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# PARTNERSHIP Community NEWS

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Chief Don Stevens of the Nulhegan Band of the Coosuk Abenaki with Bob Stock, Partnership Specialist for the Census Bureau.

## Abenaki Recognition and Culture Week Celebration in Vermont

By: Bob Stock • Vermont

**T**he State of Vermont celebrated the start of “Abenaki Recognition and Culture Week” on May 1st by unveiling a new permanent exhibition, entitled “The Road to Recognition: The Abenakis and the State of Vermont”. The exhibition was celebrated in the main lobby and front portico areas of the Vermont State House. Lieutenant Governor

David Zuckerman read a proclamation on behalf of Governor Phil Scott that declared the kick-off of Abenaki Recognition and Culture Week—a week-long observance of several activities and exhibits across the state that celebrate the culture of Vermont’s Indigenous People. A proclamation was also read that by law changed Vermont’s traditional Columbus Day to Indigenous Peoples Day.

The Chiefs from the four bands of Vermont’s state-

recognized Abenaki also addressed attendees of the event. Chief Don Stevens of the Nulhegan Band of the Coosuk Abenaki has been working closely with U.S. Census Bureau Partnership Team to ensure a complete and accurate count of individuals with Abenaki heritage in the 2020 Census. Chief Stevens said “the Abenaki are very invested in gaining a complete count for their tribes and for Vermonters at large. We are interested in working closely with Census Partnership because it is critical for getting the message out to Vermont individuals and families with Abenaki heritage to self-identify as such on the 2020 Census questionnaires.” He is hopeful that the combination of local efforts and Census Bureau targeted messaging will ultimately drive a successful count. ▀

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## Derry 2020 Census Meeting

By: Nicole McKenzie • New Hampshire

The town of Derry, New Hampshire is partnering with the U.S. Census Bureau to help make sure Derry has the most accurate and complete count in the upcoming 2020 Census. The town plans to use drop in articles, share information through social media sites, display media materials, encourage employees and townspeople to participate in the Census, and provide space for Census training. David Caron, the Town Administrator recently kicked-off the partnership by distributing information about the upcoming 2020 Census through an email sent out to all of the towns organizations. ▀ [Newsroom](#)



Census Partnership invited to speak and share 2020 Census information at the American Muslim Council of NJ 8th Annual Grand Iftar Party to celebrate the holy month of Ramadan. The event held at the Royal Albert's Palace was attended by 700+ members representing various backgrounds.

## Iftar Ramadan Celebrations

By: Kevin Derricotte • New Jersey

Ayaz Aslam, Outreach Coordinator of Muslim Community Center of Union County (MCCUC) NJ, invited 2020 Census Partnership to speak and share information at two Iftar events. Iftar is the meal eaten by Muslims, as a community, after sunset during Ramadan. Mr. Aslam said, "New Jersey has the third largest Muslim community in the country and I plan to work with Jimmy Smalls, President of the Muslim League of Voters of New Jersey and other organizations to help inform Muslims about the importance of the 2020 Census, various job opportunities, and why Muslims should complete the 2020 Census questionnaire coming out next year."

The MCCUC held its Iftar event on Thursday, May 23 at the MCCUC where local and state officials, law enforcement officers and the community saw the presentation about Islam and listened to a brief explanation of the 2020 Census including available job opportunities. Afterwards, Maghrib, the call to prayer was made prior to the meal.

Mr. Aslam, Mr. Smalls and Ms. Syed along with various other community leaders have been traveling to various local and state Complete Count Committee (CCC) events as they plan on forming their own CCC for the Muslim and interfaith communities throughout New Jersey. ▀

## Reaching the Brazilian Faith-Based Leaders in Massachusetts

By: Marcia Marques • Massachusetts

**R**everend Eliana Runyon, a Brazilian pastor became very impressed about the importance of the Census after attending a presentation in April. Reverend Runyon is the co-pastor of the Portuguese Foursquare Gospel Church in Malden, Massachusetts, one of the first Brazilian churches in the United States. Runyon is also a professor at the Center for Urban Ministerial Education (CUME), a campus of the Gordon Conwell Seminary. CUME's purpose is training pastors and faith-based leaders from minority groups. CUME is well known around the country for being one of the first to make the theological education scene more diverse and inclusive. Reverend Runyon teaches classes in Portuguese, as she educates current and future Brazilian Christian clergy that serve in ethnic churches all over Massachusetts. She became a partner and invited the Partnership Team to speak at her classes about the importance of the 2020 Census. The students learned about the confidentiality and the protection of



privacy for all respondents. "I found the presentation very informative and we will certainly partner to educate and encourage more people to respond to the Census," said Reverend Eliana Runyon. She believes that the Brazilian community is one of the hardest to count populations; and with over 50 pastors and leaders from different

denominations in attendance, (many of whom were also interested in having presentations given to their congregations) the message shared of a complete and accurate count will help other congregations understand how the 2020 census will shape the future of their local communities. ▀



## Census Float at Brentwood Puerto Rican/Hispanic Day Parade

By: Nicole Bailey • New York

Residents of the Brentwood celebrated their community's 53rd Puerto Rican/Hispanic Day Parade and witnessed the first 2020 Census float in event history sponsored by Babylon Bay Shore Women's Huddle.

