

# CENSUS 2020

## Long Island Counts 2020 Census Report

Office of the Nassau County Comptroller  
Health and Welfare Council of Long Island

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# CENSUS 2020



#LONGISLANDCOUNTS

# INTRODUCTION

What is the Census? Why does it matter?

The data collected through the Census affects much more than many people realize. It impacts everything from school funding to health insurance, from road repair resources to where businesses locate; most crucially, it impacts our representation in Albany and Washington D.C.

The Nassau and Suffolk County Complete Count Committees launched in early 2019 to ensure that our region is fully and accurately counted in 2020 and dispel myths and false narratives that surround the Census so that everyone in our region willingly participates. Still, questions persist and run through daily conversations. Many people simply don't know how critical it is to fill out the Census questionnaire.

The campaign for a Complete Count is motivated by the simple truth that every single one of us counts. We get one chance every 10 years to ensure that Long Island receives its fair share of funding, resources, and representation for the decade to come - the stakes couldn't be higher. The 2020 Census is a crucial opportunity to come together as a region and secure Long Island's future. If we don't count our families, we render them invisible for the next ten years and we can count on overcrowded classrooms, congested and neglected highways, underfunded hospitals, and empty storefronts on our Main Streets until the next Census.

It may seem like a small act - answering just a few basic questions about our households - but filling out the Census is a powerful way to stake our claim for Long Island. We hope this report will help address concerns and answer questions so that all Long Islanders are prepared to complete the 2020 Census. This is the only opportunity we will have for 10 years to secure the funding and representation that Long Island deserves!

Sincerely,

**Jack Schnirman**

Nassau County Comptroller



**Rebecca Sanin**

President & CEO of the Health & Welfare  
Council of Long Island



# Census Overview

## What is the Census Bureau?

The U.S. Census Bureau is an agency within the Department of Commerce. Its mission is to serve as the country's leading provider of quality data about its people and economy. The Bureau is the federal government's largest statistical agency and conducts research that directs billions of dollars in investment to local communities.

The Census Bureau has more than 130 surveys and programs. The U.S. Constitution mandates a census every 10 years to count every person residing in the country, regardless of citizenship status. This report will provide key insight into the operations of the 2020 Census and how it will be administered on Long Island.

## Why participate in the census?

When you fill out the 2020 Census, you help:

- ✓ Make sure Long Island gets its fair share of the more than \$675 billion in annual federal funding to local communities.
- ✓ Determine how legislative districts are drawn, including Long Island's representation in Washington D.C. and Albany.
- ✓ Influence economic development by helping businesses conduct market analyses to drive private sector investment decisions.

## How Do I Complete the Census?

The 2020 Census will ask questions that aim to capture information about every person living in United States, regardless of citizenship status. By April 1, 2020, every household on Long Island should receive a letter inviting them to fill out the survey. In addition to responding by mail, for the first time, individuals will be able to respond online or by telephone. Households that do not respond to the initial invitation to participate will be canvassed by a Census Representative during the summer of 2020. The counting efforts will conclude in August of 2020 and the final count of the Long Island population is due on December 31, 2020.

## Did You Know?

The Census only occurs once every 10 years and sets federal funding levels for a full decade! Census data dictates how many Congressional Representatives our state has. Census data influences funding for our schools and class sizes.

### Sources:

US Census Bureau. "U.S. Census Bureau at a Glance." U.S. Census Bureau at a Glance, 6 Aug. 2018. [www.census.gov/about](http://www.census.gov/about)  
US Census Bureau. "Why We Ask Factsheet." U.S. Census Bureau at a Glance. [www.census.gov/about](http://www.census.gov/about)  
Wang, Hansi Lo. "What You Need To Know About The 2020 Census." NPR, NPR, 1 Apr. 2019. [www.npr.org](http://www.npr.org)

## Impact on Long Island

The 2020 Census will shape where federal tax dollars are distributed and how legislative districts are drawn for the next 10 years. An undercount of the Long Island population could result in a reduction of funding for schools, infrastructure, health care services, and economic development. Furthermore, with just a 0.6% undercount, New York stands to lose two Congressional representatives, putting our fair share of representation and our voices at risk.



