

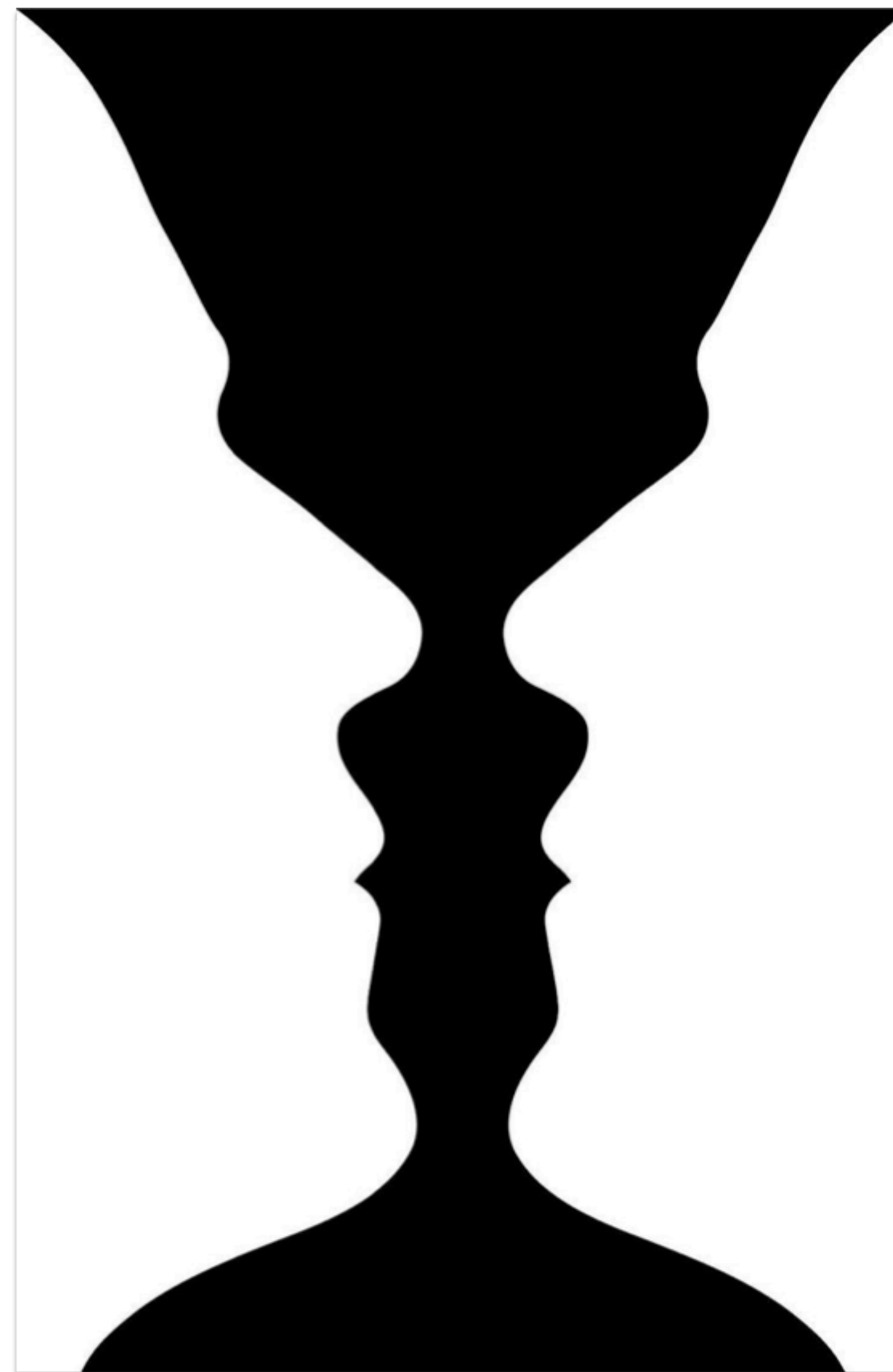
NYSUT 2020 COUNTS census



It's our voice.
Make it count.

#NYSUTcounts

Appearances
Can Be
Deceiving.



Appearances Can Be Deceiving

**U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau**
4417 West Buckeye Road
Phoenix AZ 85097-4444

OFFICIAL BUSINESS
Penalty for Private Use \$300

D-6C(AZ) (4-2009)

AN EQUAL OPPORTUNITY EMPLOYER

U.S. Census Form Enclosed
**YOUR RESPONSE
IS REQUIRED BY LAW**

← → ↕ ✕
**United States
Census
2010**

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. CENSUS BUREAU
PERMIT NO. G-58



