, for the past twenty-five years, provides nutritious meals at Faith Kitchen, located on the second floor of the building. Confronted with the problem of increasing the local response rate in a time of social distancing and limitations on gatherings, the church decided to utilize its ability to reach needy families and individuals by actively encouraging participation among clients at the food pantry and Faith Kitchen.

On several occasions in the past month, clients have received a nourishing meal, information on completing the 2020 Census, and non-perishable food in official 2020 Census tote bags. The church believes that it is just one more way of continuing its 134-year-old tradition of community service. ■

# NYC'S MUSEUM OF CHINESE IN AMERICA IS GETTING OUT THE COUNT

Sarah Malaika • New York

The Museum of Chinese in America (MOCA) in Lower Manhattan has been working to get out the count of the communities it serves through providing fliers, phone-banking, social media, and the creation of its own Census Helpline.

This census campaign is part of MOCA's mission to engage audiences in an ongoing dialogue, where people of all backgrounds are able to see American history through a critical perspective, to reflect on their own experiences, and to make meaningful connections. To do this, MOCA collects and displays a huge number of artifacts and documents photos, letters, oral histories, objects, and government records, such as the census.

"The Census invites everyone who resides in the U.S., whether by birth or by choice, to unapologetically claim their presence, free of judgement," said Althea Rao, a Census Captain for MOCA. "It is a welcoming gesture that centers the voices and respects the lived experiences of people from all walks of life."

MOCA staff knows that census data has a huge impact on resources to communities around New York City. Manhattan's Chinatown, where MOCA is located, has a large senior population. Census data will affect the senior centers, community groups, and healthcare facilities that they use every day. MOCA serves schools and educational groups all over the city, and census data will determine how the resources they need are allocated. As the Chinese-speaking population in New York City continues to grow, census data will support the availability of more bilingual and multilingual support in schools, businesses, and government offices.

"It took me less than 10 minutes to fill out the Census

**Protect NYC from COVID-19 Complete the 2020 Census**

**"Census"**  
The 2020 Census is a count of all persons living in the U.S. regardless of immigration status.

**Medicare Medicaid**  
Census results determine the amount of funding New York State will receive for Medicare & Medicaid.

**Seniors**  
Census results help identify where the elderly population live. They are at higher risk of serious infection.

**Bilingual Service**  
Census results are used for future surveys to some communities for further research on medical issues and treatment and to determine the need for bilingual services.

**Hospitals**  
Census responses determine where to build hospitals where populations have grown or close hospitals if population has decreased in the area.

**Everybody Counts!**  
There is NO question regarding citizenship status on the Census forms.

**Privacy, Protected**  
Census results are CONFIDENTIAL and cannot be shared with ICE or the FBI.

**Completing Is EASIER Than Ever**  
ONLINE: [www.my2020census.gov](http://www.my2020census.gov)  
BY PHONE: 844-230-2020 (Eng)  
844-391-2020 (Mandarin), 844-398-2020 (Cantonese)  
PAPER QUESTIONNAIRE  
IN PERSON: Census workers visit households starting in August

**MOCA** MUSEUM OF CHINESE IN AMERICA  
MULTILINGUAL CENSUS HELPLINE: (631) 867-2187  
Census 2020

and leave my count as a Chinese American. It is a simple but powerful way to express pride in ethnic backgrounds," said Banny Chen, one of MOCA's Census Captains.

The museum staff had originally planned to be a site for pop-up Mobile Questionnaire Assistance) allowing where community members to use tablets for online completion and get support in a safe and comfortable environment. When the COVID-19 pandemic made that impossible, MOCA staff took several different approaches to reach out to the community. MOCA collaborated with census expert and civil rights activist Elizabeth R. OuYang to come up with an alternative and effective outreach plan for their communities. The museum held phone-banking sessions where multilingual staff members called residents of key Brooklyn neighborhoods at risk of not being counted. They let residents know about the importance of the census, how to complete it, and shared helpful information like the Cantonese and Mandarin self-response phone lines.

**参与2020人口普查  
携手共抗新冠疫情  
和纽约一起重建家园**

**“人口普查”**  
2020年人口普查统计居住在美国的所有居民数量。无论什么身份国籍都应依法参与。

**联邦医疗保险和补助**  
联邦将根据人口普查的数据决定纽约州在下一个十年里收到多少财政金用于医疗保护和补助(红蓝卡和自付)。

**高龄人口**  
人口普查数据可以显示老年人口聚集的社区。显示政府有针对性的进行防疫工作。老年人是病毒的高危易感人群。

**新冠疫苗**  
疫苗研制成功后, 每个州的分发数量将根据人口普查数据决定。如果您没有将自己家人计入今年的普查数据, 纽约市的疫苗分配将可能不足。

**多语种服务**  
根据人口普查结果, 政府将决定未来在统计普查医疗问卷时是否需要提供多语种服务。  
ENGLISH  
ESPAÑOL  
한국어

**人人都算数!**  
人口普查问卷上没有关于您“是否是公民”的问题。无论身份如何, 人人都算数!

**参与普查很容易!**  
电脑/手机线上填写  
电话或纸质问卷  
上网: [www.2020census.gov](http://www.2020census.gov)  
拨打电话: 844-330-2020 (免收费)  
844-391-2020 (普通话); 844-398-2020 (广东话)  
纽约市普查员: 8月后, 请协助普查员的上门调查

\*截止日期2020年10月31日, 您可以通过人口普查网站或电话寻求帮助。

As a trusted voice in the community, MOCA also created its own Census Helpline. Because many people have questions about the census and how it works, MOCA set-up a voicemail box to receive multilingual messages, ensuring that everyone in the community gets

the help they need to complete the census. MOCA has also been regularly sharing census information across its six social media accounts, including Instagram, Facebook, Twitter, and WeChat, to help people understand how census data connects to their lives. Staff members created bilingual flyers to provide people with the information they need to complete their census, which they have posted in grocery stores, pharmacies, food banks, and other organizations all over Brooklyn and Lower Manhattan.

MOCA knows that when engaging with people, it is important to speak in their native language, both literally and figuratively. Many people in New York City are most comfortable in a language other than English, and many are more likely to respond to the census in the language for which they feel most comfortable. They are prepared to explain how the census is relevant to their community's collective and individual concerns. MOCA staff members know that parents worry a lot about their children so they are going to be interested to know how Census data affects quality of education, childcare, and spaces like playgrounds and parks. Older adults want to know how the census affects their healthcare and community services. Business owners? They might be curious about how census data can help them

with sourcing, hiring, and expanding. When people learn how the census benefits them, they are a lot more willing to participate.

MOCA takes its responsibility as a museum and cultural institution very seriously. It knows that museums have a lot of power in civic engagement because of how they are perceived. According to research done by the American Alliance of Museums, museums are one of the most trusted information sources in the country. When museums say that the census is important, that carries some weight with the communities they serve. In addition to being a census partner, MOCA is also engaged with other local government institutions, including the IDNYC card benefit program and Culture Pass, a program for cardholders of Brooklyn Public Library, New York Public Library, and Queens Library, where New Yorkers aged 13 and older can reserve passes and receive free admission to dozens of NYC cultural institutions.

Lastly, MOCA staff know that the census is particularly important because it captures data about everyone living in the U.S., not just those who are perceived to be noteworthy. This information is used to make decisions about current funding as well as providing important history for future generations. Immigrants, people of color, people who are not literate in English, and other marginalized communities, are often left out of history books. MOCA is dedicated to telling these forgotten and overlooked stories, and it needs accurate census records to do that.

“Census data is absolutely a treasure trove for researchers and historians,” said Stephanie Zank, MOCA’s Census Manager. “It is often the only record we have of people who would otherwise be left out of history.”

# NY STATE CENSUS EQUITY FUND RAISES DOLLARS AND PARTICIPATION

Joli Golden • New York

After learning lessons from the 2010 Census, and to help New York achieve a more complete and accurate count in 2020, the New York State Census Equity Fund was established in 2018 and spearheaded by The New York Community Trust (NYCT). Since then, a coalition of 38 foundations and individuals have joined the NYCT to raise more than \$3.4 million and issue \$2.342 million in grants to community-based organizations targeting low response rate areas and hard-to-count populations.

While the COVID-19 pandemic forced many nonprofit businesses to close their doors or temporarily pause operations, the 106 New York State Census Equity Fund grantees proved nimble in pivoting their in-person engagement strategies for the 2020 Census.

“Many of our grantees have been able to quickly switch gears to new ways of getting the word out about the census,” said Patricia Swann, senior program officer at The New York Community Trust and chair of the steering committee for the New York State Census Equity Fund. “Some are coupling census outreach with their COVID relief work. Others are doing Facebook live events, peer texting, and other forms of digital organizing, all while simultaneously managing the pandemic’s impact on their work and on their personal lives. It is awesome!”

An early round of grants distributed by the fund included significant awards to more established community-based organizations like the New York Immigration Coalition, Partnership for the Public Good, Health and Welfare Council of Long Island, Asian American Federation and New York Civic Engagement Table.

In addition, and just as exciting, is an effort to target mini grants to smaller grassroots organizations for specific census outreach efforts. The Community Foundation of Elmira-Corning and the Finger Lakes took on the challenge of evaluating mini-grant requests in April and quickly distributed 36 grants, ranging from \$350 to \$4,000, with additional grants being allocated on a rolling basis through July. These grants focused on geographic areas outside of New York City and grant dollars were leveraged for social media outreach, tablets for staff to work at home, virtual campaigns, flyers for food boxes, and much more.

“I’ve been heartened to see the way our nonprofit organizations pivoted so quickly in response to the coronavirus restrictions while still dedicating themselves to census outreach,” said Sara Palmer, vice president of programs.

One \$3,400 mini-grant recipient was the Salvation Army of Saratoga Springs. According to Bree Barker, lieutenant of the organization, while some may think of Saratoga County as wealthy because of its horseracing scene, extreme poverty exists just 15 minutes outside of downtown Saratoga.

“The Census Equity Fund enabled us to mobilize to the entire county to do outreach through our mobile food pantry,” said Barker. “We saw clients who live in the most remote parts of the county that don’t often see advertisements and information that is so often localized to downtown areas. It also helped us to mobilize virtually through phone calls and Facetime to help people fill out their census, especially those residents who struggle with technology.”

[Kingston Midtown Rising](#) in the Hudson Valley is a \$2,000 mini-grant recipient that shifted from a door-to-door canvassing plan to one more focused on social media. Board members are creating PSAs for radio and social media and new flyers and materials were produced in English and Spanish for a census outreach push.

The U.S. Census Bureau is privileged to have the strength and expertise of philanthropies like New York Community Trust and their partner foundations to spearhead the New York State Census Equity Fund. The addition of \$3.4 million dollars in large and small grants, plus the manpower to effectively oversee those grants, represents a remarkable contribution to ensuring a complete and accurate count across New York State and its most hard-to-reach and vulnerable communities. ■

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# VERMONT EDITION PUTS SPOTLIGHT ON CENSUS SELF- RESPONSE EFFORTS

Bob Stock • Vermont

The 2020 Census was the topic of the day on Vermont Public Radio's Vermont Edition program on June 17. Vermont Edition is a radio talk show that delves into specific topics, speaks to relevant guests, and

takes phone calls from listeners interested in sharing their opinions. Participants on June 17 included Jeff Behler, regional director New York Regional Census Center, Jason Broughton, chair of the Vermont State Complete Count Commission, and Eloise Reid, chair of the Capstone Washington County Complete Count Committee.

