



THANK YOU FOR
YOUR CONTRIBUTION
TO THE 2020 CENSUS


JEFF T. BEHLER
REGIONAL DIRECTOR

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Our Presenters Today

Jeff T. Behler, New York Regional Director

Lisa Moore, Assistant Regional Census Manager

Nicole McKenzie, Partnership Specialist

Yara McSweeney, Partnership Coordinator

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Our Region – A Message From Jeff T. Behler, Regional Director

- States: 9
- Tribal Nations: 17
- Population: 46,656,959
- Housing Units: 20,021,148
- Counties: 150
- Municipios: 78

[NY Region Partner Thank You Message Video](#)



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Dr. Steven Dillingham, U.S. Census Bureau Director

“From America’s largest employers to your local coffee shop, to all levels of government, and civic organizations in every community, partners of all kinds stepped up. On behalf of the thousands of employees of the U.S. Census Bureau, thank you, and congratulations on the tremendous impact you made in shaping your community’s future by promoting the 2020 Census.”

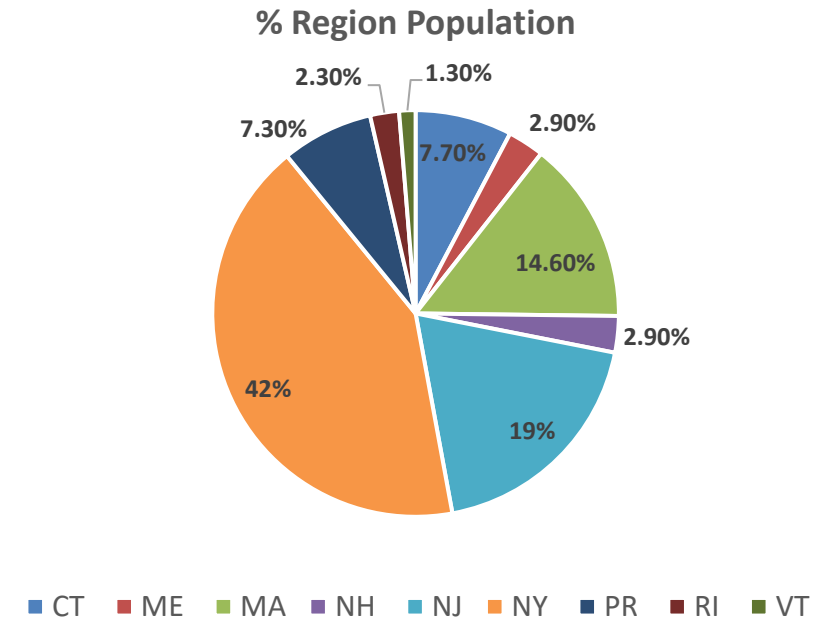
[Census Blogs - The End of 2020 Census Data Collection, Next Steps, and a Heartfelt Thanks](#)

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2020 Census Region Territory

State	Population	% Region Population	Housing Units	% Region Hus	Counties	Tribal Nations
CT	3,581,504	7.7%	1,512,305	7.6%	8	2
ME	1,332,813	2.9%	739,077	3.7%	16	4
MA	6,830,193	14.6%	2,882,739	14.4%	14	2
NH	1,343,622	2.9%	630,955	3.2%	10	0
NJ	8,881,845	19.0%	3,605,401	18.0%	21	0
NY	19,618,453	42.0%	8,287,087	41.4%	62	8
PR	3,386,941	7.3%	1,563,159	7.8%	0	0
RI	1,056,611	2.3%	467,412	2.3%	5	1
VT	624,977	1.3%	333,013	1.7%	14	0
Region	46,656,959	100.0%	20,021,148	100.0%	150	17



