Supporting the Count

How Can I Support the Effort to Ensure that New York Achieves a Complete and Accurate Count?

- Stay informed about Census issues and operational developments.

- Encourage family, friends, peers and neighbors, regardless of immigration status, to respond to the Census immediately. Remind them to include everyone living in their home even if they are not related and include newborns, older individuals, and non-relatives.

- If people are unsure that others in their home completed the Census and included them, encourage your friend to complete the form and include everyone in their household. The Census Bureau has processes to exclude duplicate submissions.

- If friends or relatives ask for assistance in completing the Census, you can direct them to resource materials that best suit their needs. Some of the resources appear on this website.

- If friends or relatives still seek your assistance with an online response, you can provide aid but inform them that you are not a Census Bureau employee and therefore, their answers are not protected under the law with you. Their response is only protected by the Census Bureau once their response is received.

- Volunteer at school or in your community to raise awareness about the importance of completing the Census.

- Use social media to get the word out about Census participation and share content from John Jay and the Census Bureau.
➢ Watch for misinformation on social media accounts and potential scams and report information at rumors@census.gov.

➢ Check out the Census Bureau for paid job opportunities so you can work within your community to encourage a complete and full count. Apply online at 2020census.gov/jobs. The hourly rate for census takers in New York City is $28.00 an hour.
   - Census Bureau-derived temporary income is excluded from eligibility and benefit determinations for social services aid, including Temporary Assistance (TA), Supplemental Nutrition Assistance (SNAP), Home Energy Assistance ( HEAP) and Medicaid programs.

What are Some Key initiatives that the State and City are pursuing to Support a Full and Complete Count of all Residents of New York?

New York State convened a Complete Count Commission to help shape the state’s efforts for the upcoming Census. The co-chairs of the Commission are The Honorable Rossana Rosado, Secretary of State, and Jim Malatras, President, Rockefeller Institute of Government.

The Commission reviewed previous Census data and research and held hearings around the State to solicit input and recommendations from numerous communities and stakeholders. New York State has a disproportionally large number of people who fall into undercount populations (e.g., immigrants, people of color, people who are renters, children under five years of age, etc.). See: https://www.ny.gov/2020-census/new-york-state-complete-count-commission

The Governor has committed $60 million in funding to the State’s Census outreach efforts, including $20 million to localities. See: https://www.governor.ny.gov/news/governor-cuomo-opens-applications-2020-census-outreach-funding

Public agencies around the State are working with their respective constituencies to encourage Census competition. For example, the New York State Department of State’s Office for New Americans is mobilizing resources to support foreign-born communities and local organizations to fully complete the Census. The New State Department of Labor plans to open computer labs across the State where members of the public may
securely complete their Census questionnaire. The Department of Motor Vehicles will highlight Census information in all its field offices and forward electronic information to millions of New Yorkers in its database. Public libraries will make available their computer stations to allow for visitors to respond to their Census.

New York State, New York City and many local jurisdictions worked to add addresses to the Census Bureau Master Address File used to identify housing units that are eligible to respond to the Census survey.

Many county and local governments, including New York City have formed volunteer complete count committees engaging a diverse range of nonprofit organizations and representation to educate the public about the importance of the Census, promote outreach activities and media attention and increase the response rate to the 2020 Census. These committees leverage trusted stakeholders, including private business, faith-based organizations, educators, associations, labor unions, healthcare professionals and others to engage with constituencies. The Manhattan Borough President has also established a complete count committee and distributed 12 grants to borough-based community groups to support outreach efforts. See: https://www.manhattanbp.nyc.gov/2020-census/ The Bronx Complete Count Committee has also been formed by the Borough President’s Office. See: http://bronxboropres.nyc.gov/2019/05/01/bronx-ruben-diaz-jr-census-complete-count-2020.

New York City established NYC Census 2020 to facilitate a “Get Out the Count” field campaign with multi-lingual messaging and marketing. It will also lead a multi-agency engagement strategy to ensure that public agencies educate and inform their clients and employees about Census participation. This entity has partnered with the New York City Council and the City University of New York to administer a NYC Complete Count Fund, a first-of-its-kind community awards program focused on supporting Census-related education and organizing in all five boroughs. See: https://www1.nyc.gov/site/census/nyc-complete-count-fund/funding.page The Mayor and the City Council has budgeted upwards of $40 million in Census outreach, the most funding ever for this effort.

New York City has also launched Neighborhood Organizing Census Committees (NOCCs) to engage more than 2000 volunteers across 245 neighborhoods to encourage Census response.
In addition to governmental efforts, the philanthropic community across the State is focused on Census efforts. The New York State Census Equity Fund, for example, is supporting organizations and efforts helping hard-to-count communities with priority grants. See: https://www.nycommunitytrust.org/newsroom/new-york-state-census-equity-fund-awards-1-4-million-to-community-organizations-for-2020-census-outreach/

In recognition of the fact that nearly 80% of Brooklynnites live in hard-to-count neighborhoods, the Brooklyn Community Foundation joined with the Borough President to invest $100,000 in community-based Census work. See: https://www.brooklyncommunityfoundation.org/blog/tags/census-2020

**How Do I Avoid a Census-related Scam?**

It is important to note that the Census Bureau will *never* ask for:

- Your Social Security number
- Money or donations
- Submit your email
- Anything on behalf of a political party or a non-profit
- Your bank, debit or credit card account numbers

If someone claiming to be from the Census Bureau contacts you via email or phone and asks you for one of these things, it's a scam, and you should not cooperate or disclose information.

If an enumerator or Census Taker visits your home to gather information, you can verify their identity:

- Check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date
- Call 800-923-8282 to speak with a local Census Bureau representative.

It is important to pay attention to any Census scam alerts issued by The New York State Attorney General, the New York State Division of Consumer Protection or other public agencies.