Jane Lindholm, VPR's host and moderator, began the show by outlining the importance of 2020 Census data to the state of Vermont. She articulated the many programs that are dependent on decennial census statistics and informed listeners about the current national and state self-response rates.

All participants gave their perspectives on where the 2020 Census currently stood for Vermont. They also discussed the many obstacles to driving self-response to the census and what was being done to overcome them. Behler gave updates on current U.S. Census Bureau operations, along with those already planned. Broughton brought everyone up to date on plans the state was making to increase self-response. Reid spoke on the grassroots efforts being made to stimulate self-response within hard-to-count populations. ■



# WAITING IN LINE AND WAITING TO BE COUNTED

Andrew Westrem • New York

As the heat and some form of normalcy return to New York City, individuals from the Flushing/Kew Gardens Hills neighborhoods, and many who traveled from different boroughs, gathered at a local synagogue – the Kehilat Sephardim of Ahavat Achim – to collect food.

The food pantry officially begins service at 10am, but Rabbi Shlomo Nisanov, who organizes these large food distribution events, requested the U.S. Census Bureau be present at 8am to assist people in completing their 2020 Census questionnaire while waiting in line for food. When the Census Bureau arrived, there was a line of people that wrapped around the corner of the block and extended for another 200 feet.

Some in line had already completed the questionnaire while others said they would do it later. About 30 percent of those in line completed a questionnaire. Many were amazed at how fast and easy it was to complete. Given that many of those who waited for food were not familiar with the census, it was also a great opportunity to explain how the census is safe, easy, and important.

“The Census is very important. We need to make sure we get the representation and funds back into the community. If you do not fill out the census, no food!” said Rabbi Shlomo Nisanov, joking with the crowd. Everyone was laughing because they knew he was joking – and he was. But underneath the laughter was a genuine desire and sense of urgency. The Rabbi certainly understands the stakes of not having a complete and accurate count. ■



Residents wait in line at a July 1 food distribution event organized by Kehilat Sephardim of Ahavat Achim in Flushing. Census response representatives were on site to help residents complete their 2020 Census questionnaires.

# WE GET BY WITH A LITTLE HELP FROM OUR POLISH AMERICAN FRIENDS

Jamie S. McDonald • Connecticut



The lyrics to the Beatles song "With a Little Help from My Friends" certainly rang true throughout Connecticut's stay-at-home orders during the COVID-19 pandemic. And now that restrictions are loosening, the need for census friends to help drive self-response to the 2020 Census is greater than ever. A recent collaboration among Polish-speaking trusted voices in New Britain demonstrated how success could be reached by working together.

Two tremendous partners were very generous with their ability and willingness to help reach community members. [White Eagle Media](#), publisher of a Polish language newspaper run by Darek Barcikowski, offered to print about 1,000 census flyers and posters for delivery to residents in the "Little Poland" section of New Britain. To assist in this effort, [the Community Foundation of Greater New Britain](#), with the help of Joeline Wruck, provided a grant to help defray some of the printing expenses. Barcikowski and his staff then blanketed the neighborhoods of a hard-to-count census tract with flyers and posters.

Census representatives from the New York Regional Census Center and Hartford Area Census Office joined the effort by identifying a Polish-speaking employee who could call businesses to compile a list of organizations willing to distribute 2020 Census

materials. Relaying the census message to area businesses and neighborhoods was important, but adequately reaching the Polish-speaking community was paramount. Therefore, working with census partners on strategies for targeting that community included holding in-person events and providing census materials.

They were able to discuss the importance of accurate census data to Polish community leaders and business owners and got them to post materials and messaging. Twenty-seven businesses accepted the materials and became new Census partners because of those phone calls and the White Eagle Media materials blitz.

Having residents and businesses willing to help achieve this mission has been invaluable and they are not done yet. Barcikowski has also committed to re-print and replenish materials when needed. With strong, dedicated partners such as White Eagle Media and the Community Foundation of Greater New Britain, many Polish communities are now in a better position to help shape their future. ■



Helping out at the event for veterans and their families June 13 are (from left) City Councilor Victor Davila, Partnership Specialist Troy Brin, City Councilor Adam Gomez, and City Councilor At-Large Jesse Lederman.

# CENSUS MESSAGE SHARED WHILE GIVING BACK TO VETERANS AND THEIR FAMILIES

Troy Brin • Massachusetts

The Bilingual Veterans Outreach Center (BVOC) in Springfield, MA, in conjunction with the Western Massachusetts Veteran Service Officers Association (WMVSOA), One Call Away Foundation, Massachusetts Military Support Foundation (MMSF), Food4Vets, and members of the Springfield City Council provided food for veterans and their families on June 13.

Veterans and their families were provided with fresh fruits, vegetables, eggs, milk, nonperishable food items, 2020 Census tote bags, water bottles, and self-response materials. The food supplies were intended to last most veterans about 2-3 weeks.

“What a great opportunity to give back to all of those who have sacrificed so very much for our freedoms,” said Springfield City Councilor Adam Gomez.

“We can’t say thank you enough to these men and women, yet this is one way we can offer a humble thank you and provide them with a hand up during

their time of need,” said David Sutton, director for the Agawam MMSF Chapter.

“We must do our part to display our gratitude for all of their service and sacrifice,” said Stephanie Shaw, director of Veteran Services for the City of Chicopee. “Most importantly, say thank you, and let them know people are grateful and here to honor them.”

The event concluded with BVOC founder Gumercindo Gomez, Springfield City Councilors Jesse Lederman, Victor Davila, and Adam Gomez telling the local media about how grateful they feel that so many organizations came together to fill a much-needed void of many veterans.

“We truly made a difference in people’s lives today and impacted how veterans and their families can live with dignity and respect knowing the people of Springfield have their backs,” said Gumercindo Gomez, a Vietnam veteran. ■

# RESTAURANTS USE TAKEOUT BUSINESS TO SERVE-UP 2020 CENSUS

Carlos Figueroa • Rhode Island

Saying that COVID-19 has been an enormous source of new challenges is nothing new. Many aspects of our old, normal lives have been drastically changed as we adapt to our new reality. We must pay close attention to these changes, or adjustments, throughout our communities so that we can focus our efforts on improving self-response rates for the 2020 Census.

One of the most dramatic changes that our local economies have experienced is the way we make purchases. Stores and restaurants have adopted various strategies to protect the health of their clients and employees, comply with new regulations and guidelines, and find new ways to get back to their pre-COVID sales levels. For example, restaurants have had to focus almost entirely on take-out services, where clients place their orders and pick them up from the restaurant about 20 minutes later – usually after waiting another 10-20 minutes for the fulfillment process to be completed.

In Rhode Island, the Census Bureau has decided to pay special attention to that wait time as a potential opportunity to reach hard-to-count populations. We are working with restaurants to provide customers with census information and encourage them to participate in the 2020 Census.

Two Providence eateries – Julianna’s, a Bolivian restaurant, and La Gran Parada, a Dominican restaurant – have agreed to host Mobile

Questionnaire Assistance (MQA) events. Both restaurants are well-known locally and often have lines out the door waiting for pick-up. They are also both located in very busy neighborhoods with large Latino populations.

While customers wait in line, a Census Response Representative (CRR) will be on site to help those who have not responded to the 2020 Census. Census partners have also agreed to distribute flyers and remind customers to complete their Census questionnaires while they wait for their food. These partners will also encourage their staff, who are also mainly Latino, to complete the Census. Establishing these MQAs that adjust to our new reality can lead to important improvements in response rates of these hard-to-count areas. ■



# HELPING OTHERS UNDERSTAND HOW CENSUS DATA FEEDS THEIR NEEDS

Patreinnah Acosta-Pelle • New York

The year 2020 has presented the entire world with a paradigm shift. The new decade swooped in with a bang, declaring to the world of its arrival and its intentions: COVID-19.

The world stood strong and faced these challenges. We found new and innovative ways to communicate, keep human contact, share creative ideas, and more importantly, continue daily routines... with many adjustments.

Through all these trials and tribulations, the 2020 Census remained robust, confronting the same issues and concerns that are directly addressed by completing the questionnaire. One major issue that arose during the pandemic was food insecurity, especially for those who lost employment. People who never thought they would have to turn to community organizations did so to ensure their families' survival. Census community partners play a major role in working in hard-to-count areas. They stepped up to provide provisions and remind families about the importance of the census. Statistics produced through the count directly impact the organizations' ability to obtain funding to serve community members.

At its weekly halal food pantry, the nonprofit [Council of Peoples Organization \(COPPO\)](#), in the Midwood neighborhood of Brooklyn, remained in motion. COPPO delivered halal Meals on Wheels, ran a grab-and-go senior lunch program, and gave out groceries with COVID-19 safety measures in place. As the only food pantry open in East New York Brooklyn doing drop-offs, Agape Food Rescue served many members of the New York City Housing Authority (NYCHA), such as Pink Houses and Cypress Hills Houses, to ensure residents – primarily senior citizens – receive donations.

In New Jersey, dedicated Samaritans at food banks and food pantries have kicked their operations into overdrive since the spread of the coronavirus. Due to the spike in unemployment, these nonprofit organizations have seen a surge in the number of people who have come to depend on their services. At an April 21 food bank event, the Atlantic City Boys and Girls Club on Sovereign Avenue, Atlantic City Complete Count Committee (CCC) Chairwoman Mimijose “Mimi” Nambo was in attendance to ensure that census flyers and brochures were distributed along with food pantry bags. She has been more than an active CCC member. Mimi is an outspoken advocate for the 2020 Census in her community, and she spreads the census message via social media and other media channels and groups.

Homecrest Community Services strives to never let anyone go hungry. That remains true as New Yorkers join millions around the world to practice social distancing. As organizations were forced to shut their doors to flatten the curve, Homecrest found creative ways to reach their seniors around Brooklyn. Each day volunteers from Homecrest delivered hot meals at the doorsteps of 200 seniors. Called Stir Fry Meals on Wheels, this has become a lifeline for seniors that rely upon the meals and services provided by this center.

Although Harlem Public Housing was unprepared for the pandemic, Harlem community members stepped up to ensure that other seniors were cared for. Diana Blackwell volunteers at the Frederick Samuel Community Center and has collaborated with census partner National Action Network and other community organizations/leaders from West Harlem Development Corporation, and Assemblywoman Inez Dickens' office, to provide 350

meals (six days a week!) to seniors living in NYCHA. Towner of the McDonalds on 140th Street and Adam Clayton Powell Blvd, also pitched in by providing a microwave for the senior center. Two days a week, the NAACP encourages seniors to complete their census questionnaires, and Fresh Direct provided a free box of groceries to those who complete them. This effort is made possible by census partner and Manhattan Borough President Gale Brewer, who has been a strong advocate for the 2020 Census message, informing Manhattan residents on the importance of the Census.