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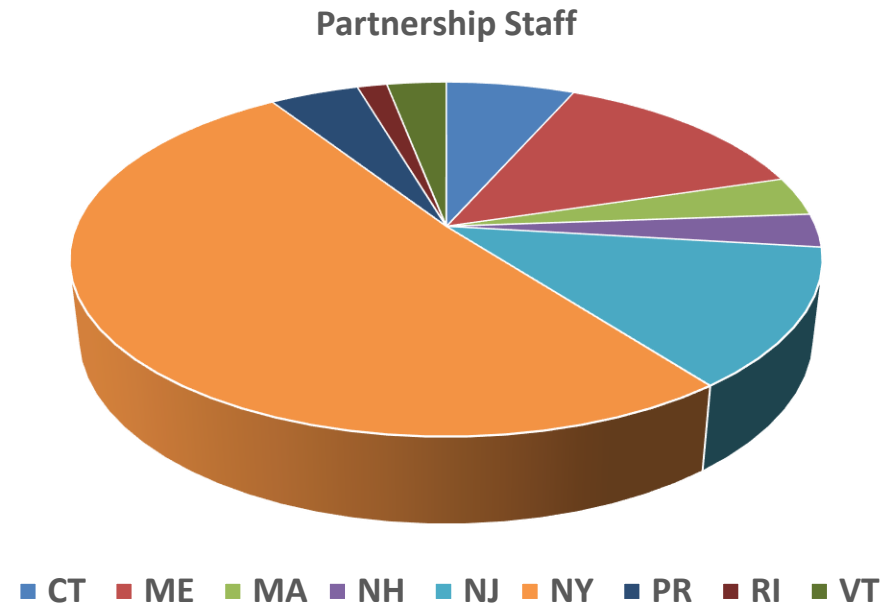
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Partnership Staffing

21 Languages Spoken

- Arabic
- Bengali
- Cantonese
- French
- German
- Hebrew
- Hindi
- Italian
- Japanese
- Khmer
- Korean
- Mandarin
- Papiamento
- Portuguese
- Polish
- Punjabi
- Spanish
- Tagalog
- Twi
- Urdu
- Vietnamese
- Yiddish

Total Staffing During Peak Operations: 197



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Recruiting & Staffing

State Name	Total Applicants	Total Selected	Total Hired
Connecticut	28,494	11,885	5,855
Maine	10,670	6,306	3,395
Massachusetts	49,788	24,143	10,861
New Hampshire	9,812	4,825	2,184
New Jersey	72,664	30,391	14,341
New York	219,644	101,318	43,276
Puerto Rico	81,647	26,468	13,271
Rhode Island	9,548	4,357	2,066
Vermont	5,969	3,303	1,473
NYRCC	488,236	212,996	96,722



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Partner Engagement

State	# Partners	# CCCs	Events	Commitments
CT	4,650	152	3,823	9,251
ME	2,081	166	1,427	4,659
MA	7,712	155	6,949	19,246
NH	1,703	18	1,463	3,531
NJ	9,159	215	9,280	12,615
NY	23,154	861	22,103	40,565
PR	3,799	100	4,961	6,458
RI	1,307	43	2,089	3,085
VT	1,469	12	1,324	3,388
NYRCC	55,028	1,721	53,419	102,791



HQ Partner Goal
44,633

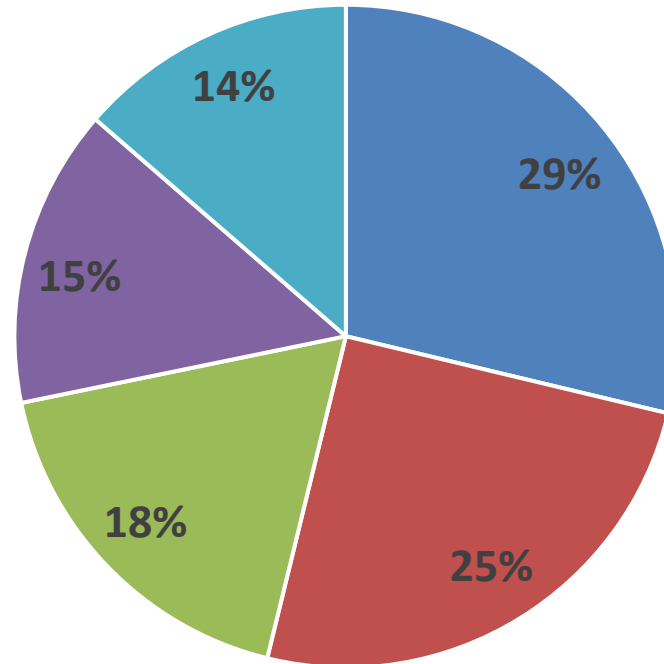
CRUSHED IT!