10-234627770-1-78-1123-73



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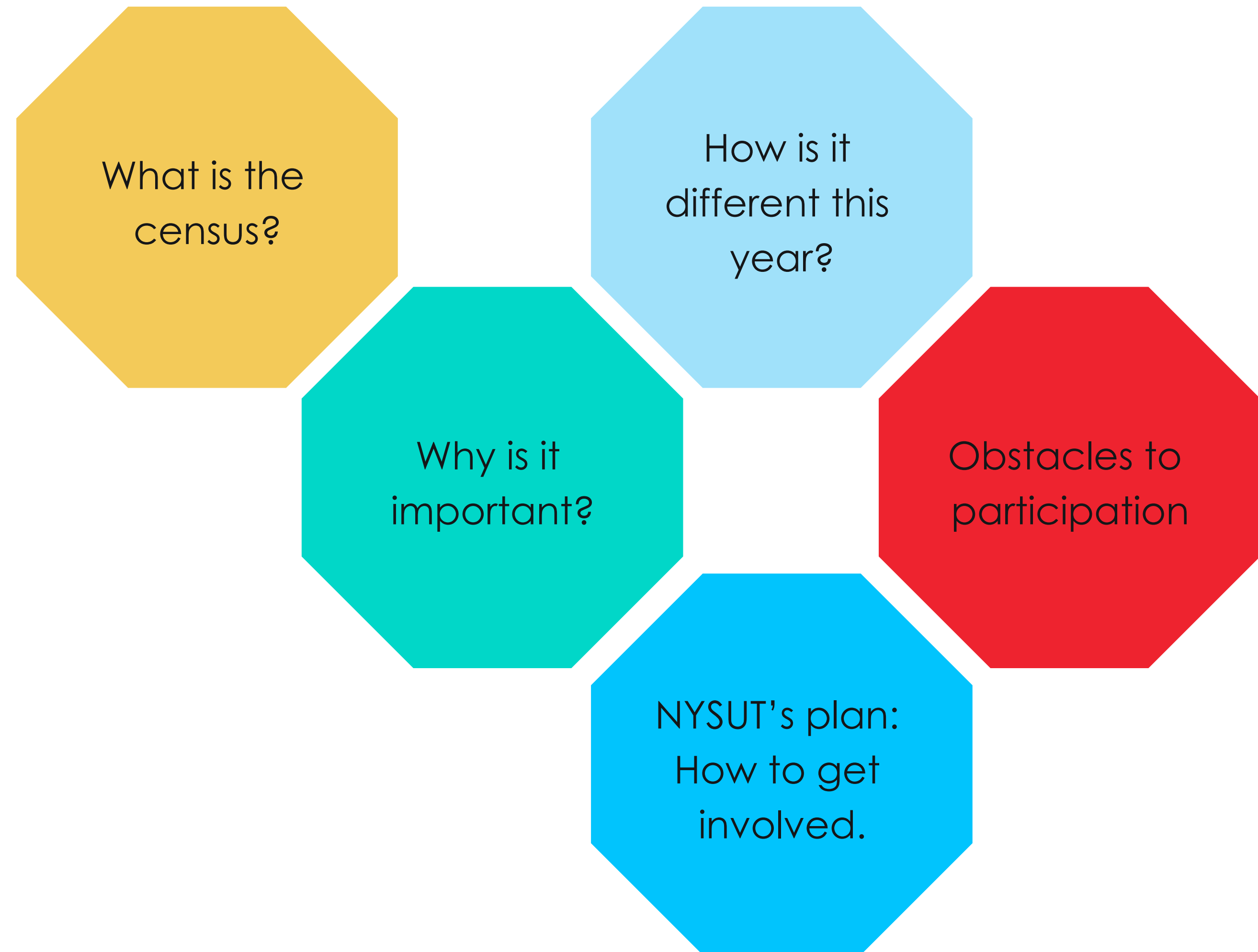
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TO RESIDENT AT
602 VILLA CIR

