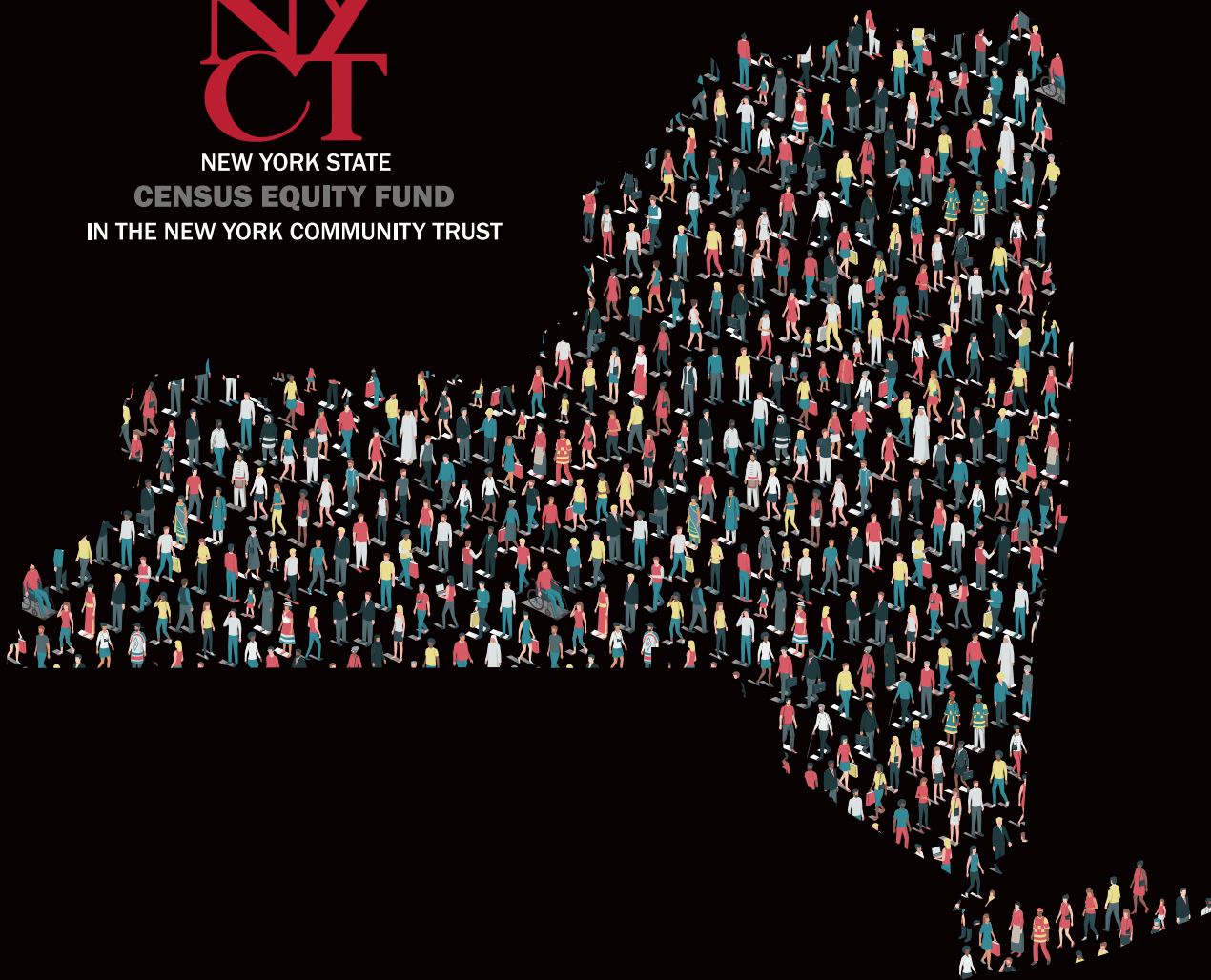**NYCT**

NEW YORK STATE

CENSUS EQUITY FUND
IN THE NEW YORK COMMUNITY TRUST

NEW YORK STATE CENSUS 2020 DATA REPORT

COMMISSIONED BY

THE NEW YORK STATE CENSUS EQUITY FUND

ACKNOWLEDGEMENTS

This report is the second of two reports focused on the New York State Census Equity Fund. The first report, *New York State Census Equity Fund: Documentation & Evaluation Report*, can be found at the following link: https://issuu.com/nyct/docs/nyscef_report_final_hires. For hard copies of the report, please leave appropriate information at 212.686.1065.

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FOREWORD

Colleagues,

As the former chief demographer for the City of New York, it's not surprising that I find census cycles to be such an exciting time. For the recently concluded Census 2020 cycle, I shared this excitement with the New York State Census Equity Fund. Working with leaders from the philanthropic and nonprofit community, the Fund was an important source of information and financial resources for census allies across the state, who worked diligently in the face of extreme obstacles to "get out the count."

Very early on, the Fund commissioned COMM|VEDA Consulting, led by Seema Shah, Ph.D., to do a third-party evaluation of its work. What follows is the second part of COMM|VEDA's two-part assessment.

Part I of the assessment focused on how the Fund functioned and included recommendations for philanthropy's ongoing role in ensuring accurate census counts in local communities.

Part II connects the dots between actual census results and the Fund's grantmaking strategies and priorities.

As we all know, correlation does not equal causation. But the findings that follow contain important lessons for those who are already looking forward to Census 2030 and will be of great interest to those who find the constant evolution of New York state and city demographics eternally fascinating.