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Partners by Sector Type

Partners by Sector - Vermont

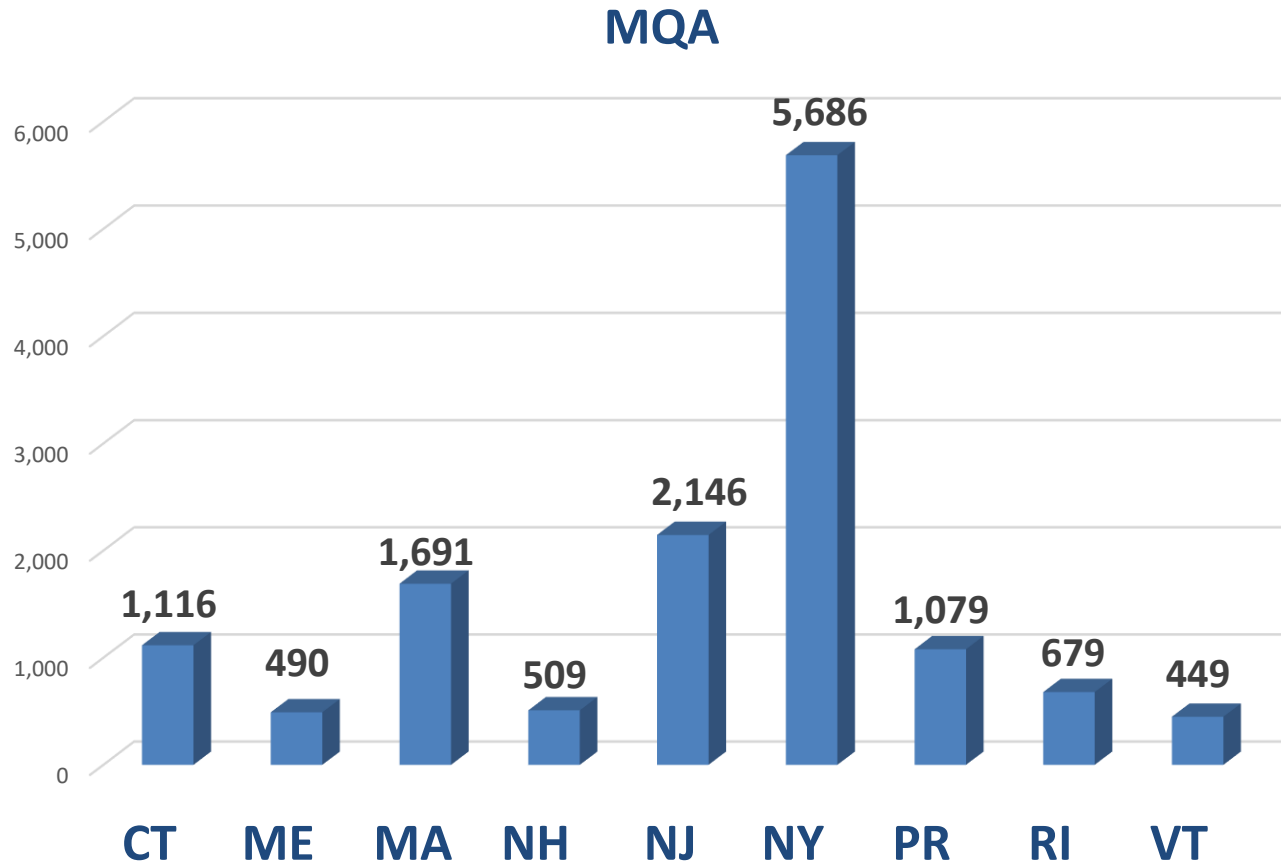


■ Nonprofit ■ Government ■ Business ■ Faith-Based Organizations ■ Education

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Mobile Questionnaire Assistance - MQA



DOMINATED!

