

# Census 2020

## Collaboration and Capacity Building for a Complete Count

### Community Convenings Final Report

ACKNOWLEDGEMENTS

This report was made possible by the generous support and funding of Robin Hood, and was developed by Hester Street and United Way of New York City, with input from 81 community-based organizations.

The information, statements, statistics and commentary contained in this report come from publicly available data and community-based organization's input during five community convenings in May 2020 and through pre- and post-convening surveys. Hester Street and United Way have based this report on information they received or obtained as accurate and complete information.



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CONTEXT

The Census is the underpinning of daily life across the United States and New York City. The Census dictates the number of Congressional seats New York will have and determines the amount of federal funding that will flow into the City. New York City has up to \$5.8 billion in census-guided funding and congressional seats at stake. However, in 2010 only 62% of NYC households self-responded to the Census compared to 76% of national households - a difference of 14% in representation. An undercount for the 2020 Census will guarantee less financial support for NYC’s federally funded programs, reduced political representation in Congress, and provide incomplete Census data, an essential snapshot of who we are as New Yorkers.

To address a potential undercount, the City of New York launched an unprecedented outreach campaign to reach traditionally undercounted populations and increase the self-response rate. To complement the City’s work, Robin Hood launched the [2020 Census Initiative](#) to fund additional organizations, reinforcing and expanding a network of Census activities.

In May 2020, Robin Hood, United Way of New York City, and Hester Street hosted a convening series to provide Census updates, foster collaboration, and build organizational capacities to navigate the unforeseen and devastating effects of the COVID-19 pandemic. This report highlights the opportunities identified in the convenings and proposes recommendations to continue work from July onward. New York City is at a critical juncture, but together we can ensure a complete and accurate count of all New Yorkers and lay the foundation for collaboration and civic engagement beyond 2020.

CONVENING GOALS

The convenings aimed to achieve 3 key goals:

- 1 **Address Outreach Gaps and Pinpoint Opportunities**  
Work with organizations to identify unique and mutual needs and opportunities for successful Census outreach.
- 2 **Build Organizational Capacity**  
Support strategy development and provide resources to help organizations adapt Census work during COVID-19.
- 3 **Promote Collaboration and Coalition Building**  
Use the convenings as a platform for organizations to cultivate relationships with one another, sharing information and exploring opportunities to work together.

Take a look at quotes from participants and insights from the Hester Street and United Way teams that appear throughout this report.

“Excited to share best practices and bounce ideas off of one another.”

- Monique, Good Shepherd Services

IMPACT OF COVID-19

Coronavirus affected all aspects of the Census. The public health crisis has posed a severe risk to the accuracy and credibility of the Census. The Census Bureau recognized this issue and extended the self-response deadline to October 31, 2020 (originally August 14th). Community organizations have needed to re-evaluate their original strategies, and convenings transitioned to an online format to support communities by:

- 1 **Providing updates from the NYC 2020 Census Office**  
to share the extended timeline from the Census Bureau and introduce relevant engagement tactics during the pandemic.
- 2 **Discussing neighborhood-related data and strategies** to understand self-response rates, relevant engagement activities, and effective messaging.
- 3 **Identifying collective needs and modes of collaboration** in breakout groups to form partnerships and discuss next steps to execute work in groups and as a larger collective.

ORGANIZING THE CONVENINGS

Robin Hood hosted five online community convenings with grantees of Robin Hood, New York Community Trust, and the Complete Count Fund and other vested organizations. Organizations attended two hour-long convenings by geographies:

- Manhattan - May 13
- North, Central and East Brooklyn - May 17 (AM)
- West and South Brooklyn and Staten Island - May 17 (PM)
- Bronx - May 27 (AM)
- Queens - May 27 (PM)

CONVENING OUTCOMES

After the convenings, participants expressed their comfort levels to use the new engagement methods shared during the convening:

- 62% Felt confident identifying new partnerships and collaborations.
- 56% Felt confident using remote outreach strategies to address gaps.
- 54% Felt confident adopting new engagement strategies.

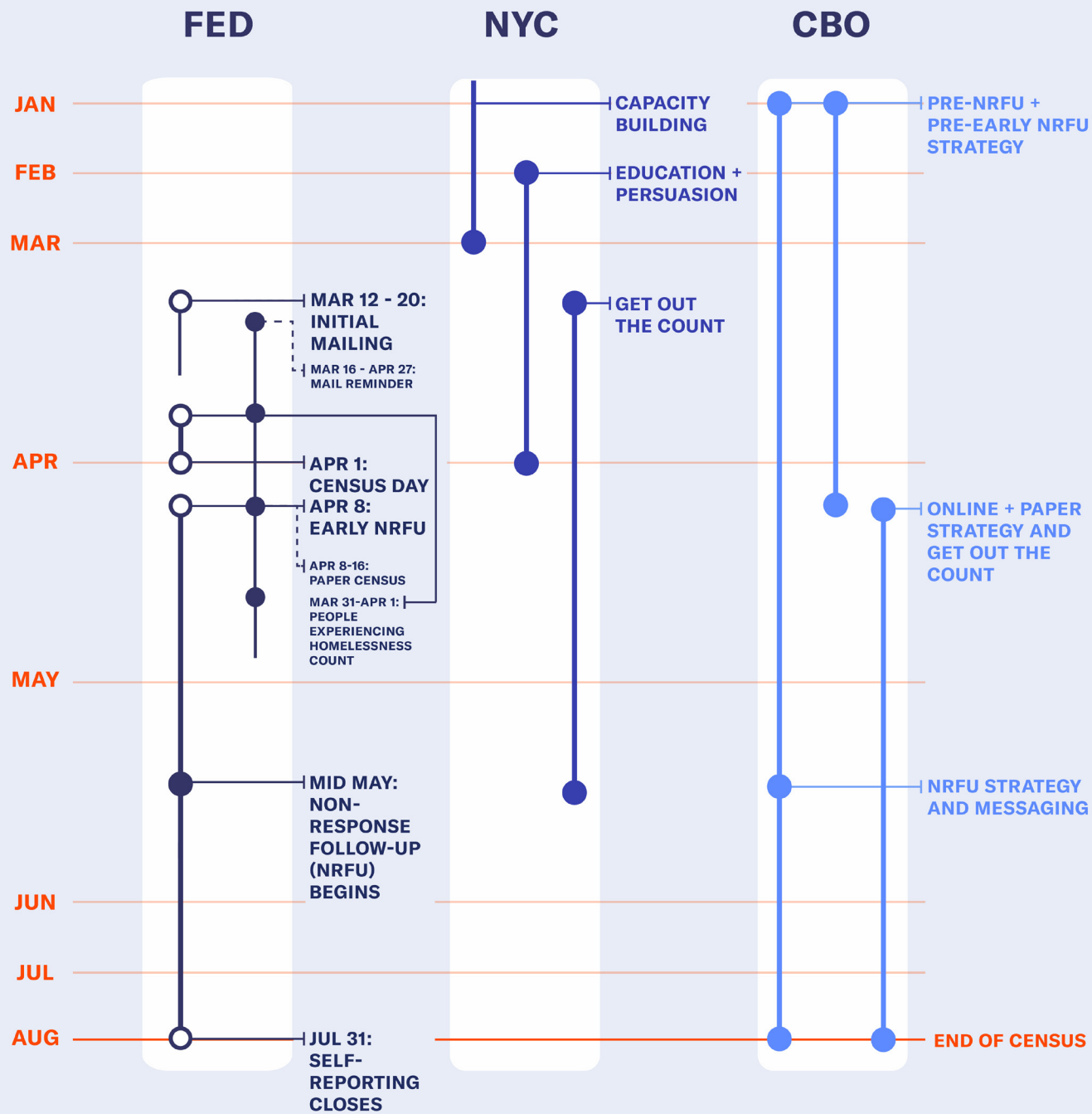
“[We are] uneasy about not fully engaging community members as well as we would be able to in person.”