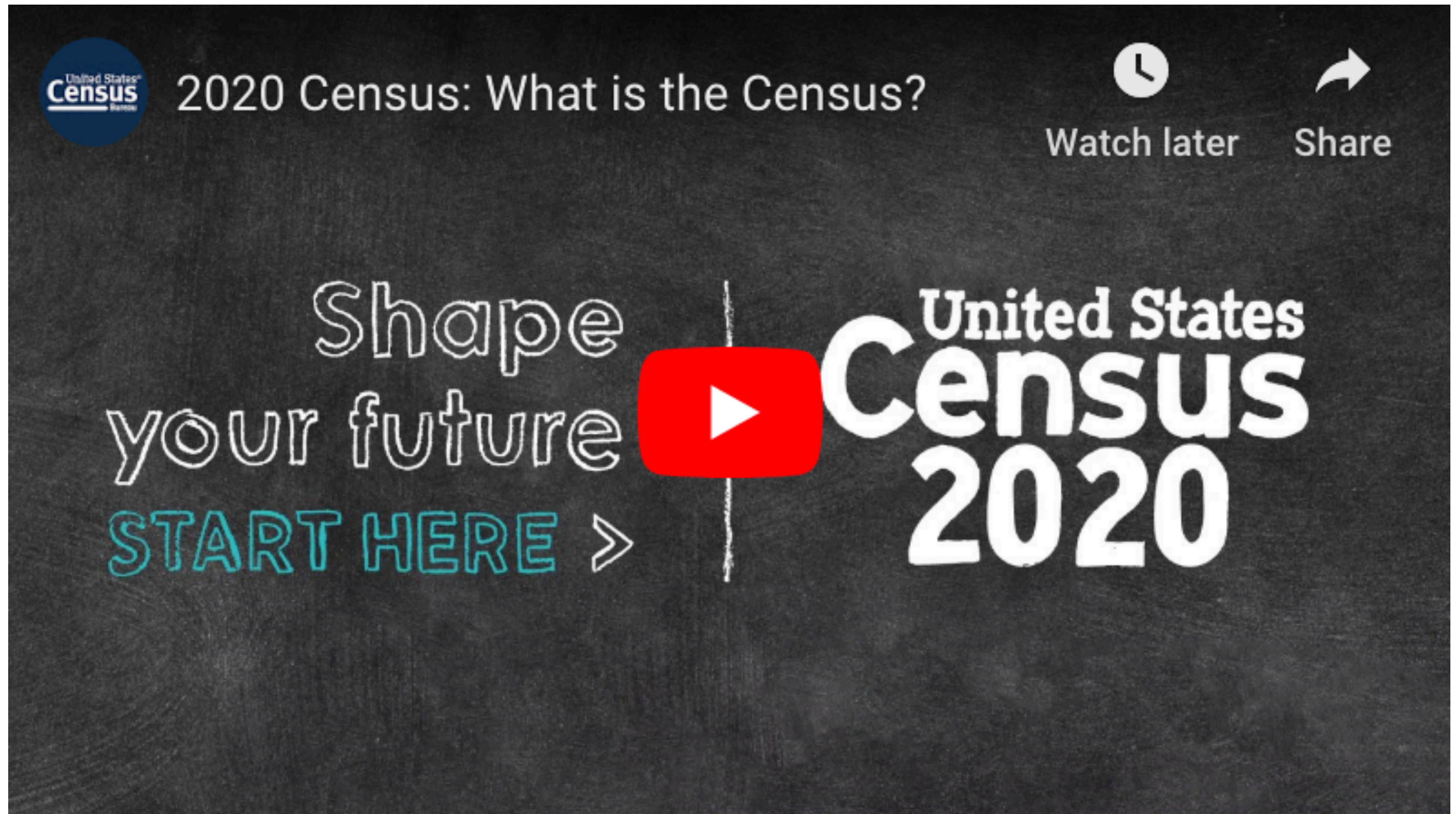
BOYNTON BEACH FL 33435-8913



The Census An Overview



The Census An Overview



What Is The Census?



A constitutionally required count of every resident of the United States



Conducted every ten years

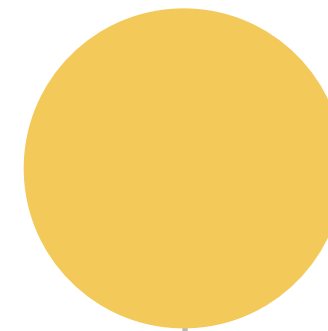


Next census: April 1st, 2020

Everyone counts: Including children and non-citizens.

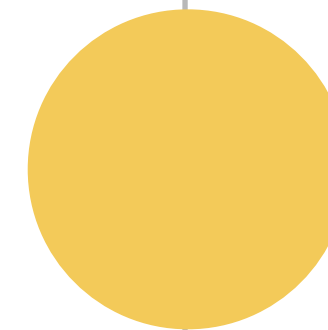
Timeline For The 2020 Census

March 16th – 24th, 2020
Reminder letter to non-respondents



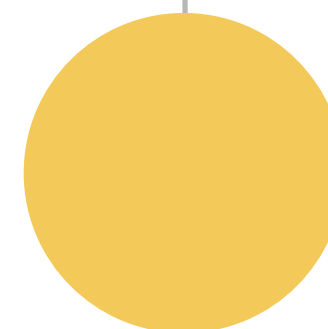
March 12th – 20th, 2020

Letter with info to take survey online



March 26th – April 3rd

Postcard to non-respondents



Timeline For The 2020 Census

April 2020

Letter + paper questionnaire to
non-respondents

May – July 2020

In-person interviews of
non-respondents

Why Does The Census Matter?