The float began at the starting point of the parade route's road course in Bay Shore, New York where it was decorated. The volunteers adorned the float in red, white and blue with a Salsa band playing music! Streamers, balloons, and flowers garnished the 20-foot float and made it festive for the parade, while banners hanging over the sides provided key information about the 2020 Census. Other community organizations rode the float holding signs that gave Census information reminding the crowd to "Get Counted!" Thousands gathered along the streets of the two-mile parade route to celebrate the various Hispanic cultures of Long Island. Census employment information was handed out in both Spanish and English as bilingual volunteers walked the crowd reminding onlookers how vital it is for everyone to be counted in the 2020 Census. Brentwood and Bay Shore are hard-to-count areas, so it was imperative for these communities to see the float and be reminded that they need to be counted in 2020. ▀



## Bridgeport Parents Learn About Census

By: Keith Goralski • Media Specialist

Parents of students from Bridgeport Public Schools were treated to a lesson on the 2020 Census during the 47th Annual Parents Convention on Wednesday, May 29th at Housatonic Community College. The goal of the event, entitled Getting into The Rhythm of Empowerment Through Leadership, was to expose the approximately 250 parents in attendance to a variety of workshops, which included the 2020 Census is Coming, Having Fun with Math, Knowing the Laws, Rights & Responsibilities of Parents, Internet Safety, and, State Support of Families with Bilingual Students. Community Service and Student Awards were also provided to deserving individuals as part of the Marge Schwartz Recognition Awards program.

The Census workshop was conducted for a group of approximately 25 parents, who were enthusiastic about learning how the Census is Safe, Easy, and Important. They also learned about part-time enumerator positions paying up to \$25 in the Fairfield County region! The interactive session included various questions about local work opportunities as well as which federal, state and local programs were reliant upon Census data.

Along with city and educational officials, including Mayor Joseph Ganim and City Clerk Lydia Martinez, the event was attended by State Representative Christopher Rosario, who commended all those involved with creating a learning and inclusive environment. "I first

want to congratulate and thank Albert Benejan and Tammy Boyle (co-chairs) for working so hard to make this great event happen," said Rosario. "You need love and faith to succeed and the parents here today display how much they care about their children." ▀

## Mass Census Equity Fund Grantees Organize to Ensure A Complete Count

By: Melody Adams • Massachusetts

On April 23, over 100 people from 44 community-based organizations gathered in Framingham, Massachusetts, to create strategic plans for a complete count. These organizations received grants from the Massachusetts Census Equity Fund, which has raised over \$1.2 million in private funds for community organizations to conduct census outreach. Grantees discussed how to reach out to historically undercounted communities, messaging and communications, and building long-term capacity for grassroots organizing beyond the 2020 Census.

"We need to make sure our communities get their fair share of resources and representation for the next decade," said Beth Huang, the Director of the Massachusetts Voter Table and convener of MassCounts, a grassroots coalition preparing for the 2020 Census. "An undercount means overcrowded classrooms, inadequate childcare subsidies, and less grant funding to build affordable housing. An undercount will skew data that our world-class universities use for research and businesses use for making decisions that drive economic growth." ▀



## Rhode Island SCCC Phase 1 Activities

By: Deborah Smith • Rhode Island

**The Rhode Island Complete Count Commission (RICCC) is putting the final touches on the State Plan which will be submitted to the Governor by June 30, 2019. Below are excerpts from the interim report submitted to Governor Raimondo on March 15, 2019.**

### PHASE I: Census Preparation (April 2019 – August 2019)

**Awareness and Technical Assistance – Create materials to educate the communities on participation in Hard To Count (HTC) communities. Tools and trainings will be conducted across local municipalities to partner with the 2020 Census, on developing educational strategies, to promote awareness and participation in the 2020 Census.**

**Community Mobilization Plan – Recruit trusted community organizations, and leaders to engage their constituents. Form a statewide network of non-profits to facilitate outreach, and awareness, while also working with government officials to avoid duplication of work.**

**Media Campaign – Develop a statewide communications strategy, to include mainstream and ethnic media. Fund a communications plan, to develop messages and communications strategies, to reach the HTC population.**

**Census Bureau Advocacy - Work with the Census Bureau's regional office to locate Questionnaire Assistance Centers in neighborhoods that have large numbers of HTC residents. Advocate for local governments to play an active role in promoting census participation. Monitor and provide recommendations to enhance the Census Bureau's local enumeration plans.**

**Make Targeted Grants - Identify and fund anchor organizations to facilitate community partnerships, capable of working with networks of HTC communities throughout the state. Direct resource to community-based organizations, working to ensure a complete and accurate count in HTC neighborhoods, towns, and rural locations. Establish a pooled fund, to support participation in the 2020 Census. ▀**

## Pulaski Day Parade and Children's Day Polish Festival

By: Sandra Moryto • New York City

Members of the Polish and Slavic Center enjoyed a Polish Children's Day Event on June 1st in Brooklyn. During the event, Polish students and adults were informed about the 2020 Census jobs being offered with the message that the Census is safe, easy, and important. The Polish and Slavic Center, located in Greenpoint, has served more than 40,000 members of the Polish community since 1972. It has helped by providing immigration services, social services, senior services, English as a second language, and among many other services.