For the approximately 300,000 employees of New York City's approximately 27,000 restaurants, the pandemic has been life-changing. That led census partner Harlem Park to team-up with Harlem restaurant Melba's and whiskey brand to provide bags of groceries to support hospitality workers. The event started on Thursday, April 16 and ran every Tuesday and Thursday through May 5. Hospitality/restaurant staff signed up to receive a free bag of groceries at participating restaurants. Melba's served more than 50,000 free meals to Harlem community members and hospital frontline workers!

Through any challenging times, it is always the human spirit that prevails. It takes all of us to unite and ensure that our neighbors, family, and friends are being cared for, and completing the 2020 Census will only enhance this effort. We must make strides for a better United States, and a complete and accurate census count will help us build our communities even stronger for the next ten years. Visit [www.2020census.gov](http://www.2020census.gov) to complete your questionnaire today. To overcome travesties and adversities, we must lead with compassion, empathy and most importantly, humanity. ■

# CAR PARADE IN NORWALK HIGHLIGHTS CT CENSUS ACTION WEEK

Kevin Shippy • Connecticut

The office of Connecticut Lieutenant Governor Susan Bysiewicz created an impressive week of Census-related activities, concluding with an uplifting tour of car parades, which kicked-off in Norwalk on June 26. Reinforcing the city's commitment to maximizing 2020 Census self-response rates in hard-to-count neighborhoods, the parade route weaved through the streets of many low response score (LRS) Census tracts to raise more awareness during that sunny summer day.

The car parade then continued its route through LRS tracts in the cities of Bridgeport, New Haven, and Waterbury, before concluding at the state capitol in Hartford. Police vehicles escorted the car parade and assured safe passage for the drivers, ending with a group photo at Norwalk City Hall with Lt. Gov. Bysiewicz.

Norwalk's CompleteCount Committee complemented efforts by placing lawn signs at busy intersections throughout those LRS neighborhoods. It also printed palm cards detailing 2020 Census online and phone information in English, Spanish, and Haitian-Creole languages, for distribution to residents. ■



# METROPOLITAN AREA PLANNING COUNCIL EAGER TO SPREAD THE CENSUS MESSAGE

Chris Celozzi • Massachusetts

On June 9, the Metropolitan Area Planning Council (MAPC) of Massachusetts hosted a virtual event for employees. The event was organized by Kasia Hart, policy analyst for MAPC, an active partner of the 2020 Census who has hosted several outreach efforts. This event, also offered an opportunity for the U.S. Census Bureau to provide operational updates for the region, along with even more talking points for promoting census engagement and response.

MPAC is a regional planning agency that serves 101 cities and towns in the Boston area through a variety of services and capacities. The organization's mission is "to promote smart growth and regional collaboration" and it facilitates this goal through consulting/support, community engagement plans, equipment procurement, and delivering trainings and workshops that employ a number of data services to support informed decision-making. The agency offers expertise in several areas, including arts and culture, clean energy, climate, economic development, housing, and public safety. Clearly, this agency has a significant network and powerful platform to deliver the 2020 Census message.

Hart highlighted the importance of the 2020 Census, along with the efforts of MPAC to help spread its message. Those efforts included hosting numerous in-person/virtual events, utilizing digital messaging campaigns, and engaging partners on behalf of the census. In addition to operational updates, the census presentation reiterated the importance of self-response, and provided an overview of ROAM and an introduction to the [Response Rate Map](#).

Those census tools helped steer conversation and discussion about outreach strategies to increase awareness and participation. Attendees then discussed current challenges, ideas on how to beat them, and how to best promote 2020 Census self-response. ■

# QUESTIONNAIRE ASSISTANCE PROVIDED IN HUBBARDTON, VT

Peter Hathaway • Vermont

The Town of Hubbardton, Vermont has a population of just 672, but also possesses a high rate of seasonal home ownership due to its wonderful lakes that attract vacationers. Vermont's largest lake is Lake Bomoseen, which Hubbardton (34.7% self-response rate) shares with the town of Castleton (45.4%).

In order to improve those response rates, Hubbardton Town Clerk Dawn Custer suggested creating a mobile questionnaire event at the Town Hall during a school district re-vote. In addition, the area lake associations were contacted and a second home census flyer was posted on its website. Future events are planned at the Castleton Town Transfer station, which serves three area towns in hard-to-count areas. ■



# BRAZILIAN WORKER CENTER IN BOSTON IS MAKING A REAL DIFFERENCE

Marcia Marques • Massachusetts

The Brazilian Worker Center in Boston organized a food and baby diaper distribution on June 10 to help members of the community that are struggling financially due to the pandemic. More than 660 families – approximately 2,650 people including more than 1,000 children – were provided with diapers, bread, and census information in 2020 Census tote bags.

“We had frozen meals donated by Boston College, and bread, fruit and vegetables donated by Boston Gleaners, Fair Foods, and Mayor Walsh, City of Boston,” said Dr. Natalicia Tracy, executive director of the center.

The organization has been very active in motivating the hard-to-count Brazilian community to participate in the 2020 Census. It heads the only Complete Count Committee (CCC) in that community and was able to mobilize other organizations as well. The center is focused on alleviating fears that many members of the community have about being deported if they provide information to the government. The organization continually emphasizes that personal data collected by the Census Bureau is confidential and protected by Title 13 and, thus, cannot be shared with other governmental or non-governmental agencies. ■



# HELLO, IT'S EAST HARTFORD CALLING

Catherine Marx • Connecticut

Through the work and dedication of the East Hartford (CT) Complete Count Committee (CCC) and the mayor's office, the Town of East Hartford held a successful Census Day of Action on June 17. The action item was a CALL FIVE initiative, in which volunteers committed to making a minimum of five calls to ask friends, neighbors, colleagues, and people they serve, whether they have completed the census. If they have not, the caller would share information about how completing the Census is safe, easy, and important. Lastly, the volunteer would then ask them to make five phone calls as well, thus creating a good old-fashioned telephone tree. The committee created a Zoom promotional video with federal, state, and local officials, and social service providers, endorsing the 2020 Census and Census Day of Action.

"The library had a series of festive census activities and person-to-person initiatives that were cancelled due to COVID-19," said Library Director Sarah Morgan, co-chair of the East Hartford CCC. "Our staff and our committee needed to adjust our outreach efforts accordingly. When our census partnership

specialist brought the idea forward, we embraced the idea because we knew that during the stay-at-home orders, many folks would be happy to receive calls. We liked the grassroots aspect. We were so pleased with the reach of our volunteers from 20-plus organizations, including; East Hartford Rotary, Mixed Chicks Sorority, Lions Club of East Hartford, the Ethiopian Community Association in Connecticut, and the Ga Dangbe Association, to name just a few," said Morgan.

Indeed, Mayor Marcia Leclerc knows firsthand the importance of the 2020 Census: "An accurate Census count for East Hartford is critical for my community to receive the proper funding for needed services and to ensure our residents are properly represented at the state and local levels," she said. "I was sure to make my calls on East Hartford's Census Day of Action, and they made a difference. We will continue to work to raise awareness of the Census. The 120-day extension for self-response is much appreciated and will help us reach hard-to-count households. We mention the census each and every day because we know it is a once-in-a-decade opportunity to shape the future of East Hartford." ■

Cars line up at the Child Development Council's weekly giveaway of diaper and family planning supplies June 25. The bags of supplies include flyers promoting a complete 2020 Census count.



## PARTNER CREATES DRIVE-THRU SO FAMILIES CAN OBTAIN SUPPLIES IN UPSTATE NY

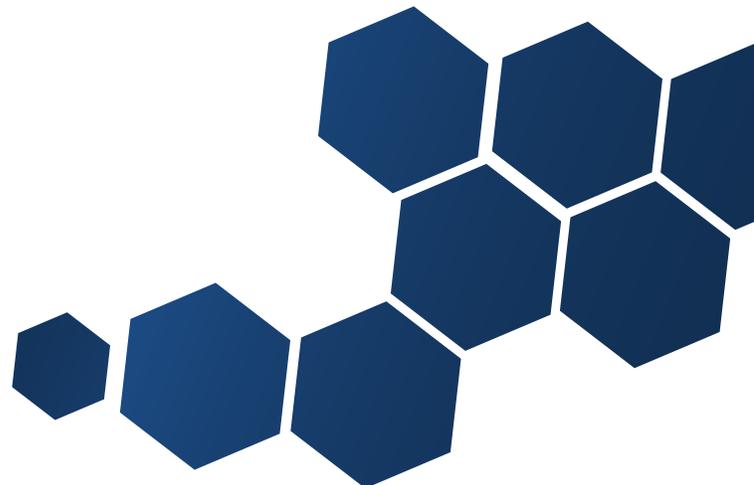
Michael Koplinka-Loehr • New York

In rural Upstate New York, social services agencies serving Tompkins and Cortland counties meet a wide variety of needs for people of all ages but these last few months have tested their creativity.

Melissa Perry, Family Services Director at the Child Development Council, which serves both counties, quickly devised a drive-thru pick-up area for essential supplies like infant formula, diapers and pullups, plus family planning supplies.

Census flyers were added to those supply bags, which were delivered to more than 750 families. She was able to secure donations from community organizations, such as the United Way and local/regional health and community foundations, to support the extra outreach effort. The need has been steadily increasing due to the various economic consequences of the COVID-19 pandemic.

“Our partnership with the Census is part of our mission that every child and family counts,” said Perry. “One of our slogans is ‘Kids can’t vote, but you can’, and we want every family to realize how very important the Census is for both representation and funding for our services.” ■



# HQ TRIVIA FEATURES JULY 4 CENSUS GAME

Barbara Brown • New Jersey

The 2020 Census team from Northern New Jersey celebrated Independence Day with a one-of-a-kind partnership opportunity with international game maker HQ Trivia.

HQ Trivia, the world's most popular mobile game show, was excited to showcase the 2020 Census on July 4, and featured its first ever Census-themed game. HQ Trivia incorporated the Census in its advertising, branding, and outreach for the week leading up to the big game on Independence Day.

The Census supported the partnership with outreach through its social media, including Nextdoor, garnering up to 60,000 impressions in less than 24 hours. The Census and HQ Trivia also released a joint press release, which generated mainstream and social media interest.

"It was a pleasure working with you guys! We are happy that we had a successful show," said Rus Yusupov, creator of HQ Trivia. "Over the week of promotion leading up to the game, we were able to reach over 250,000 in user engagement, plus more on social media. For the actual game, we had about 70,000 players that joined, played and tuned-in!"

HQ Trivia is a mobile game app that attracts hundreds of thousands of viewers on its quiz show.

First launched in 2017, HQ Trivia was founded by the creators of Vine – Yusupov and Colin Kroll – and is produced by Intermedia Labs.

The app's original game was HQ Trivia, which provided players 10 seconds to answer multiple-choice questions that would increase in difficulty. The fanbase, known as HQties, range in age from 18-60+, with the bulk of users in the 20s. The game spawned several spin-offs, including HQ Sports and HQ Words, which attracted diverse subsets of players in the gaming world.

In March, the HQ Trivia game was rebooted to include a charity component. Every game now features a valid charity, and the host of the HQ Trivia game passionately describes the importance of these services. HQ now helps nonprofits via publicity and charitable gifts provided to participating organizations. The app reaches hard-to-count demographics, including youth, LGBTQ, minorities, and seniors.

