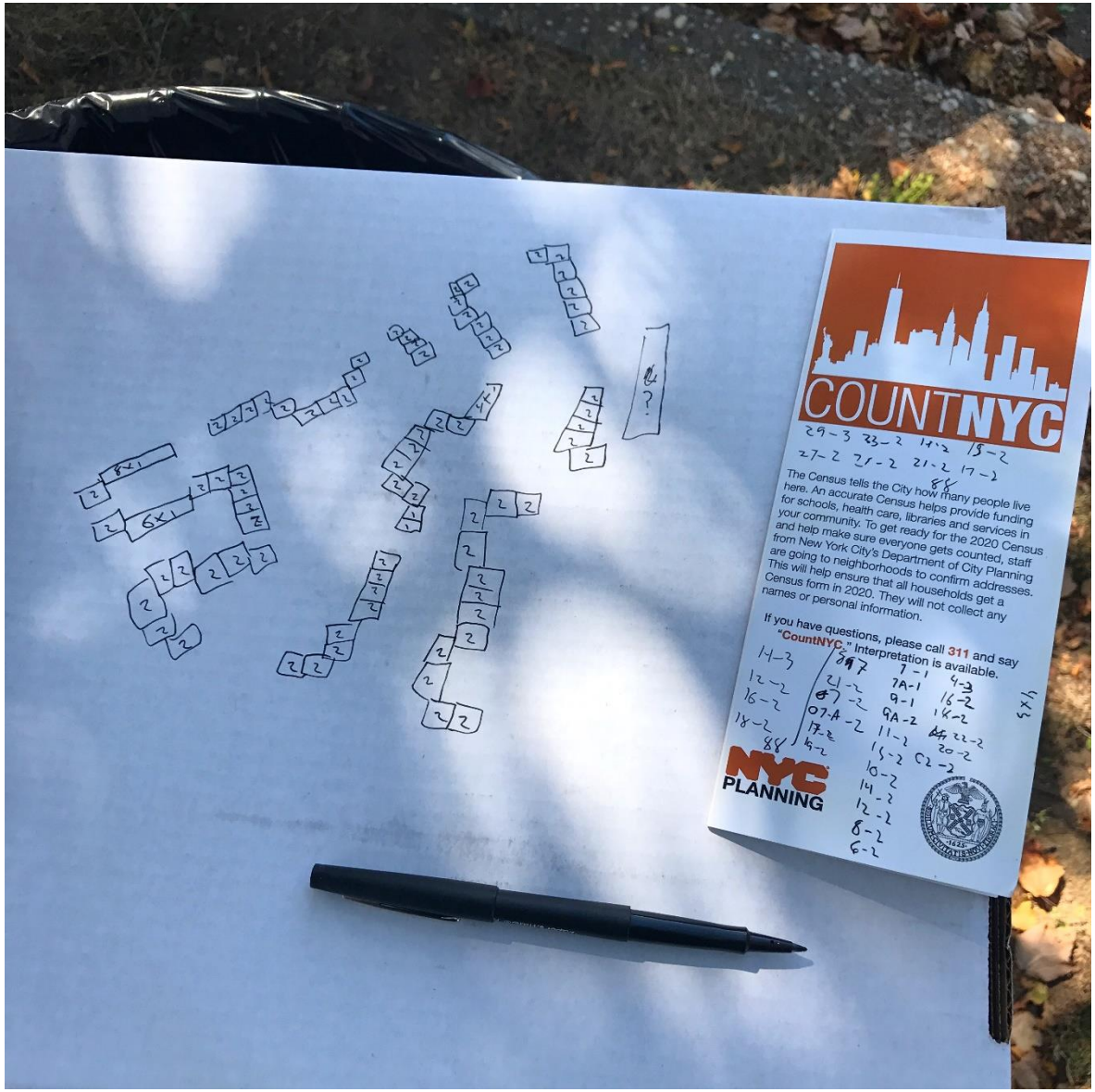

THE 2020 CENSUS IN NEW YORK CITY

Dan Burton, City Planner
Population Division

NYC PLANNING

Refresher: How the Census Works for Households

1. Create a list of addresses (~3.4 million in NYC)

2. Mail materials to all addresses, with a request to respond online or by mail (~62% initial self-response in NYC 2010)

3. Follow-up with households that do not respond (~1.3 million addresses in NYC)

Barriers to Census Participation

- According to the Bureau's *Census Barriers, Attitudes, and Motivators* Study the top barriers are:
  - Address List Deficiencies
  - Lack of Awareness
  - Fear of Government Authority / Intrusion
  - High Mobility / Frequent Change of Address
  - Low Level of English Proficiency

