

Get Out the Count:

Strategies for Optimizing 2020 Census Participation Among Older People

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PURPOSE OF THIS TOOLKIT

Older adults and the census

The U.S. Constitution requires a count of the American population every ten years through a national census. The 2020 Census form will be available for completion from mid-March through July 2020, and participation will be encouraged through census-related events across the country on Census Day, April 1, 2020. The data collected from the census will determine how many seats each state receives in the U.S. House of Representatives and the allocation of over $675 billion annually to federal, state, and local programs in areas such as healthcare, housing, transportation, and education.

In order to ensure that communities are fairly represented and that resources are equitably distributed, everyone must be counted in the census. However, some people are more difficult to count than others. The term "Hard-to-Count (HTC)" refers to groups or populations who have historically been undercounted and/or traditionally have not readily responded to the decennial census questionnaire.[1]

HTC
"Hard-to-Count"

HTC refers to groups or populations who have historically been undercounted and/or traditionally have not readily responded to the decennial census questionnaire.

The CUNY Mapping Service at the Center for Urban Research at the Graduate Center of the City University of New York defines HTC as a community or census tract with a self-response rate of less than 73%.[2] A census tract is a subdivision of a county that averages about 4,000 inhabitants,[3] and the self-response rate is determined by the percentage of people in a census tract who completed and returned the 2010 Census paper questionnaire without requiring follow-up.[4]

Households headed by adults age 65 and older are considered HTC,[5] and many older New Yorkers fall into additional HTC categories based on race, income, access to technology, and other sociodemographic factors.

Why aging service professionals play a critical role

This toolkit is intended for professionals like you who regularly interact with older New Yorkers on a formal and informal basis. You may work in a designated aging service organization, or you may work in housing, healthcare, government, or another industry that serves older adults. You can play a powerful role in ensuring that they are counted in the upcoming census by educating them of its importance and dispelling any fears they may have about participating. By doing so, these older adults can become powerful advocates for the census in their communities as well. An accurate count of the older population will help to ensure fair representation and funding for all New Yorkers.

When you have finished reading this toolkit, we hope that you will understand how the 2020 Census works, why it is important, and ways that you can help to ensure that HTC older New Yorkers are counted.

QUICK FACTS ABOUT THE CENSUS, OLDER ADULTS, AND NYC

In the last decennial census, the number of New York City residents was 8,175,133,[6] and of those, 12% were age 65 and older.[7]

In 2010, the self-response rate in New York City was 62% for all households, while the national average was 76%.[8]

By 2040, the 65 and older population is projected to grow to over 1.4 million, making up over 15% of the City's total population.[9]



SELF-RESPONSE RATE FOR ALL HOUSEHOLDS







WHY THE CENSUS IS IMPORTANT

The results of the 2020 Census will affect political, economic, and planning decisions for the next ten years. An inaccurate census count might result in a serious misalignment between community need and funding allocation. It may also result in a lack of appropriate political representation through 2030.[10]

Resource allocation

The census determines how $675 billion of federal funding will be distributed *annually.* Policymakers use census statistics to help decide how much money is allocated to government programs, including those that improve the quality of life for older adults and their families.

The federal programs that receive the most funding based on census data are:[11]

- **Medicaid = $312 billion**
- **Supplemental Nutrition Assistance Program (SNAP) = $71 billion**
- **Medicare Part B = $70 billion**

In addition, census data are used to organize communities and to identify and address local needs by:[12]

- Determining boundaries of **school districts** and **voting precincts**
- Adding or improving **public transit** and **roads**
- Locating **community assets** including libraries, senior centers, and hospitals
- Deploying **emergency response services**
- Building new **housing** and **businesses**

Congressional representation

Census data determine how many representatives each state has in the U.S. House of Representatives and in the Electoral College (number of electors = number of representatives + two senators). A complete count ensures accurate representation in Congress.

According to the 2010 Census, New York lost more residents than any other state in the country, and as a result, lost two seats in the House.[13] Some projections indicate that New York could lose at least one congressional seat when district lines are redrawn based on the 2020 Census results.[14]



It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

United States® Census 2020



ABOUT THE CENSUS

The census can be completed anytime between March 12 and July 31, 2020. National Census Day is April 1, 2020 and will be celebrated with events across the country.