# \$675 Billion

IN FEDERAL FUNDING EACH YEAR

### Top Federal Programs Funded by Census Data

- Medical Assistance Program (Medicaid)
- Medicare Part B
- Section 8 Housing Choice Vouchers
- Highway Planning and Construction
- Section 8 Housing
- Special Education Grants
- Childhood Health Insurance Program
- National School Lunch Program
- Head Start/Early Head Start
- WIC Supplemental Nutrition Program
- Foster Care
- Home Energy Assistance (LIHEAP)
- Child Care and Development Funds

### Case Study: Wyandanch

In the 2010 Census, children ages 0-5 were drastically undercounted in Wyandanch. The data collected showed that only 4% of the population was between ages 0-5, which was not an accurate count. As these children grew up, they entered schools which were not prepared for the number of students that lived in the community. Thus, the Wyandanch school district had to rent space from neighboring Half Hollow Hills to accommodate the student body, at a cost of hundreds of thousands of dollars. Those dollars could have been spent on programs and resources for the students if the Census data had better represented the population and enabled the school district to prepare accordingly.

Sources:

"Arizona Gains Rhode Island's Seat with New 2018 Census Estimates; But Greater Change Likely by 2020." Election Data Services, 19 Dec. 2018.  
"Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds." The George Washington University Institute of Public Policy, 19 Feb. 2019.



## Timeline & Key Dates

COUNTING OVER THREE MILLION LONG ISLANDERS IS A HUGE EFFORT. HERE'S AN OVERVIEW OF THE 2020 CENSUS PROCESS:

### January- March 2019

The U.S. Census Bureau opened area census offices. These offices provide support for community engagement and partnership management. On Long Island, they are located in Garden City and Melville.

### August 2019

The Census Bureau performs address canvassing by visiting targeted areas to ensure the address list is up to date.

### March 2020

The Census Bureau begins outreach to all households by mail invitation to complete the Census. Households then have three options for responding: online, by mail, or by phone.

### April 1, 2020

Census Day is observed nationwide. When you complete the Census, you'll be responding with where you live and who you live with on April 1, 2020.

### May- August 2020

Census canvassers follow up with households that haven't responded.

### August 2020

The responding and enumeration process finishes.

### December 2020

The final count of the Long Island population based on responses is due to the federal government. It will guide funding for ten years.

## Census Day: April 1, 2020

By April 1, 2020, most households will have received an invitation to participate in the 2020 Census. If you haven't yet received a mailer by April 1, you can still complete the Census online or by phone!

## How is Long Island Counted?

Responding to the Census is quick, safe, and important. Long Island has seen large demographic shifts since 2010, and the Census is our opportunity to ensure that our region receives its fair share of funding and representation.

To obtain an accurate count of the Long Island population, the Bureau must:

- ✓ Have an accurate list of all Long Island households.
- ✓ Motivate Long Islanders to complete the census online, over the phone or by mail in March and April 2020.
- ✓ Engage households that haven't yet responded to the Census with in-person home canvassing during the summer of 2020.

### Surveying Methods

By April 1, 2020, most households will receive an invitation to participate in the 2020 Census. For the first time, there are three ways that Long Islanders can fill out the census.

**Responses can be submitted:**

**Online**



**By Phone**



**By Mail**



During Summer 2020, Census canvassers will visit households that have not yet responded.

### Partnership Engagement

The Census Bureau has launched a partnership and outreach strategy designed to equip trusted local leaders with the ability to communicate the importance of the census. Census Bureau Partnership Specialists on Long Island host workshops and provide tools/information to stakeholders. Long Island Census Bureau Partnership Specialists:

**Jennifer Albert**  
516-974-7919

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[steven.collins@2020Census.gov](mailto:steven.collins@2020Census.gov)

### Complete Count Committees

Earlier this year, both Nassau County Executive Laura Curran and Suffolk County Executive Steve Bellone launched 2020 Census Complete Count Committees (CCC) in conjunction with the Health and Welfare Council of Long Island and the Long Island Community Foundation. The CCC Programs engage key constituencies to increase awareness and motivate Long Islanders to complete the 2020 Census. Subcommittees focus on businesses, local government, senior citizens, communications, early childhood providers, education, faith based outreach, people of color and immigrants,

## Who to Count

The ultimate goal of conducting the 2020 Census on Long Island is to count everyone once, only once, and in the right place. When filling out the Census for their household, Long Island residents should count anyone living there as of April 1, 2020.