The Census partnership and media teams helped by providing artwork, logos, background history on the 2020 Census, and even celebrity champions to tell their story of why the 2020 Census is important. The date selected for the show was July 4, which commemorated the 244th Anniversary of the Declaration of Independence. The Census team arranged for Taryn Manning, best known to Netflix viewers as portraying Tiffany 'Pennsatucky' Doggett in the original series *Orange is the New Black*.

Taryn Manning volunteered her time and expertise to record a public service announcement which aired at the beginning of the 2020 Census-themed game. Manning emphasized the need for children and hard-to-count populations to be counted in her 30-second announcement, saying, "Hey HQties, I'm Taryn Manning. You know me from *Orange is the New Black*. If you are familiar with the show, I played an incarcerated woman. I am here to talk to you about the Census. Did you know that lots of ex-

offenders do not get counted? You know who else isn't counted? children under the age of five. I do not want to be annoying, but that card you got in the mail is actually a very important part of your future. Your data is 100% confidential. Just go to [2020census.gov](https://2020census.gov) and fill out your census. Good luck players and have a great game!"

The game was peppered with in-game dialogue about the 2020 Census by comedian and host Matt Richards. And, at the end, a chyron of the 2020 Census logo and website directed players on how to complete their Census questionnaires.

The event was a terrific example of reaching people where they live, work, and play. The 2020 Census team was thrilled to have the one-on-one touch with its core audiences, a recommendation from Taryn Manning, and the trusted voice of HQ Trivia. In this July 4 game, everybody was a winner. ■

# BOROUGHS OVERCOME CHALLENGES TO BOOST SELF RESPONSE

Mario Lee • New Jersey

COVID-19 continues to be a challenge for millions of people across the country. There is a six-foot social distancing measure in most areas across the country and people are being asked to wear masks whenever they venture out to public spaces. The pandemic has shuttered the doors of many business and organizations as well. Borough Hall offices have been

closed to the public for months, and restaurants, schools, and even places of worship have been closed for months.

The U.S. Census Bureau and local administrations have also had to adjust operations. But how can the 2020 Census be conducted in such an environment? And what can be done to improve self-response rates? The boroughs of Roselle and Roselle Park in New Jersey are shining examples of two municipalities that have overcome the challenges placed before them and worked towards increasing their respective self-response rates.

The 2020 Census is the first in history in which people have the option of responding online. This has proven to be an ace-in-the-hole for the U.S. Census Bureau and municipalities. The two boroughs utilized promotional materials provided by the Census Bureau and put them in tote bags to be distributed at food pantries. The Borough of Roselle created trilingual signage (English, Spanish, Haitian Creole) focused on the 2020 Census and placed it on streets in the downtown area. Roselle Park offered space to the census to use for training its enumerators in July and August. The Roselle Public Library will use census tote bags in the coming weeks to increase self-response by handing out the bags with books picked up for curbside deliveries.

The two boroughs are tackling many challenges due to the pandemic, they are expected to finish with a higher self-response rate than they did in 2010. Despite the many challenges, the internet self-response option has allowed residents to respond from the safety of their own homes. The efforts of all boroughs will be key to a successful 2020 Census. ■

# COMMUNITY HEALTH OPTIONS URGES MEMBERS TO FILL OUT CENSUS

Mitchell Stein • Maine

Community Health Options (CHO) is a nonprofit, member-led health plan providing health insurance benefits to individuals, families, and businesses in Maine. CHO recognizes the importance of achieving a complete and accurate count in the 2020 Census for its members and for the entire state of Maine. To support the efforts of the Census Bureau, CHO is reminding its members to complete the Census.

CHO is including a message on its invoices for the months of July and August, reminding members to complete their census questionnaires. The invoices are sent to approximately 11,000 members each month.

CHO’s vision statement reads, “to be a leader in transforming and improving individual and community health and positively affecting local economies.” Supporting the 2020 Census helps achieve that vision in many ways – from ensuring appropriate funding for hospitals, to providing important data for the economy to thrive. ■

# RI ARTISTS SPREAD CENSUS MESSAGE THROUGH VIRTUAL CENSUS SESSIONS

Deborah Smith • Rhode Island

Rhode Island State Complete Count Committee (SCCC) member NeighborWorks Blackstone River Valley, located in the City of Woonsocket, reached out to local artists in March to engage them in spreading the 2020 Census message. During the entire month of April, musicians and storytellers entertained and educated community members via Facebook Live Streams, encouraging community members to self-respond to the census.

During a recent weekly Census Social Media Hour, partners discussed, shared, and planned for Census Sessions focused on engaging residents of Central Falls, Pawtucket, and Providence. Within a few weeks, committee members had a packed schedule for the months of June and July. The SCCC is interested in engaging with diverse communities and the artists reflect the distinctiveness of those residents. Artist links remain accessible following the live performances. On June 10, [Census Sessions](#) began posting on Nextdoor, leading to 17,215 views across three posts.

NeighborWorks America creates opportunities for people to live in affordable homes, improve lives, and strengthen communities. ■

**4/1** Mark Binder

**4/8** Chachi Carvalho

**4/8** Cuentos con Magnolia

**4/8** Becky Bass

**4/15** Tina Cane

**4/15** VIDA Church

**4/22** Ricky Rainbow Beard

**4/22** Roz Raskin

**4/29** Keith Munslow

**4/29** The Beardogz

**3:30 STORYTELLING SESSIONS**

**MUSICIAN 7:30 SESSIONS**

NeighborWorks BLACKSTONE RIVER VALLEY PRESENTS **CENSUS SESSIONS**

A little extra encouragement to help you complete your Census! [www.2020census.gov](http://www.2020census.gov)

FACEBOOK LIVE STREAMS

WEDNESDAYS APRIL 1-29  
STORYTELLERS - 3:30PM  
MUSICIANS - 7:30PM

I Count. You Count. We All Count. the census 2020



# HARTFORD CANCELS ANNUAL PUERTO RICAN PARADE, BUT STILL MANAGES TO CELEBRATE

Clodomiro Falcon • Connecticut

Sammy Vega, executive director for the Connecticut Institute for Community Development (CICD)-Puerto Rican Parade Committee, made an announcement in May that many people were hoping never to hear. He said the Greater Hartford Puerto Rican Day Parade and Festival del Coquí, a one-day event normally held at Bushnell Park during the first weekend in June, were cancelled due to COVID-19 social restrictions.

The parade was expected to provide a great opportunity for stakeholders to spread the 2020 Census message throughout the Puerto Rican community. The city of Hartford has lowest 2020 Census self-response rate - 43% on July 1 - of any city in Connecticut. Hartford Mayor Luke Bronin led a discussion with community leaders and members Hartford's Complete Count Committee (CCC), to find new ways to encourage people to respond to the 2020 Census.

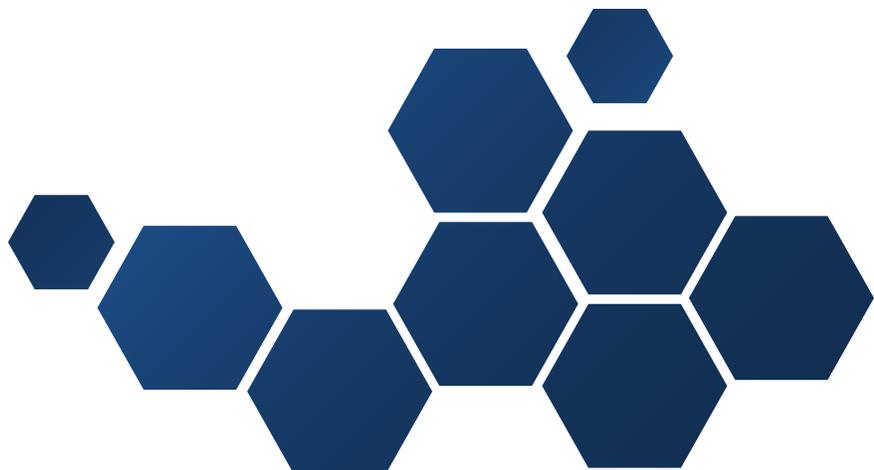
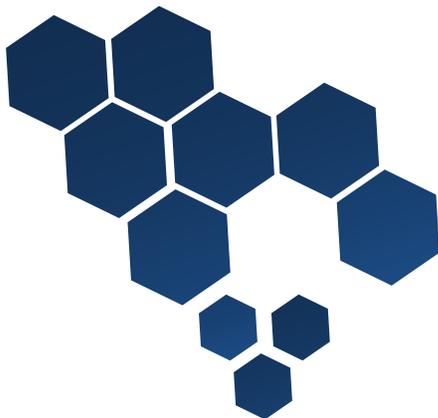
They eventually decided to create a Mini Puerto Rican Parade by using a float with music and signage to target hard-to-count Hispanic neighborhoods with 2020 Census messaging. On June 14, the CICD-Puerto Rican Parade Committee celebrated the Puerto Rican pride and tradition by raising the Puerto Rican flag at Hartford's City Hall.

The queens of this year's parade joined Mayor Bronin and other community leaders in waving to the crowds of socially separated people on balconies, windows, porches, sidewalks, and anyplace else they could safely gather. The music, waving and smiling created a very special energy as the Census float was passing through neighborhood streets. Census flyers and swag items were provided to those in attendance, while live and pre-recorded messages encouraging people to respond to the 2020 Census were broadcast throughout the parade.

"It is important that everyone respond to the Census regardless of immigration status. Census information is kept confidential. Connecticut needs the federal funds to keep providing the services our community needs," said Mayor Bronin through a megaphone.

"I'm very happy we could deliver the 2020 Census message with a call to action and celebrate the great love and pride for the Puerto Rican culture and traditions," said Vega.

Historically, the Puerto Rican parade in Hartford serves as the opening to the parade and festival season throughout New England. Participants normally consist of honorees and delegates, local school groups, school bands, cultural groups from different countries, various faith groups, Hartford Police Officers, Hartford Firefighters, the Connecticut National Guard, regional music acts and entertainers, paso fino horses, clowns, local media members, sponsors, and elected officials. Immediately following the parade, the Festival del Coquí would kick-off with a presentation of the U.S. and P.R. anthems, a flag presentation, and presentation of the honorees. Attendees would normally enjoy live music, art, and delicious food. ■



# MY BROTHER'S KEEPER ENCOURAGES CENSUS RESPONSE

Carly Bari • Massachusetts

More than 100 people gathered at Cambridge Common on June 14 for an afternoon filled with civic duty, great music and beautiful weather. My Brother's Keeper Cambridge hosted the event just outside of Harvard University to encourage Cambridge community members to register to vote and complete their census. Attendees were primarily comprised of young adults and young families. Mayor Sumbul Siddiqui, members of city council, and representatives from the Cambridge Police Department were also in attendance.

My Brother's Keeper Cambridge is "committed to disrupting and eradicating the chronic social, mental, economical, and educational barriers for boys and young males of color between the ages of 5-21." As part of this stated commitment, it recognizes the importance of the census in ensuring that communities of color are adequately represented and receiving the proper federal funding.

As activist Stacey Abrams recently explained so well on the podcast WTF with Marc Maron, "[The Census] is not just a count of who we are. It is a tally of what we need, and it's a road map for what we are going to do."