The Center partners with other organizations, such as the New York City Department of the Aging, Consulate General of the Republic of Poland in New York, Polish Cultural Foundation, and other Polish organizations in the United States. The Polish Slavic Center made over 20 commitments during the 2020 Census and played a big role in helping with community outreach with even bigger plans for 2020. ▀





## New Opportunities

By: Yvette T. Rose • Connecticut

U.S. Census Partnership Department collaborated with a bilingual audience at New Opportunities, Inc to share 2020 Census information in their Torrington, Connecticut office on May 31st. The Partnership Team members alternated between English and Spanish to engage participants. The presentation highlighted Census job opportunities and communicated the message that the Census is safe, easy, and important. This format also underscored the Census Bureau's commitment to a strong language assistance program to ensure the best possible response to the 2020 Census.

New Opportunities, Inc is an organization serving Danbury, Waterbury, Torrington, Meriden and 27 surrounding communities, offering programs designed to eliminate poverty and provide assistance to those in need. New Opportunities helps 65,000 individuals and families annually with more than 30 programs dedicated to critical needs such as energy assistance, housing and elder services.

Maria Gonzalez, Family

Development Manager at New Opportunities, Inc, invited Census representatives to speak in Torrington and is an enthusiastic 2020 Census Partner. She points to the importance of Census statistics in the distribution of federal funding for programs impacting the communities she serves as an important reason to support Census outreach efforts. She also sees first-hand how the population of the northwest corner of Connecticut has changed since the last decennial and wants to ensure that the 2020 Census accurately records those changes.

The audience at New Opportunities, Inc included members of the staff along with some residents. Through collaborative efforts with local organizations, such as New Opportunities, Inc, the 2020 Census will achieve its goal of counting everyone. ▀

## Solving a Census Challenge in Andover

By: Philip D'Agati • Massachusetts

Every community has challenges in front of the 2020 Census and a successful count in some areas is contingent on the efforts of local leaders, organizations and the U.S. Census Bureau field staff. In the town of Andover, Massachusetts, one critical demographic – senior citizens – has been a concern of local officials. The unique challenge for Andover will be how to reach its senior citizen population during a significant renovation project planned for the town's Senior Center. The project will displace senior and youth programs to other venues starting in early 2020, and it has created a concern that this

plan may impact the center's level of support to the senior population at a critical time during the Decennial Census operation.

Memorial Hall Library, under the leadership of Library Director Barbara McNamara, recognized this challenge at a recent partnership meeting with Partnership Census staff and pledged to team with the Andover Senior Center to create solutions to support the senior population in Andover. Her team was quick to identify resources in the Library that could be used to help undercounted communities, especially seniors. The library team brainstormed possible solutions to the senior issue and other hard-to-count populations in Andover, agreed to several commitments, and will pave the way for upcoming partnership conversations with the Senior Center.

The Library and the Senior Center, both critical to a successful 2020 count in Andover are becoming the anchors of a Complete Count Committee (CCC) dedicated to three Census hard-to-count regions. ▀





## Preventing An Undercount

By: Joli Golden • New York City

About National Association of Latino Elected and Appointed Officials (NALEO): NALEO Educational Fund is the leading non-profit, non-partisan organization that facilitates full Latino participation in the American political process. Interview with Monica Vargas-Huertas, Esq, North East Deputy Director.

### **Q: Why is the upcoming decennial census of importance to NALEO?**

A: A fair and accurate count of Latinx people is essential to fulfill our mission and obtain the representation Latino origin communities deserve in the federal government. We are concerned about the possible negative effects of the census count on 55 federally funded social service programs. These programs are critical to preserve quality of life and opportunities for young Latino children.

### **Q: How is NALEO engaging the Latino population in the Northeast?**

A: NALEO is engaging the Latino population through:

- Policy institutes designed to assist our members-appointed and elected officials
- Census presentations and hearings around the region
- Social media campaigns and tool kits
- Conversations our members hold with state and local governments
- Our regional office where we hear the concerns of many census advocates, community-based organizations and immigration leaders regarding an expected increase in the undercount of the Latino population in the Northeast region.

Input and feedback are essential in order to develop the best strategies and messaging that will resonate in local communities and, ultimately, increase census awareness.