Our Approach, in Two Parts

1. **Address Updates**
   A. **Local Update of Census Addresses (Complete)**
   B. **New Construction (Summer 2019)**
2. **Outreach**
   A. **Neighborhood Cluster Analysis**
   B. **Message Development**
   C. **Provide Resources**

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1a. Local Update of Census Addresses

1. All respondents *must* have a *recognized* address in the Master Address File (MAF).

Not in MAF = no form received = not counted

2. States, counties, and municipalities had the opportunity to review the addresses to be used in the 2020 Census through the Local Update of Census Addresses (LUCA) Program

3. New York City submitted 122,322 new units, as well as corrections and updates
   - Final number subject to approval and potentially appeals

1a. DCP LUCA Process

- Compared the Master Address File to our tax records and to “Melissa”
  - Our tax records were reliable, “Melissa” had to be checked in the field but led to units we would not have found otherwise
- Created maps of addresses with unit count discrepancies
  - Smaller buildings were visited in the field
  - Larger buildings were reviewed in the office
- Addresses from the MAF were re-geocoded to confirm tract and block
- Research with city records, Cyclomedia imagery, GIS

Bedford-Stuyvesant, Brooklyn

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Mott Haven, The Bronx

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East Elmhurst, Queens

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… A Concerned Citizen

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The Big Challenge:

Listing of all units in small multi-family buildings with complete address information

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Field Visit Example (Sunnyside, Queens)

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1b. New Construction

- Upcoming Summer 2019
- Final chance for states, municipalities, and counties to submit addresses
- Newly constructed housing units, including those not yet completed that will be habitable by April 1, 2020

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2. Outreach: What We Must Communicate

- What is the census used for?
- How does it affect my community?
- Is answering the census safe? Will my personal information be protected?
- How do I respond, and who can help me?

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2a. Neighborhood Cluster Analysis

