

# Census 2020 Community Convenings: North + Central + East Brooklyn

May 20, 2020

The Robin Hood Foundation, United Way of New York City and Hester Street hosted the Brooklyn 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 to engage historically undercounted communities and ensure a complete count.

## PARTICIPANT REPRESENTATION

45 attendees gathered to represent diverse populations, geographies and organizations across Brooklyn:



## CHALLENGES

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

### Digital + Language Divides

- Lack of technology devices and WIFI access are major hurdles.
- The Department of Education is providing technology devices for families, but many “did not get laptops or cannot pay their bills for WIFI” at this time.
- We need to work with internet providers and libraries to provide WIFI access.

### Hard-to-Engage Populations

- Homeless population
- Frequent movers
- Orthodox Jewish community
- Immigrant populations, especially those who fear or mistrust government
- NYCHA residents

## — WHAT IS WORKING? —

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

### Analog Outreach

- Handout Census flyers while people wait in line at food pantries.
- Providing incentives like gift cards or organize raffles for people who complete the Census.
- Distributing marketing materials (like posters) and making public announcements in grocery stores and bodegas.

### Digital Outreach

- Use phonebanking and text banking to get out relevant Census messaging.
- Keeping WIFI turned on at libraries, despite being closed.
- Using social media to share media clips and organize live events.
- Integrate Census curriculum in early learning, homeschooling and STEM topics.

### Trusted Messengers

- Have social service providers incorporate Census messaging into conversations with residents about unemployment benefits and mental health resources, etc.
- Promote Census messaging on ethnic media channels, like Univision and Telemundo.

## — NEXT STEPS —

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

### COLLABORATION

- Negotiate with WIFI service providers and LinkNYC to ensure that New Yorkers can access internet while libraries are closed.
- Have funders provide resources and platforms for organizations to communicate and work together.
- Continue organizations' existing work, using Whatsapp groups for increased collaboration

### RESOURCES + OUTREACH

- Organize Census drive-throughs where a van with a bullhorn shares messages, identifying potential collaborations to engage the Caribbean community.
- Translate resources to more languages, especially Mandarin, Cantonese and Yiddish. Brooklyn Public Library offered as a potential translation resource.
- Work with sport teams on Census PSAs.

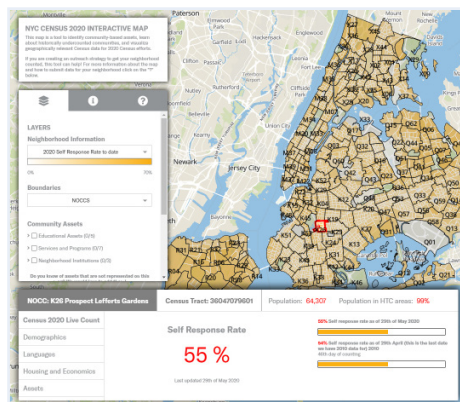
## — RESOURCES —

### 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
- [TalkingAboutCens-US](#) by Generation Citizen and United Way of New York City
- ["I Count" Video](#) by Witness to Mass Incarceration
- [Virtual STEM Curriculum for kids](#) by Digital Girl
- Brooklyn Public Library Census team ([census@bklynlibrary.org](mailto:census@bklynlibrary.org))