



Empire State  
Development

Department  
of State

Department  
of Labor

12/4/2019

Name

Title

Address

City, State, ZIP

RE: Request for Expressions of Interest in Census 2020 Complete Count Outreach Grants

Dear **INSERT NAME:**

On November 19, Governor Cuomo announced that New York State will spend as much as \$60 million to make sure that every New Yorker is counted in the upcoming 2020 U.S. Census. The State will leverage resources across CUNY, SUNY and dozens of agencies and public authorities that regularly interact with millions of New Yorkers. Together, New York State will launch a wide-reaching campaign valued at up to \$40 million from existing resources that will inform the public about the Census and support efforts to encourage residents to complete the questionnaire. **Additionally, \$20 million from the FY 2020 Budget is available to support targeted efforts in hard-to-reach communities (“Census Funding”).**

\$15 million has been allocated to all 62 counties as well as the cities of Buffalo, Rochester, Syracuse, and Yonkers. The remaining \$5 million will be deployed over the coming year to target specific communities where further outreach will be necessary as 2020 Census questionnaire filing results become available.

New York State Urban Development Corporation, d/b/a Empire State Development (“ESD”), the New York Department of State (“DOS), and the New York Department of Labor (“DOL”)—each of whose missions are impacted by accurate census information (collectively, the “Census Agencies”)—have now been selected as the state agencies responsible for administering the Census Funding.

The Census Funding will be made available for use in line with the recommendations of the New York State Complete Count Commission (“Commission”) and its final report entitled, *A Roadmap to Achieving a Complete 2020 Census Count in New York State* (“Report”).<sup>1</sup> The Report noted that, though every census has had issues with respect to accuracy, in 2020, New

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<sup>1</sup> “A Roadmap to Achieving a Complete 2020 Census Count in New York State,” New York State Complete Count Commission. Available at: <https://www.ny.gov/programs/2020-census>.

York State will face “unprecedented challenges” to a complete count, while also observing that the consequences of an incomplete count place New York State at risk of losing congressional representation as well as losing significant funding from federal programs that use census data.

At this time, Governor Cuomo has directed that \$15 million of the Census Funding be allocated in the form of outreach grant funding to New York State counties and cities for use in line with the recommendations contained within the Commission’s Report based on a methodology developed by Division of the Budget and included in Appendix A.

Based on this methodology, **INSERT NAME** County would be eligible to receive up to **\$FUNDING AMOUNT** in grant funding (“Eligible Funding Award”) to support efforts to encourage residents in hard-to-count populations to complete the questionnaire. In response to this Request for Expressions of Interest (“RFEI”), responding counties and cities (“Respondents”) are asked to submit a signed letter (“Response”) from the executive of the county or city that includes the following:

- A statement of interest in receiving the Eligible Funding Award, as listed in Appendix A, and using it for outreach to maximize census participation within their jurisdiction;
- A brief description of the potential types of additional, not yet funded, census outreach activities that will be undertaken and the nature of potential additional expenditures that will be supported if the Respondent is awarded the Eligible Funding Award.

Examples of potential grant-funded activities are expected to include, but not be limited to, community outreach, distribution of literature, door-to-door conversations, informational sessions about the census and process, special events and census mobilizing, interpretation and translation services, implementation of developed targeted media campaigns, informational kiosks and presentations, direct assistance to hard-to-count residents in filling out the enumeration form, development of outreach materials (brochures, flyers, newsletters, the development and placement of targeted social media, and other targeted advertising such as billboards and other avenues that have widespread reach), and other specific activities to increase 2020 Census participation.

Email responses outlining the above information must be received by **Friday, December 13, 2019 at 5:00 PM** at the following address: [info@census2020grant.ny.gov](mailto:info@census2020grant.ny.gov). For any additional questions, please also email [info@census2020grant.ny.gov](mailto:info@census2020grant.ny.gov).

After receiving Responses, the Census Agencies will provide further information on the process, funding terms, and an application for funding.

On behalf of New York State, thank you for your interest and support of the 2020 Census.