- Monique, Good Shepherds

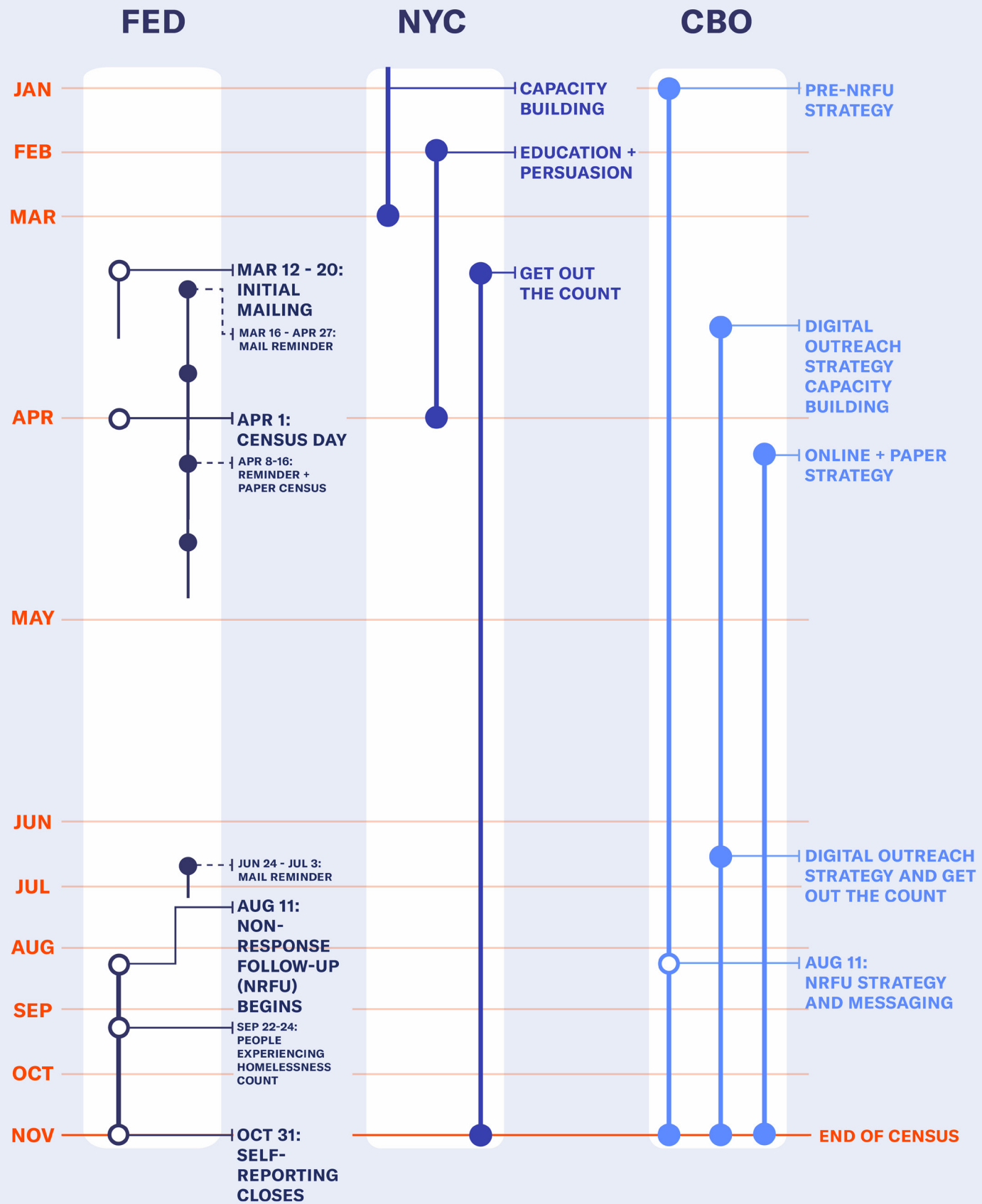
CENSUS 2020 TIMELINE

Every decade the Census Bureau sets out to complete the Census by end of July. Due to the global pandemic, the Bureau was forced to drastically modify its timeline. To align with the federal timeline New York City has modified its campaign and all its Census work to ensure organizations can conduct outreach to get out the count until October 31, 2020. Below compare the original and updated timeline to see how Census activities and actions have changed:

ORIGINAL TIMELINE



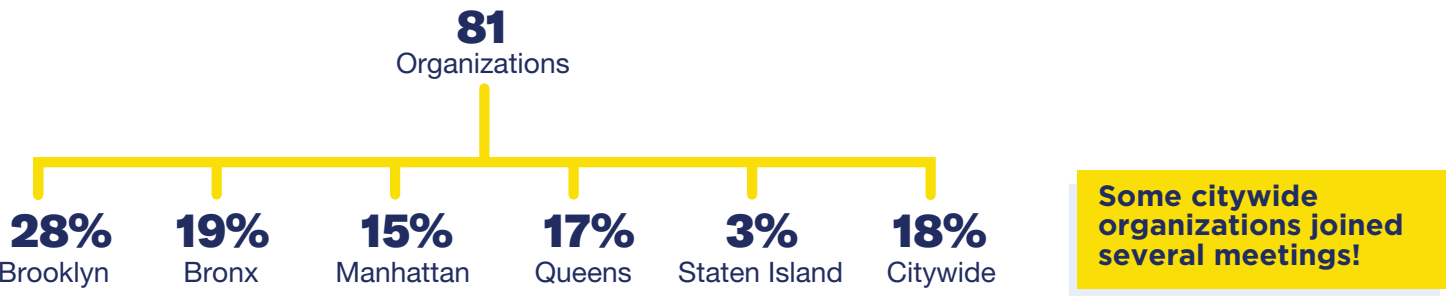
MODIFIED TIMELINE





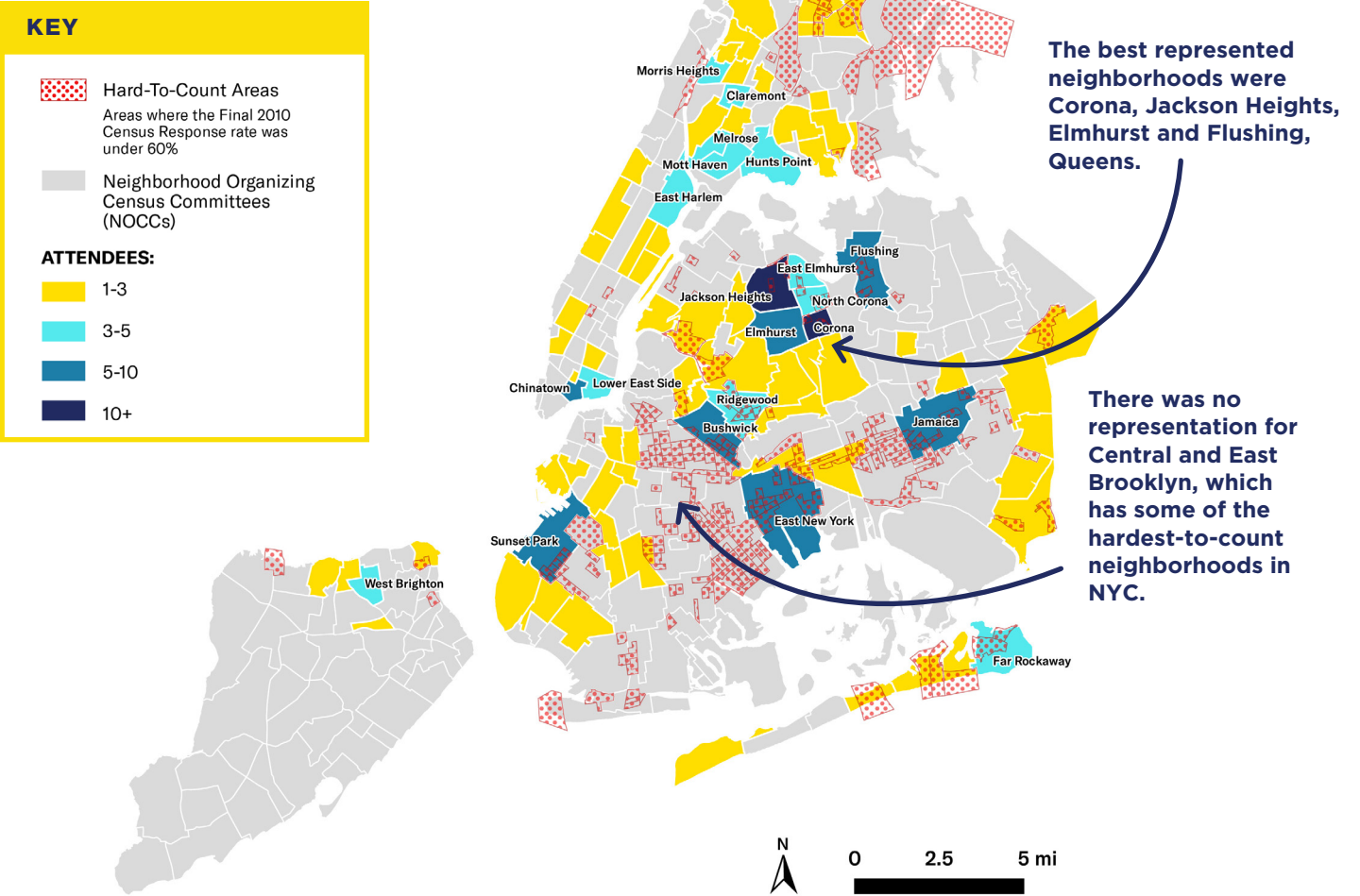
WHO WE REACHED

All five convenings attracted organizations across New York City. Organizations hailed from different neighborhoods and are utilizing varied outreach plans to connect with traditionally undercounted New Yorkers. A cohort of 155 participants from 81 organizations sat around the same virtual table to learn from one another and brainstorm best outreach practices.



GEOGRAPHIC FOCUS

The neighborhood-based brainstorm allowed participants to network with others working in the same areas. The map below illustrates clusters where participants are working:



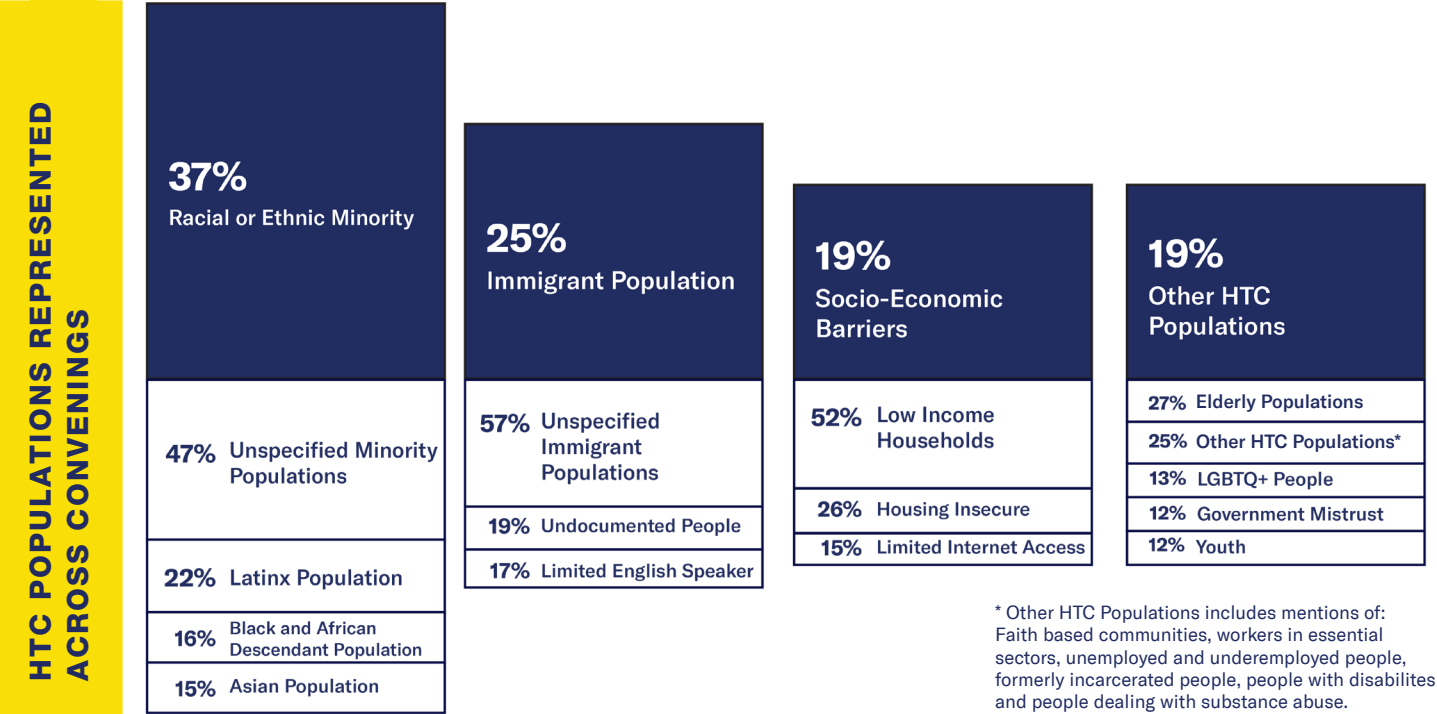
The best represented neighborhoods were Corona, Jackson Heights, Elmhurst and Flushing, Queens.