Joseph Salvo
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KEY FINDINGS

INTRODUCTION

This report is a follow up to the *New York State Census Equity Fund Documentation and Evaluation Report*, which detailed the efforts of the New York State Census Equity Fund (NYSCEF) to ensure a fair and accurate count in New York during the 2020 census.

The 2020 census faced unprecedented challenges, which included the COVID-19 pandemic, politicization of the census, decreased funding for the Census Bureau, and a new, online census format.

In the end, the New York self-response rate for the 2020 census was 64.2 percent, a decrease of 0.2 points from the 2010 self-response rate, a strong showing given the multiple threats facing the count. In the end, New York State lost one congressional seat by a margin of 89 people, rather than the projected loss of two seats.

ASSESSING THE EFFECTIVENESS OF THE NYSCEF ACTIVITIES

To assess the effectiveness of NYSCEF activities, we examined self-response rates in counties that were touched by NYSECEF grantmaking and those that were not. Self-response rates measure the share of homes that responded on their own. Although self-response rates do not provide information on how many individuals responded, the characteristics of those who responded, or the share of the population actually counted, high self-response rates are associated with a higher quality count and are considered "the gold standard in decennial census data collection…[and represent] the most accurate and efficient source of data." [1]

We further examined effectiveness of NYSCEF activities by conducting tract-level case studies to illustrate the ways in which grantee partners helped increase the self-response rates in areas with high proportions of historically undercounted groups.

Analysis of Self-Response Data

• Of the 16 counties that showed improvement in self-response rates from 2010 to 2020, all were touched by NYSCEF grants. Moreover, self-response rates decreased less in counties receiving NYSCEF grants (-1.2 points) than in counties that did not receive NYSCEF grants (-6.4 points).

• Similar results were found when comparing county-level self-response rates to the New York State average. Of the 24 counties that had self-response rates better than the NYS average, 21 (87.5 percent) received NYSCEF grants.

• In the 23 counties where the online self-response rate was above the average NYS online response rate, 19 (82.6 percent) received NYSCEF grants. In contrast, out of the 39 counties where the online response rate was below the average response rate, 22 (56.4 percent) received NYSCEF grants.

Case Studies

• Case studies of census tracts with high levels of improvement in self-response rates from 2010 and high proportions of historically undercounted groups illustrate how NYSCEF grants played an important role in contributing to get out the count (GOTC) efforts.

• Grantee partners in "most improved" census tracts noted several keys to success, including culturally responsive and linguistically specific outreach efforts; high levels of coordination and collaboration with other community actors, including non-profits, government, and faith-based institutions; and adept use of data to guide outreach activities.

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[1] Salvo, J., Jacoby, A., and Lobo, A.P. (2020). Census 2020 Why increasing self-response is key to a good count. *Significance.* Retrieved from https://rss.onlinelibrary.wiley.com/doi/10.1111/j.1740-9713.2020.01356.x.

- Case studies also demonstrated that relatively modest grantmaking resources yielded significant results. Given that each additional person counted results in increased allocations of federal funding for critical social services, the return on investment is substantial.

2020 CENSUS: PORTRAIT OF NEW YORK

This section of the report synthesizes New York's results from the 2020 census and serves as a reference for grantmakers, practitioners, census advocates, and policymakers to understand demographic and population shifts in the state and consider the implications of these shifts for the next census.

Population Count and Change

- The state had an overall population increase of 4.2 percent to 20,201,249 from 2010, with the largest growth in the New York City, Mid-Hudson, and Long Island regions. The five counties with the largest decreases in population were all in rural upstate areas.

Race/Ethnicity Population Count and Change

- New York State experienced significant growth in its non-Hispanic Asian (an increase of 36.3 percent) and Latinx (an increase of 15.5 percent) population. Only three counties saw a decrease in their Latinx population.

- Between 2010 and 2020, the non-Hispanic white population (-6.2 percent decrease) and non-Hispanic Black population (-0.9 percent decrease) declined. Only five counties in the state saw an increase in the non-Hispanic white population. Conversely, the non-Hispanic Black population grew in every region except for New York City and North Country.

Majority Tract Self-Response Rates

- Majority-white tracts had an average self-response rate higher than the NYS average. All other race/ethnicity majority tracts performed below the state average, as did majority-low-income tracts and majority-foreign-born tracts.

- Compared to national figures, Asian-majority tracts in New York had much lower census self-response rates, possibly due to a higher proportion of first-generation Asian immigrants in New York City.

- Majority-Black (16.2 points) and majority-low-income (16.6 points) tracts had the widest gaps between overall self-response rates and internet self-response rates and exceeded the statewide gap (13.1 points).

Internet Self-Response Rates in Rural Counties

- Lack of internet connectivity was significantly correlated with how rural a county was (+.52). In addition, rural counties were more likely to have lower internet self-response rates (-.73).

Implications of the Data

- The data suggest that counties that received NYSCEF funding were more likely to have self-response rates higher than their 2010 rates or the NYS average. When combined with the case studies and findings from Part I of this assessment, these figures can be viewed as promising signs of NYSCEF impact on GOTC efforts.

- Demographic shifts reflected in the 2020 census indicate that GOTC efforts would benefit from focusing on Black-majority and low-income majority tracts. Growth in the state's Asian and Latinx populations also suggest the value of increasing outreach efforts to these populations. Furthermore, results raise the question of how best to reach rural counties.