## APPENDIX A

The county allocation methodology builds on the “At-Risk Community Index” developed by the Rockefeller Institute of Government (RIG).<sup>2</sup> Researchers at RIG extracted the 500 census tracts with the lowest self-response rates in the conduct of the 2010 census, out of the approximately 4,900 census tracts in New York State. Using the Hard-to-Count Communities data made available by the CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center, RIG developed 10 indicators that have signaled undercount risk in the past or are likely to in 2020 either because of the heightened climate of fear among the immigrant population or the first-time use of an online questionnaire. These 10 indicators include the percent of census tract population that are: (1) children under five years old, (2) black, (3) Hispanic, (4) in poverty, and (5) foreign born, and the percent of census tract householders that are (6) single parents, (7) over 65 years of age, (8) without internet access or have dial-up access only, (9) renters, and (10) of limited English speaking ability. RIG then separated the census tracts into quintiles for each of the 10 indicators. For example, in the case of the foreign-born indicator, a value of ‘1’ was assigned to the 20 percent of census tracts with the lowest percentage of foreign born, while a value of ‘5’ was assigned to the 20 percent of census tracts with the highest percentage, and so on.

An overall at-risk score was computed by summing the assigned values over the 10 indicators to give the census tract a total index value between 10 and 50, with census tracts closer to 50 representing the areas projected to be the most difficult to count in the 2020 census. The RIG methodology is extended to all New York Census tracts by replacing quintiles with 2-percent quantiles and assigning scores of ‘1’ through ‘50’ for each of RIG’s 10 indicators of undercount risk.

An overall county score is computed by adding over all of the census tracts within the county weighting by census tract population, and an overall State score is defined as the sum over all of the counties. A county’s contribution to statewide undercount risk is determined by dividing the county score by the State score. To arrive at an allocation share, we incorporate the assumption that per capita outreach costs decline with population density. For example, it is presumably cheaper and less time consuming to knock on the doors of 100 families in an apartment building than of 100 families who live a mile apart from each other. We compute a population density factor by dividing county population density (as measured by dividing the county’s 2010 population by county land area in square miles) by statewide population density. To avoid over-penalizing the State’s largest cities, we divide the county’s contribution to undercount risk by the third root of the county population density factor.

The five boroughs of New York Cities are treated as individual counties to account for each borough’s unique contribution to statewide undercount risk. These contributions range from a

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<sup>2</sup> <https://rockinst.org/nycounts/at-risk-community-index/>

density-adjusted 1.52 percent for Staten Island (Richmond County) to 6.65 percent for Queens. Carve-outs for the State’s largest four cities outside of New York City are based on each city’s contribution to countywide undercount risk.

<b>\$15 Million County and City Funding Allocations</b>	
	<b><u>Dollar Allocation</u></b>
Albany	\$299,173
Allegany	\$105,079
Bronx	\$657,382
Broome	\$249,110
Cattaraugus	\$162,376
Cayuga	\$122,034
Chautauqua	\$220,778
Chemung	\$109,051
Chenango	\$93,492
Clinton	\$143,415
Columbia	\$107,471
Cortland	\$78,502
Delaware	\$117,548
Dutchess	\$331,163
Erie	\$774,740
Buffalo city	\$300,936
Rest of Erie County	\$473,804
Essex	\$95,187
Franklin	\$131,707
Fulton	\$86,184
Genesee	\$84,558
Greene	\$86,696
Hamilton	\$19,652
Herkimer	\$134,743
Jefferson	\$214,768
Kings	\$986,429
Lewis	\$70,580
Livingston	\$93,328
Madison	\$95,424
Monroe	\$618,723
Rochester city	\$247,951
Rest of Monroe County	\$370,773
Montgomery	\$93,298
Nassau	\$664,109
New York	\$429,936
Niagara	\$219,101
Oneida	\$339,852

Onondaga	\$457,728
Syracuse city	\$196,808
Rest of Onondaga county	\$260,920
Ontario	\$141,889
Orange	\$433,981
Orleans	\$73,092
Oswego	\$167,888
Otsego	\$114,294
Putnam	\$89,577
Queens	\$997,430
Rensselaer	\$188,789
Richmond	\$227,979
Rockland	\$259,914
St. Lawrence	\$255,112
Saratoga	\$213,683
Schenectady	\$144,302
Schoharie	\$64,177
Schuyler	\$35,802
Seneca	\$56,430
Steuben	\$180,910
Suffolk	\$1,019,848
Sullivan	\$173,737
Tioga	\$72,881
Tompkins	\$139,464
Ulster	\$277,430
Warren	\$99,800
Washington	\$107,335
Wayne	\$130,858
Westchester	\$720,901
Yonkers city	\$185,706
Rest of Westchester County	\$535,195
Wyoming	\$70,400
Yates	\$48,780
Statewide	\$15,000,000