Used to distribute over \$700 billion dollars in federal funds

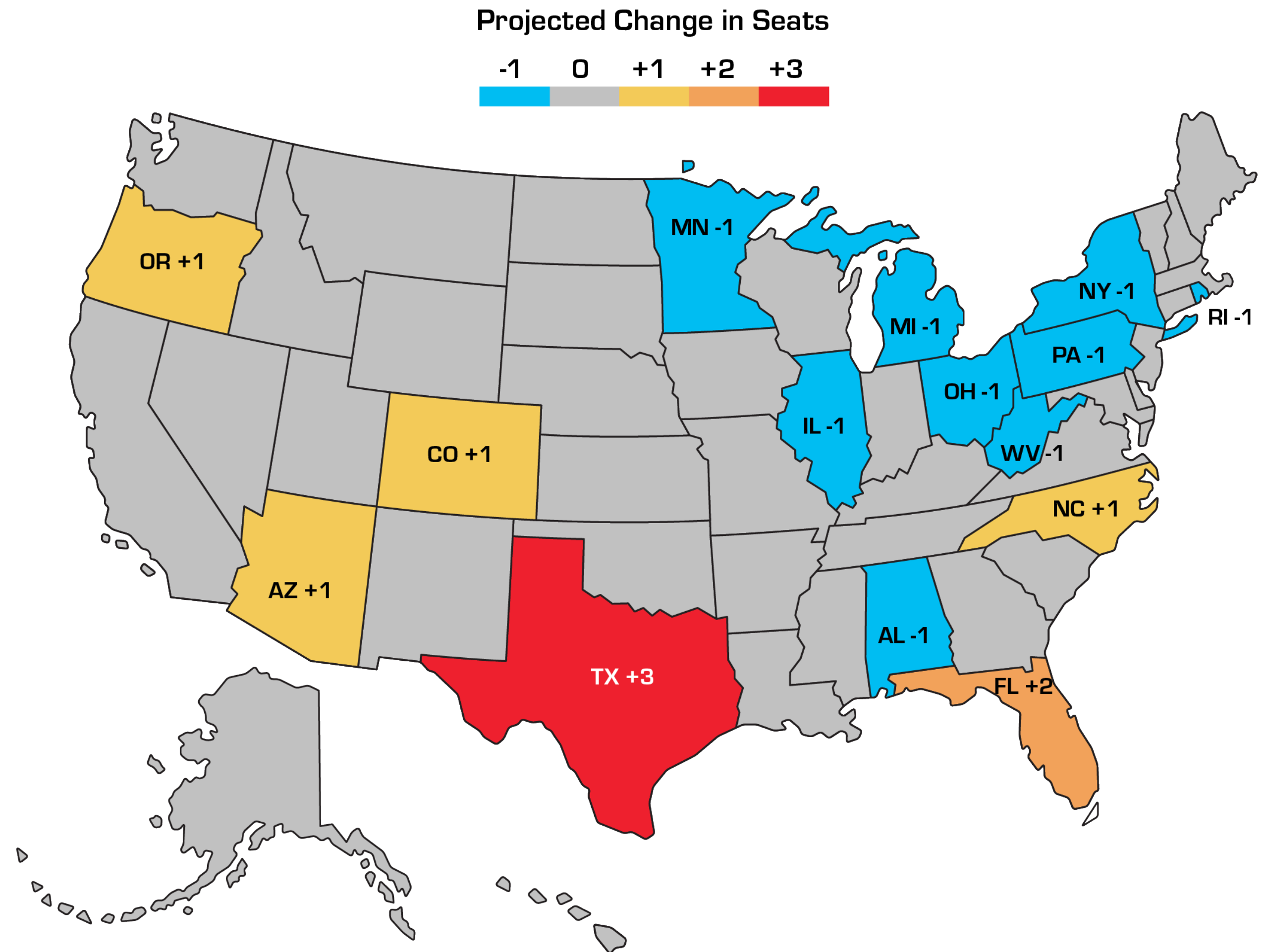


Determines number of seats each state has in U.S. House of Representatives



Defines congressional and state legislative districts, school districts, and voting precincts

Projected Congressional Reapportionment After The 2020 Census



New York State: History of Congressional Seats.