### Counting Young Children

Parents sometimes forget to count their young children on the Census. This has a huge impact on school funding and planning for an entire decade. Long Island residents need to count all children that live within their household. This includes grandchildren, nieces, nephews, children of friends, etc. If children split their time between households, count them where they are living on April 1, 2020.



**2020 Census Count**



**A Decade of School Funding**

### Frequently Asked Questions

#### What if I move on Census Day?

Every person should be counted only once, in one residence. If a person moves into a new home on April 1st, they should be counted there. If a person moves out of their home, but does not move into a new residence, they should be counted at their old home.

#### How are foreign citizens in the U.S. counted?

Those who live on Long Island should be counted at the U.S. residence where they live.

#### How are visitors counted?

Visitors who will return home should be counted where they live most of the time.

#### How are newly born babies counted?

Newborns should be counted where they will sleep most of the time. Babies born after April 1, 2020 should not be counted.

#### How are students counted?

College students that live away from home should be counted at their on- or off-campus residence. Students studying abroad are not counted in the Census. Foreign students living in the U.S. should be counted at their campus. Boarding school students below the college level should be counted where their parents live.

#### How are people in prison and correctional facilities counted?

Individuals who live in correctional residential facilities, federal detention centers, federal/state prison, and local jails will be counted at the facility.

## Hard To Count

Statistics from the 2020 census will determine federal funding and political representation on Long Island for the next decade. However, Suffolk and Nassau Counties are the 4th and 5th hardest to count counties in New York State. According to George Washington University, every person not counted in the Census will cost Long Island significantly over the next decade. That could deprive our region of millions of dollars in needed funding.

### NY Hard-to-Count Counties

1. Kings County (Brooklyn)
2. Queens County
3. Bronx County
4. Suffolk County
5. Nassau County

### What is Hard-to-Count?

- Hard to Locate: Unregistered housing units
- Hard to Interview: Language barriers or no internet
- Hard to Contact: Highly mobile, homeless, or rural
- Hard to Persuade: Distrust of government

## Goal: Counting Everyone Once, Only Once, and in the Right Place

### Hard to Count Populations

- Young Children
- Highly Mobile People
- Racial and Ethnic Minorities
- Non-English speakers
- Low Income Households
- Individuals Experiencing Homelessness
- Undocumented Immigrants & Families
- People Who Distrust Government
- LGBTQ+ Individuals
- People with Mental/Physical Disabilities

### Nassau County

- 23% Didn't Initially Respond to the Census in 2010
- 40% People of Color
- 5% Are Children Under Five
- 15% Live In or Near Poverty
- 6% Speak Limited English

### Suffolk County

- 24% Didn't Initially Respond to the Census in 2010
- 34% People of Color
- 5% Are Children Under Five
- 18% Live In or Near Poverty
- 4% Speak Limited English



### Strategies to Reach Hard to Count Populations

Earlier this year, both Nassau County Executive Laura Curran and Suffolk County Executive Steve Bellone launched 2020 Census Complete Count Committees (CCC) in conjunction with the Health and Welfare Council of Long Island and the Long Island Community Foundation. The CCC Programs engage key constituencies to increase awareness and motivate Long Islanders to complete the 2020 Census. To learn more, please reach out to the Health and Welfare Council of Long Island at 516-505-4427!

Sources: US Census Bureau. "2020 Census: A Design for Hard to Count Populations." [www.census.gov](http://www.census.gov)  
Brown, Nick. "Worried About Undercount, State and Cities Spend to Promote 2020 Census." Reuters. 1 Oct. 2018.  
"Mapping Hard to Count Communities for a Fair and Accurate 2020 Census." CUNY. [www.Censushardtocommunitymaps2020.us](http://www.Censushardtocommunitymaps2020.us)

## Data Protection

The U.S. Census Bureau is bound by law to secure your answers and keep the identity of participants anonymous. Title 13 of the U.S. Code protects your information and the Census Bureau cannot share any identifiable information about you. Your responses are solely used to produce statistics and cannot be used against you by any government agency or court.