2020 Census Timeline[15]

WHAT WILL BE SENT IN THE MAIL	
MARCH 12–20	An invitation to respond online to the 2020 Census (some households will receive paper questionnaires)
MARCH 16–24	A reminder letter
	If you haven't responded yet:
MARCH 26–APRIL 3	A reminder postcard
APRIL 8–16	A reminder letter and paper questionnaire
APRIL 20–27	A final reminder postcard before in-person follow-up

From mid–May through July, census workers will follow up in person with households that have not yet responded.

On December 31, the U.S. Census Bureau will release the 2020 Census data for state population totals and congressional apportionments to the White House.



Ways to respond to the census

Every household will receive an invitation to respond to the 2020 Census in the mail by April 1 with instructions for how to access the census form online. **Respondents only need to fill out one census per household.** A household is defined as a person or any number of people who live in the same housing unit.[16] The person who fills out the census is referred to as "Person 1" on the census questionnaire.

There are four ways to respond to the census:

- **Online:** Fill out the census online by visiting 2020census.gov.
- **Phone:** Call 844–330–2020 to complete the census.
- **Print:** A print form will be mailed to households that have not responded to the census by mid–April.
- **In person:** A census worker will follow up in person with households that have not responded to the census by early May.



Categories of questions on the census

The 2020 Census will ask for the following information about a household:[17]

- Number of people living in the housing unit on April 1
- Any additional people staying in the housing unit on April 1
- Owner/renter status of housing unit
- Phone number (only used if the Census Bureau needs additional information)

The 2020 Census will ask for the following information for **all persons** living in the housing unit:

- Name
- Whether this person lives or stays somewhere else
- Relationship of each person in the housing unit to Person 1
- Sex
- Age and date of birth
- Hispanic, Latino or Spanish origin
- Race

The 2020 Census will **not** include a question about citizenship status.

Counting people with vision or hearing impairments



The Census Bureau has made the 2020 Census available in multiple accessible formats. For additional information, see Best Practices on page 13.

Counting people in individual and group quarters

The Census Bureau classifies certain types of housing facilities as group quarters.[18] Examples of group quarters include skilled nursing facilities, college dormitories, group homes, and prisons. People who reside in group quarters will be counted through the Group Quarters Enumeration process. Administrators at these facilities will work directly with the Census Bureau to count the residents. If you work in this type of facility and your facility has not yet been contacted by the Census Bureau, go to Group Quarters Advance Contact for more information.

NOTES ON GROUP QUARTERS

Anyone who lives in Independent or Assisted Living and has their own mailing address will be sent an invitation to respond to the census individually. They will not be counted through the Group Quarters Enumeration process.

People who are in a hospital on April 1 will be counted at the residence where they will live and sleep most of the time once they have been discharged.[19]

Counting people who speak languages other than English



English/Spanish bilingual census tracts

Census tracts where 20% or more of the households need Spanish language assistance are considered "bilingual" by the Census Bureau.[4] All households in these tracts will receive English/Spanish bilingual invitations to complete the census and a bilingual paper questionnaire in mid-April if they have not yet responded.[20] Census workers in these tracts will be able to conduct the census in person in English and Spanish. To view a map of census tracts that are designated as English or bilingual, go to the 2020 Census: Mail Contact Strategies Viewer.

Completing the census in languages other than English

The census will be available online and by phone in 12 non-English languages. There will also be language guides and glossaries available in 47 additional languages. For additional information, see Best Practices on page 13.

Confidentiality and safety of census data

Responses to the 2020 Census are safe, secure, and protected by federal law. The data collected can only be used to produce statistics—***they cannot be used against you in any way or by any government agency or court.*** By law, all responses to the census are kept completely confidential. Every Census Bureau employee takes an oath to protect respondents' personal information, and any violation comes with a penalty of up to $250,000 and/or up to five years in prison.[21]





WHO ARE HTC OLDER ADULTS?