1 | INTRODUCTION

The 2020 census was a high stakes affair for New York. With concerns about a decreasing population, many historically hard-to-count groups residing in the state, and efforts by the federal government to suppress the count among immigrant communities, New York risked losing not just one, but possibly two, congressional seats. An incomplete count would result in diminished federal resources for a host of community services, ranging from education to health care.

In the end, New York State lost one congressional seat by the slimmest of margins. All else being equal, if the state had counted 89 more people, it would not have lost the seat.[2]

The report is a follow-up to the *New York State Census Equity Fund's Documentation and Evaluation Report*, published in June 2021. That report documented the activities of the New York State Census Equity Fund and examined both funder and grantee partner experiences with NYSCEF in an effort to foster future statewide funder collaboration as well as lay the groundwork for cross-sector statewide collaboration for Census 2030.

About the New York State Census Equity Fund

In June 2018, following a year of planning, the New York State Census Equity Fund (NYSCEF), a statewide collaborative of funders, was launched to support a fair, accurate, and complete count throughout New York.

Housed at The New York Community Trust, with nearly 40 supporting funders and more than $3 million in funding, the NYSCEF awarded grants to 120 organizations across all ten regions of the state.

See *Appendix A* for more detail on the Fund. For reference, additional models of statewide collaboration are provided in *Appendix C*.

The current report supplements the earlier one by examining data from the 2020 decennial census to: 1) assess the impact of NYSCEF's grantmaking in improving self-response rates across counties in the state, and 2) provide a demographic portrait of New York State based on the 2020 Census.

CENSUS 2020: SETTING THE CONTEXT

Put simply, the 2020 census was unlike any other. The census, normally a nonpartisan activity, became a highly politicized one as the Commerce Department proposed a series of changes, many of which were designed to suppress the count of immigrants and people of color. To complicate matters further, the start of the census coincided with the onset of the COVID-19 pandemic, jeopardizing months of planning, much of which hinged on in-person outreach. The pandemic required nimble pivots by both funders and grantee partners. Major issues surrounding the 2020 census included:

Online Census Format. For the first time in its history, the 2020 census was primarily conducted online. Though this format was designed to introduce new efficiencies to the census, it also had the potential to depress the count, particularly among people without reliable broadband access and/or limited digital proficiency.

Census Bureau Budget Cuts. Decreased funding for Census 2020 led to shortened testing protocols that would have helped the Bureau more clearly anticipate potential issues with the new census format.

The Citizenship Question. On March 26, 2018, Commerce Secretary Wilbur Ross announced that it would add the question, "Is this person a citizen of the United States?" to the 2020 census. Efforts to add the question ultimately failed, but the two-year quest to do so created chaos, confusion, and fear, particularly among immigrant communities.

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[2] Goldmacher, S. (2021, April 26). New York Loses House Seat After Coming up 89 People Short on the Census. *The New York Times*. Retrieved from https://www.nytimes.com/2021/04/26/nyregion/new-york-census-congress.html.

COVID-19 Pandemic. The pandemic forced funders and nonprofits to adjust to remote operations and shift their attention to address the urgent health and economic needs of their communities. The pandemic also disrupted government plans for get out the count (GOTC) efforts. New York State, which was slated to release funding for GOTC efforts in March 2020, did not do so until the tail-end of the count, and New York City, which had an extensive GOTC campaign planned, had to hit pause on its work as well. Likewise, the suspension of Update/Leave operations in rural areas only four days after it began may have similarly depressed counts. (The Update/Leave program targets areas where using the mail to send census invitations might be unreliable, including highly rural areas. Instead, census workers leave packets of information at homes with information on how to respond.)

STATEWIDE RESULTS

Amid this challenging context, the national self-response rate was 67 percent, a slight increase over the 2010 rate of 66.5 percent. The final 2020 self-response rate in New York was 64.2 percent, compared to 64.6 percent in 2010, representing a slight decrease.

Is the slight decrease in New York's self-response rate from 2010 to 2020 meaningful? That is a matter of opinion, but given the extraordinary circumstances surrounding the 2020 census the relative comparability of the 2010 and 2020 rates should be interpreted as a positive result, particularly considering the following:

• New York City, which comprises more than 40 percent of the state's population, was an early COVID-19 hotspot resulting in high rates of migration and movement, just as the census count was slated to begin.

SELF-RESPONSE RATES

NEW YORK
64.2%
—
NATIONAL
67%

• New York State ranks behind only California and Texas in its population of historically undercounted groups (immigrants, people living in poverty, and people of color, for example), meaning that GOTC efforts are particularly challenging in the state, even in the best of circumstances.

• New York was projected to lose two congressional seats, but ultimately only lost one.

In the end, the state's population stood at 20,201,249, an increase of 4.2 percent from the 2010 population. This outcome surprised many observers who had expected a decline based on Census Bureau population estimates that predicted high levels of out-migration to other states and lower rates of increases among immigrant populations.[3]

[3] Gebeloff, R. (2021, May 4). Why New York State's Population Growth Surprised Experts. *The New York Times*. Retrieved from https://www.nytimes.com/2021/05/04/upshot/census-new-york-surprise.html.