There was no representation for Central and East Brooklyn, which has some of the hardest-to-count neighborhoods in NYC.

Map of NYC showing NOCC clusters and attendance levels. Legend includes Hard-To-Count Areas, NOCCs, and Attendee counts (1-3, 3-5, 5-10, 10+).

DEMOGRAPHIC FOCUS

A central question to Census work is: Who are New York City’s Hard-to-Count (HTC) residents? Participants shared outreach locations and discussed overlaps in people to reach. The first infographic below highlights the percentage of organizations who are focusing on each HTC populations. Attendees across the city are mainly working with racial or ethnic minorities and immigrant populations. However, attendees in each borough surfaced particular target populations they are trying to reach, as can be seen on the table below:

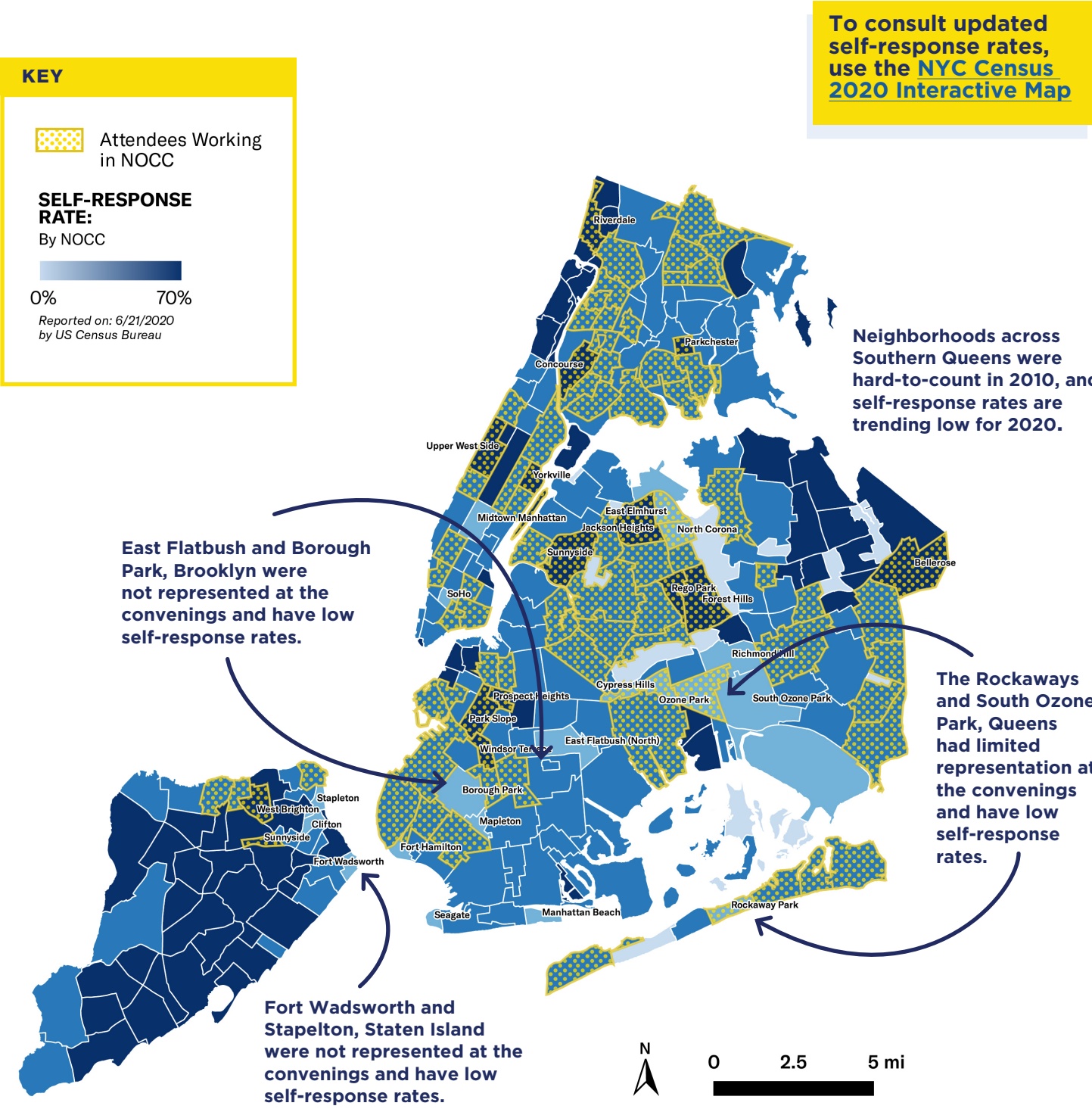


TARGET HTC POPULATIONS ACROSS BOROUGH

HTC Population	Brooklyn (North/East/Central)	Staten Island + Brooklyn (South/West)	Manhattan	Bronx	Queens
Black and African Descendant			X	X	
Latinx	X		X		
Undocumented People		X			X
LGBTQ+ People			X		
Elderly Populations					X
Formerly Incarcerated People					X
Housing and Mobility Insecure				X	
Limited English Proficiency					X
Limited Internet Access		X			

SELF-RESPONSE RATE - TRENDS AND FOCUS

Across New York City there are neighborhoods with current self-response rates trending lower than in 2010. The map below shows the self response rate as of June 21st from low (light blue) to high (dark blue) and illustrates opportunities to engage more New Yorkers across the City:

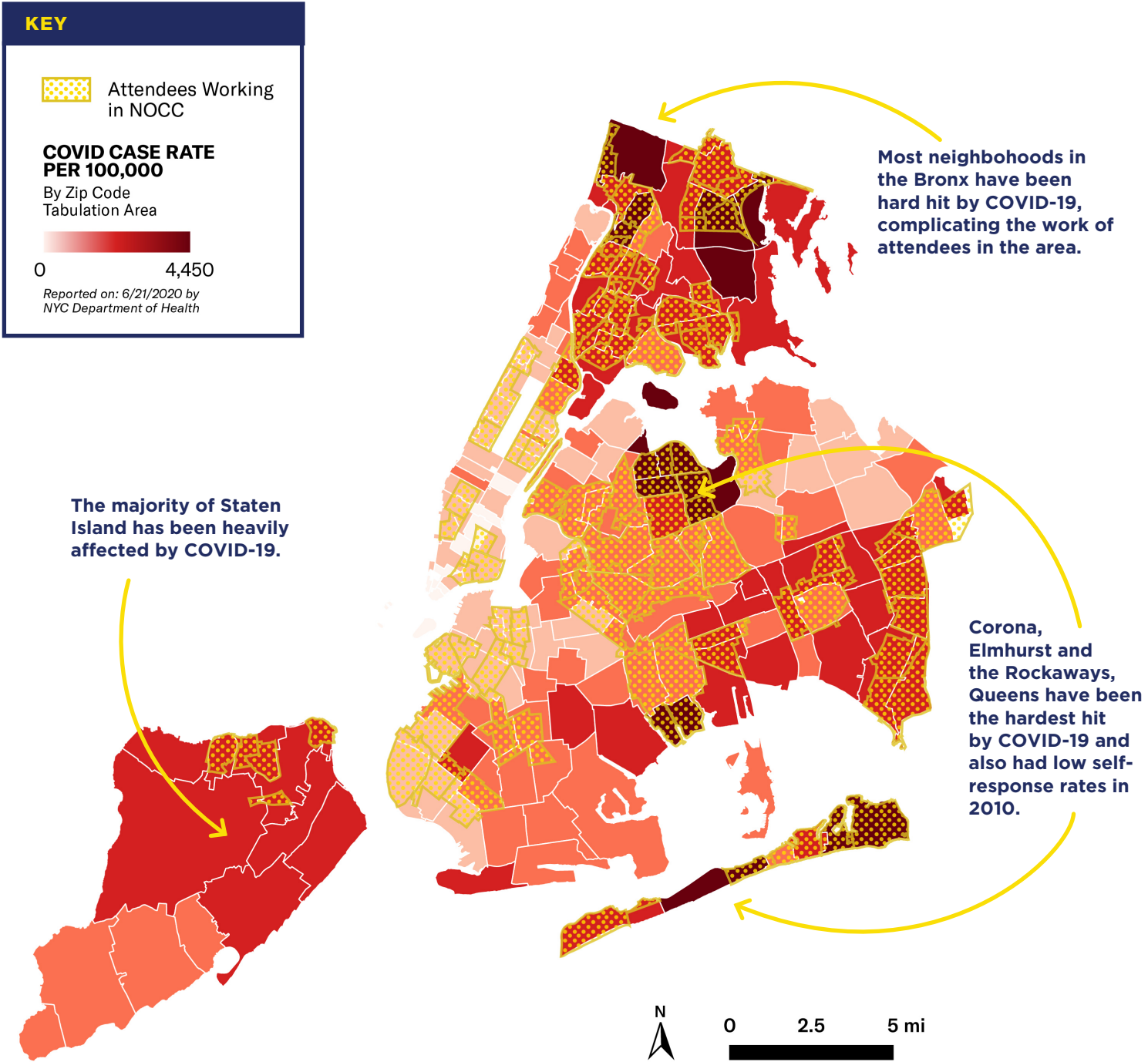


COVID-19 CASES - NEEDS AND FOCUS

The pandemic has affected NYC's self-response rate, and overlaps with neighborhoods already suffering from disinvestment, low trust in government, and historic undercounts. COVID-19 is exacerbating existing crises in communities of color. Federal funding for programs is tied to the self-response rate, and low response rates can lock communities into receiving less funding during a critical recovery time. The map below visualizes COVID-19 hotspots, shown in dark red:

"[We should] get an accurate count of New Yorkers in areas hit hard by COVID-19."

- Varsha, AAFE





WHAT WE HEARD

The convenings were a space for participants to express what's been challenging and what's been working for organizations. Participants were forward thinking and looking for new collaboration ideas to address concrete needs for their outreach. The following is a compilation of participants' top needs and challenges, broader non-Census outreach, messages and messengers, collaboration opportunities, and engagement tactics:

CHALLENGES AND NEEDS

The effect of COVID-19

Participants identified key challenges and immediate hurdles that need to be addressed for ongoing and sustained Census work because of COVID-19:

- **Outreach efforts had to pause or slow down in order to be sensitive to other emerging priorities**, like COVID illness and death, hate crimes and pressing economic need.
- **Outreach plans had to rapidly shift because institutions are temporarily closed** and this made face-to-face outreach difficult.
- **Organizations and communities faced capacity challenges**, as they dealt with overlapping crises.

"People are too stressed to talk about Census...It can feel inappropriate to push Census messaging."

- Cynthia, Hispanic Federation

"[We need] funding to maintain our outreach staff [during the extended Census timeline]."

- Ellie, Make the Road

The digital and language divide

Participants also pointed to more systemic challenges around digital and language divides:

- **Internet access is a crushing issue for many New Yorkers**, especially with kiosks and libraries closed.
- **Lack of volunteers and translated marketing materials makes it difficult to engage** with hard-to-count New Yorkers.
- **Poor access to digital devices and technical support make it hard to help seniors** and others that don't have computers or tablets.

Hard to engage populations

Participants agreed that certain populations were significantly harder to engage:

- **People that move frequently and are not geographically concentrated**, like the formerly incarcerated and homeless.
- **People who fear and distrust government**, especially because of the citizenship question debate.

Language skills are needed for Spanish, Mandarin, Cantonese, Korean, Creole, Bengali, Yiddish and African diasporic languages.

"Many families either didn't get laptops [from schools] or can't pay their bills for Wi-Fi?"

- Joanne, Brooklyn Public Library

TOP NEEDS FOR CENSUS GOALS

Participants identified 6 needs, in no specific order, to achieve their outreach goals:

- 1 **More staff and/or volunteers**
- 2 **Digital media support**
- 3 **Culturally appropriate Census marketing materials**
- 4 **Access and support for texting and text banking platforms**
- 5 **Support connecting with relevant organizations for Census work**
- 6 **Increased funding**

"We need print materials and volunteers badly."

- John, World of Life

BEYOND CENSUS OUTREACH

COVID-19 has been top of mind for many, and connecting Census work to other efforts is crucial to get out the count. Organizations need to help people complete the Census, while they receive other services. Participants identified the following needs arising due to COVID, both tied to Census outreach and their continued operation:

- **Personal Protective Equipment (PPE)**
- **Technical assistance to develop and execute strategies aligned with current events**
- **More digital devices, like tablets, and technical support for staff and volunteers**
- **Funding to support work from July to October**
- **Expanded support for emergency food distribution**
- **Financial support to ensure ongoing services and programming for vulnerable people who are also hard-to-count**

"We are very concerned about cuts to our programs that are funded by the City."

- David, University Settlement

"There will be a huge increase in need for safety net services, so we will need additional capacity."

- Helen, Urban Justice

To learn more about outreach during emergency food distribution go to page 16.