With close to 330 million people living in over 140 million households throughout the nation, there are many subpopulations at risk of being undercounted.[22]

Established by Mayor de Blasio, the NYC Census 2020 organizing initiative has identified multiple challenges that New York City faces in obtaining an accurate count, including the city's diverse demography, societal attitudes towards government, and barriers to information resulting from limited English proficiency and limited access to high-speed internet.[23] The Rockefeller Institute of Government cites the introduction of the online census form as a reason why adults age 65 and older are considered hard to count.[24] Among the 1.2 million older adults living in New York City, there are many overlapping demographic traits that can make them even less likely to participate in the census.[25] [26] These include:

- People of color
- People with limited English proficiency
- People who are undocumented immigrants or recent immigrants
- Displaced people affected by a disaster
- Renters
- Complex households, including those with blended families, multi-generations or non-relatives

- People experiencing homelessness
- People who are lesbian, gay, bisexual, transgender, queer and/or questioning
- People with low incomes
- People less likely to use the internet and others without internet access
- People with disabilities
- People without a high school diploma
- Formerly incarcerated individuals

The Rockefeller Institute's **At-Risk Community Index** shows that 86% of the 500 hardest-to-count census tracts in the State of New York are in New York City. For example, in the 2010 Census, one community in the Brighton Beach neighborhood of Brooklyn had a 44% self-response rate.[5] Within **Brighton Beach**, 25% of the population is age 65 and older, and of this population, 76% speak English "less than very well." In contrast, one community in the **Great Kills neighborhood** of Staten Island had a self-response rate of 80%.[27] Only 17% of their population is age 65 and older, and of this population, 14% speak English "less than very well."

When developing your outreach strategies, be sure to think about which of these many hard-to-count categories may apply to your constituency. Different groups may need to be addressed with different messaging, engagement methods, or outreach personnel.

QUICK FACTS ABOUT NYC RESIDENTS AGE 65 AND OLDER[28] [29]

45% identify as people of color

34% speak English "less than very well"

48% were born outside of the U.S.

56% are renters

31% live below 150% of the federal poverty level

42% lack broadband internet access

36% report living with a disability

31% do not have a high school diploma



BEST PRACTICES

TARGET OUTREACH » MOTIVATE AUDIENCE » FACILITATE COMPLETION

Target your outreach.

Determine the neighborhoods where you serve HTC older adults using the IMAGE: NYC Map.

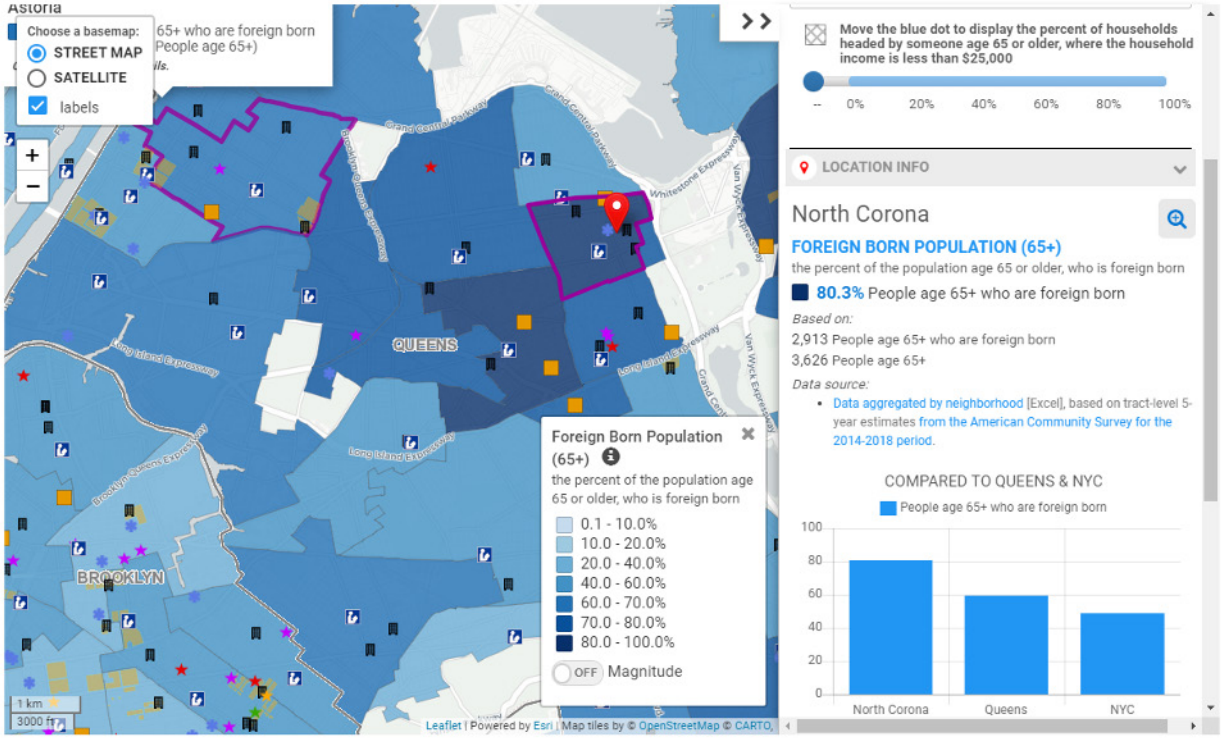
IMAGE: NYC, the Interactive Map of Aging (imagenycmap.org), is an open-source map of New York City's current and projected population age 65 and older that provides overlays of available resources, services and amenities.[30] IMAGE: NYC can help you identify the geographic locations of HTC older adults, such as neighborhoods with high concentrations of older adults who:

- are people of color
- are born outside of the United States
- have limited English proficiency
- do not have a high school diploma
- have limited access to the internet

In addition, the map displays census tracts with low 2010 Census self-response rates for households of all ages. You as a professional can also use the map to identify existing services and resources that can support your outreach efforts, such as local libraries, which will have computers available for completing the census.

In the example below, the map shows that the neighborhood of North Corona in Queens has a high concentration of older adults born outside of the U.S. This is an indicator that any census outreach will need to include messaging about the multiple language options. You can also find senior centers, senior housing developments, healthcare facilities, libraries, and recreation centers to target your census outreach.

IMAGE:NYC
INTERACTIVE MAP OF AGING



Aging Services

Senior Center

3 in this neighborhood:

FLORENCE E. SMITH NEIGHBORHOOD SC

KCS CORONA NEIGHBORHOOD SENIOR CENTER

CORONA NEIGHBORHOOD SENIOR CENTER

Health facilities

Federally-funded Primary Care Center

1 in this neighborhood:

Plaza Del Sol Health Center

Recreational Assets

Recreation Center

1 in this neighborhood:

Louis Armstrong Community Center

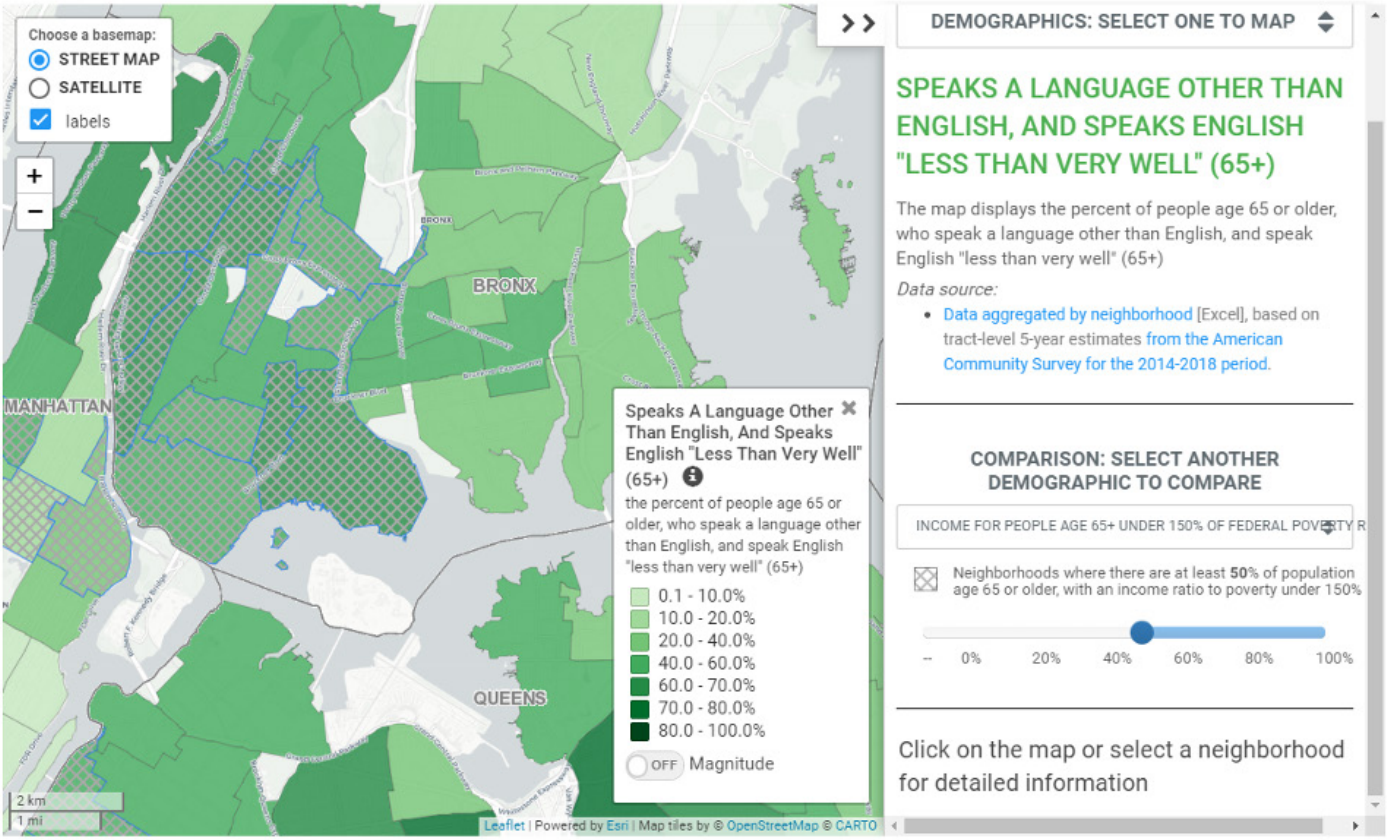
Cultural Institutions

Public Library

1 in this neighborhood:

Corona

IMAGE: NYC can also display two demographic characteristics to show where there are overlapping HTC traits. For example, the map below shows neighborhoods in the Bronx with percentages of adults 65 and older who speak English "less than very well" (in shades of green) with a crosshatch overlay where at least 50% of adults 65 and older have an income under 150% of the federal poverty level.



Additional Interactive Maps