2 | ASSESSING THE EFFECTIVENESS
OF NYSCEF ACTIVITIES

This section of the report aims to understand the relationship between NYSCEF's grantmaking efforts and how they may have influenced self-response rates. To be clear, it is almost impossible to draw a causal link between the two given the wide array of potentially confounding variables at play. That said, it remains a worthwhile endeavor to examine the data to see what we can learn about NYSCEF's 2020 efforts and how this might inform 2030 census outreach.

An analysis of self-response data as well as a set of case studies illustrate how NYSCEF grantmaking helped advance GOTC efforts, especially in areas with a high proportion of historically undercounted groups.

ANALYSIS OF SELF-RESPONSE DATA

Methodology
To understand the possible role of NYSCEF's outreach efforts, we identified the counties where NYSCEF's grantee partners conducted outreach. In all, NYSCEF's grantmaking touched 41 of New York State's 62 counties. We coded this in a binary fashion (yes/no).

We examined the change in self-response rates at the county-level between 2010 and 2020 as well the difference between the county's 2020 self-response rate and the state average. We mapped these data against counties where NYSCEF grantmaking took place to get a sense of the extent to which increases in self-response rates or better than average performance corresponded with the presence of NYSCEF-funded GOTC efforts.

Because this was the first year the census used an online format for data collection, we also examined internet self-response rates versus overall self-response rates. Again, we compared online response rates of those counties where NYSCEF grantmaking took place versus those places where there were no NYSCEF grants.

Why Look at Self-Response Rates?

The self-response rate is the percentage of homes that responded to the census on their own -- online, by phone, or by mail. Following the initial self-response period, the Census Bureau engages in Nonresponse Followup (NRFU) by going door-to-door to households that did not respond.

Although self-response rates do not provide information on how many individuals responded, the characteristics of those who responded, or the share of the population actually counted, census expert Joseph Salvo and his colleagues note that high self-response rates are associated with a higher quality count and are considered "the gold standard in decennial census data collection…[and represent] the most accurate and efficient source of data." In contrast, NRFU operations are prone to errors and issues that compromise the quality of the count.

Because much of NYSCEF's grantmaking focused on GOTC efforts to raise awareness of the census and to encourage people to complete the census during the initial self-response period, we use self-response rates as a proxy to understand the potential effectiveness of NYSCEF grantmaking.

Data Considerations

A positive relationship between the presence of NYSCEF grantmaking and improved self-response rates does not mean NYSCEF grantmaking was responsible for the improvement. In many places across the state, NYSCEF support for GOTC efforts co-existed along with local and county investments to support a fair and accurate count. The most prominent example of this is New York City, which invested $40 million toward GOTC efforts. In other localities, fiscal investments were more modest, but strong networks of Complete Count Committees helped spearhead outreach efforts, while such infrastructure and coordination were weaker in other places. In addition, other variables, such as the extended response period or the external threats to the count, could have contributed to depressed or increased self-response rates.

Important population group differences can be masked when examining data at the county-level versus the tract-level. An analysis of county-level self-response rates can mask differences in response rates within counties. To assess the effectiveness of NYSCEF grantmaking, it would be most useful to examine tract-level self-response data in relationship to NYSCEF-funded activities taking place in those tracts. Given the statewide nature of NYSCEF's work, this would be an inordinately time-consuming exercise. However, we conducted several tract-level case studies as illustrative examples of how NYSCEF-supported GOTC activities helped increase self-response rates in particular tracts.

The presence or absence of NYSCEF grantmaking does not capture the intensity or expansiveness of grantee partner outreach efforts. We coded grantmaking as a simple yes/no. The data shows that the Fund's grantmaking reach varied among counties with some counties served by multiple organizations and multiple grants, while others may have only been served by a single grant. We worried that a rubric for intensity would be too subjective and too cumbersome to develop but recognize that this may also mask nuance.
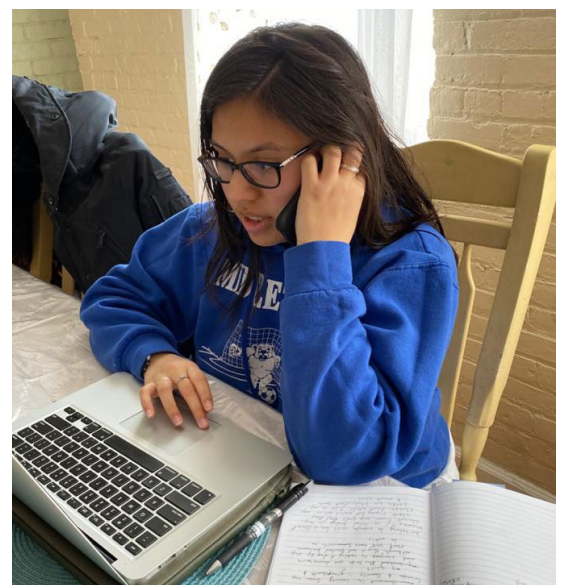
SELF-RESPONSE RATES BY COUNTY AND REGION: 2010 VS 2020 AND DIFFERENCE FROM NYS AVERAGE

