



**UFT**

CENSUS 2020

EVERYONE COUNTS!

# WHAT IS THE U.S. CENSUS?

- ▶ The U.S. Constitution requires that every person in the country be counted every 10 years.
- ▶ This count is used to determine:
  - ▶ Federal funding for each state
  - ▶ Political representation

# FEDERAL DOLLARS AFFECTED BY THE CENSUS

- ▶ 132 federal programs use Census data to distribute more than \$675 billion every year.

## Sample of Federal Programs that Affect Public Schools in FY 2015

Program	Total Federal Funding
National School Lunch	\$18.9B
Title I Grant for LEAs	\$14.2B
Special Education	\$11.3B
Head Start	\$8.5B
School Breakfast Program	\$4B
Improving Teacher Quality	\$2.3B
Career & Technical Education	\$1B
English Language Acquisition	\$727M

# STATE FUNDING AT RISK

- ▶ New York State receives approximately \$73 billion every year in funds from federal programs that use Census data.

Sample of Programs			
Program	NYS' Share of Federal Funding	Program	NYS' Share of Federal Funding
Medicaid	\$34.5B	Section 8 Housing Vouchers	\$2.4B
Federal Direct Student Loans	\$6.6B	Temporary Assistance for Needy Families	\$2.6B
Supplemental Nutrition Assistance Program	\$4.9B	Title I for Local Education Agencies	\$1.1B
Medicare	\$4.9B	State Children's Health Insurance	\$1B
Highway Planning & Construction	\$1.8B	National School Lunch	\$697M
Federal Pell Grant	\$1.7B	Special Education	\$777M

# NYC EDUCATION FUNDING AT RISK

- ▶ Sample of NYC school budget items that are derived using Census data.

Sample NYC 2018-2019 Budget Items Affected by Census	
<b>Total NYC DOE Budget</b>	<b>\$25.6B</b>
NYS Foundation Aid for Schools	\$7.7B
Title I Funds	\$679M
National School Lunch Program	\$338M