Census 2020 Hard to Count Map (HTC 2020) is another interactive map that provides information on 2010 Census self-response rates, internet access, and at-risk populations based on HTC demographics for people of all ages in a particular census tract or larger geographic area.[4] HTC 2020 also provides information on the 2020 Census Initial Contact, including which select census tracts will receive bilingual invitations and/or a paper census form in the initial invitation.

The map below shows that Census Tract 37 in the South Bronx had a 64% self-response rate in the 2010 Census. It also shows that more than half of the population has no home internet access and that nearly 60% are at or near the federal poverty level.



LOW-INCOME POPULATIONS ▲

- **~45% of the tract is *in poverty*** (an estimated 121 people have incomes below the poverty level).
- **Another 13% of the population is *near poverty*** (an estimated 35 people have incomes between 100 and 200% of the poverty level).

CENSUS DETAILS FOR TRACT 37 ▼

Census Self-Response

1) In 2010, **only 64%** **of the tract's households mailed back their 2010 census questionnaire**, requiring more costly and difficult in-person follow up to count the remaining 36.0%. **This tract is one of the hardest to count in the country.**

CENSUS DETAILS FOR TRACT 37 ▼

Internet Access at Home

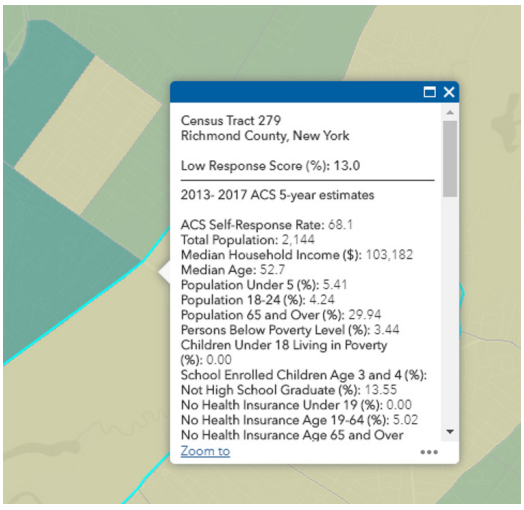
CLICK TO TOGGLE INTERNET ACCESS SLIDER

During 2014-18, **54.7% of this tract's households had either no home internet subscription or dial up-only**, according to the latest American Community Survey estimates. **0.0% of households had a cellular data plan only** (which may be costly to use for non-essential services).

Response Outreach Area Mapper (ROAM) is a web-mapping application developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic profile of these areas.[31]

In the map below, you can see a wide range of demographic characteristics, many of which are considered HTC, for Census Tract 279 in Staten Island.

United States Census Bureau Response Outreach Area Mapper (ROAM)



These interactive maps can help you hone in on the geographic areas to target your census outreach. To access these maps, see Useful Maps and Tools for Census Outreach in Additional Resources on page 23.