### **Q: What parts of the Latino population are at the greatest risk of undercount? How is NALEO attempting to address this issue?**

A: First generation immigrants and their children are among the groups with the highest risk of an undercount. Language barriers, unfamiliarity with the US electoral/political system, growing fear, and distrust in governmental agencies, are some of the reasons that many census advocates and experts project an undercount of approximate 4 million Black and Latino households. We are working in the Northeast region with Census coalitions at the state and local levels to identify trusted partners, conventional and non-conventional methods, who are willing to help us by raising awareness, joining our Hagase Contar campaign, and eventually Get-Out-the-Count! I believe the risk of an undercount can be offset by a strong self-response campaign and actively raising awareness now through early 2020 with how to use the three self-response methods the Census has in place: online, call-centers and mailing.

### **Q: NALEO has come up with an engaging communications campaign “Hagase Contar” with unique messaging and materials for Census 2020. How did NALEO decide on this messaging and how is it being shared out?**

A: In order to develop a more empathetic and familiar message for the Latino population, NALEO Educational Fund created the bilingual Spanish/English campaign Hagase Contar OR “Make Yourself Count” and the sub campaign Hazme Contar or “Make Me Count”. The goal of these campaigns is to secure a fair count of young Latino children, who have been historically misrepresented in the population count. At the national level, we created videos in both English and Spanish targeting millennials and adult populations, social media toolkits and specific

campaigns for the Dia del Niño – Children's Day, Mother's Day, Father's Day among other important dates celebrated by Latino families. We are preparing for Immigrant Heritage Month in September, when many parades, cultural performances and festivals celebrating the richness of the diverse Latino cultures take place.

**Q: Any further thoughts about Census 2020?**

A: We await the final decision regarding the citizenship question. However, regardless of the Supreme Court's decision, we must deliver a message that reflects the importance of an accurate census in the day-to-day lives of the Latinx and immigrant population. A strong message upholding the importance of "making yourself count" in the upcoming census and highlighting the benefits that will bring to our families and communities. Each member of our community and especially those "trusted voices" must learn about the potential impact that an undercount of Latino and minority groups could have over the short and long term. When we do not count, our entire community suffers; less resources are apportioned for transportation, infrastructure, health service centers and providers, after school programs and so much more. □



**Interview with Williams Bandoma - Business & Government Librarian Portland Public Library**

By Betsy Enright • Maine

**Interview:**

**Q: Why were you interested in meeting with me today to talk about the 2020 Census?**

A: As part of our service to our community, I met with you to understand the modes of participation in the 2020 Census, to be informed about the Census Count and be better able to inform the public and our patrons. In addition, I wanted to talk about how we could use our limited resources to maximize counts, assisting individuals who might need information or help with the survey.

**Q: How can the library help the state, city or town provide a complete Census count?**

A: "We are at the forefront to provide information on what the Census is, why it is important to our community and why our participation counts. Libraries are important for people who don't have computers or internet at home or

for those who need support to use or respond to the Census questions. We offer the option of responding to Census using our computers. Also, some people may have misinformation about the census and why the government asks these questions every ten years. They may not know the count informs funding for services such as local education, health programs and infrastructure needs and Congress apportionment representation.

**Q: You seem passionate about the Library. Why do you feel a library is such a good match to partner with the 2020 Census?**

A: A library is the only civic space, or one of the few, where people feel comfortable, welcomed and safe. Our library is the largest public library in the state. We have a responsibility to provide information to the people and we are the perfect place to provide trusted information in a safe environment. We are the information hub for the community!

**Q: What types of things are you planning?**

A: We plan to accomplish many things, starting with making the public aware of what the Census process is, why the United States counts the people who live here, that it is safe to participate, and why it is important for our community. We plan to have a display of census materials and distribute information on our website. We will also have links to the Census websites for information, materials and data. We will provide support to those who have no access to computers or internet and will also support those who are not comfortable using computers and explain other ways people can participate. Moreover, we are planning a Census Day Event here at the Library to encourage the community to fill out the Census. We will have volunteers in the library on certain days and times where people wanting Census-related help can get the assistance they need.

**Q: You spoke of an article that you found encouraging. What was that?**

A: I was reading the newly arrived American Library Association's mailing ([Libraries Guide to the 2020 Census](#)). The article encourages libraries to partner with the Census effort. I am happy that we have made contact and decided to work together and have developed a detailed plan. We are ahead of the national message! It is a reaffirmation that we are doing the right thing. ▀



## Syracuse CCC Launches with Ideation Sessions

By: Chris Iven • New York

Once you know your community needs a strong Complete Count Committee (CCC), how do you get started? Organizers for the Onondaga County CCC started by asking the experts – leaders in their own community – during a series of “ideation sessions” at Syracuse City Hall in late May and early June. More than 50 participants, most of whom represented leading local nonprofits, learned about the 2020 Census and the expected obstacles to a complete count. They also went through small-group exercises that allowed them to share ideas on how they can work together to overcome obstacles.