With this event, My Brothers Keeper provided an optimal opportunity to share that message with the residents of the city. ■

# THE MUSLIM FEDERATION OF SJ CELEBRATES JUNETEENTH IN CAMDEN

Thomas Mayfield • New Jersey

It was a beautiful June day in Camden as the Bonsall Elementary school celebrated Juneteenth while supporting its community. Having a full awareness of social restrictions due to COVID-19, many families continued to come out to receive essential items from organizations such as Bonsall School, the Muslim Federation of South Jersey, and the nonprofit Workforce and Economic Revitalization for Communities.

In doing so, these families received needed materials and gained a new appreciation for the 2020 Census. Each attendee received a bag filled with a sandwich, snack, fruit, water, hand sanitizer, and 2020 Census materials. While attendees loved their bags, the big-ticket item of the day was the 2020 Census coloring book. It was a must have for all kids!

The greatest outcome not just that about 100 people attended but that more than 20 families took the additional time to complete their 2020 Census questionnaire on tablets supplied by Saima Bhutta and the Muslim Federation of South Jersey. Bhutta and her team set up a small section of the venue to allow attendees the ability to sit and complete their 2020 questionnaires. Bhutta said this will continue to be the focus at future events. Allowing hard-to-count communities access to vital necessities, along with the technology to complete their 2020 Census, is a game-changer for the federation's team efforts. ■

# SAINT LUKE'S WORKS HARD TO SPREAD THE 2020 CENSUS MESSAGE

Catherine Goode • New York

Saint Luke's Episcopal Church has been a trusted voice in the community of Forest Hills NY since the 1910's. Its congregation includes members of all ages, from elementary school students to senior citizens. The people who worship there include immigrants and people who have moved to New York from other states. Everyone who attends Saint Luke's will be affected by the results of the 2020 Census.

One reason why the census affects everyone is because results determine how congressional districts, legislative districts, and voting precincts are drawn. Another reason is because it informs how billions of dollars in federal funding will be distributed to schools, hospitals, and emergency services. It funds HeadStart, children's health insurance programs, and supplemental nutrition assistance programs. The funding is also used for the federal Pell Grant and adult education grants. These grants provide money that does not have to be paid back, and that is great news for students graduating from Saint Luke's and hoping to attend college.

Saint Luke's is working hard to serve the homeless population in New York. Through its 15-year partnership with Queens Community House, Saint Luke's has provided food and gifts to those experiencing homelessness. Saint Luke's also participates in the Forest Hills Interfaith Food Drive, Disaster Response Fund of Episcopal Relief

& Development. Many federal programs tackling homelessness, food insecurity, and poverty receive their funding based on census data, which also determines how federal funding is distributed for disaster recovery initiatives and emergency management.

Saint Luke's offers Nursey and Church School services to community members. Historically, children under five have been undercounted, so the school helps the census by allowing representatives a chance to educate young families on why the census is safe, easy, and important.

The Tuesday Tea took place virtually and those on the call were able to complete their census if they had not already self-responded. The week following the presentation, Father Thomas Reese emailed members of the congregation with a message encouraging them to complete the census. ■

# LOWELL'S BRAZILIAN ONLINE RADIO SHOWING SUPPORT FOR CENSUS

Adriane Queiroz • Massachusetts

Have you answered your 2020 Census yet? Please answer now. It is easy, safe, and important.

The above tagline is being used, among others, by Brazilian Christian online radio show "God is Life," based in Lowell, MA, to inform its audience on how to respond to their census questionnaire.

Through its programming list, the online network has been sharing census motivational messaging on its Facebook page, and census PSAs via an exclusive app. These impactful and informative short messages engage listeners, while encouraging them to self-respond to the 2020 Census online, by phone or by mail.

"It's important to let people know what it really means to answer the census, especially for immigrants," said Elias DSouza, the radio's administrator.

Most of its listeners are of Brazilian descent, and its content is mostly in Portuguese language. They share and play religious content and understand the impact it causes in everyone's life.

"Once you disseminate the right message, it can be very powerful," said DSouza. "Once people are well

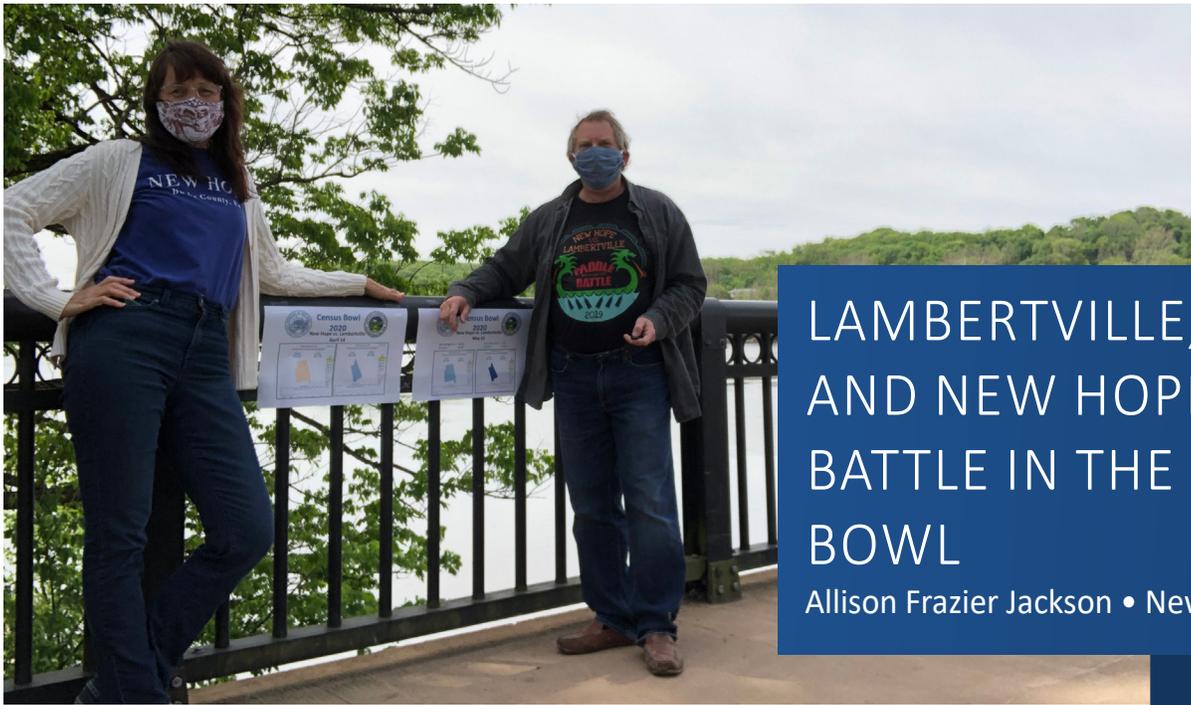
informed, they feel motivated to respond."

Many faith leaders are supporting the census in minority communities, knowing the many benefits attached to census data. The population count determines how hundreds of billions of dollars are allocated in federal funds to the states for the next 10 years. Many immigrants are still learning each year how important it is to be counted in their communities, and that those federal funds support their health centers, Medicaid, WIC, Head Start, and so many more agencies and organizations.

The census does not ask about immigration status and it is safe to answer. Your information is not shared with any governmental agency or person outside the U.S. Census Bureau. The Census Bureau only uses information to produce statistics. Once people understand how safe it is to respond to the census, it lowers concerns about possible fear of government.

As states continue their road to a safe reopening, many are looking forward to the services they used to have access to before the lockdown. Cities and towns are working on their reopening plans and the City of Lowell is working on their visual campaign to call attention to the 2020 Census, while also working on producing roadside billboards that provide census information to the public. The city worked with census partnership and media teams to create effective messaging in English, Spanish, Portuguese, and Khmer on how to respond to the 2020 Census. The visual campaign in hard-to-count areas is underway and the city is committed to having everyone counted. ■





## LAMBERTVILLE, NJ AND NEW HOPE, PA BATTLE IN THE CENSUS BOWL

Allison Frazier Jackson • New Jersey

The towns of Lambertville, NJ and New Hope, PA, divided only by a bridge over the Delaware River, are friendly rivals that serve as popular tourist destinations with distinct personalities. Considering these municipalities have competed in the Paddle Dragon Boat Challenge since 2016, it only seemed natural for these municipalities to launch a 2020 Census competition.

Laura Kent, an employee of the Borough of New Hope and a founding member of Bucks County Dragon Boat, and Stephen Harris, owner of River Town Creative in Lambertville, have worked closely with first responders and the two mayors and first-responders to raise money for local charities via these one-night competitions. So, it was only natural they spearheaded the creation of the Census Bowl.

“It was natural for Laura to challenge me – this time for 2020 Census response rates for our respective towns,” said Harris.

The pair decided to keep the competition simple by monitoring weekly change in census self-response rates in each town. The rationale for this approach

was the recognition that internet access was, for the most part, low-hanging fruit.

“Now our efforts are on the demographic segments that are either wary of the census or do not have access to a computer terminal,” said Kent.

They understood that the last response rate percentage points would be the hardest to get and require more public service announcements and help from other trusted advocates, such as faith-based leaders and respected members of the community.

Lambertville joined with its Hunterdon County partners to engage residents through multi-media productions, trusted voices and English & Spanish language flyers distributed in food pantry bags.

Current census outreach in New Hope reflects the coordinated activities with local government that pursued Latino and low-income residents in low response score census tracts. Lambertville has placed extra focus on reaching residents through two local food banks.

The competition is a unique and positive idea for

both communities and is based on the net change of respondent rates for each town since kicking-off on April 14. Initially, Lambertville had a substantial lead, but the numbers are now much closer.

Although both municipalities want to win, they know the importance of getting everyone counted and would be satisfied with a tie. It takes unique ideas to get everyone counted at this stage. This great idea has helped to lift response rates for two unique towns and has thus helped to keep Hunterdon County in first place among 230 counties across the eight states – New Jersey, New York, Puerto Rico, and all six New England states – that form the New York Regional Census Center.

Although neck and neck with Lambertville (through July 6), New Hope is still reporting a lower percentage than Pennsylvania’s impressive 65% self-response rate and is still a long way from getting the job done. This friendly competition is far from over. ■

## FEEDING, CARING, AND COUNTING THE PAKISTANI COMMUNITY IN NYC

Zoltan Boka • New York

The Pakistani American Youth Society (PAYS) came together in 2014, meeting in basements of halal restaurants around Brooklyn before finding a permanent space in an office at the corner of Coney Island Avenue and Newkirk Avenue. Over the past six years, the organization has engaged the people of Brooklyn in several ways – art shows, job fairs, community forums – on various issues and topics, such as domestic violence and healthcare. Along the way, helping the needy has been one of its core aims.

The coronavirus has created a tremendous need for food, housing, healthcare, and more. During the pandemic, procuring food, particularly food that meets religious dietary needs, has often proved difficult. PAYS stepped in to fill that void, working with halal markets and restaurants to orchestrate food drives that were open to the entire community.

New York City is built on community and sharing, and that spirit returned to the corner of Foster and Nostrand in Brooklyn, where PAYS held a food drive, distributing halal meal boxes to all comers. They distributed hot food and drinks, along with protective gear. Kashif Hussein, who is active in PAYS, graciously accepted census materials and agreed to give them to community leaders and encourage census participation.