Motivate your audience.



Educate yourself and your colleagues about the census so that you can be an effective messenger.

In order to become an effective advocate of the census, familiarize yourself with all the basic information needed to answer common questions. Be able to briefly and simply explain why the census is important, using concrete examples as outlined in Why the Census Is Important on page 5. Know key dates, like the first and last day to complete the census. Ensure that both you and your colleagues know how to define a "household."

You'll also want to be able to answer questions about different methods of taking the census, including language options and disability accessibility. Anticipate some common questions that your clients may ask (e.g. "Is it only online?" or "When is someone going to knock on my door?") so that you'll be prepared to provide an answer.

Review About the Census on page 7 if you need a refresher.

QUICK TIP

Dedicate time during a regular staff meeting to discuss your census outreach approach.

Emphasize the positive outcomes of census participation.

One of the most effective ways to motivate individuals to take the census is by communicating the tangible benefits of their participation. Illustrate your explanations using scenarios and examples that affect your clients directly. For instance, explain how federal programs such as Medicaid and SNAP are funded based on census data, or how transit planners use the data to determine where to place new bus stops.

You can also emphasize the simplicity of taking the census (e.g. "There are ten questions, it only takes ten minutes, and you only have to take it once every ten years"). Finally, you might explain that self–responding early limits the amount of mailings they receive and prevents census workers from "knocking on their door."

Dispel fears and myths about the census.

One of the common reasons that individuals choose not to participate in the census is a fear or mistrust of the government. For certain populations, this distrust may be rooted in earlier life experiences of persecution and trauma.[32] In addition, older adults are more vulnerable to fraud and scams[33] which may make them wary of giving

away any personal information. Your role is to convey that taking the census is safe, secure, and confidential. Remind clients that every Census Bureau employee wears an identifying badge, and that census workers will **never** ask for Social Security numbers, bank information, money, or donations.[34] The only way to complete the census by phone is to initiate the call yourself. The only time the Census Bureau will call you is to clarify information that you have provided on the census form. AARP has more detailed information on how to avoid census scams, which you can access in Additional Resources on page 23.

Census data are only used for statistical purposes. The census is safe for non-citizens, so remind clients not to "forget" anyone currently living in their home.[35] If asked, emphasize that responses are **not** shared with landlords, police departments, Immigrations & Customs Enforcement (ICE), or the Department of Homeland Security (DHS).[21] To avoid any confusion or fear about a government agency knocking on the door, encourage people to self-respond to the census between mid-March and mid-May.

Though the possibility of adding a citizenship question to the 2020 Census was the subject of conversation, a ***citizenship question will not be included in the census.*** Some experts who work with immigrant communities recommend not bringing up this topic unless specifically asked.

Help Wanted

Do you know people who are looking for part-time work? The Census Bureau is hiring to fill more than 500,000 temporary positions for both field- and office-based roles. Go to 2020 Census Jobs to learn more.

Develop a culturally-appropriate approach.

You know your constituents best. When developing your outreach strategy, keep your specific audience in mind.

Ask yourself questions such as:

- Who are their trusted messengers within and outside of your organization?
- Are the people doing outreach reflective of the community you are trying to engage?
- What are specific barriers that may prevent them from taking the census?
- What media outlets do they read, listen to, or watch most often?
- Where do they often congregate?
- Are there words, phrases, or graphics to include or avoid when communicating with them?
- What forms of engagement are most effective (in person, printed materials, phone calls, e-mails)?

Involve older adults in your outreach and event planning to leverage their social networks and understanding of their communities.

Expand your audience by going beyond your organization. For example, your clients may often gather at senior centers or churches, but you may find another audience in the

park playing chess, at a sporting event, or going for their morning coffee at the local diner. On the other hand, if your clients are mostly homebound, who are their trusted messengers? Is it the person who delivers their meals, a librarian who sends them books by mail, or their home care aide?

TRUSTED COMMUNITY MEMBERS MAY INCLUDE:

Adult children
Medical professionals
Local elected officials
Tenant association leaders
Local business owners
Pharmacists
Faith-based leaders
Paid caregivers
Meal delivery personnel
Barbers and hairdressers
Older peers

Facilitate census completion.



Once you have effectively motivated your audience, the next step is to ensure that they have the capacity to participate in the 2020 Census.[36] Below are steps that you can take to make completing the census as easy as possible.