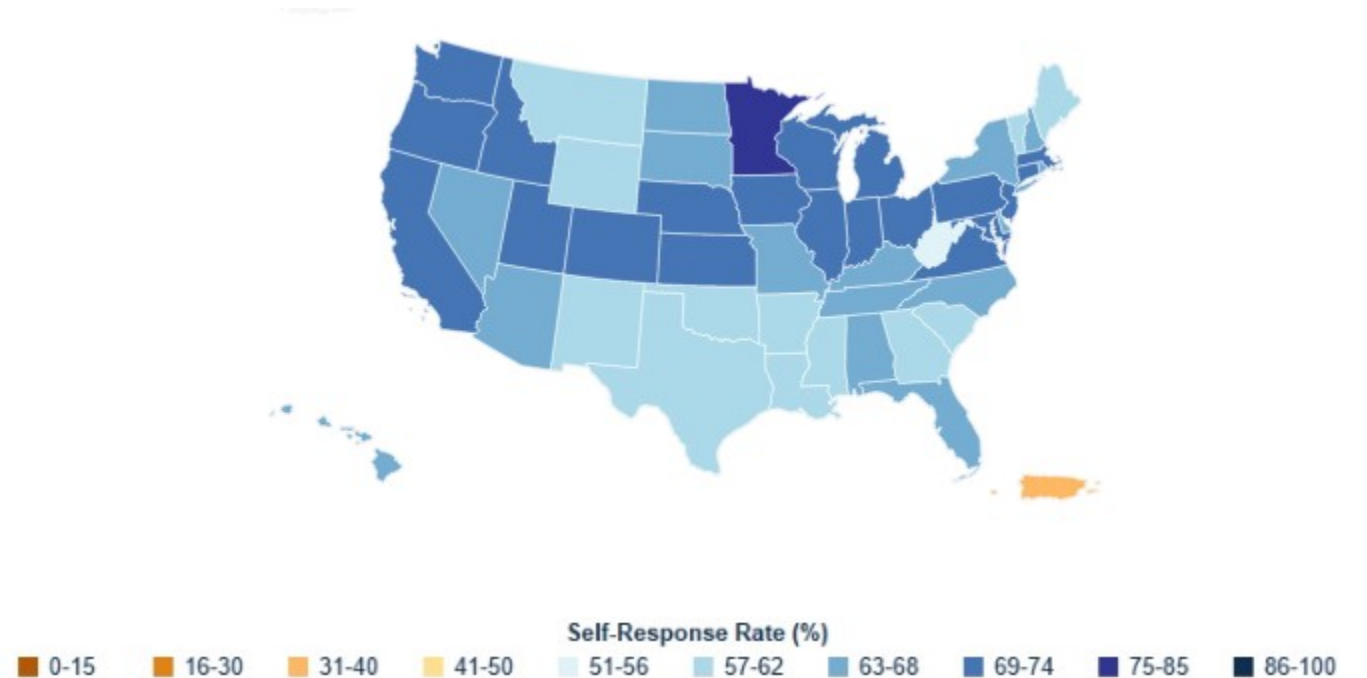
13,845 MQAs
1st in the Nation!

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Self-Response and Ranking by State

State	Ranking	SR
CT	11	70.80%
NJ	18	69.50%
MA	19	69.40%
NH	24	67.10%
RI	28	65.50%
NY	31	64.20%
VT	44	60.50%
ME	49	58.20%
PR	52	35.80%



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Top 5 Counties and Top 10 City/Towns Self-Response

Top 5 Counties – Self-Response

County	SR
Chittenden	76.20%
Addison	66.90%
Franklin	66.10%
Washington	62.80%
Orange	57.90%

Top 10 City/Town– Self-Response

City/Town	SR
Jericho	85.20%
Williston	83.40%
Shelburne	81.70%
Essex	80.90%
Underhill	80.70%
Essex Junction	79.90%
Weybridge	79.70%
Waltham	79.70%
New Haven	78.70%
Westford	77.50%



[2020 Census Ranking Dashboard](#)

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2020 Census Data Release Milestones

- **December 2020:** Provide apportionment counts to the President of the United States.
- **By April 1, 2021:** Complete the release of the P.L. 94-171 Redistricting Data to the states, the District of Columbia, and Puerto Rico.
- **May 2021-September 2022:** Deliver 2020 Census statistical data to the enterprise data dissemination platform for the release of quick tables and API.
- **April 2023:** Complete release of 2020 Census data products.



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Partnership Initiatives

Recruiting Push Week October
Census Day Push Week
MQA Push Week

1



Governor Scott signs Executive Order and forms the Vermont 2020 Census Complete Count Committee

2



Vermont CCC kick-off meeting

3



4



Dorset Library promotes Census

5



Chief Don Stevens - Nulhegan Band of the Coosuk Abenaki meets with US Census Bureau reps Burton Reist – Assistant Director for Communications, Dr. Steven Dillingham -Director, Bob Stock – Partnership Specialist, and New York Regional Director Jeff Behler to discuss 2020 Census outreach efforts in Vermont

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2020 Census Brought Many Challenges...