County	Region	Self-Response Rate (2010)	Self-Response Rate (2020)	2010 vs. 2020	2020 vs. NYS avg	CEF Grant
Columbia	CD	50.4	54.2	3.8	-10	Y
Washington	CD	61.6	60.7	-0.9	-3.5	N
Rensselaer	CD	65.8	64.5	-1.3	0.3	Y
Albany	CD	68.7	66.6	-2.1	2.4	Y
Warren	CD	57.8	55.4	-2.4	-8.8	N
Saratoga	CD	71.1	68.6	-2.5	4.4	Y
Schenectady	CD	69.7	67	-2.7	2.8	Y
Greene	CD	49.7	44.7	-5	-19.5	N
Oswego	CNY	63.5	63.1	-0.4	-1.1	N
Onondaga	CNY	71.1	70.3	-0.8	6.1	Y
Madison	CNY	66.7	65.3	-1.4	1.1	Y
Cayuga	CNY	63.9	60.8	-3.1	-3.4	Y
Cortland	CNY	66.7	63.2	-3.5	-1	N
Livingston	FL	66.6	64.3	-2.3	0.1	N
Monroe	FL	72.7	68.2	-4.5	4	Y
Genesee	FL	70.7	65.6	-5.1	1.4	N
Yates	FL	56.5	51	-5.5	-13.2	Y
Seneca	FL	63.5	58	-5.5	-6.2	Y
Wyoming	FL	64.9	58.5	-6.4	-5.7	Y
Wayne	FL	68.2	60.3	-7.9	-3.9	N
Ontario	FL	70.1	60.1	-10	-4.1	N
Orleans	FL	66.8	54.7	-12.1	-9.5	N
Nassau	LI	70.4	74.9	4.5	10.7	Y
Suffolk	LI	67.6	68.6	1	4.4	Y
Orange	MH	61.9	67	5.1	2.8	Y
Putnam	MH	66.8	71.7	4.9	7.5	Y
Ulster	MH	57.4	61.9	4.5	-2.3	Y
Westchester	MH	67.9	69.3	1.4	5.1	Y
Dutchess	MH	65.7	67	1.3	2.8	Y
Rockland	MH	71.6	71.1	-0.5	6.9	Y
Sullivan	MH	42.5	36.7	-5.8	-27.5	Y
Montgomery	MV	58.5	59.4	0.9	-4.8	Y
Oneida	MV	65	64.3	-0.7	0.1	Y
Otsego	MV	57	54.7	-2.3	-9.5	Y
Schoharie	MV	58.4	52.2	-6.2	-12	N
Fulton	MV	62.8	56.2	-6.6	-8	N
Herkimer	MV	67	55.4	-11.6	-8.8	Y
Clinton	NC	61.9	64.5	2.6	0.3	Y
St. Lawrence	NC	62.3	57.7	-4.6	-6.5	N
Franklin	NC	59.4	52	-7.4	-12.2	Y
Essex	NC	51.5	41.9	-9.6	-22.3	Y
Jefferson	NC	59.1	49.3	-9.8	-14.9	N
Hamilton	NC	40	19.2	-20.8	-45	N
Lewis	NC	66.2	44.7	-21.5	-19.5	N
Queens	NYC	60.8	62.8	2	-1.4	Y
Kings	NYC	57.2	59.1	1.9	-5.1	Y
Richmond	NYC	65.1	66.5	1.4	2.3	Y
Bronx	NYC	64	62.8	-1.2	-1.4	Y
New York	NYC	66.2	63	-3.2	-1.2	N
Steuben	ST	60.7	62.1	1.4	-2.1	Y
Chenango	ST	58.1	57.7	-0.4	-6.5	N
Schuyler	ST	58.6	57.9	-0.7	-6.3	N
Chemung	ST	70.8	69.5	-1.3	5.3	Y
Tioga	ST	71.7	70.4	-1.3	6.2	Y
Broome	ST	67.8	64.7	-3.1	0.5	N
Tompkins	ST	67.5	63.8	-3.7	-0.4	Y
Delaware	ST	49.9	42.7	-7.2	-21.5	N
Niagara	WNY	69.3	71	1.7	6.8	Y
Erie	WNY	69.6	70.8	1.2	6.6	Y
Chautauqua	WNY	60.8	59.1	-1.7	-5.1	Y
Allegany	WNY	51.5	49.6	-1.9	-14.6	Y
Cattaraugus	WNY	57.4	53.7	-3.7	-10.5	Y
New York State		64.6	64.2	-0.4		

Note: Regions are designated based on the Empire State Development Corporation. The regions are: Capital District (CD); Central New York (CNY); Finger Lakes (FL); Mid-Hudson (MH); Long Island (LI); Mohawk Valley (MV); North Country (NC); New York City (NYC); Southern Tier (ST); and Western New York (WNY).

Source: 2020 Census State by State Response Rates, U.S. Census Bureau.

Data Highlights

Change from 2010

- Of the 16 counties that showed improvement in self-response rates from 2010 to 2020, all received NYSCEF grants.
- Of the 46 counties that had lower self-response rates in 2020, 25 (54 percent) were touched by NYSCEF grants.
- On average, self-response rates decreased by 1.2 points in counties with NYSCEF grants compared to a decrease of 6.4 points in counties without NYSCEF grants.

Difference from New York State average

- In the 24 counties whose self-response rates were better than the NYS average, 21 (87.5 percent) received NYSCEF grants.
- In the 38 counties whose self-response rates were lower than the NYS average, 20 (52.6 percent) received NYSCEF grants.
- Counties that received NYSCEF grants collectively had self-response rates that were 1.9 points lower than the NYS average. In contrast, counties that did not receive NYSCEF grants had self-response rates 9.1 points lower than the NYS average.