Provide access to language assistance.

The Census Bureau has developed multiple ways of making the 2020 Census accessible for people who speak 99% of the languages spoken in the U.S.[37]

When you talk to older adults about taking the census, make sure they know that the census will be available online and by phone in 12 non-English languages.

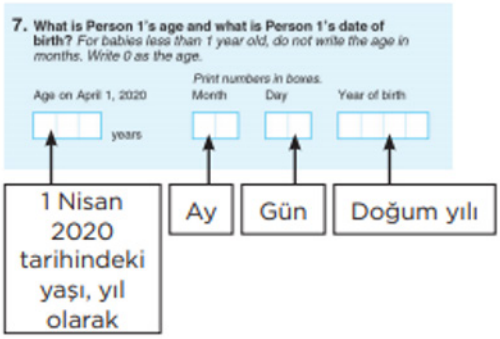
- Arabic
- Chinese (Simplified)
- French
- Haitian Creole
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Tagalog
- Vietnamese

The online census will show a menu of these languages.



In addition to these 12 languages, there are language guides and glossaries in 59 languages that will help non-native English speakers complete the online and paper census.

Below is a snapshot of the Turkish language guide and glossary:



1. Kişinin yaşı kaçtır ve 1. Kişinin doğum tarihi nedir?

1 yaşından küçük bebekler için yaş olarak ay yazmayın. Yaş olarak 0 yazın.

2020 CENSUS GLOSSARY – ENGLISH TO TURKISH

English	Turkish
relationship	ilişki
relative	akraba
rented	kira
rented, not occupied	kiralanmış, boş

Provide access to disability assistance.

According to the Pew Research Center, Americans with disabilities who are age 65 or over are 21% less likely to have broadband internet access at home and 16% less likely to own a computer than those without disabilities in the same age group.[39] While the Census Bureau offers many resources to enable people with disabilities to complete the census, as an aging service provider, it may be your role to provide access to those resources.

For anyone with a visual impairment, you can inform them that the online census meets the latest web accessibility guidelines, which includes the option to navigate

the form without a mouse using assistive technology such as a screen reader. You can also print out large-print guides that will assist people in filling out the paper questionnaire, as well as Braille guides if you have a Braille printer.[40]

Anyone with a hearing impairment can respond in print or online, and there will also be a video guide in American Sign Language. In addition, people can complete the census by calling TDD/TTY (844-467-2020).

If someone is unable to complete the census on their own, and there is no one else in the household to complete it, then you as a professional can complete the census form on their behalf.[40] Just remember to inform them that you are not a Census Bureau employee and their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.[41]

For additional information on census accessibility for people with disabilities, refer to the Disability Rights California toolkit listed in Additional Resources on page 23.

Leverage existing engagement strategies to promote the census.

If you engage directly with older adults on a regular basis, you can use your various communication channels to encourage census participation.

- Include messaging, such as language suggested in the **2020 Census-related Social Media Content** guide, and information about any census-related activities you have planned in your organization's newsletters, mailings, e-mails, social media, and flyers.
- If you work with older adults who are primarily at home, such as through a meal or book delivery program, you can include census information in those mailings or directly with the staff who deliver the items.
- Make frequent announcements during your existing programs and events from March through July. You can say something simple like, "Look for mail from the Census Bureau and ask any staff if you have questions about taking the 2020 Census," at your organization's monthly book club or every Wednesday's congregate lunch.
- Plan an organization-wide event on April 1, National Census Day, encouraging census participation and providing the necessary resources for your clients to complete the census that day.

Census outreach doesn't have to be an expensive or time-consuming undertaking, but rather can be built into the work you are already doing.

Make computers and the internet available for completing the census online.

If you have public computers or a computer room available, designate and advertise certain times between mid–March and May as "2020 Census Computer Hours." During these times, have staff onsite to assist in accessing the 2020 Census website. You can also print out language guides.

Even if you don't have computers, you can designate certain times as "2020 Census Hours" in spaces where secure Wi–Fi is available. Encourage people to bring their smartphones, laptops or tablets, and/or work with your IT department to set up temporary computer stations. This can also be an opportunity for people to complete their paper form, especially if they need to access a printed language guide.

Lead by example.

Take the census yourself as early as possible. By taking the census, you will be better equipped to describe the process and answer questions. You are a trusted messenger, and the older adults you work with may be more willing to participate if they know you have already participated.