As New York City begins the slow and painful process of emerging from the shadows of the coronavirus, its people show they will come together once again. ■

# CENSUS DAY OF ACTION HELPS BOSTON RESIDENTS TO SELF-RESPOND

Yemti Ndienla • Massachusetts

The current public health situation with COVID-19 makes it more important than ever to ensure communities are safe, healthy, and have access to the resources people need. One way to help make this happen is through completion of the 2020 Census. It was within this backdrop that June 17 was dubbed a Census Day of Action in Boston, MA. The day was used to highlight the importance of participating in the 2020 Census, and partners were made aware of the impact provided by a complete 2020 Census count. To help them share with others, they were provided with a [Census Outreach Toolkit](#).

“This count occurs once every ten years and impacts Boston’s share of billions of dollars in federal funding,” said Brenda Cassellius, superintendent of Boston Public Schools. “Your participation in the census is vital to have an accurate count of every single person, including our babies and children, so that Boston’s families get the supportive services and representation they deserve. Your participation in the 2020 Census helps our neighborhoods get their fair share in federal funding to support countless programs and services like health centers, hospitals, emergency services, public schools, Medicare and Medicaid, nutrition and free school breakfast and lunch programs, affordable housing vouchers, childcare for low-income families, and special education grants.”

Boston Mayor Martin J. Walsh used the Census Day of Action to remind constituents that the census is more than a headcount because it helps to make sure that

communities get fair representation in Congress, and a fair share of billions of dollars in federal funding over the next decade.

“As Boston continues to respond to the COVID-19 public health emergency and work towards an equitable recovery, federal funding will play a key role in providing relief for our small business owners, veterans, renters, our healthcare sector, and more,” said Mayor Walsh. “That is why this year’s Census might be the most important one yet. Getting an accurate Census count of our residents will help make sure that the Census reflects what America really looks like. It will help make sure that we are investing in the things that matter most to people in our neighborhoods.”

U.S. Rep. Ayanna Pressley and Massachusetts Attorney General Maura Healey organized separate events on the Census Day of Action, engaging their various social networks and motivating them to respond to the 2020 Census.

“Please join me in making sure every single child is counted in this year’s census,” said Cassellius. “Your action today will help us ensure everyone in Boston has the resources they need and the political representation our community deserves. We need to count everyone because everyone in our community counts.” ■

# CONNECTICUT STUDENTS FOR A DREAM CONDUCTS CREATIVE OUTREACH

Yvette T. Rose • Connecticut

During the last few months, when personal contact has been curtailed due to COVID-19, connecting with others has proved challenging. [Connecticut Students for a DREAM \(C4D\)](#) is an organization that has been creative in its efforts to engage with the public and inspire participation in the 2020 Census. Utilizing its vast network, C4D has mobilized members and volunteers through social media, virtual meetings, contests, videos and, more recently, phone banks, to boost response rates throughout Connecticut.

Since its founding in 2010, C4D has advocated for immigrant youths and families. Camila Bortolletto, co-founder and co-director of C4D and an immigrant from Brazil, understands the reluctance of many in the immigrant community to respond to the 2020 Census questionnaire. As an active member of Danbury's Complete Count Committee, Bortolletto has dedicated her time and considerable talents to informing the community about the importance of Census data and its impact on funding for critical-needs programs. Since the fall of 2019, C4D has held Census 101 Facebook Live events in English, Spanish, and Portuguese designed to answer questions and

raise awareness about the 2020 Census. Through videos and regular posts on Facebook, Instagram, and Twitter, C4D seeks not only to inform but to inspire action. Many of those messages ask followers to make a pledge to complete the Census and urge five friends to do the same. T-shirts and other incentives are offered to those who complete the challenge. An important post included information for college students displaced by the pandemic on the proper way of being counted in the 2020 Census.

C4D's latest Census outreach effort took place on June 24 when Camila organized a phone bank to "inform the community, clear away any fears, and get everyone counted!" With the assistance of other CCC members, C4D volunteers contacted more than 500 households in low-responding areas of Danbury.

As a trusted voice in the young adult and immigrant communities, C4D is a vital Census partner in the city of Danbury and state of Connecticut. Through social media and personal contact, Connecticut Students for a DREAM is sharing the message that everybody counts. ■

# GET INVOLVED JOIN US VIRTUALLY.

CLICK THE LINKS BELOW:

[2020CENSUS.GOV](https://2020census.gov)

[CENSUS RESPONSE MAP](#)

VIRTUAL MEDIA TOOLKIT AVAILABLE IN:

[ENGLISH](#)

[SPANISH](#)

[CHINESE](#)

[PORTUGUESE](#)

[HAITIAN CREOLE](#)



PHONE: (212) 882-2130

EMAIL: [new.york.rcc.Partnership@2020census.gov](mailto:new.york.rcc.Partnership@2020census.gov)

WEBSITE: <https://2020census.gov/partners.html>



# New York Regional Push Social Media Guide

Social Media Content for Partners

# What's Next for Partners

The U.S. Census Bureau is excited that you have joined us to support the 2020 Census in the New York region. With your support, we can make sure that all people living in the United States are counted in 2020. We have created this content guide to support your 2020 Census promotions, letting people know it's not too late to be counted! Visit our [Partners Outreach Materials](#) page on 2020CENSUS.GOV for more materials and resources.

Social media is a great way to share helpful information about the 2020 Census! This guide includes:

- Sample posts with downloadable images and videos for use on your social channels. (To save images, right-click and select "Save as Picture." To save videos, right-click and select "Save Media as.")
- 2020 Census social media information.
- Social media asset dimensions by channel.

We encourage you to add your personal touch to these messages or to use your own images to reflect the interests and concerns of your audience.

# Census Bureau Social Media Information

# 2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

## U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtags – #2020Census, #ShapeYourFuture

## Key URLs – Language Resources

2020 Census Language Resources

<https://2020census.gov/en/languages.html>

## Key URLs – English language

2020 Census homepage / Complete the Census

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

## Key URLs – Spanish language

2020 Census homepage / Complete the Census

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en su comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>

# Social Media Asset Dimensions

The following indicates the optimal social media platforms for different dimensions and aspect ratios.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080 x 1080	1:1	Static images	Instagram, Facebook, Pinterest
1080 x 1080	1:1	Video	All social media platforms
1080 x 1920	9:16	Static images	Instagram and Facebook stories
1200 x 675	16:9	Static images	LinkedIn, Twitter
1200 x 675	16:9	Video	Fine for all social media platforms, but not recommended for Instagram

# Social Media Assets

The following assets are intended for partners to use on Facebook, Twitter, Instagram, and LinkedIn.

- 1:1 videos are for all channels.
- 1:1 images are for Facebook and Instagram newsfeed.
- 9:16 images are for Facebook and Instagram stories.
- 16:9 images are for Twitter and LinkedIn.

These assets are not to be customized or altered in any way.

# General Content

# Shape Your Future – Video

To save video, right-click and select "Save Media as."

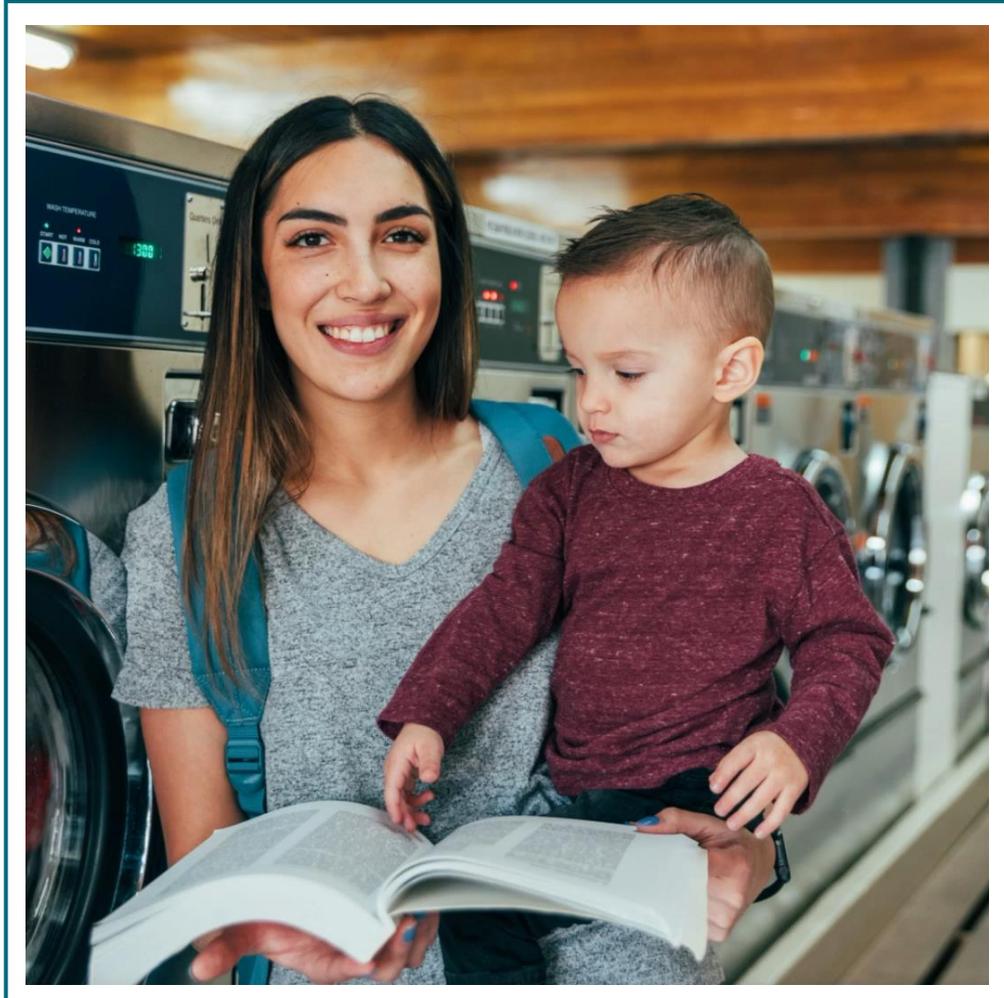


Suggested copy:

The #2020Census impacts funding for the things that matter most, like education, health care, and so much more in [insert town / city name]. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# It's Not Too Late – Video

To save video, right-click and select "Save Media as."



Suggested copy:

It's not too late to shape our future. Respond to the #2020Census today at [2020CENSUS.GOV](https://2020CENSUS.GOV)!

# Change in Our Community – Video

To save video, right-click and select "Save Media as."