Number of Congressional Seats by Year

Predicted

40

1940

31

1990

29

2000

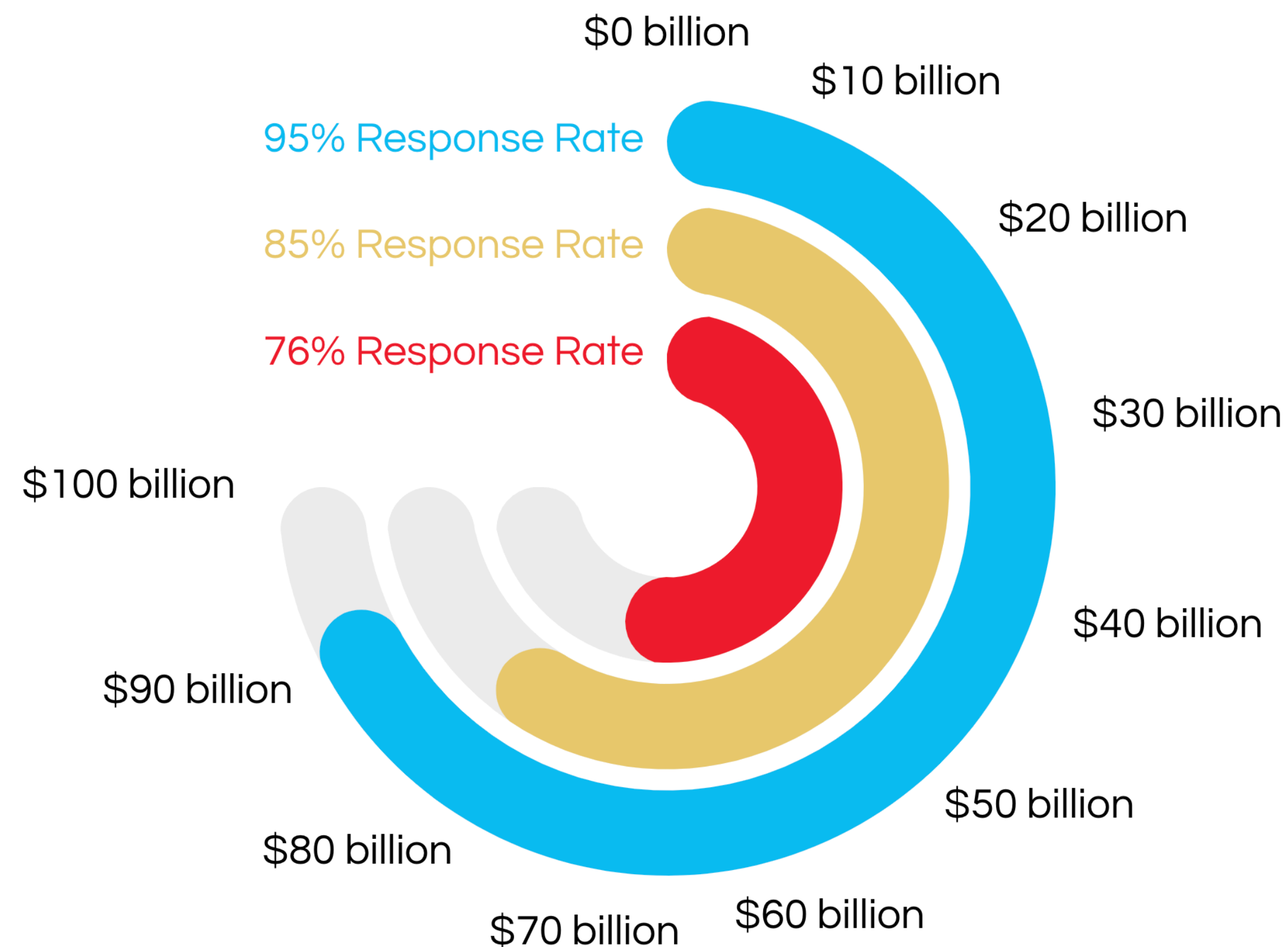
27

2010

26

2020

The Results of Higher Response Rates



76%

Average response rate for NYS in the 2010 census

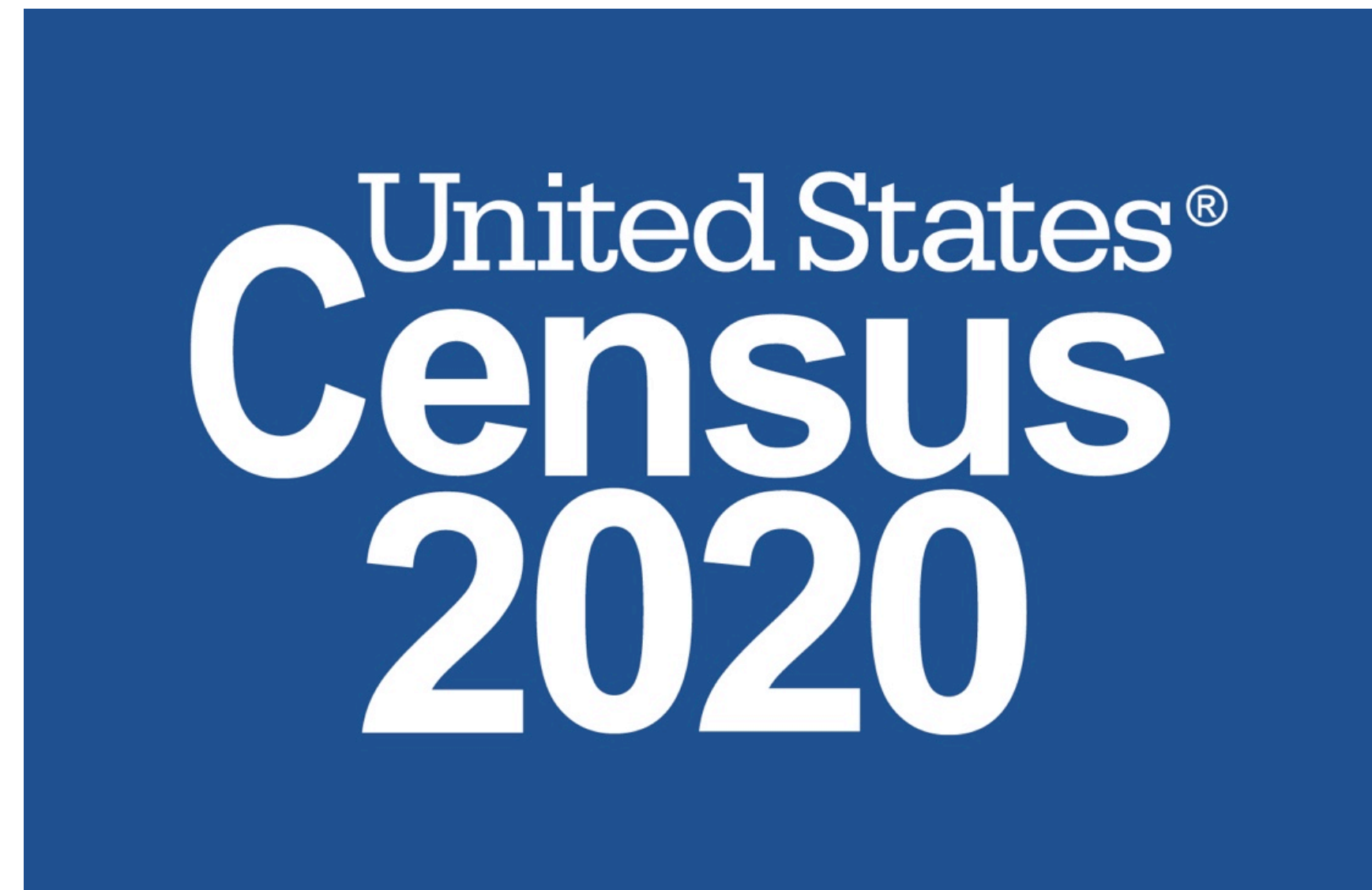
\$9.1 Billion

The additional funding New York State would receive if response rate rose to **85%**