Counties with the Highest/Lowest Self-Response Rates

- Counties with the lowest self-response rates tended to be in rural parts of the state. For example, Hamilton County, which had a self-response rate of 19.2 percent, is the least densely populated county in the state with around 5,000 people. NYSCEF tended to be less active in rural counties, due to the small population in those areas as well as the lack of philanthropic partners. In addition, Update/Leave operations, in which census workers leave packets of information on how to respond to the census at homes that are not easily reachable by mail, were suspended and delayed due to the pandemic, which could have had an adverse effect on the count in rural communities.
- Nassau County had the highest self-response rate in the state (74.9 percent), followed by two Mid-Hudson counties, Putnam County (71.7 percent) and Rockland County (71.1 percent).

LOWEST SELF-RESPONSE RATES, 2020

County	Region	SRR (2020)	CEF grants
Hamilton	NC	19.2	N
Sullivan	MH	36.7	Y
Essex	NC	41.9	Y
Delaware	ST	42.7	N
Lewis	NC	44.7	N

HIGHEST SELF-RESPONSE RATES, 2020

County	Region	SRR (2020)	CEF grants
Nassau	LI	74.9	Y
Putnam	MH	71.7	Y
Rockland	MH	71.7	Y
Niagara	WNY	71	Y
Erie	WNY	70.8	Y

Counties with the Largest Increase/Decrease in Self-Response Rates

- Three counties in Mid-Hudson – Orange, Putnam, and Ulster – experienced the largest increase in self-response rates from 2010 to 2020. All were touched by NYSCEF grantmaking, with an emphasis on reaching historically undercounted populations.
- The largest decreases were in rural counties, with Lewis County and Hamilton County both registering decreases of more than 20 points.

LARGEST INCREASE FROM 2010 TO 2020

County	Region	2010 v 2020	CEF grants
Orange	MH	5.1	Y
Putnam	MH	4.9	Y
Ulster	MH	4.5	Y
Nassau	LI	4.5	Y
Columbia	CD	3.8	Y

LARGEST DECREASE FROM 2010 TO 2020

County	Region	2010 v 2020	CEF grants
Lewis	NC	-21.5	N
Hamilton	NC	-20.8	N
Orleans	FL	-12.1	N
Herkimer	MV	-11.6	Y
Ontario	FL	-10	N

INTERNET SELF-RESPONSE RATES BY COUNTY AND REGION: DIFFERENCE FROM OVERALL RATE AND NYS AVERAGE

County	Region	Internet Self-Response	Overall Self-Response	Overall vs Internet	Internet vs NYS Internet Avg	CEF Grants
Washington	CD	39.6	60.7	21.1	-11.5	N
Greene	CD	26.7	44.7	18	-24.4	N
Columbia	CD	39.9	54.2	14.3	-11.2	Y
Schenectady	CD	52.8	67	14.2	1.7	Y
Rensselaer	CD	51.8	64.5	12.7	0.7	Y
Warren	CD	43.2	55.4	12.2	-7.9	N
Albany	CD	55	66.6	11.6	3.9	Y
Saratoga	CD	59.1	68.6	9.5	8	Y
Cayuga	CNY	41.7	60.8	19.1	-9.4	Y
Madison	CNY	47.7	65.3	17.6	-3.4	Y
Oswego	CNY	49.3	63.1	13.8	-1.8	N
Onondaga	CNY	57.5	70.3	12.8	6.4	Y
Cortland	CNY	50.8	63.2	12.4	-0.3	N
Wyoming	FL	36.1	58.5	22.4	-15	Y
Seneca	FL	41.9	58	16.1	-9.2	Y
Orleans	FL	39.6	54.7	15.1	-11.5	N
Wayne	FL	45.7	60.3	14.6	-5.4	N
Genesee	FL	51.6	65.6	14	0.5	N
Yates	FL	37.3	51	13.7	-13.8	Y
Livingston	FL	52.4	64.3	11.9	1.3	N
Monroe	FL	56.7	68.2	11.5	5.6	Y
Ontario	FL	50.4	60.1	9.7	-0.7	N
Suffolk	LI	56.1	68.6	12.5	5	Y
Nassau	LI	62.7	74.9	12.2	11.6	Y
Rockland	MH	57.3	71.1	13.8	6.2	Y
Orange	MH	53.5	67	13.5	2.4	Y
Ulster	MH	49.1	61.9	12.8	-2	Y
Sullivan	MH	24.4	36.7	12.3	-26.7	Y
Dutchess	MH	55.8	67	11.2	4.7	Y
Westchester	MH	58.5	69.3	10.8	7.4	Y
Putnam	MH	61.5	71.7	10.2	10.4	Y
Schoharie	MV	28.6	52.2	23.6	-22.5	N
Otsego	MV	33.1	54.7	21.6	-18	Y
Herkimer	MV	34	55.4	21.4	-17.1	Y
Fulton	MV	36.7	56.2	19.5	-14.4	N
Montgomery	MV	39.9	59.4	19.5	-11.2	Y
Oneida	MV	44.8	64.3	19.5	-6.3	Y
Lewis	NC	24.2	44.7	20.5	-26.9	N
Franklin	NC	33.9	52	18.1	-17.2	Y
St. Lawrence	NC	41.6	57.7	16.1	-9.5	N
Clinton	NC	50.2	64.5	14.3	-0.9	Y
Essex	NC	27.9	41.9	14	-23.2	Y
Jefferson	NC	38.6	49.3	10.7	-12.5	N
Hamilton	NC	10.2	19.2	9	-40.9	N
Bronx	NYC	43.3	62.8	19.5	-7.8	Y
Queens	NYC	50.4	62.8	12.4	-0.7	Y
Kings	NYC	47.1	59.1	12	-4	Y
Richmond	NYC	54.5	66.5	12	3.4	Y
New York	NYC	54.6	63	8.4	3.5	N
Steuben	ST	41.7	62.1	20.4	-9.4	Y
Chenango	ST	39.2	57.7	18.5	-11.9	N
Schuyler	ST	40.8	57.9	17.1	-10.3	N
Chemung	ST	53.2	69.5	16.3	2.1	Y
Delaware	ST	26.4	42.7	16.3	-24.7	N
Broome	ST	51.4	64.7	13.3	0.3	N
Tioga	ST	58.1	70.4	12.3	7	Y
Tompkins	ST	56	63.8	7.8	4.9	Y
Cattaraugus	WNY	30.3	53.7	23.4	-20.8	Y
Allegany	WNY	26.5	49.6	23.1	-24.6	Y
Chautauqua	WNY	40.1	59.1	19	-11	Y
Niagara	WNY	54.3	71	16.7	3.2	Y
Erie	WNY	55.9	70.8	14.9	4.8	Y
New York State		51.1	64.2	13.1		