“The whole point of the CCC is to gather leaders from our community who know our residents best,” said Tory Russo, Census Coordinator for the City of Syracuse. “We saw some high-level brainstorming around our community and ways we could reach out to residents to complete the Census. The ideation sessions also yielded commitments to help. Some leaders said they have staff or volunteers who speak different languages, others said they had public computers or proven methods of communicating with hard-to-reach populations. It was really interesting to have them all in the same room, talking about the things they know best, it’s the beginning of a great collaboration,” Russo continued.

Russo’s position is a community collaboration that is partially underwritten by the Central New York Community Foundation, which has a long history of using Census data to identify and address community needs in and around Syracuse. In addition to underwriting

the Census Coordinator position, the Community Foundation provided a grant to Tomorrow's Neighborhoods Today, a coalition of city neighborhood groups, to help spread information about the Census to hard-to-count populations.

A strong CCC is critical to a successful 2020 Census, and the ideation sessions were a great way to engage community leaders, according to Robyn Smith, Director, Strategic Initiatives for the Foundation. "I'm really impressed with the level of engagement that the city and this community has put behind this effort. I'm proud to be a part of this. It's really exciting!" □

## It Takes Village of Partners to Ensure a Complete Count

By: Susan M. Perry • New York

F.I.G.H.T. Village, City of Rochester, was the location for a program called, "Everybody Counts! Let's Count Everybody!" F.I.G.H.T. stands for Freedom, Independence, God, Honor, Today, and is a fitting metaphor for a unique pairing of partners that came together on April 20th.

The League of Women Voters – Rochester Metropolitan New York, the Faith Community Alliance of Greater Rochester and F.I.G.H.T Village sponsored a program to engage residents of the housing complex and surrounding neighborhoods. Bishop Willie Davis, Senior Servant and Pastor, Cathedral of Hope Community Church and Minister Clifford Florence, Sr. Associate Pastor, Central Church of Christ and President of the Faith Community Alliance of Greater Rochester, are community leaders and are committed to improving response rates in the 2020 Census.

Brigit Hurley, Director of The Children's Agenda, spoke on why Census 2020 is important for families. She shared stories of using Census data for information and grants to create programs that made a difference in people's lives, including education and jobs development. Alicia Ward from SUNY ATTAIN Lab at Baden Street Settlement, of the Clinton-Baden Community Center, let residents know that the neighborhood Computer Lab was available. They hosted days when Census Recruiters were on hand to assist applicants. They have committed their computer lab as a location for people to complete the 2020 Census questionnaire online. U.S. Census Bureau Partnership Team provided a presentation

and recruiters dispersed Census employment information. This event was a village of partners coming together to ensure that everybody is counted. □



## Walking to End Homelessness

By: Keith Goralski • Media Specialist

The employment opportunities being offered by recruiters from the U.S. Census Bureau were just part of the jubilation attendees experienced as part of the 18th Annual Walk to End Homelessness. The event on Saturday, May 18th, occupied the Captain's Cove in the Black Rock area of Bridgeport as its temporary home.

Hundreds of participants enjoyed guest speakers, raffles, auction items, tasty food, and perfect weather conditions for the walk along the pier. According to YMCA event organizers, more than \$1 million dollars was raised over the years to help support chronic homeless families, individuals, and veterans across the state of Connecticut.

Carmen Colon, co-founder of the event and Vice President of Bridgeport YMCA, said money raised this year will help fund the YMCA's latest endeavor of ending youth homelessness. She said sponsors and local businesses bring money, resources and event partners like the

U.S. Census and U.S. Army Reserves provide opportunities for those in attendance. The walk was also attended by several politicians and their families. State Representatives Christopher Rosario and Antonio Felipe were joined by Congressman Jim Heims and Mayor Joseph Ganim for this great cause. ▀



Left to right: The Board of Mercer County: Nina D. Melker, Samuel T. Frisby, Sr., Pasquale Colavita, Jr., Board Chair John A. Cimino, Board Vice Chair Andrew Koontz, Lucyille R.S. Walter and Ann m. Cannon.

## The Mercer County Freeholder Board

By: Jennifer Jones-Hamilton • New Jersey

The Mercer County Board of Chosen Freeholders hosted a Census presentation at their monthly meeting on Sunday, May 23, 2019. The Freeholder Community is committed to partnering with the U.S. Census Bureau by hosting focused recruitment efforts, providing space for Census 2020 activities within Mercer County and other informative activities to ensure a complete and accurate count. The board has also been charged and designated by Mr. Terry West, County Community Affairs Specialist to chair the Mercer County Complete Count Committee to head the Mercer County Complete Count Committee. Mr. West's goal is to establish CCC's in each township of Mercer County.