### Securing Technology

The Census Bureau has cited security as one of its top priorities. The Bureau has employed systems to protect the public from cyber threats throughout the entire census process.

### Identifying Fraud

To help protect yourself, please remember that the U.S. Census Bureau will never ask for:

- ✗ Your Social Security number.
- ✗ Your bank account or credit card numbers.
- ✗ Money or donations.



### Verifying Identity

If a Census representative comes to your home, you should make sure that they have a valid photo ID badge, with a Department of Commerce watermark and an expiration date.

### Avoiding Scams Online

Your cybersecurity is a priority as the Census Bureau aims to collect online responses in 2020. The Bureau's IT infrastructure is designed to defend against and contain online threats. You should avoid phishing emails that direct you to a fake website.

### Report Suspicious Behavior

If you have any questions or suspect fraud, call 855-562-2020 and press option 3 to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.

Find more information on avoiding scams:

[www.AARP.org/money/scams-fraud/info-2019.census.html](http://www.AARP.org/money/scams-fraud/info-2019.census.html)

## Get Involved

The success of the Census depends on every single Long Islander and there are many ways for you to get involved! Help your community get out the Census' 2020 count.

### **Join the Complete Count Committees!**

Nassau and Suffolk Counties launched Complete Count Committees with the Health and Welfare Council of Long Island (HWCLI) and the Long Island Community Foundation. The committees work together to build awareness, and motivate our communities to fill out the Census in 2020. Subcommittees are focused on business, education, communications, early childhood, faith based communities, immigrants, local governments, people of color, and senior citizens. All are welcome to bring ideas, and insight!

To learn more, please reach out to HWCLI at 516-505-4427!

### **Apply for Employment With the U.S. Census Bureau!**

One of the best ways to achieve a Complete Count is to make sure that the Census employees going door to door during the summer of 2020 are local residents, familiar with our neighborhoods, and familiar to the neighbors who will be answering the door. Census jobs pay between \$17 to \$23 an hour and have flexible hours.

To learn more please visit: <http://census.gov/jobs>

### **Help Spread the Word!**

If you have an upcoming event where you would like to share information about the Census, there are resources and options available to you! One of the most effective ways to build momentum is to start the conversation within your networks about the impact and urgency of the Census right now. You can connect with a local advocate by calling the Health and Welfare Council at 516-505-4427. Long Island has also been assigned four partnership specialists from the US Census Bureau who can provide printed materials and answer questions that your community members might have. It isn't too early to start communicating about the Census and why it matters with your community, and there are speakers and materials available to help spread the word!

### **Be An Everyday Census Ambassador!**

We all have the opportunity to raise awareness about the Census in our own networks. By simply mentioning the upcoming Census and all of the ways that it impacts our day-to-day lives, you can start building momentum and motivating your community to be engaged in the 2020 Census.

### **Complete the Census in March 2020!**

And of course, don't forget to complete the Census in 2020 and encourage all of your friends, family, and neighbors to do the same!

# CONCLUSION

The single most important thing a person can do to ensure the sustainability of their community—of our region – is to fill out the census. From schools, roads, housing, to congressional representation, the Census is what separates Long Island to Alaska in receiving the needed funds and support by our federal government.

We have a choice on Long Island—we can either be counted or we can count on overcrowded schools, vacant storefronts on Main Streets in our communities and unhealthy Long Islanders. We are America’s first suburb—and we must ensure that the future of our great region is protected. New York sends more money to Washington DC than we get back and Long Islanders deserve their fair share of allocated dollars. We also must preserve our voice in Washington DC to ensure that New York doesn’t lose representation because of an undercount.

Suffolk and Nassau County are the fourth and fifth hardest to count counties in NYS. Our history is one of undercounting and we have an opportunity to change that now. The 2020 Census and is just a few simple questions and sets Long Island’s funding potential for the next ten years! We need your voice to amplify in your community about the importance of the Census for your children, community and future! Share with your family, friends and everyone you encounter how important it is to complete the 2020 Census—Long Island’s children are counting on you.

Sincerely,

**Jack Schnirman**

Nassau County Comptroller



**Rebecca Sanin**

President & CEO of the Health & Welfare  
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# ACKNOWLEDGEMENTS

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