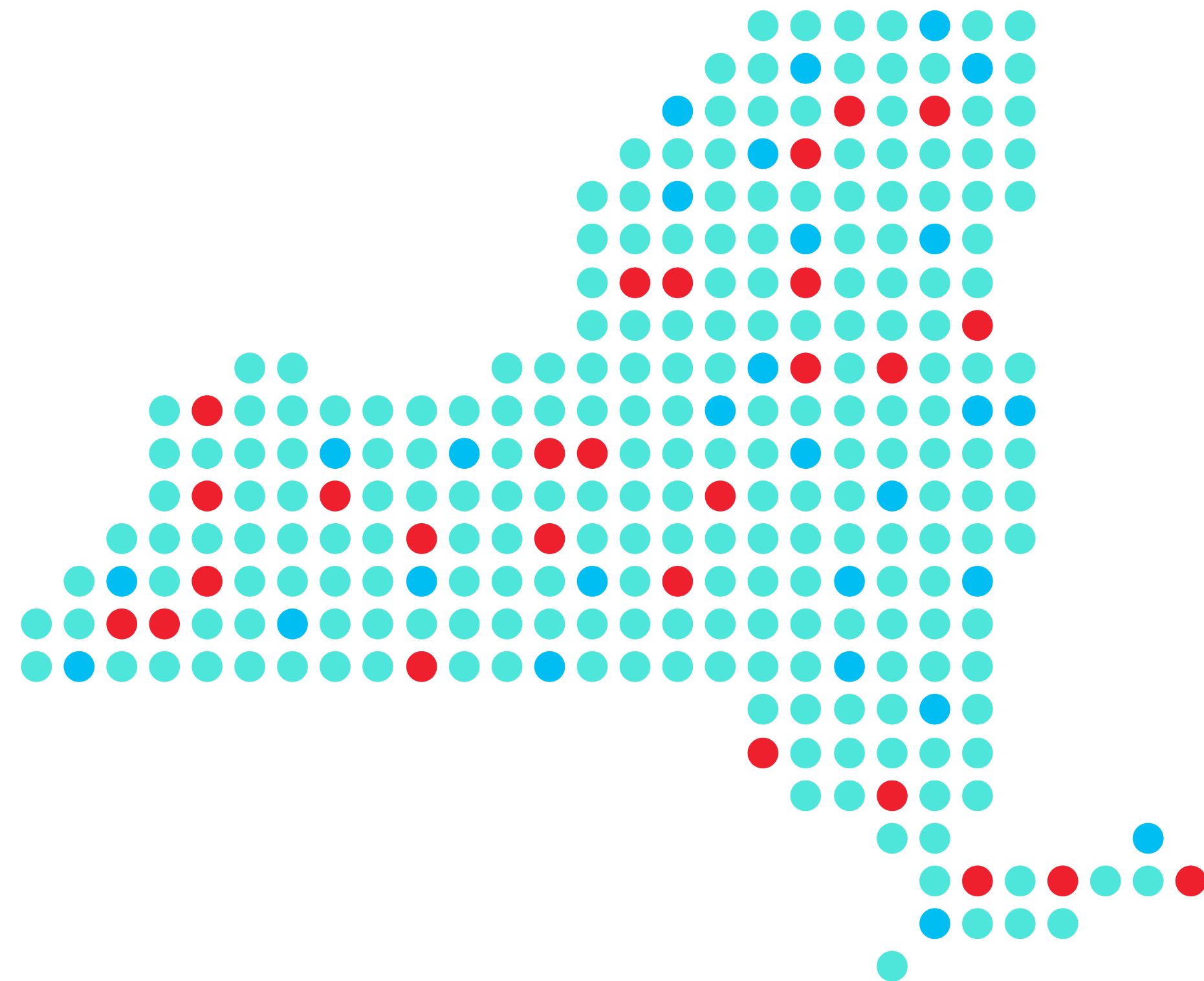
\$18.8 Billion

The additional funding New York State would receive if response rate rose to **95%**

What's Different
This year?



