

NYSUT COUNTS - POWERPOINT NOTES

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Ask the audience-What do you see when you look at this picture?

Some will see two faces and others see a vase.

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Ask the audience- What do they see when they look at the envelope?

Some will see it as junk mail, a piece of government mail.

We want our members and the community to see mail from the Census as an opportunity. An opportunity to get counted and get New York the money we deserve.

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The census is 230 years old.

This presentation will go over:

- 1) What the census is,
- 2) why it is important
- 3) What is different this year
- 4) Obstacles to participation
- 5) We will end with more information on NYSUTs plan to get involved

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<https://youtu.be/Eq-FMB4epyw>

Play the US Census overview video of Census 2020- Video last approximately 1.5 minutes

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What is the census?

Article 1, section 2 of the US Constitution empowers the Congress to carry out a census count of every person living in the United States of America.

The census counts non-citizens and individuals of all ages (children and seniors)

The census is conducted every 10 years. April 1, 2020 is Census Day.

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Timeline for the 2020 Census

Invitations to complete the Census will be staggered and go out in waves so as not to overload the postal systems.

March 12th-20th Households can start responding online or by telephone

Reminder letters will go out March 16-24th

Reminder postcards to non-respondents will go out March 26th-April 3

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In April, a reminder letter and a paper questionnaire will be mailed to all remaining non-respondents.

May-July 2020 census workers will go out and knock on doors of non-respondents or to any respondents who did not answer the questions on the initial census form

Best way to avoid someone showing up at your door, is to respond to the Census as

soon as you receive the invitation.

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Why does the Census Matter?

It is also used to distribute more than \$700 billion in federal funds for the following programs:

Medicaid

Child Health Insurance Program (CHIP)

Housing Assistance

Health Centers

SNAP (Supplemental Nutrition Assistance Program)

Title 1 Grants to Local Education Agencies (approximately \$14 billion)

National school lunch program

Special education grants

The census is used to redraw legislative districts (Congressional, State Assembly, State Senate to be redrawn in 2021)

Census data is used to make sure new district comply with Voting Rights Act

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Projected Congressional Reapportionment after the 2020 Census

New York is projected to lose 1 seat, maybe 2, if we are unable to encourage every citizen to be counted.

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History of Congressional Seats.

The slide outlines the historical number of congressional members for New York which has declined and is predicted to decline further. This is an important reason to motivate community members and NYSUT members to get counted.

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On average 76% of New York State households responded to the 2010 census. If the Census response rate was increased to either 85% and 95% respectively an additional \$9.1 billion/ \$18.8 billion in Federal funds would be generated for New York State. On average 76% of New York State households responded to the 2010 census. If the Census response rate was increased to either 85% and 95% respectively an additional \$9.1 billion/ \$18.8 billion in Federal funds would be generated for New York State.

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What is different this year?

For the first time, people will be able to fill out the census survey online. This is in addition to mail or by phone.

Funding for the census has been reduced at the federal level, which will mean less people will be hired to follow up with non-respondents.

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Obstacles to Counting New Yorkers

There are many reasons why people don't fill out the census:

Fear and distrust of government. The census question struck down by the Supreme Court regarding one's citizenship status added to this fear.

Concerns over privacy and security. While many are fearful how the data will be shared, accessed or used, the information is required to be kept confidential.

Title 13 of the US Code require the information to be kept confidential.

Census Bureau staff take a lifetime oath to protect your personal information.

Any violations come with a penalty of up to \$250,000 and/or up to 5 years in prison.

Under Title 13, the Census Bureau cannot release any identifiable information about you, your home or your business, even to law enforcement agencies. The law ensures that your private data is protected and that your answer cannot be used against you by any government agency or court.

Lack of internet access- Many areas of the state do not have internet access whether it

be that they can't afford it, or the access is limited/unreliable.

Hard to count populations and hard to count communities- We will go into these populations and communities in more detail.

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Hard-to-Count Populations

These are individuals that are typically undercounted and underreported and endangering the overall count for New York.

For those who do not speak English the mailings that households receive will include a Language Assistance insert with instructions in English plus 12 other languages for calling a phone assistance line with questions or to provide your responses right over the phone.

The 12 languages are: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The map on this slide identifies hard to count communities. These are census tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide)

You can access the interactive map and look at your county by going to:

<https://www.censushardtocountmaps2020.us>

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NYSUT's Plan

Similar to the work that NYSUT did around the Constitutional Convention a couple of years ago, we will conduct a similar member-to-member engagement campaign. We are also encouraging our members and locals to engage in conversations with the community to discuss the importance of being counted.

We will produce and distribute materials to engage and educate members. This will include mail and/or digital ads.

NYSUT is working with other unions, community groups and other like minded

organizations to spread the message regarding the importance of being counted and what is at stake.

Since children were undercounted in 2010, part of our work will include curriculum, resources and activities for members to use with students in the classroom. We want to educate our students so that they go home and ask their parents if they've been counted.

We are also encouraging members to fill out the Count me In pledge form on NYSUTs Census website.

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We are asking individuals to encourage trusted members of the community to become census enumerators. In order to get someone to open the door and feel comfortable, it's important that individuals see a friendly face. This is also an opportunity to get census enumerators who speak the languages spoken in the communities.

In order to be an enumerator, you need to meet certain criteria.