# POLITICAL REPRESENTATION AT RISK

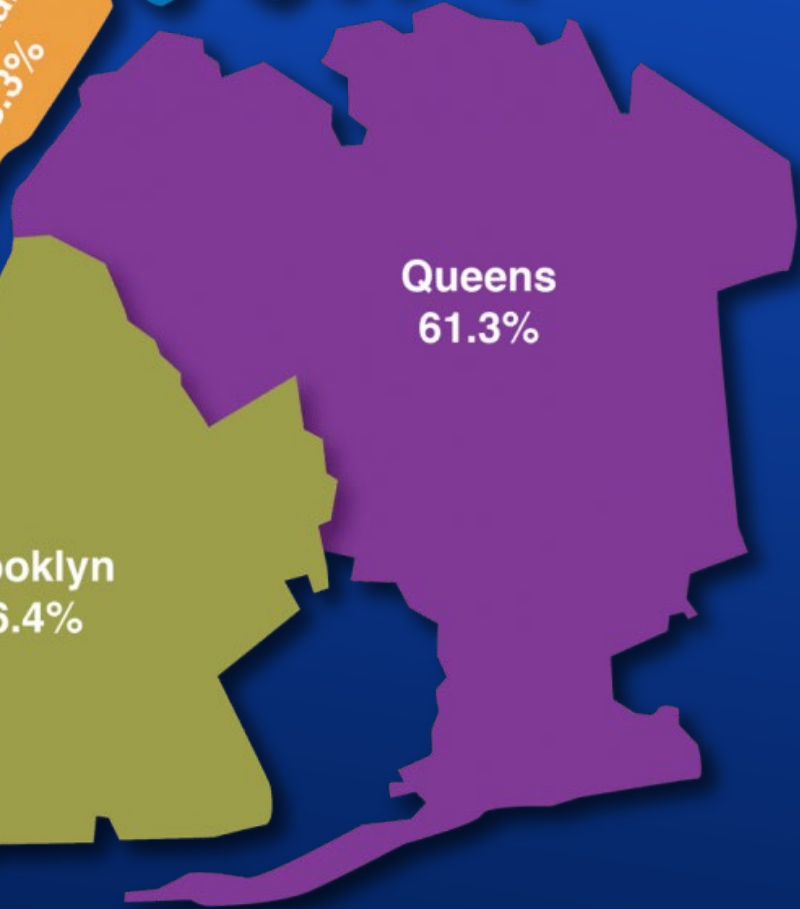
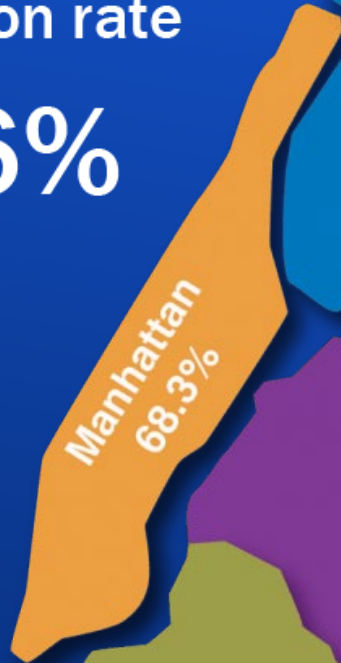
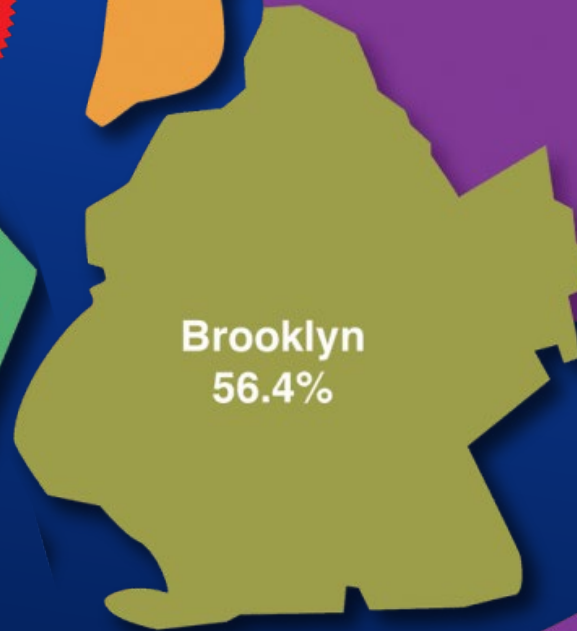
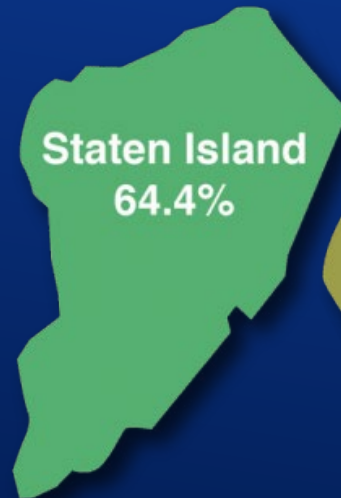
- ▶ New York has 25 U.S. Congress members, but is predicted to lose a Congressional seat if the state is undercounted.
- ▶ Lines for state Senate, state Assembly and City Council districts will be redrawn using 2020 Census data.

WHAT WAS THE  
NYC  
PARTICIPATION  
RATE IN CENSUS  
2010?

NYC Census total  
participation rate

**61.6%**

■  
**National  
Average  
74%**



# HARD-TO-COUNT NEIGHBORHOODS

- ▶ New York City has many neighborhoods where the mail return rate in Census 2010 was below the 61.6% New York City average.
- ▶ We need to focus on boosting the return rates in these areas so EVERYONE is counted.