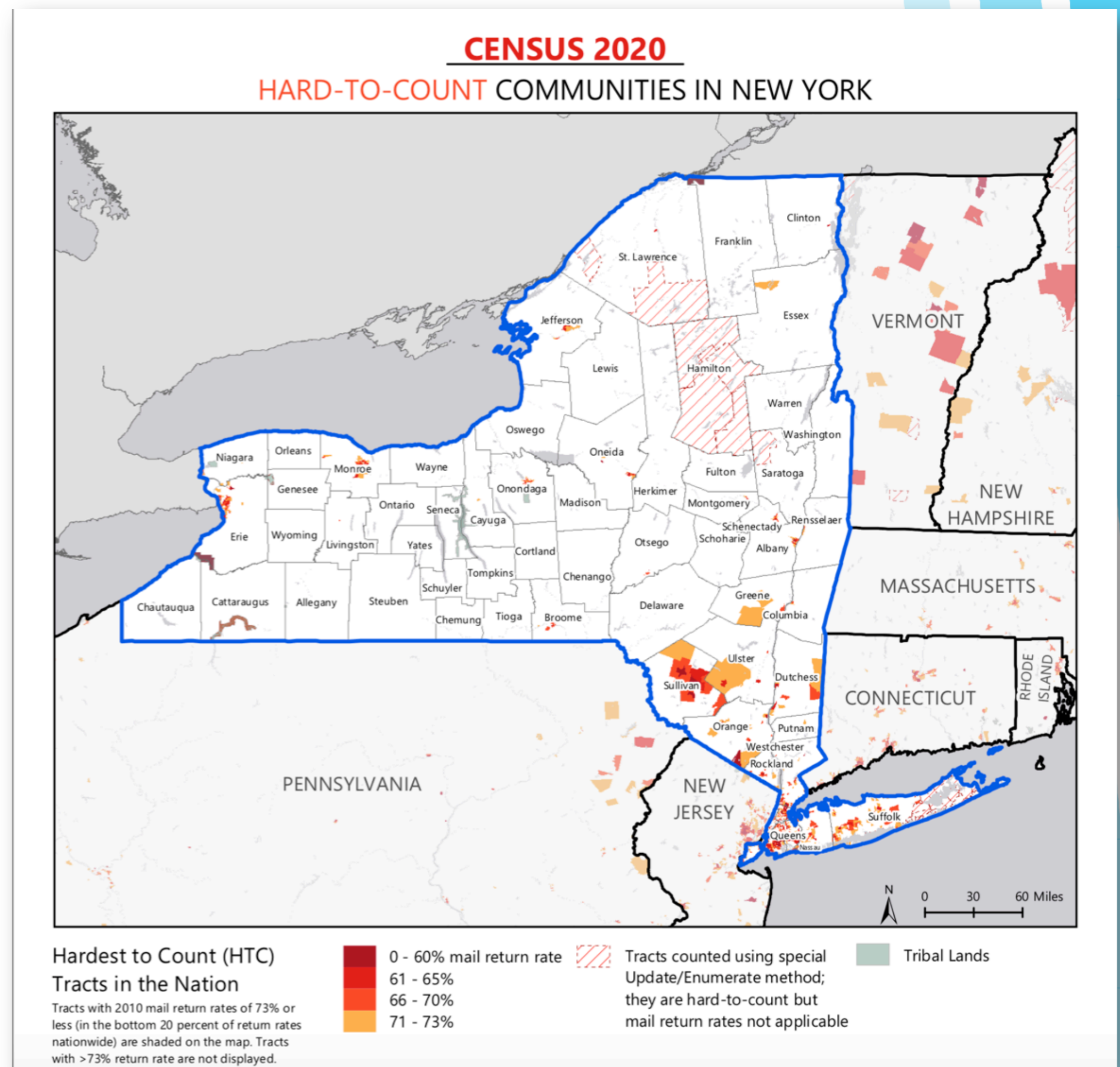
Obstacles To Counting New Yorkers



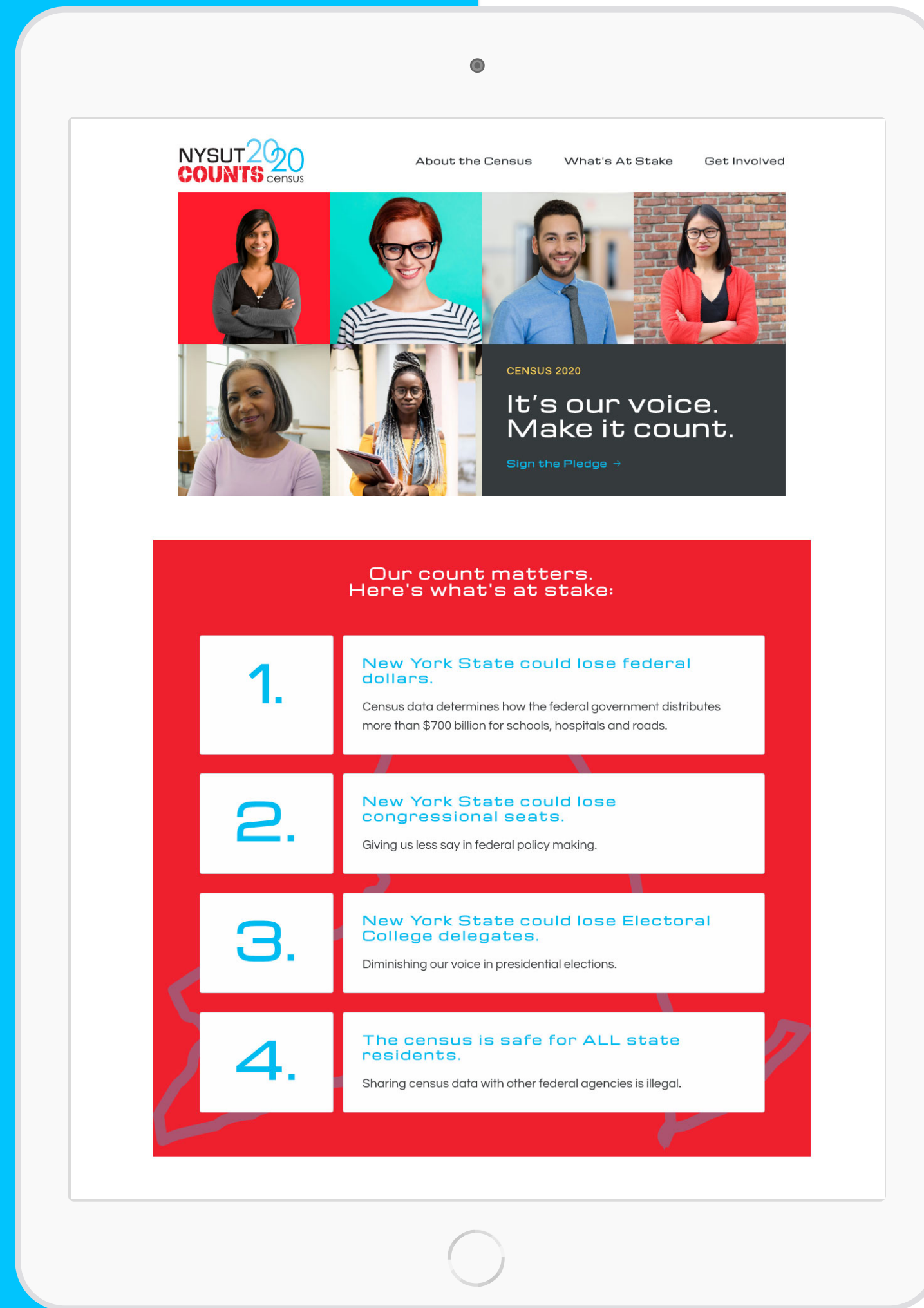
Hard-to-Count Populations

- Children under 5 years old
- Racial and ethnic minorities
- Non-English speakers
- Immigrants
- Renters
- Alternative or overcrowded housing units
- Gated communities
- People displaced by natural disasters
- Homeless
- Young mobile adults
- Single-parent headed households

CensusHardToCountMaps2020.us



NYSUT's Plan



1

One-to-one conversations or group education with our members about the importance for being counted

2

Curriculum resources for members to use with students in their classrooms

3

Digital ads to members

4

Working in coalition with other unions, community groups and other like-minded organizations

How YOU Can Get Involved

Encourage people you know to become census enumerators:

2020census.gov/jobs

It's important to have census workers that are trusted members of the community and can speak the language of the communities in which they work.

- Must be 18 years old
- Must be a U.S. citizen
- Pay rates depend on the area (Albany is \$13.50-\$17 and the Bronx is \$20-\$25)

Fill out the "Count Me In" form to commit to leading a plan to engage your members about the importance of the census and being counted.

Complete the pledge to be counted: NYSUTCounts.org/pledge

NYSUT 2020 COUNTS census



Questions?

[NYSUTcounts.org](https://nysutcounts.org)