- Covid-19
- Restrictions on Gatherings
- College Students Never Returning to Campus
- Social injustice
- Weather Conditions



Burlington forms BTV Counts Complete Count Committee



Senator Leahy & Congressman Welch encourages 2020 Census response



Bernie Sanders social media post

5 Shaping Our Communities

The 2020 Census will have a direct impact on small towns and rural areas across Vermont for the next 10 years. From disaster planning to small business development, Medicare Part B to highway construction, policymakers use census data to plan and fund many programs that affect rural communities.

CENSUS DATA ALSO SHAPES PROGRAMS RELATED TO THE FOLLOWING:

- Rural education
- Rural business enterprise grants
- Rural home rental assistance
- Water and waste disposal systems for rural communities
- State wildlife grants
- Rural housing preservation grants
- Hunter education and safety

When you complete the 2020 Census, you help make sure Vermont gets its fair share of hundreds of billions of dollars each year. Make sure your voice is heard for the next decade.

Shape Your Future. START HERE > 2020Census.gov

Shape your future START HERE > **Census 2020** SEVEN DAYS sevendays.com

THIS PUBLIC SERVICE ANNOUNCEMENT IS SPONSORED BY SEVEN DAYS

Seven Days PSA promoting 2020 Census response

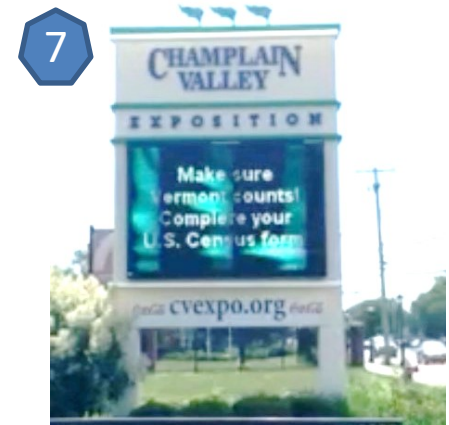
6 CAPSTONE

2020 CENSUS OUTREACH

Everybody Counts so Let's Count Everybody!

Ways You Can Help go to www.vermontcensus.org

CAPSTONE's website promotes 2020 Census outreach campaign.



Champlain Valley Exposition Sign displaying 2020 Census message.



Vermont 2020 Census poster

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How Partner Creativity Overcame These Challenges...

- Food banks for outreach
- Virtual meetings
- Phone/text banking
- Census parades
- Increased social media outreach
- Outdoor MQAs
- SBE/TNSOL locations



Black Lives Matter, State House



Promotion of outside scavenger event in southern VT.



Mobile Questionnaire Assistance event at the Hubbardton Town Hall during a local school district election



Dover VT Transfer Station MQA



2020 Census promotion through Rutland Community Cupboard



Census bags use for food distribution in Rutland

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2020 Census Regional Publications



Partnership Newsletter Library

2019 - [January](#), [February](#), [March](#), [April](#), [May](#), [June](#), [July](#), [August](#), [September](#), [October](#), [November](#), [December](#)

2020 - [January](#), [February](#), [March](#), [April](#), [May](#), [June](#), [July](#), [August](#), [September](#), [October](#)

Ideas that Count Library

[01 NJ - IDC - Selfie.pdf](#)

[02 NY - IDC - Stickers.pdf](#)

[03 IDC - Make Portuguese Count.pdf](#)

[04 NY - IDC - Pledge Postcards.pdf](#)

[05 CT - IDC - Bookmarks.pdf](#)

[06 NJ - IDC - FAQ Who Counts Where.pdf](#)

[07 NJ - IDC - Engage Graphic Design Students.pdf](#)

[08 MA - IDC - Promo Video.pdf](#)

[09 CT - IDC - Create-A-Thon.pdf](#)

[10 RI - IDC - Social Media Message.pdf](#)

[11 RI NY - IDC - Large Bug Message.pdf](#)

[12 NH - IDC - Response Rate Challenges.pdf](#)

[13 NJ - IDC - Door Hanger.pdf](#)

[14 CT NY - IDC - Library Kiosk Message.pdf](#)

[15 CT - IDC - Message In Utility Bills.pdf](#)

[16 NY - IDC - Creative Song.pdf](#)

[17 NY - IDC - Barber Shop Talk.pdf](#)

[18 RI - IDC - Text Pledge.pdf](#)

[19 NY - IDC - Completed Census Sign.pdf](#)

[20 Natl - IDC - Students Learn Students Count.pdf](#)

[21 NY - IDC - Live Stream Cooking.pdf](#)

[22 NY - IDC - Coloring Book.pdf](#)

[23 NYRCC NY - IDC - Census Mascot.pdf](#)