Additionally, the Board has committed to making the Mercer County Connections a place where county residents can access Census materials. The Mercer County Connections offers residents regularly scheduled programs for Veterans

Services, Office on Aging, Mercer County Community College, New Jersey Small Business Development Center, Consumer Affairs and many other government agencies and departments. They even offer community meeting rooms and public access computers! "This is an excellent place for residents to complete census forms, access jobs opportunities and get accurate census information", said Mr. West. Each CCC will focus its strategies to promote employment opportunities, education and information to residents in their city. Additional meetings are being planned to facilitate each townships participation. ▀



## Small and Ethnic Community Businesses are Key Partners

By: Clodomiro J. Falcon • Connecticut

Owners of small community and ethnic businesses can play a significant role in reaching out to the immigrant populations in hard-to-count areas; and almost every Connecticut city contains a commercial corridor that reflects the diversity of the population of those areas. A wide range of retail and service businesses, such as supermarkets, grocery stores, barber shops, beauty salons, bakeries, restaurants, multi-service agencies, income tax services, real estate and insurance agencies, and many others make these corridors a vital part of the local economy. These businesses cater to communities possessing residents who have migrated from Puerto Rico, Mexico, Colombia, Ecuador, Peru, Venezuela, Guatemala, El Salvador, and other Latin American countries, as well as other parts of the world. Some of these people have lived in the state for many years and others are new to the area, but they are all treated to a marketplace that has become a dynamic exchange of cultures, products, and services.

Connecticut possesses many such areas, including Park Street in Hartford, Grand Avenue in New Haven, and East Main Street in Bridgeport. What can be done to increase participation rates in areas like these? For starters, teaming up with the 2020 Census Partnership Program to assist in the formation of a local Complete Count Committee (CCC's) has become an effective strategy in reaching hard-to-count residents. CCC's are provided with the necessary tools to implement locally based outreach campaigns designed to educate and motivate people to respond to the 2020 Census. Next, partnering with business organizations and associations will be fundamental to a successful campaign.

There are several Chambers of Commerce and Business Associations across Connecticut, including the following list of Hispanic Business Organizations:

- Spanish American Merchants Association (SAMA), with offices in Hartford and New Haven
- Hispanic Chamber of Commerce of Greater Bridgeport (HCCGB)
- Greater Norwalk Hispanic Chamber of Commerce (GNHCC)
- Greater Stamford Hispanic Chamber of Commerce (GSHCC)
- Latino Business Committee of Danbury (LBCD)

In prior years, some of these organizations engaged and supported Census outreach efforts. "The Census is very important for our community and, like in the past, SAMA will do its part to accomplish an accurate and complete count of the population in Connecticut," said Julio Mendoza, Executive Director of SAMA. Marisol Herrera, President of the Hispanic Chamber of Commerce of Greater Bridgeport echoed Mr. Mendoza's enthusiasm: "We are excited to partner with the U.S. Census Bureau to reach out to the small business community, to educate and motivate everyone to self-respond to the 2020 Census."

The success of the 2020 Census depends on community involvement at every level. Small community and ethnic businesses are at the heart of it all and possess the trusted voices that are so important to the Census Partnership Program because they can effectively educate the immigrant population on how the 2020 Census is Safe, Easy, and Important. ▀

## Newburgh Counts! Strengthens Outreach

By: Mario Garcia • Newburgh, NY

The Newburgh Counts! CCC gathers monthly to determine the best ways of spreading community engagement. The purpose of these meetings is to continue the progress towards a more complete and accurate count of the City of Newburgh. This committee is filled with individuals from the city council, libraries, and community action groups.

During a meeting in early May, the committee discussed several topics, including how to better show residents that Newburgh Counts! The CCC is active in the community. One concept discussed was spreading the word to residents during the day-to-day activities via a Newburgh Counts! logo on signs around the city. The signs will also include a QR code that would allow those with smartphones to obtain more information about the 2020 census.

The committee also discussed outreach to their sub-committees. They began prioritizing methods of engaging each of those communities, which range from veterans to faith-based communities to senior citizen organizations, just to name a few. The importance of reaching out to these organizations and connecting them to the committee is to help expose them to Census resources and keep them informed of committee events. There were various individuals present at the meeting to help engage these hard-to count groups. The CCC also prepared for Newburgh Illuminated, an annual Newburgh festival that took place on June 1st, where committee members staffed an informational and recruiting table along with representatives from the U.S. Census

## Why Census Matters in New Hampshire?

By: Yara McSweeney • New Hampshire

On Saturday, June 1, 2019 the Office of Strategic Initiatives in New Hampshire (NH) hosted a census presentation during their annual Spring Planning and Zoning Conference. This presentation included an overview of Census activities and challenges in NH presented by Regional Director Jeff Behler, a data workshop highlighting our new

census data tool available at [data.census.gov](http://data.census.gov) and Census Academy presented by Data Dissemination Specialist Alexandra Barker, and a presentation on the application of census data in regional planning presented by Sara Siskavich, Assistant Director from the Nashua Regional Planning Commission.