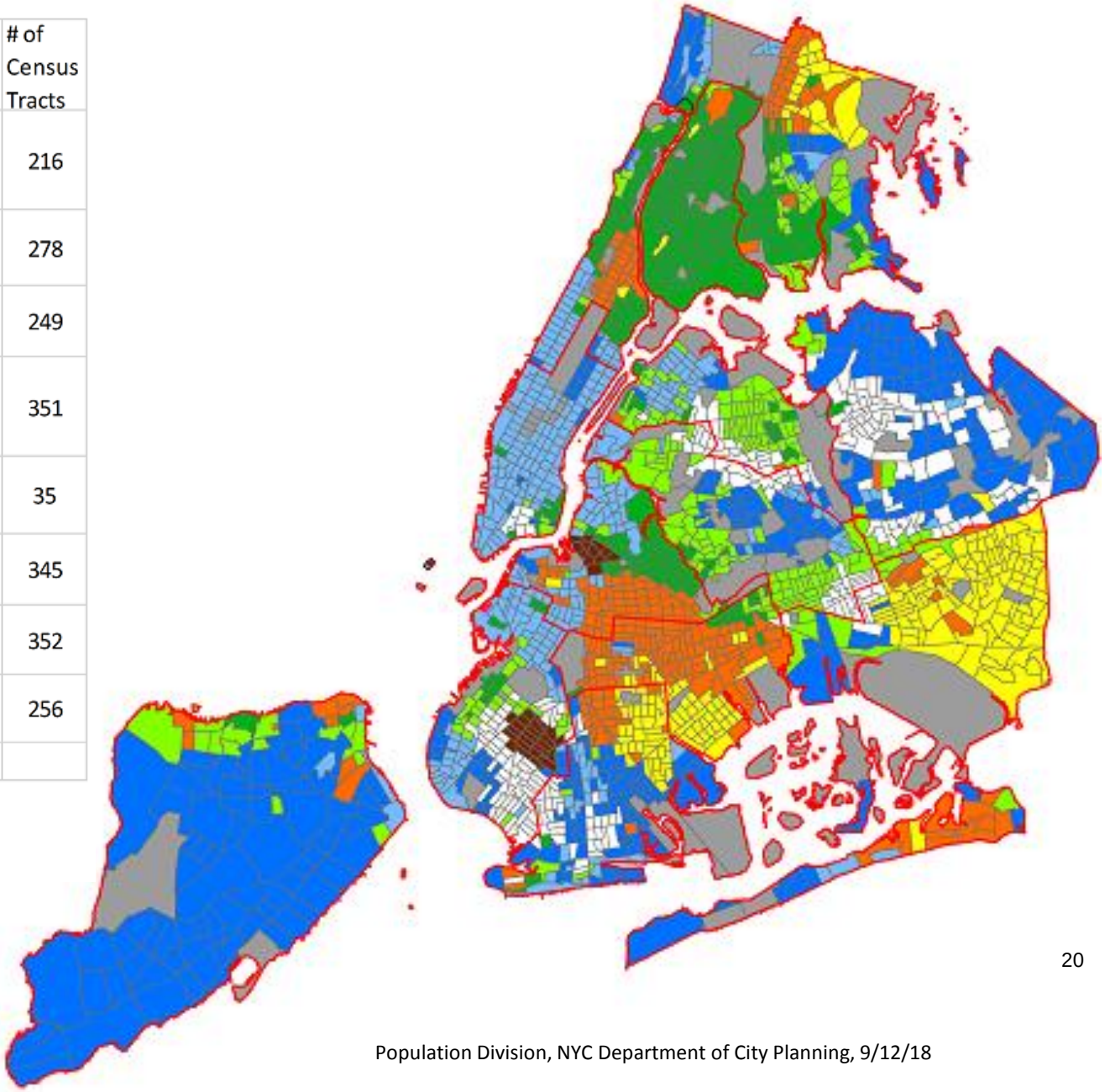
- Analyze Communities
  - Census Bureau's Planning Database
  - 2012 5-year ACS (centered on 2010)
- Cluster tracts by their demographic characteristics
- Next step: project these clusters forward using trends from more recent ACS data
- Use these clusters for message targeting

2a. Neighborhood Cluster Analysis

Cluster	Description	Mail Return Rate	# of Census Tracts
1	Black, foreign-born, homeowners, residential stability	51.4	216
2	Black, renters, mobile, single moms, poor	52.6	278
3	Hispanic, foreign-born, below average poverty	58.8	249
4	Hispanic , high poverty, low education, high renter, single moms	64.1	351
5	White, Yiddish-speakers, high poverty, low education	48.2	35
6	White, young, educated, mobile , non-family	63.7	345
7	White, older, wealthy, homeowners	65.2	352
8	Asian, heavily foreign-born	57.3	256
New York City Average		61.9	

Area Census Office Boundaries

Open Space



Population Division, NYC Department of City Planning, 9/12/18

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2b: Developing Messages

- Develop messages through testing and research, including focus groups

- Work with local leaders and NYC Office of the Chief Technology Officer to determine best means to spread these messages
  - Local / Ethnic Media
  - Trusted Leaders (religious, ethnic, political)
  - Advertising at sites where people receive services

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2c. Address Barriers to Census Participation

- Create Language Resources
  - ~3.8 million New Yorkers don't speak English at home
  - ~1.8 million of those have Limited Proficiency in English
    - ~1.5 million speak languages with online and Census Questionnaire Assistance support from the Bureau
    - "Glossary" only: ~250,000 LEP speakers
    - No resources: ~47,000 LEP speakers
- Neighborhood Census Questionnaire Assistance Centers
- Work with Area Census Offices
  - Provide expertise and knowledge
  - Assist with hiring local residents to do outreach

Conclusion: Barriers and Proposed Solutions

Barrier	Our Approach
Address List Deficiencies	LUCA / New Construction
Lack of Awareness	
Fear of Government	Targeted Messaging
High Mobility	
Low Level of English Proficiency	Language Support and Census Assistance Centers