[24 RI - IDC - Census Lawn Sign.pdf](#)

[25 NJ - IDC - Social Activities Calendar.pdf](#)

[26 MA - IDC - Promo Cards.pdf](#)

[27 PR - IDC - Sound Truck.pdf](#)

[28 NY - IDC - Video Challenge.pdf](#)

[29 CT - IDC - Digital Billboard.pdf](#)

[30 ME - IDC - Wellness Calls.pdf](#)

[31 NY - IDC - Partner with Local Biz.pdf](#)

[32 MA - IDC - Food Distribution Programs.pdf](#)

[33 NJ CT - IDC - 10-10-10.pdf](#)

[34 NY - IDC - Census Branded Masks.pdf](#)

[35 Multistate - IDC - PUSH Week.pdf](#)

[36 NY - IDC - Fortune Cookies.pdf](#)

[36 NY - IDC - Fortune Cookies Spanish.pdf](#)

[37 MA - IDC - Mayor For A Day.pdf](#)

[38 MA - IDC - Virtual Roadshow.pdf](#)

[39 NY - IDC - Restaurant Discounts.pdf](#)

[40 NJ CT - IDC - Census Sundae.pdf](#)

[41 NY - IDC - Employee Lunch.pdf](#)

[42 NY - IDC - Multiplatform Campaign.pdf](#)

[43 NJ - IDC - QR Code.pdf](#)

[44 NJ - IDC - Transit Partnership.pdf](#)

Starting in January...

Partnership Staff is conducting Census Partners Debriefings on their 2020 Census experience!

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Data Dissemination Program

- Free Resource for partners and organizations
- Opportunities to teach the public how to access our data
 - Data Presentations
 - Data Access Workshops and Training Sessions
 - Webinars
 - Data and Survey Inquiries
- All tools and data available at www.census.gov
 - Explore Census Data → data.census.gov
 - Census Business Builder
 - My Congressional District
 - OnTheMap



Subscribe and learn more:
www.census.gov/academy

Regional Data Summits coming Spring 2021!

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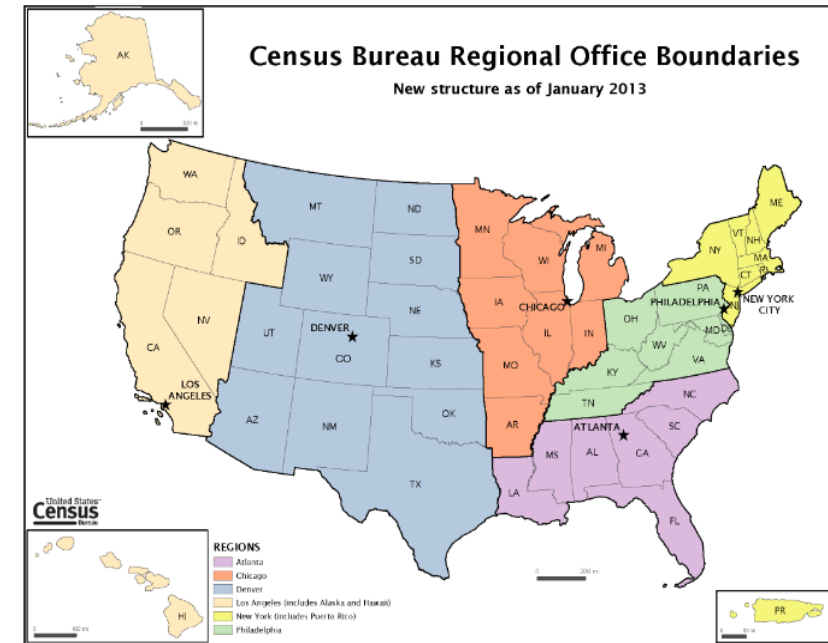
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The Other 9 Years ...New York Regional Office

Largest statistical agency in the U.S.

Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)



Are you in a Census Bureau Survey? <https://www.census.gov/programs-surveys/surveyhelp.html>

Need a job? Join our survey team, learn more at <https://www.usajobs.gov/GetJob/ViewDetails/555072500>

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Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html

New York Regional Office

(212) 584-3400 or 1-800-991-2520

new.york.regional.office@census.gov

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Following This Presentation You Will Receive...

- Copy of this PowerPoint presentation
- Video recording of this presentation
- Link to download our 2020 Census Thank You Certificate
- Partnership contact list



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