# HARD-TO-COUNT BRONX NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Woodlawn-Wakefield	48.7%	11	King	Bailey	Heastie	Engel
Williamsbridge-Olinville	49.8%	11	King	Bailey	Heastie	Engel
Eastchester-Edenwald-Baychester	51.6%	11	King	Bailey	Heastie	Engel
Allerton-Pelham Gardens	55.1%	11	Gjonaj	Biaggi	Fernandez	Ocasio-Cortez
Van Nest-Morris Park-Westchester Square	55.5%	11	Gjonaj	Biaggi	Fernandez	Ocasio-Cortez
Schuylerville-Throggs Neck-Edgewater Park	56.9%	8	Gjonaj	Biaggi	Benedetto	Ocasio-Cortez
Westchester-Unionport	57.3%	8	Diaz	Biaggi	Reyes/Benedetto	Ocasio-Cortez
Pelham Bay-Country Club-City Island	58.4%	8	Gjonaj	Biaggi	Benedetto	Ocasio-Cortez
Belmont	58.7%	10	Torres	Rivera	Rivera	Serrano
West Farms-Bronx River	59.3%	12	Salamanc a	Rivera	Blake	Serrano
Bronxdale	60.4%	11	Diaz	Rivera	Reyes	Serrano
Soundview-Bruckner	60.5%	8	Diaz	Biaggi	Crespo	Serrano
Norwood	61.1%	10	Cohen	Bailey	Dinowitz	Espaillet

# HARD-TO-COUNT BROOKLYN NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Flatbush	44.7%	17	Eugene	Parker	Bichotte	Clarke
Rugby-Remsen Village	45.2%	18	Ampry-Samuel	Myrie	Perry	Clarke
Williamsburg	45.5%	14	Levin	Kavanagh	Lentol	Maloney
Canarsie	46.6%	18	Maisel	Persaud	Williams	Jeffries
Stuyvesant Heights	48.3%	16	Ampry-Samuel	Montgomery	Wright	Jeffries
Ocean Hill	48.5%	23	Ampry-Samuel	Montgomery	Walker	Jeffries
Borough Park	48.9%	20	Yeger	Felder	Eichenstein	Nadler
Bedford	49.1%	13	Cornegy	Montgomery	Wright	Jeffries
East Flatbush-Farragut	50.1%	18	Ampry-Samuel	Myrie	Perry	Clarke
Homecrest	50.2%	21	Deustche	Gounardes	Cymbrowitz	Rose
Crown Heights North	51.0%	17	Cumbo	Myrie	Richardson	Clarke
Prospect Lefferts Gardens-Wingate	51.0%	17	Eugene	Myrie	Richardson	Clarke
East New York (Pennsylvania Ave)	51.3%	19	Barron	Persaud	Barron	Jeffries
Crown Heights South	51.4%	17	Cumbo	Myrie	Richardson	Clarke

# HARD-TO-COUNT BROOKLYN NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Cypress Hills-City Line	51.7%	19	Espinal	Salazar	Dilan	Velazquez
Flatlands	51.8%	22	Louis	Persaud	Weinstein	Clarke
Sunset Park East	52.4%	15	Menchaca	Felder	Abbate	Velazquez
Ocean Parkway South	52.7%	21	Yeger	Gounardes	Cymbrowitz	Rose
Flatbush	52.8%	22	Eugene	Parker	Bichotte	Clarke
East New York	53.6%	19	Barron	Persaud	Barron	Jeffries
Brighton Beach	54.2%	21	Deutsche	Savino	Cymbrowitz	Jeffries
Greenpoint	54.5%	14	Levin	Kavanagh	Lentol	Maloney
Bensonhurst West	54.6%	20	Treyger	Savino	Colton	Rose
Brownsville	55.0%	23	Ampry-Samuel	Myrie	Perry	Clarke
Bensonhurst East	55.2%	20	Treyger	Gounardes	Cymbrowitz	Rose
Bushwick South	55.3%	32	Espinal	Salazar	Dilan	Jeffries
Bushwick North	55.7%	32	Espinal	Salazar	Dilan	Jeffries
Kensington-Ocean Parkway	55.8%	20	Lander	Felder	Carroll	Nadler

# HARD-TO-COUNT BROOKLYN NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Dyker Heights	56.5%	20	Brannan	Gounardes	Frontus	Rose
Georgetown-Marine Park-Bergen Beach-Mill Basin	57.0%	22	Maisel	Persaud	Williams	Jeffries
Bath Beach	57.3%	20	Brannan	Gounardes	Colton	Rose
Clinton Hill	58.1%	13	Cumbo	Montgomery	Mosley	Jeffries
Midwood	59.5%	21	Yeger	Gounardes	Eichenstein	Nadler
Gravesend	59.8%	21	Treyger	Gounardes	Cymbrowitz	Rose
North Side-South Side	59.8%	14	Levin	Kavanagh	Lentol	Maloney
Madison	60.2%	22	Deutsch	Persaud	Weinstein	Clarke
Seagate-Coney Island	60.3%	21	Treyger	Savino	Frontus	Jeffries
Sunset Park West	60.9%	15	Menchaca	Myrie	Ortiz	Velazquez
Sheepshead Bay-Gerritsen Beach-Manhattn Bch	61.3%	22	Deutsch	Persaud	Weinstein	Clarke