In her opening remarks Sara stressed how census really is central to the identity of the Regional Planning Commission, “We are beneficiaries of census, consumers of the data and regional providers

of the information to our communities” she stated. Sara explained how the planning commissions look at census data to answer questions about where is the NH workforce living, where do NH residents work, where are the most socially vulnerable neighborhoods, what languages are spoken in NH, how do we best serve non English residents, how are households changing, where is traffic getting worse, and where does a transit expansion make sense. All very important questions that



From left, New York Regional Census Center Deputy Director Ian Hull; Tiffanne Ingram, Director, Employment & Training and for the Community Action Organization of Western New York; and Nathan Hare, President & CEO of the Community Action Organization of Western New York.

## Community Group Promotes 2020 Census On The Air

By: Ed Walker • Western New York

On Wednesday, May 29, 2019, the Community Action Organization of Western New York (CAO of WNY) taped a session of their weekly TV & Radio Program, “World of Community Action,” that promoted the importance upcoming 2020 Census. The first segment of the program featured an informative and lively dialogue between Ian Hull, Deputy Regional Director, New York Regional Census Center, and Nathan Hare, President & CEO of CAO of WNY. Hull described how the 2020 Census is important, safe and easy. On each topic, Hare followed with local examples of how Census statistics influenced the lives of individuals daily in the Western NY area. During the conversation, Hull and his host dispelled several misconceptions surrounding the Census. They also candidly addressed issues such as distrust in government and concerns about the citizenship question. The U.S. Census Bureau has put in place solutions that safeguard your data by encrypting the information, limiting access, and actively monitoring the systems to make sure the information stays secure.



Jeff Behler, Regional New York Director of the U.S. Census Bureau; and Ken Gallagher, Principal Planner Office of Strategic Initiatives and Chair of the NH State Complete Count Committee; Alexandra Barker Supervisory Data Dissemination Specialist of the U.S. Census Bureau; Assistant Director from the Nashua Regional Planning Commission Sara Siskavich.

In the second segment, Tiffane Ingram, Director of Employment and Training for the community-based organization, joined the conversation and

turned it toward the jobs associated with the 2020 Census. Hull described the variety of jobs available and discussed wages, transportation assistance and the ease of the application. Ingram detailed her organization's efforts to help with Census recruiting by holding job fairs and supporting Census inclusion in several community special events such as "Juneteenth" in mid-June. The segment concluded with all three commentators encouraging everyone to embrace the upcoming 2020 Census by applying for jobs and then completing the Census beginning in March of next year.

The recorded program will air Sunday, June 30, 2019. CAO expects to re-air this program on TV and radio on several occasions in the next two months. ▀



: From left, New York Regional Census Center Deputy Director Ian Hull met with Nathan Hare, President & CEO of the Community Action Organization of Western New York to discuss the importance, safety and ease of the U.S. Census. Their conversation was recorded May 29 as part of "World of Action," a weekly radio and television show. The show is scheduled to air on television June 30 and on radio numerous times thereafter.

## 2020 Census Employment Available!

Are you or do you know someone looking to be of service to their community during the 2020 Census? Well, the New York Region Census Center (NYRCC) is hiring!

There are great opportunities available made just for you! Spread the word and visit the [USA JOBS](#) and the [2020 CENSUS JOBS](#) websites! Search with keywords RCC2020NY, CENSUS, or with your City, State, or Zip Code. Check it out! Click the links above to browse and apply now!



## HOW To Count Hard to Count Communities

By: Regina Waynes Joseph •  
New Jersey

On May 30, 2019, at the New Jersey Institute for Technology in the City of Newark, New Jersey, an extraordinary conference took place: Newark Counts – Census 2020 Planning and Strategy Conference. Co-sponsored by the City of Newark, United Way of Essex and West Hudson and Advocates for Children of New Jersey. The primary purpose of this conference was to plan the strategies to be employed to ensure that Newark's Hard to Count residents will be counted in the 2020 Census.

Led by Newark Mayor Ras Baraka, who stressed how essential it is for Newark to have an accurate count in the 2020 Census, the 115 participants representing governmental, non-profit and business organizations began planning the strategies to be used to reach very specific groups of residents identified by the Census Bureau as hard to count populations. Mayor Baraka charged the conference attendees with analyzing each of the identified groups and develop specific ways to contact them. He reiterated the importance of the Census in allocating needed financial resources to the community, determining the apportionment of Congressional representatives and redistricting of legislative districts.