Note: Regions are designated based on the Empire State Development Corporation. The regions are: Capital District (CD); Central New York (CNY); Finger Lakes (FL); Mid-Hudson (MH); Long Island (LI); Mohawk Valley (MV); North Country (NC); New York City (NYC); Southern Tier (ST); and Western New York (WNY).

Source: 2020 Census State by State Response Rates, U.S. Census Bureau.

Data Highlights

The 2020 census was the first to incorporate online outreach, raising questions about the extent to which self-response rates among those with low digital literacy and/or lack of broadband access might affect overall response rates. A critical mass of NYSCEF grantees' efforts focused on reaching these constituencies.

• Data show there was a wide range of internet response rates, ranging from a low of 10.2 percent in Hamilton County (40.9 points below the state average internet response rate) to a high of 62.7 percent in Nassau County (11.6 points above the state average internet response rate).

• In the 23 counties where the online response rate was above the average NYS online response rate, 19 (82.6 percent) received NYSCEF grants.

• Of the 39 counties where the online response rate was below the average response rate, 22 (56.4 percent) received NYSCEF grants.
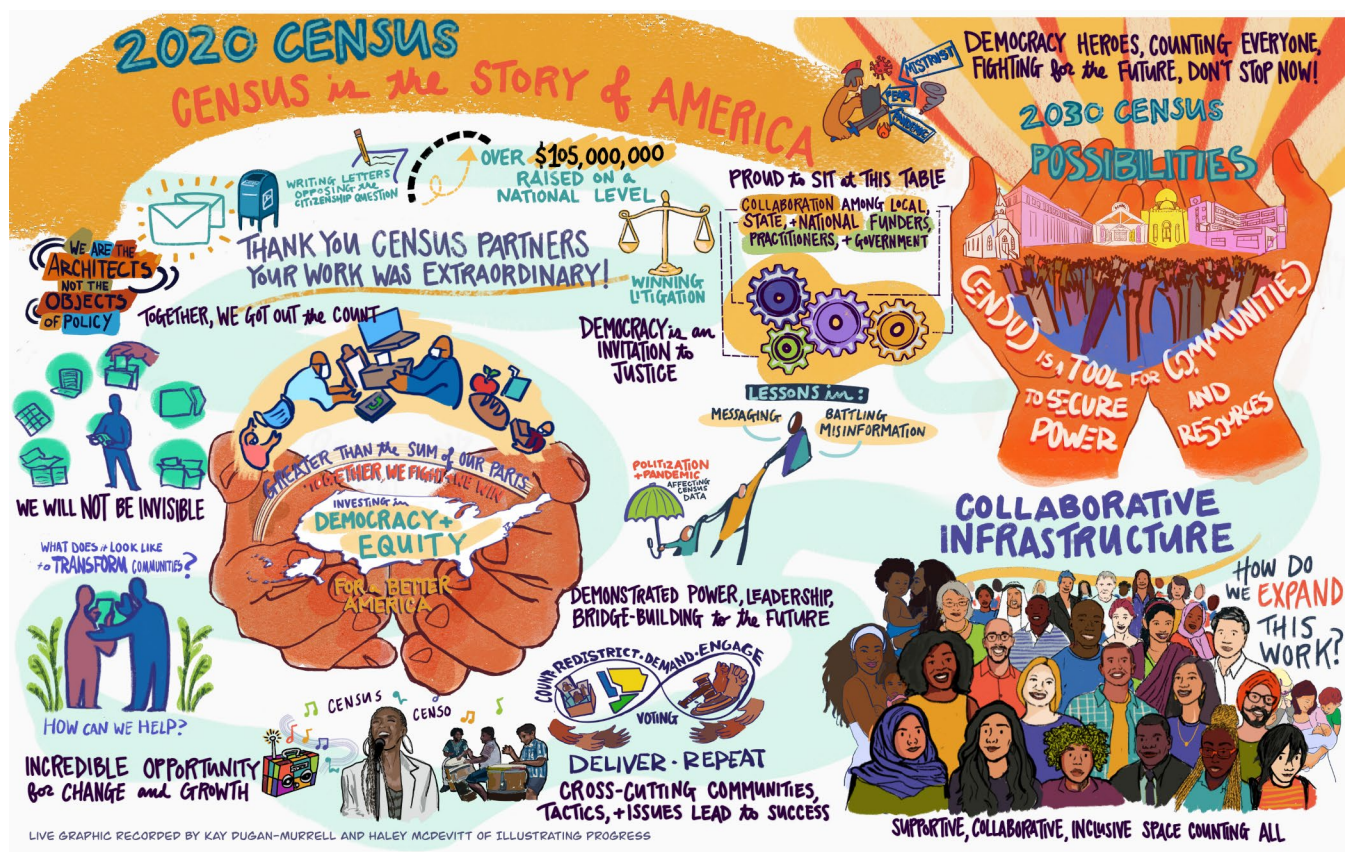