# HARD-TO-COUNT MANHATTAN NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Central Harlem North-Polo Grounds	60.2%	5	Perkins	Benjamin	Taylor/Dickens	Españat
Central Harlem South	60.5%	5	Perkins	Benjamin	Dickens	Españat
Midtown-Midtown South	61.4%	2	Johnson/ Powers	Hoylman	Gottfried	Maloney
SoHo-TriBeCa-Civic Center-Little Italy	61.4%	2	Chin	Kavanagh	Niou	Velazquez
Battery Park City-Lower Manhattan	61.6%	2	Chin	Kavanagh	Niou	Nadler

# HARD-TO-COUNT QUEENS NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
South Ozone Park	48.5%	27	Adams	Sanders	Weprin/Titus	Meeks
Springfield Gardens South-Brookville	49.2%	27	Richards	Comrie	Hyndman	Meeks
Hollis	49.4%	29	Grodenchik /Miller	Comrie	Hyndman	Meeks
Rosedale	49.5%	29	Richards	Sanders	Hyndman	Meeks
South Jamaica	50.2%	27	Adams	Sanders	Cook	Meeks
Ridgewood	50.7%	24	Reynoso	Gianaris	Nolan	Velazquez
Richmond Hill	50.7%	27	Koslowitz	Comrie	Weprin	Meeks
Baisley Park	53.2%	27	Adams	Sanders	Cook	Meeks
St. Albans	54.6%	29	Miller	Comrie	Vanel	Meeks
Hammels-Arverne-Edgemere	54.8%	27	Richards	Addabbo	Amato/Titus	Meeks
Far Rockaway-Bayswater	55.6%	27	Richards	Sanders	Titus	Meeks

# HARD-TO-COUNT QUEENS NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Ozone Park	55.9%	27	Ulrich	Addabbo	Amato	Jeffries/Velazquez
Laurelton	55.9%	29	Richards	Comrie	Hyndman	Meeks
Steinway	56.4%	30	Constantinides	Gianaris/Ramos	Simotas	Ocasio-Cortez
Queens Village	56.6%	29	Grodenschik	Liu	Vanel	Meeks
Maspeth	57.2%	24	Holden	Addabbo	Nolan	Meng
North Corona	57.3%	24	Moya	Ramos	Aubry	Ocasio-Cortez
East Elmhurst	57.4%	30	Moya	Ramos	Aubry	Ocasio-Cortez
Elmhurst-Maspeth	58.2%	24	Dromm	Addabbo	Barnwell	Meng
Queensboro Hill	59.1%	25	Lancman	Stavisky	Rozic	Meng
Jamaica	59.2%	29	Adams	Sanders	Cook	Meeks
Woodhaven	59.2%	27	Ulrich	Addabbo	Miller	Velazquez

# HARD-TO-COUNT QUEENS NEIGHBORHOODS

## Areas with below-average participation rates

Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Briarwood-Jamaica Hills	59.8%	28	Lancman	Comrie	Weprin	Meng
College Point	59.9%	25	Vallone	Liu	D. Rosenthal	Ocasio-Cortez
Old Astoria	60.1%	30	Constantinides	Gianaris	Simotas	Maloney
Breezy Point-Belle Harbor - Rockaway Park - Broad Channel	60.3%	27	Ulrich	Addabbo	Amato	Meeks
Springfield Gardens North	60.3%	27	Richards	Comrie	Hyndman	Meeks
Glendale	60.5%	24	Holden	Addabo	Miller	Meng
Corona	61.3%	24	Moya	Ramos	Cruz	Ocasio-Cortez
Cambria Heights	61.5%	29	Miller	Comrie	Vanel	Meeks
East Flushing	61.5%	25	Koo	Stavisky	Kim	Meng



