It’s our voice.
Make it count.

#NYSUTcounts
Appearances Can Be Deceiving.
Appearances Can Be Deceiving
The Census
An Overview

What is the census?

Why is it important?

How is it different this year?

Obstacles to participation

NYSUT’s plan: How to get involved.
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 12<sup>th</sup> – 20<sup>th</sup>, 2020
Letter with info to take survey online

March 16<sup>th</sup> – 24<sup>th</sup>, 2020
Reminder letter to non-respondents

March 26<sup>th</sup> – April 3<sup>rd</sup>
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.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>40</td>
</tr>
<tr>
<td>1990</td>
<td>31</td>
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<tr>
<td>2000</td>
<td>29</td>
</tr>
<tr>
<td>2010</td>
<td>27</td>
</tr>
<tr>
<td>2020</td>
<td>Predicted 26</td>
</tr>
</tbody>
</table>
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

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

Curriculum resources for members to use with students in their classrooms

Digital ads to members

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 committee to leading a plan to engage your members about the importance of the census and being counted.

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