### MESSAGES AND MESSENGERS

Participants agreed upon two types of **messages** that should be used for the Census Campaign:

- ① **Highlight how to complete the Census:**
- Self-respond, so enumerators don't knock on your door from mid August through October.
  - Use the Census hotline.
  - Provide step-by-step instructions for online and phone completion.
- ② **Explain why the Census is important:**
- It funds social services you rely on like healthcare, food access, and educational programming.
  - If we don't take the Census we lose funding and that's a disinvestment in Black and Brown communities.
  - Taking the Census can support New York City's COVID-19 recovery.

Participants shared the following **messengers** that could support Census outreach:

- ① **Word of Mouth:**
- **Immigrant Youth** who are able to share Census messaging in their family's language.
  - **Local Volunteers** who can pass messages to family and friends.
- ② **Leaders of Neighborhood Institutions:**
- **Faith Leaders** who are in contact with their congregation despite social distancing.
  - **Food Pantry Staff** who are running a larger than usual effort to feed New Yorkers.
  - **Medical Practitioners** who are trusted by their patients.
  - **Bodega Owners** who are local sources of knowledge and familiar faces.
  - **Principals, Teachers, and PTA members** who can spread trusted words at parent meetings and through curriculum.
  - **Librarians** who share knowledge with community members.
- ③ **Citywide Messangers:**
- **Elected Officials** at the State, City, and District level.
  - **Celebrities** who can influence their large fan base.

"There is a lack of trust between messenger and undocumented people -- especially since face-to-face is not encouraged right now."

- Mariam, AAF

While most libraries are still closed, some are holding Census events, making free Wi-Fi available to neighbors, and supporting local organizations with translations.

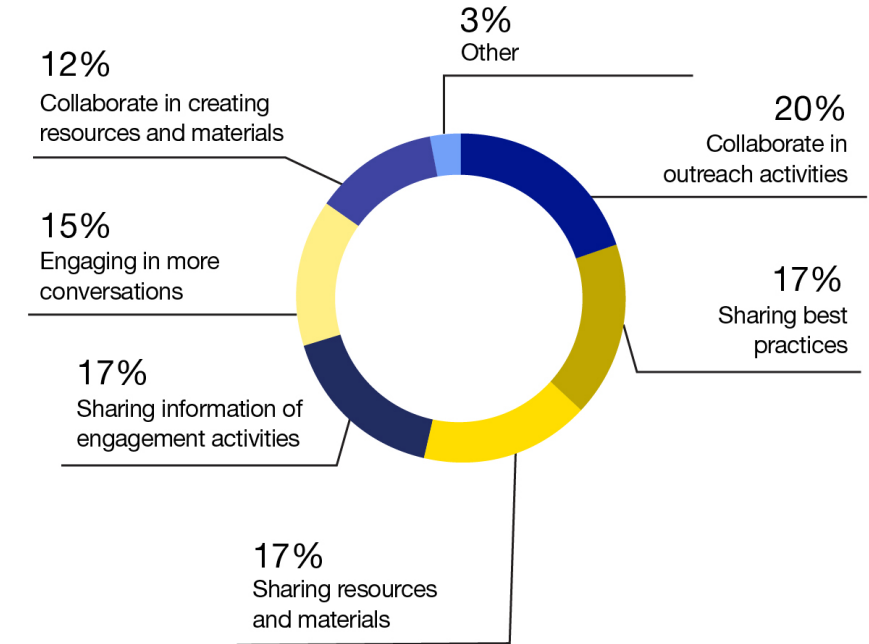
Census PSAs by Alicia Keys and Cardi B have been impactful. Other celebrities mentioned were Desus and Mero and NYC sport teams.

### COLLABORATION

All participants agreed that the key to success and a complete count was increased collaboration among organizations.

- 34% Want to share success stories and effective activities.
- 20% Want to actively collaborate on outreach activities.
- 17% Want to share resources and materials.
- 12% Want to create resources together.

### PARTICIPANTS COLLABORATION PREFERENCES



### COLLABORATION - NEXT STEPS

Participants identified the need to create spaces for regular collaboration and information sharing and they want a space to:

- **Share their upcoming events.**
- **Collect and share materials, like flyers, videos and resources other organizations have developed.**
- **Find organizations interested in working together.**
- **Find multilingual organizations, staff or volunteers to can help translate materials, create call scripts and conduct phone and text banking in different languages.**

"New partnerships are always exciting. The challenge is in developing a coordinated yet realistic project plan."

- Naila, IMPACCT

"We need a medium where we can all collaborate and stop spending so much time searching for materials and help."

- Sonya, Witness to Mass Incarceration

As a first collaboration step, we created borough-specific google groups for attendees. See the appendix section if you'd like to join!

Brooklyn and Bronx participants created a Whatsapp group to stay in touch!

ENGAGEMENT TACTICS

Since 2019, many organizations had been planning a range of in-person engagements, but COVID-19 upended many of these plans. 95% of organizations had to change their engagement strategies for social distancing and health risks. Engagement tactics below showcase creative ideas to spread the word and get out the count.

FOOD DISTRIBUTION

Pairing Census outreach and food distribution is an effective way to reach many people despite social distancing:

- Encourage Census completion while people wait in **food pantry lines**.
- Include **flyers and stickers in emergency food meals** and deliveries from restaurants.
- Make in-store Census **announcements at grocery stores**.

Support needed:

- Census materials for distribution
- Tablet devices for completion

OUTREACH AND ESSENTIAL SERVICES

In partnership with essential service providers , organizations can get Census content to many people:

- Leave flyers and posters at **local essential businesses**, like bodegas, laundromats, pharmacies, and gas stations.
- Disseminate Census materials when **PPE is distributed**.

Support needed:

- Coordination between organizations to avoid duplicating outreach efforts

INREACH THROUGH SOCIAL SERVICES

Many participants leverage existing networks to have partners include Census messaging in their own programming and communications:

- Mention Census during **wellness checks** with seniors and other vulnerable populations.
- Promote **free Wi-Fi** at Library branches where people can take the census on their phone, table, or laptop.
- Use **houses of worship** to share Census messaging to the congregation.

Support needed:

- Connection and collaboration with new service providers

PHONE AND TEXT BANKING

With social distancing restrictions, phone and text banking has been an easy way to reach a large number of New Yorkers to:

- Provide **counseling to complete** the Census over the phone.
- Provide a **guide for filling out the Census** on mobile devices.
- Tap into church and other **existing WhatsApp groups** to mass broadcast Census information.

Support needed:

- Translators and volunteers to phonebank in non-English languages
- Access to relevant contact information
- Access and training for VAN and Hustle
- Access and training for predictive dialer

SOCIAL MEDIA AND DIGITAL EVENTS

Social media and digital events have helped reach younger and more connected populations:

- Present Census at schools with **Computers for Learning programs**.
- Provide **online office hours** for Census completion support.
- Create Census related story-time and **children’s programming**
- Organize DJ **live events** with Census messaging.

Support needed:

- Social media and digital literacy training for CBO staff
- Wider access to Wi-Fi in communities

OTHER INNOVATIVE IDEAS

- Promotional Census **caravans and motorcades**.
- **Drive-through completion** events.
- Sharing Census **swag** to encourage neighbors to complete.
- Organized **“Call to Action” days**.
- **Neighborhood pride promotion** - ask neighborhood to share when they have complete the Census.



