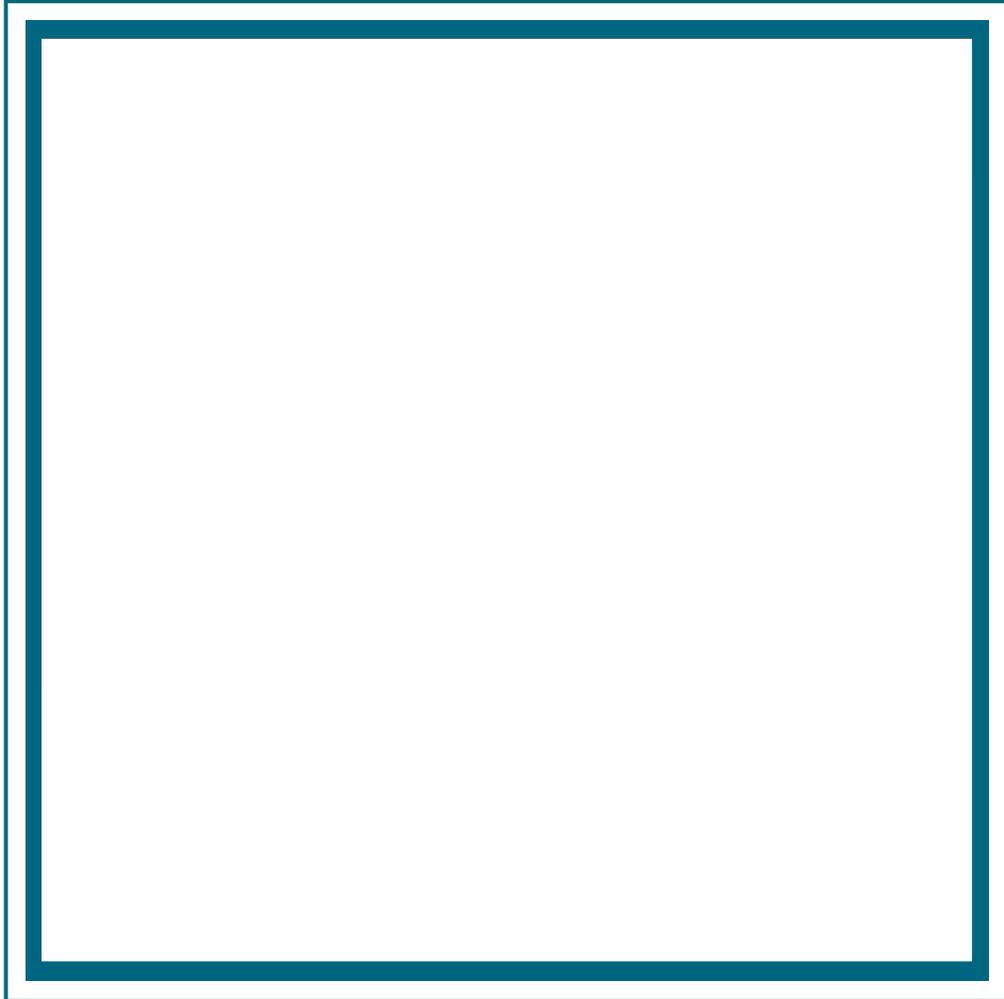


Suggested copy:

It's not too late to shape the future of [insert town / city name]. Complete the #2020Census today at [2020CENSUS.GOV!](https://2020CENSUS.GOV)

# What Questions Are On the 2020 Census? – Video

To save video, right-click and select "Save Media as."



Suggested copy:

The #2020Census is our once-in-a-decade chance to shape the future of our family and community. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# How Are My Responses Used – Album

These assets are intended to be used in an album or carousel and should not be used individually. To save images, right-click each individual image and select “Save as Picture.”

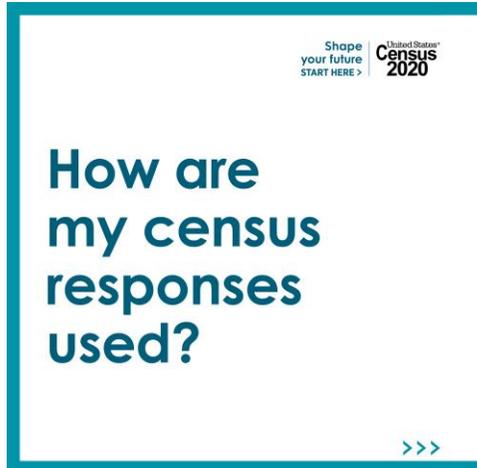


Image 1



Image 2

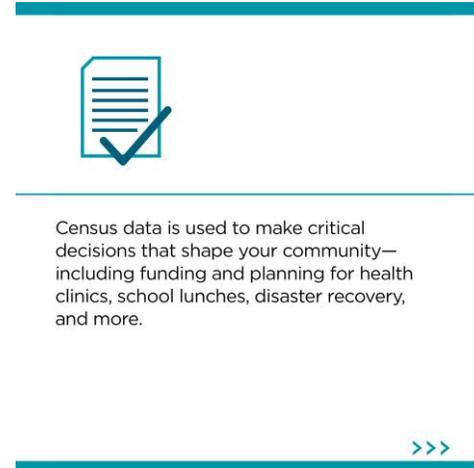


Image 3

Suggested post copy:

Census data will shape our community for the next 10 years. Do your part. Complete the #2020Census today at [2020CENSUS.GOV!](https://2020CENSUS.GOV)

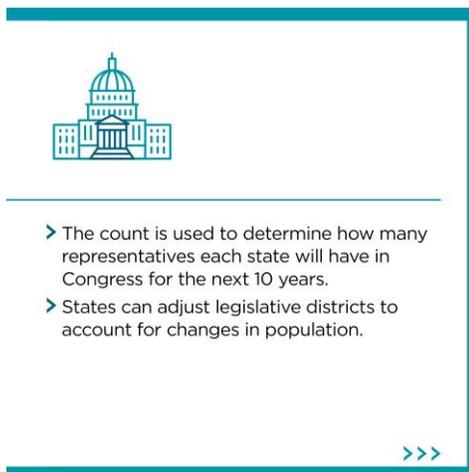


Image 4

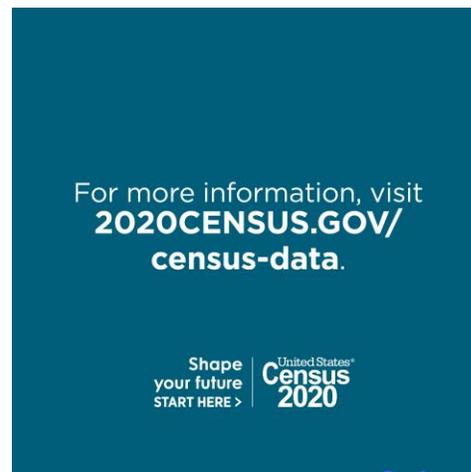


Image 5

84

# City-Specific Content

# City-Specific Graphic – New York, NY

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of New York for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# City-Specific Graphic – New York, NY

To save images, right-click and select "Save as Picture."



# City-Specific Graphic – Boston, MA

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of Boston for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

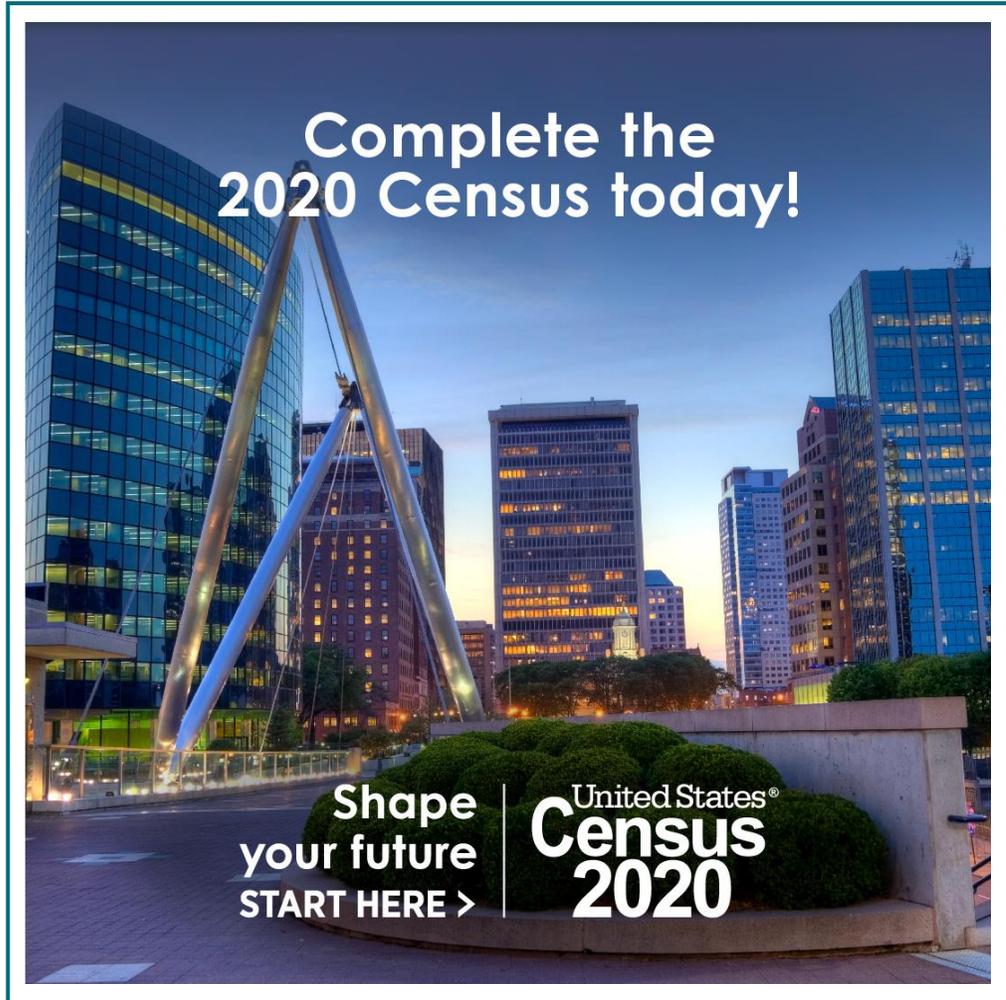
# City-Specific Graphic – Boston, MA

To save images, right-click and select "Save as Picture."