U.S. Census Bureau New York Regional Director Jeff Behler explained key elements for participants to stress to residents – that the Census is safe, easy and important. "It's safe – no one -- no agency, law enforcement or otherwise, no Court, NO ONE can get

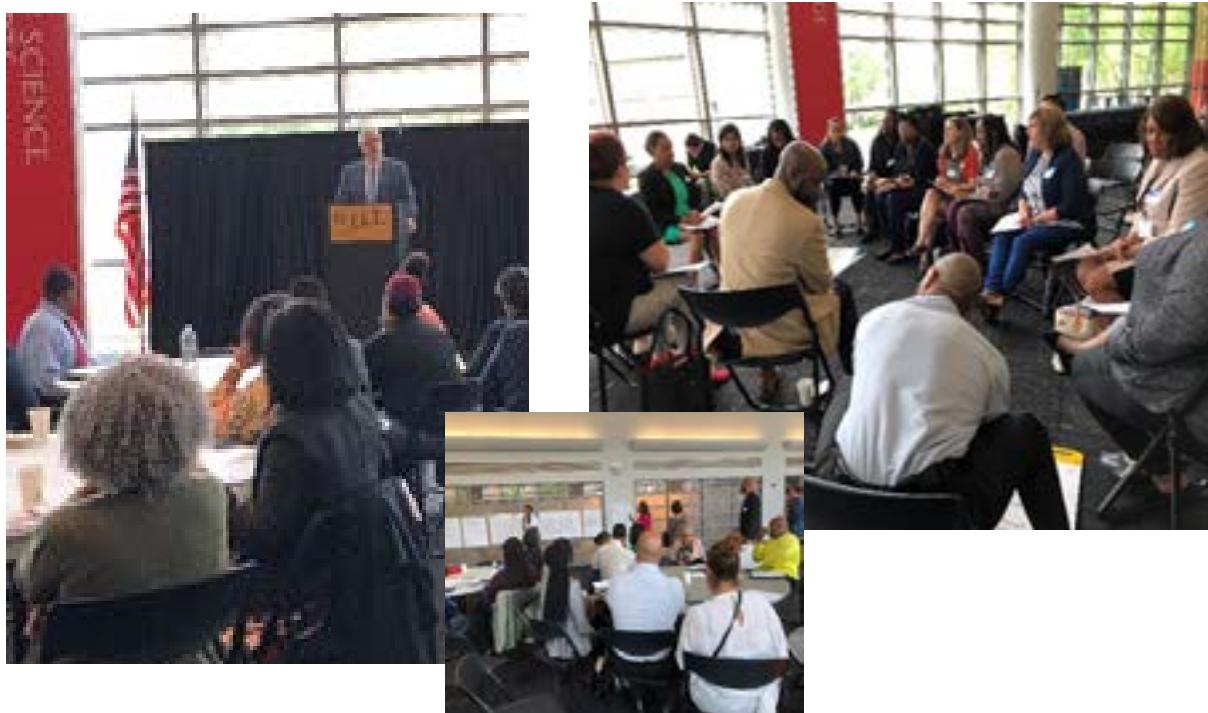
access to the personal information of anyone responding to the Census," stated Mr. Behler. Mr. Behler continued, "It's easy – there are 4 methods to respond to the Census – online, telephone, paper, and if there is no response to any of those methods, a census taker will personally come to the residence and count the residents. It's important" – emphasizing Mayor Baraka's points, Mr. Behler noted that the Census serves as the benchmark for determining allocation of funds to the states for essential services, apportionment and redistricting.

In addition, Mr. Behler highlighted that the Census Bureau is recruiting for temporary employees to assist in the work of completing the Census. He encouraged everyone to advise residents of these temporary jobs which could be applied for online and referred everyone to the table of materials which provided detailed information concerning how residents can apply. After receiving this charge, the participants got to work planning strategies to reach these very specific groups of Hard to Count residents including: 0-5-year-olds, seniors, immigrants/non-English speakers, renters/tenants, housing insecure persons, and opportunity youth. The conference broke out into working groups and developed ideas to be presented at the end of the day.

A representative in each breakout group was designated to present their outlined idea for reaching the hard to count population and explained how their plan worked. The elements of each plan were:

- \*Who needs to be involved?
- \*What resources do they need?
- \*What is the first step that needs to get done?
- \*Where does our user find out about this idea?
- \*How will the idea make the user more likely to participate in the Census?

In addition, each group had to identify activities which they would be willing to host to help with the Census count. Sample activities were hosting job fairs, partnering with U.S. Census Bureau at events, offering space for education or informational sessions, assist with address canvassing, offering computers and space to fill out the Census, and translation of materials into Spanish, Portuguese or Haitian Creole. Finally, everyone was asked what assistance their organization could provide going forward. In a written submission, groups were asked if they could help give 1) Training for staff on Census 2020; 2) Educational materials for community members; and 3) Funding for staff time dedicated to Census work. This conference was an important step towards Newark achieving its goal of counting every resident. ▀



# GET INVOLVED, JOIN OUR PARTNERSHIP PROGRAM



Conducting a census is a massive and vitally important undertaking – one in which the U.S. Census Bureau could only accomplish with the help and support of its partners. □

Our Team is Here to Serve YOU!  
Contact Us TODAY!

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