RECOMMENDATIONS

We put together the following recommendations based on convening participants' input and our observations from the discussions across all boroughs. Recommendations focus on the areas of advocacy, marketing and outreach, strategy and support, and communication.

From now until October, organizations and funders should review and reassess these recommendations as needed to ensure Census activities are responsive to current events and the needs of New York City's community-based organizations and residents:

KEY	
RECOMMENDATION	WHAT IS NEEDED
 New Idea	 Collaboration
 Ongoing Work	 Data and Research
WHO IS INVOLVED	
 New York State	 People
 New York City	 Materials
 Council Members	 Funding
 Community Organizations	
 Philanthropy	

ADVOCACY	WHO IS INVOLVED	WHAT IS NEEDED
 <b>Encourage Governor Cuomo and Mayor DeBlasio to incorporate Census messaging into press conferences</b> Work with both executive offices to incorporate Census messaging into speeches and briefs, by messaging about the effect of an undercount into resources, benefits and health care. Messaging should provide a clear call to action for why New York residents should take the Census and how it provides federal funding and political representation.	  	 <b>Collaboration:</b> Introductions to relevant NYS and NYC staff
 <b>Work with City Council and other Elected Officials to spread Census messaging across their respective districts</b> Host convenings or meetings with Council and other elected officials to review their districts' self-response rates, demographics, and community assets using the NYC 2020 Census Map. Organizations executing Census activities may partner with electeds to share information and resources, message about the effect of an undercount on resources and develop strategies to increase the self-response rate.	  	 <b>Data and research:</b> Updated NYC 2020 Census Interactive Map  <b>Collaboration:</b> Coordination among electeds and organizations
 <b>Tie Census with voter registraton</b> Because of COVID, Census will overlap with voter registration efforts and electoral campaigns. This presents an opportunity to frame the Census around a broader sense of civic participation and representation. Additionally, Census tools (such as data analysis and toolkits) can be repurposed to support organizations working on voter registration.	 	 <b>Collaboration:</b> Coordination among organizations  <b>Materials:</b> Existing materials to repurpose

MARKETING AND OUTREACH	WHO IS INVOLVED	WHAT IS NEEDED
 <b>Meet people where they're at - in lines and waiting for services and events - and ask them to take the Census</b> Build off of current and successful work of NYC 2020 Census and other organizations that enables New Yorkers to take the Census on tablets while they wait in line at food distribution sites and other events.	  	<b>People:</b> Staff or volunteers <b>Materials:</b> Tablets with Wi-Fi
 <b>Provide on-call translation resources for organizations</b> Many organizations need to translate their Census outreach materials into different languages- and do so often in order to keep the marketing new and up-to-date. It is cumbersome and time consuming to search for free translation support that takes time away from other Census work.	 	<b>Funding:</b> Funding for translation and interpretation services
 <b>Develop culturally appropriate Census materials that are relevant to current events</b> Harness graphic design and communication to create Census messages that are culturally sensitive to particular populations (i.e. undocumented residents) and relevant to current events affecting New Yorkers (i.e. COVID-19, housing concerns, Black Lives Matter).	  	<b>People:</b> Marketing and graphic design
 <b>Curate a library of Census materials for easy access by organizations</b> Many organizations want to share their resources and utilize the resources of other organizations. A curated and centralized library of Census related materials could enable information sharing, dissemination, and collaboration among organizations. When new materials are catalogued the manager of the platform can update groups about the new resources organizations can access.	   	<b>Coordination:</b> Management of library <b>Materials:</b> Digital platform to collect materials
 <b>Address the digital divide among New Yorkers</b> The digital divide is more important than ever before. Organizing and leveraging existing Wi-Fi networks and creating new ways for communities to access Wi-Fi will benefit Census and future civic participation efforts.	   	<b>Coordination:</b> Coordination among organizations <b>Funding:</b> Funding for Wi-Fi access



COMMUNICATION AND COLLABORATION

WHO IS INVOLVED

WHAT IS NEEDED

\*

Create and manage a digital platform for grantee collaboration

After Robin Hood’s May convening series, we’ve taken a first step to create Google Groups for organizations to more closely collaborate. Ongoing collaboration can range from Whatsapp groups to a Slack platform, and should be tailored to organizations’ needs to self-organize, share work updates, and ask for support.

NYC

Collaboration:

Platform creation and management

\*

Host a series of convenings to co-design outreach strategies and a Census Roadmap that coincides with the start of NRFU in mid-August

The Census Bureau’s enumerators will begin Non-Response Follow-Up (NRFU) from August 11 until October 31. Host convenings for organizations to discuss effective outreach strategies to date and workshop ways to collectively pivot outreach tatics informed by NRFU, the self-response rate, and current public health measures.

Collaboration:

Strategy, coordination and management of the convenings

\*

Host a convening in November to celebrate and solidify collaboration on grassroots and civic topics post Census

Convene advocacy organizations, particularly city and statewide partners, that supported Census efforts throughout 2019 and 2020 to celebrate collective work and document lessons to inform 2030 Census efforts. Discuss how to keep the momentum going and ways to transition exisiting Census collaborations and tools into new forms of engagement and ongoing civic participation.

NYC

Collaboration:

Strategy, coordination and management of the convenings

STRATEGY AND SUPPORT

WHO IS INVOLVED

WHAT IS NEEDED

\*

Fund organizations conducting critical work in areas with low self-response rates and traditionally undercounted populations

There is a rich ecosystem of grantees the City of New York and other philanthropic groups have funded. Nevertheless, many organizations will need to double down on or shift their outreach strategies to engage residents in low self-response areas or COVID-19 hotspots. Outreach methodologies may need to change. Some areas to monitor include:

NYC

Data and research:

Updated self-response rates, COVID hotspots and hard-to engage areas

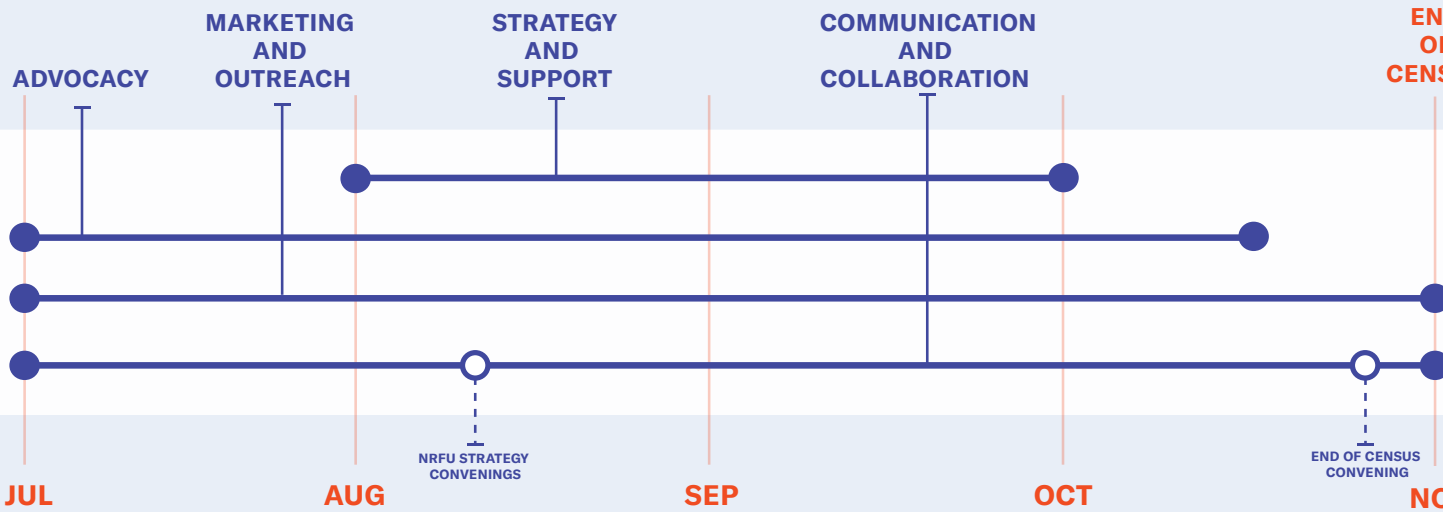
Funding:

Direct funding to on-the-ground organizations

- Central Brooklyn
- South Brooklyn
- Central Queens
- Southern Queens (including Rockaways)
- South Bronx
- Northern Manhattan
- Northern Staten Island

Work with the NYC 2020 Census Office and other relevant groups to support critical work as the self-response deadline approaches to fund work in areas that are unrepresented.

TIMELINE OF RECOMMENDATIONS



APPENDIX

Attendees Per Convening

Bronx

- African Services Committee
- Ariva, Inc.
- BronxWorks
- Common Point Queens
- CUNY
- Dominicanos USA (DUSA)
- East Harlem Tutorial Program (EHTP)
- Emerald Isle Immigration Center
- Grand Street Settlement
- Hunger Free America
- Masa-MexEd Inc.
- Mekong INC
- Muslim Women’s Institute for Research & Development
- New York Public Library
- Northwest Bronx Community & Clergy
- NYC Census 2020
- Phipps Neighborhoods
- Sheltering Arms
- The New York Urban League
- Witness to Mass Incarceration
- Word Of Life International INC.
- Yankasa Association USA

Brooklyn

- Arab-American Family Support Center
- Bedford Stuyvesant Restoration Corporation
- Black Alliance for Just Immigration (BAJI)
- Brooklyn Borough President’s Office
- Brooklyn Public Library
- Carroll Gardens Association
- Catholic Charities Brooklyn Queens
- Common Point Queens
- Congregation Kehilas Belz USA
- Council of People’s Organization
- Cypress Hills Local Development Corporation, Inc.
- Digital Girl, Inc.
- El Puente De Williamsburg
- Flatbush Tenant Coalition
- Foundation for the Advancement and Rehabilitation of the Marginalized

Brooklyn (con’t)

- FPWA/Interfaith Census 2020
- Good Shepherd Services
- Hispanic Federation
- IMPACCT BROOKLYN
- NALEO Educational Fund
- NYC Census 2020
- Riseboro
- Sure We Can
- United Community Centers
- University Settlement
- Witness to Mass Incarceration

Brooklyn + Staten Island

- Academy of Medical & Public Health Services
- Boro Park Jewish Community Council, Inc.
- Brooklyn Chinese-American Association
- Brooklyn Public Library
- Catholic Charities Brooklyn and Queens
- Center for Family Life
- Common Point Queens
- Fifth Avenue Committee
- FPWA/Interfaith Census Coalition
- Mixteca Organization, Inc.
- Mosholu-Montefiore Community Center
- Museum of Chinese in America
- NYC Census 2020
- The Academy of Medical and Public Health Services
- The New York Public Library
- Witness to Mass Incarceration
- Yemeni American Merchants Association

Manhattan

- ABNY
- Apicha Community Health Center
- Asian American Federation
- Asian Americans For Equality
- Black Alliance for Just Immigration (BAJI)
- Bronx Borough President’s office

Manhattan (con’t)

- Common Point Queens
- Community Resource Exchange (CRE)
- El Museo del Barrio
- Emerald Isle Immigration Center
- Gay Men’s Health Crisis (GMHC)
- GO Project
- Hispanic Federation
- Lawyers for Children
- Muslim Women’s institute for Research and development
- New York Disaster Interfaith Services (NYDIS)
- Northern Manhattan Improvement Corporation
- NYC Census 2020
- Tenant Association
- The New York Urban League
- Union Settlement
- United Way of New York City
- Uptown Grand Central
- Witness to Mass Incarceration

Queens

- Ariva, Inc.
- Asian American Federation
- Asian Americans For Equality
- Catholic Charities Brooklyn and Queens
- Common Point Queens
- Hispanic Federation
- Islamic Circle of North America
- Korean American Civic Empowerment
- Make the Road NYC
- New York Hall of Science
- NYC Census 2020
- Ocean Bay Community Development Corporation
- Queens Community House
- Queens President Boroughs Office
- Queens Public Library
- Sheltering Arms
- South Asian Council for Social Services
- Street Vendor Project
- United Way NYC
- Witness to Mass Incarceration

Resources Shared

Technical Assistance

- [Interactive Census 2020 Map](#) + [Technical Assistance Office Hours](#) by Hester Street

Graphics + Videos

- "I Count" Video [ENGLISH](#) / [SPANISH](#) by Witness to Mass Incarceration
- [List of Census hotlines by Language EN-SP](#) by Catholic Charities Brooklyn Queens
- [Census Questionnaire Flyer EN-SP](#) by Catholic Charities Brooklyn Queens
- [Posters and Flyers Translated to Several Asian Languages](#) by Asian Pacific American Complete Count Committee

Resource Compilations

- [Census Resource Hub](#) by NY Counts 2020
- [Census Resource Hub](#) by Hester Street
- [Resources and Toolkits](#) by ABNY

Toolkits

- [Engagement in Times of COVID Presentation](#) and Census Engagement Tactics [Handout](#) by Hester Street
- [Talking About Cens-US curriculum for students](#) by Generation Citizen and United Way of New York City
- [Virtual STEM Curriculum for Kids](#) by Digital Girl
- [Messaging Guide](#) by Association for a Better New York (ABNY)
- Faith Leader Census Toolkit by FPWA ([ewilliams@fpwa.org](mailto:ewilliams@fpwa.org))

Contact Information

- Brooklyn Public Library Census Team ([census@bklynlibrary.org](mailto:census@bklynlibrary.org))

Google Groups

- After the convenings, organizers set up a Google Group for attendees to be able to coordinate with one another and share resources. If you want to be included in the google group, please email [census@robinhood.org](mailto:census@robinhood.org).