# HARD-TO-COUNT STATEN ISLAND NEIGHBORHOODS

Areas with below-average participation rates						
Neighborhood	2010 Participation Rate	School District	City Council	Senate	Assembly	Congress
Mariner's Harbor-Arlington-Port Ivory-Graniteville	58.0%	31	Rose	Savino	Cusik	Rose
West New Brighton-New Brighton-St. George	58.0%	31	Rose	Savino	Fall	Rose
Stapleton-Rosebank	58.8%	31	Rose	Savino	Fall	Rose
Grymes Hill-Clifton-Fox Hills	59.1%	31	Rose	Savino	Fall	Rose
Charleston-Richmond Valley-Tottenville	60.3%	31	Borelli	Lanza	Reilly	Rose
Port Richmond	61.2%	31	Rose	Savino	Fall	Rose

# 2020 CENSUS TIMELINE

- ▶ March 12–20
  - ▶ Internet and Phone Self-Response
  - ▶ Mailing 1: Letter with information to take survey online or on the phone (for about 75% of people) or letter with paper survey (for about 25% of people based on area demographics and internet connectivity)
- ▶ March 16–24
  - ▶ Internet and Phone Self-Response
  - ▶ Mailing 2: Reminder letter to nonrespondents
- ▶ March 26–April 3
  - ▶ Internet and Phone Self-Response
  - ▶ Mailing 3: Postcard to nonrespondents

# 2020 CENSUS TIMELINE

## ▶ April

- ▶ Internet, Phone and Paper Survey Self-Response

- ▶ NATIONAL CENSUS DAY, APRIL 1

- ▶ Mailing 4: Letter and paper survey to nonrespondents

- ▶ Mailing 5: “It’s not too late” postcard to nonrespondents

## ▶ May–July

- ▶ Home Visit with Paper Survey

- ▶ Census workers make home visits to nonrespondents

# CONFIDENTIALITY & DATA PROTECTION

- ▶ Responses are protected by federal law (Title 13) and are only used to provide statistics.
- ▶ Personal information collected by the Census Bureau cannot be shared with any government agency or court.
- ▶ Census Bureau employees are sworn to protect confidentiality for life.
- ▶ **Violating Title 13 is a federal crime with severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**

# JOIN OUR CENSUS CAMPAIGN!

- ▶ Plan a Census 2020 informational event for members of your school community
- ▶ Include Census 2020 information in a school event you plan to hold before March
- ▶ Encourage families after March 12 to take the Census at your school (for example, open up your school library during evening hours once per week)
- ▶ Include Census 2020 in your lesson plans
- ▶ Contact the UFT political action coordinator for your borough to be part of the citywide campaign
- ▶ Join or create a Complete Counts Committee in your neighborhood
- ▶ Become a Census Ambassador through a NYC Neighborhood Organizing Census Committee
- ▶ Sign the Working America-New York pledge to be counted

**For questions and requests about the Census, email [Census@uft.org](mailto:Census@uft.org)**

# UFT Legislative & Political Action Department

## City & State Legislative Affairs

**Cassie M. Prugh**  
*Assistant to the President*  
cprugh@uft.org

**Angel Vasquez**  
*Senior Policy Advisor*  
avasquez@uft.org

**Briget Rein**  
*City Hall Liaison*  
brein@uft.org

## Political Action Team

**Cassie M. Prugh**  
*Political Director*  
cprugh@uft.org

**Melody Rondinelli**  
*COPE Coordinator*  
mrondinelli@uft.org

## Administrative Team

**Myriam Jean-Gilles**  
mgilles@uft.org

**Rhonda Augustus**  
raugustus@uft.org

## Political Action Coordinators:

**Elizabeth Perez**  
**Vanecia Wilson**  
Brooklyn  
eperez@uft.org  
vwilson@uft.org

**Margaret Borrelli**  
Bronx  
mborrelli@uft.org

**Briget Rein**  
Manhattan  
brein@uft.org

**Dermot Smyth**  
Queens  
dsmyth@uft.org

**Donna Coppola**  
Staten Island  
dcoppola@uft.org