

# Census 2020 Community Convenings: Bronx

May 27, 2020

The Robin Hood Foundation, United Way of New York City and Hester Street hosted the Bronx Community Convening to support organizations with their Census outreach efforts. Organizations shared their outreach experiences - both challenges and opportunities- and brainstormed ways to foster group collaboration, engage historically undercounted communities, and ensure a complete count.

## PARTICIPANT REPRESENTATION

34 attendees gathered to represent diverse populations, geographies and organizations across the Bronx:



Top 7 Neighborhoods Represented

**Highbridge**  
**Morrisania**  
**Claremont**  
**Hunts Point**  
**Kingsbridge**  
**Morris Heighs**  
**Mott Haven**

## CHALLENGES

During discussion, Bronx attendees surfaced issues they are experiencing in their outreach:

### COVID-19 Hurdles

- Schools, which had been identified as key outreach partners, are now closed.
- Street canvassing, which was the main outreach component for Bronx organizations, had to be suspended.
- Some communities have had severe postal service delays.

### Lack of resources

- Organizations have not been able to gather as many volunteers as they expected.
- Organizations do not have access to printed materials to distribute nor do they have a budget to create Census materials.

### Hard-to-Engage Populations

- Households with low literacy levels
- Households with limited internet access
- Homeless populations

## — OPPORTUNITIES

Organizations shared what is working - the innovative strategies they are piloting during COVID-19:

### Analog Outreach

- Include Census flyers with food distribution at food pantries.
- Use COVID-19 testing sites as opportunities to distribute Census materials.
- Include Census flyers with care packages delivered by service providers to their constituents.

### Digital Outreach

- Use phonebanking and text banking in multiple languages.
- Leverage WhatsApp groups and social media like TikTok for Census messages and images.
- Assist seniors in completing the Census over the phone.
- Provide a step-by-step guide on how to complete census on a cellphone.

### Messaging

- Provide translated Census materials in Asian languages and Spanish.
- Include a basic explanation about Census and its importance in outreach materials.
- Tie Census messaging to systemic issues and disinvestment in communities.
- Encourage residents to fill out the Census, so enumerators do not knock on their door.

## — NEXT STEPS

Attendees defined their next steps to collaborate with grantees, the City and funders:

### COLLABORATION

- Collaborate with local houses of worship and elected officials.
- Funders can create new spaces for collaboration to support organizations collaborating at the neighborhood level.

### RESOURCES + OUTREACH

- Create and disseminate additional mailers, reminding New Yorkers to take the Census.
- Promote collaboration among grantees to create, translate and share printed materials and videos to target specific populations.

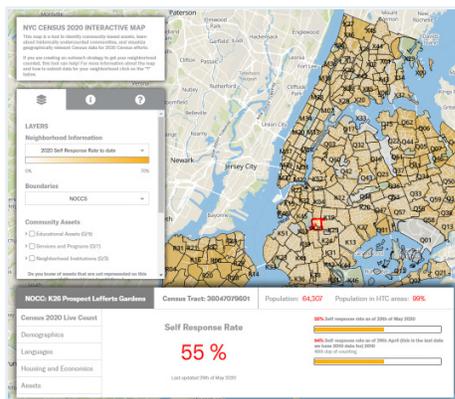
## — RESOURCES

### INTERACTIVE CENSUS 2020 MAP

This mapping tool visualizes relevant data and community assets to inform organizational outreach and track the self-response rate.

To use the map, click [here](#).

If you want a one-on-one training session on the map, schedule it [here](#).



### ADDITIONAL RESOURCES

- [Census Resource Hub](#) by NY Counts 2020
- [Census Resource Hub](#) by Hester Street
- [Talking About Cens-US](#) by Generation Citizen and United Way of New York City
- ["I Count" Video](#) by Witness to Mass Incarceration
- [Faith Leader Census Toolkit](#) by FPWA