# City-Specific Graphic – Hartford, CT

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of Hartford for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# City-Specific Graphic – Hartford, CT

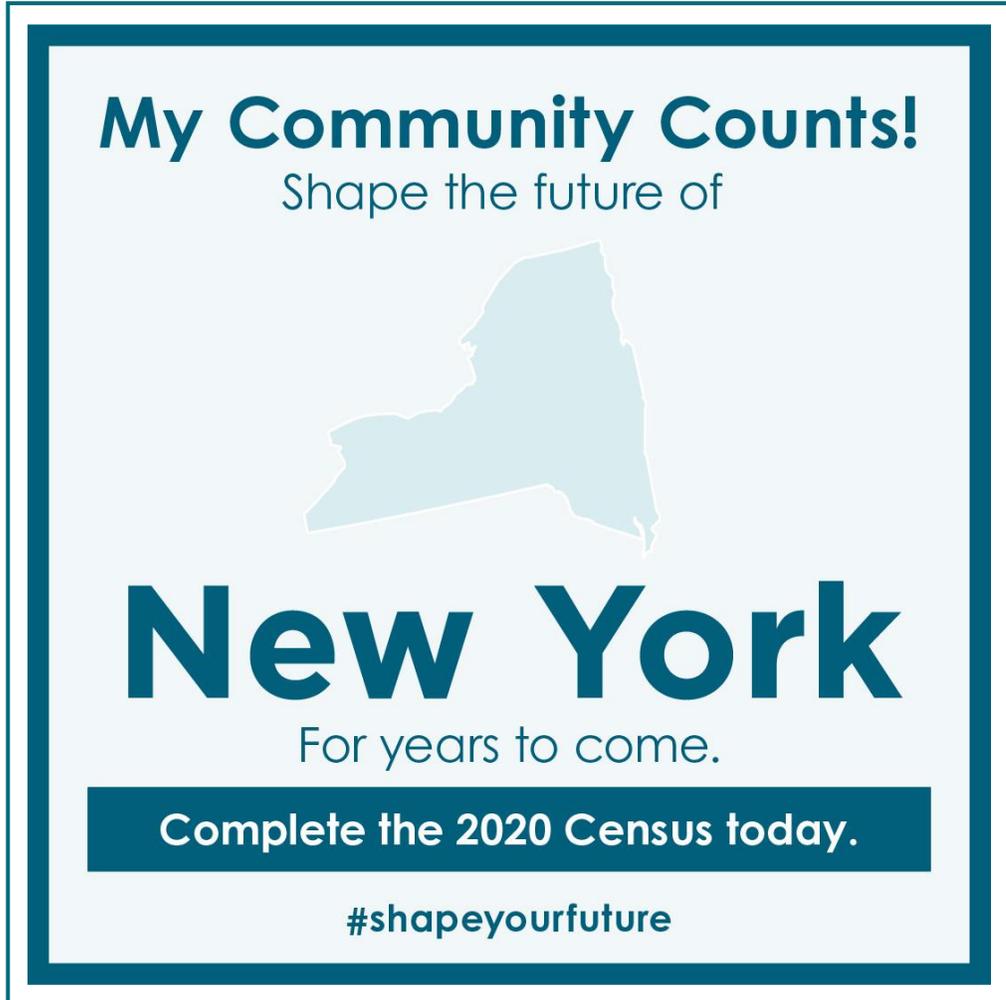
To save images, right-click and select "Save as Picture."



# State-Specific Content

# State-Specific Graphic – New York

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of [insert city / town] for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# State-Specific Graphic – New York

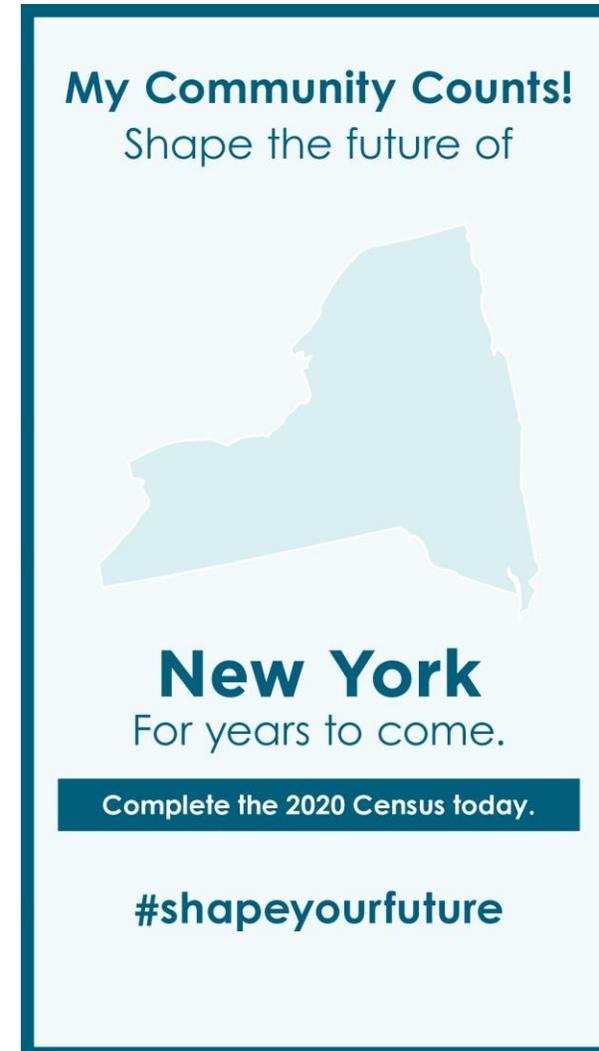
To save images, right-click and select "Save as Picture."



**My Community Counts!**  
Shape the future of  
**New York**  
For years to come.

Complete the 2020 Census today.

**#shapeyourfuture**



**My Community Counts!**  
Shape the future of



**New York**  
For years to come.

Complete the 2020 Census today.

**#shapeyourfuture**

# State-Specific Graphic – Massachusetts

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of [insert city / town] for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# State-Specific Graphic – Massachusetts

To save images, right-click and select “Save as Picture.”

**My Community Counts!**  
Shape the future of  
**Massachusetts**  
For years to come.

**Complete the 2020 Census today.**

**#shapeyourfuture**

**My Community Counts!**  
Shape the future of  
**Massachusetts**  
For years to come.

**Complete the 2020 Census today.**

**#shapeyourfuture**

# State-Specific Graphic – Connecticut

To save image, right-click and select "Save as Picture."



Suggested copy:

The #2020Census is our chance to shape the future of [insert city / town] for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# State-Specific Graphic – Connecticut

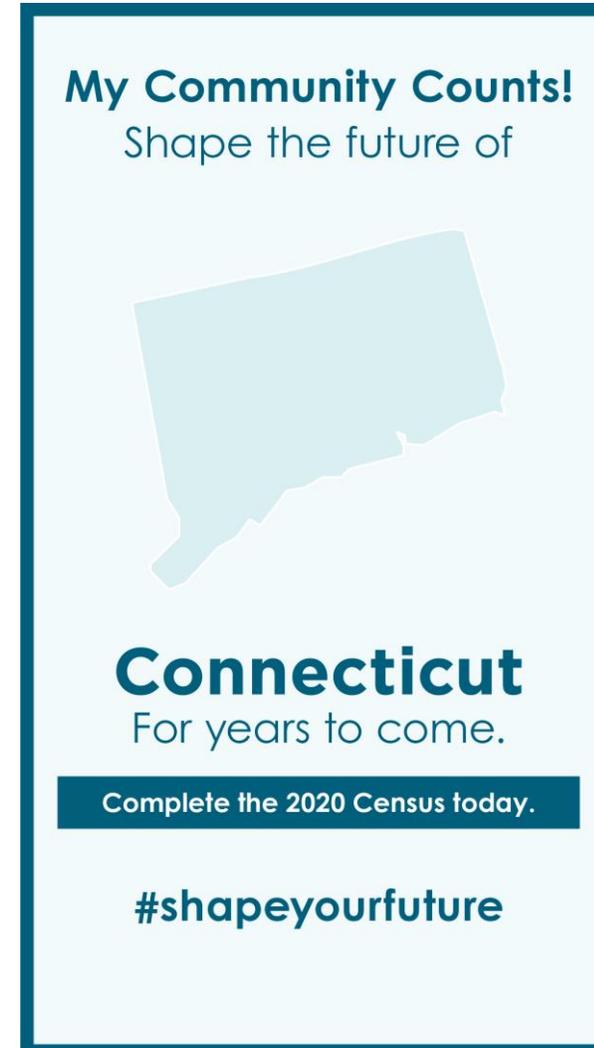
To save images, right-click and select “Save as Picture.”



**My Community Counts!**  
Shape the future of  
**Connecticut**  
For years to come.

**Complete the 2020 Census today.**

**#shapeyourfuture**



**My Community Counts!**  
Shape the future of  
**Connecticut**  
For years to come.

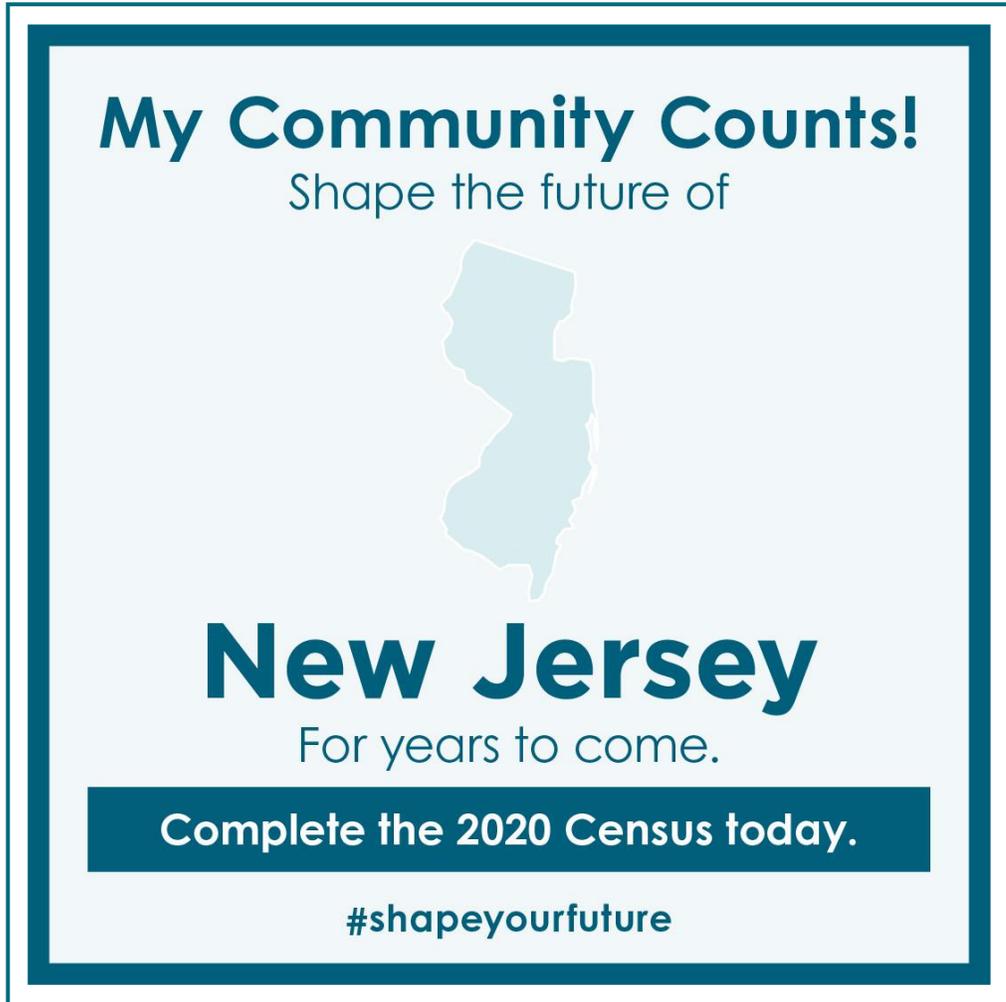
**Complete the 2020 Census today.**

**#shapeyourfuture**



# State-Specific Graphic – New Jersey

To save image, right-click and select “Save as Picture.”



Suggested copy:

The #2020Census is our chance to shape the future of [insert city / town] for years to come. Complete the census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# State-Specific Graphic – New Jersey

To save images, right-click and select “Save as Picture.”



**My Community Counts!**  
Shape the future of  
**New Jersey**  
For years to come.

**Complete the 2020 Census today.**

**#shapeyourfuture**



**My Community Counts!**  
Shape the future of



**New Jersey**  
For years to come.

**Complete the 2020 Census today.**

**#shapeyourfuture**

**END OF  
PACKET**