ADDITIONAL RESOURCES

Census Bureau Resources

The Census Bureau website has a vast array of resources, including basic information, videos, talking points, and specific outreach flyers for many HTC populations.

Outreach Materials

Social Media Content

Sample 2020 Census Form

Group Quarters Advance Contact

Useful Maps & Tools for Census Outreach

IMAGE: NYC Interactive Map of Aging **(The New York Academy of Medicine)**

Census 2020 Hard to Count Map **(CUNY)**

ROAM: Response Outreach Area Mapper **(Census Bureau)**

At-Risk Community Index **(Rockefeller Institute)**

Complete Count Committees

Complete Count Committees (CCCs) are geographically-based coalitions that build upon local knowledge, influence and resources to promote the census through targeted outreach. There are CCCs nationwide, including borough-based ones in Manhattan, Brooklyn, Queens, Staten Island and the Bronx.

Neighborhood Organizing Census Committees (NOCCs) are groups of volunteers based in a smaller geographic area that do direct outreach to friends, families, and neighbors. Sign-up here.

New York City Public Library Systems

All branches of Brooklyn Public Library (BPL), The New York Public Library (NYPL), and Queens Public Library (QPL) will serve as census resource sites where individuals can fill out the census, request help from volunteers, and make use of computers and language guides. At every BPL, NYPL, and QPL library branch, computers will be available for completing the census, and no library card is needed.

Other Toolkits

NYC Faith Leaders Toolkit **(by Interfaith Census 2020 Count Coalition)**

Preparing for the First Digital Census **(by The Digital Equity Laboratory)**

Census 2020 Disability Community Toolkit **(by Disability Rights California)**

Miscellaneous Resources

5 Ways to Avoid Census Scams **(by AARP)**

2020 Census Pro-bono PR Agency for Non-profits **(by Association for a Better New York)**

"Census 2020 We Count" Marketing Tools **(by F.Y. Eye)**

OTHER APPLICATIONS FOR THIS TOOLKIT

Many of the outreach strategies and best practices outlined in this toolkit can be applied to efforts and initiatives outside of the 2020 Census. These include, but are not limited to:

- Voter registration
- Election days
- Advocacy and lobbying efforts
- Emergency management
- Enrollment in public benefits
- Community needs assessments

We hope that you will utilize this toolkit in your future work to continue to make New York City a great place to live at any age.

METHODOLOGY

Review of Existing Literature and Secondary Data

To develop a knowledge base about census participation among older adults, The New York Academy of Medicine conducted a review of the existing literature. Using combinations of the keywords "older adult, senior, aging, census, enumeration, undercount, immigrant, foreign-born, limited English, and internet access," we searched the PubMed and Google Scholar databases, and grey literature.

We also utilized available data from the U.S. Census American Community Survey, the 2010 Census, the Rockefeller Institute of Government, and IMAGE: NYC, the Interactive Map of Aging.

Meeting Participation

We attended multiple city and state meetings on census education and outreach strategies. These meetings were organized by the New York State Office of the Governor, New York Counts 2020, and Association for a Better New York.

Interviews with Experts

We conducted 20 interviews with professionals across a wide range of fields, including the public library system, healthcare, and advocacy organizations that focus on a range of specific hard-to-count populations.

Our thanks to the following individuals for lending their time and expertise:

- Melva Miller, Association for a Better New York (ABNY)
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- Taina Evans and Amy Mikel, Brooklyn Public Library
- Jed Levine, CaringKind
- Steven Romalewski, CUNY Mapping Service at The Graduate Center, CUNY
- Ahsia Badi, Emgage USA
- William Hamer, Harlem Advocates for Seniors
- Diana Caba and Emely Paez, Hispanic Federation
- Andrea Cianfrani, LiveOn NY
- Toby Weiss, MJHS Hospice and Palliative Care
- Erika Hudson, National Disability Rights Network
- Meeta Anand, The New York Immigration Coalition
- Loren Avellino, NewYork–Presbyterian Brooklyn Methodist Hospital
- Jay Brandon, The New York Public Library
- Marisa Giorgi, Older Adults Technology Services (OATS)
- Asimina Papapostolou, Queens Public Library
- Sadiya Abjani, Porsha Hall, and David Vincent, SAGE
- Sue Fox, Shorefront YM-YWHA of Brighton-Manhattan Beach, Inc
- Ariel Savransky, UJA-Federation of New York
- Joli Golden, U.S. Census Bureau

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