Image produced by Illustrating Progress for the final 2020 Census Collaborative quarterly meeting of the Democracy Funders Census Subgroup/Funders Census Initiative

CASE STUDIES

New York's counties are diverse in race, ethnicity, and socioeconomic status. As such, a county-level analysis of self-response rates can wash out interesting and important differences within counties. To get a better sense of how NYSCEF support for GOTC activities may have contributed to the goal of achieving a fair and accurate count in particular communities, we conducted a tract-level analysis within select counties. Collectively, these case studies provide illustrative examples of how philanthropic support for GOTC activities helped improve the count in areas with a high number of historically undercounted populations.

Methodology

Based on a review of county-level data and a review of NYSCEF grantmaking, we identified four counties where we knew philanthropic investments played a leading role in GOTC efforts. This excluded most New York City counties because of the large investment the City made in GOTC efforts, which would make it difficult to isolate the contribution of NYSCEF grantmaking.

The four counties we examined were Erie County, Nassau County, Richmond County, and Westchester County. For each county, we examined the change in self-response rates between 2010 and 2020 at the tract-level and identified tracts with the largest improvement. In these "most improved" tracts, we examined demographic data on race/ethnicity, poverty, and foreign-born status to pinpoint specific tracts that had notable improvements in self-response rates and had a high concentration of traditionally undercounted constituencies.

In each of the targeted counties, we found several census tracts that met these criteria. To determine if and how NYSCEF grantmaking touched these census tracts, we reviewed grant reports and conducted interviews with key informants from each of those areas.

Keys to Success

The case studies presented in this report reveal a set of common themes:

• In each case, relatively modest grantmaking resources yielded significant results. In some instances, grants from the NYSCEF were under $10,000. Given that each additional person counted results in increased allocations of federal funding for critical social services, the return on investment is substantial. These case studies underscore the importance of investments in GOTC efforts, not just from philanthropy, but from government as well.

• Culturally responsive and linguistically specific outreach efforts seemed to pay off. This includes engaging community leaders and outreach workers who reflect the background of the constituencies served and using multi-lingual outreach to build trust and rapport.

• Successful GOTC efforts were also characterized by a high-level of coordination and collaboration, inclusive of local government, faith institutions, business, and other community-based entities (traditional nonprofits as well as more informal entities such as mutual aid groups and fiscally sponsored groups).

• Groups made adept use of data, including voter registration information and the Census Bureau's weekly updates of self-response rates in their community, to ensure that GOTC efforts were deployed strategically.

ERIE COUNTY

ERIE COUNTY: BY THE NUMBERS

	2010	2020	CHANGE
Self-Response Rate	69.6%	70.8%	1.2%
Population	919,040	954,236	35,196 (+3.8%)
White Population	714,156	678,236	-35,920 (-5.0%)
Black Population	119,916	129,874	9,958 (+8.3%)
Latinx/Hispanic Population	41,731	59,658	17,927 (+43.0%)
Asian Population	23,621	46,090	22,469 (+95.1%)

For the first time since 1970, the population of Erie County in Western New York grew, with much of that growth driven by an increase in the population of Buffalo, whose population grew by 6.5 percent since the 2010 census. Buffalo's mayor attributes the increase to both an undercount in the 2010 census, as well as real population growth associated, in part, with the availability of affordable housing in the city.[4]

The philanthropic and nonprofit community in Erie County invested significant resources to ensure a fair and accurate count, with the Community Foundation for Greater Buffalo and the Ralph C. Wilson Jr. Foundation making significant contributions to the New York Census Equity Fund. In total, the NYSCEF awarded more than $300,000 in grants to organizations in Western New York. In Erie County, that included awards to organizations such as the Buffalo & Erie County Public Library, Jericho Road Community Health Center, and the International Institute of Buffalo, among others.

While Erie County is about 73 percent white, Buffalo's population is about 47 percent white and home to a diverse population that includes a significant number of refugees. In fact, about a third of refugees arriving in New York are re-settled in Buffalo. With a large number of foreign-born residents, as well as a high proportion of other historically undercounted groups, there was a particularly strong push for GOTC efforts in Buffalo.

Open Buffalo, an organization that seeks to advance racial and economic justice, helped lead many of these efforts citywide, targeting zip codes with the highest proportions of historically undercounted groups. Open Buffalo initially received $40,000 from the NYSCEF and later received an additional $10,000 for its GOTC efforts. Its role was particularly instrumental in the Broadway-Fillmore area. Other NYSCEF grants were also critical to GOTC efforts in this area. Jericho Road Community Health Center, an organization that provides an array of social and health services, including services that specifically support immigrant and refugee communities, received $27,500 from NYSCEF, while the 2020 Mayor's Census Summer Youth Internship Program received a $9,200 mini-grant from NYSCEF.
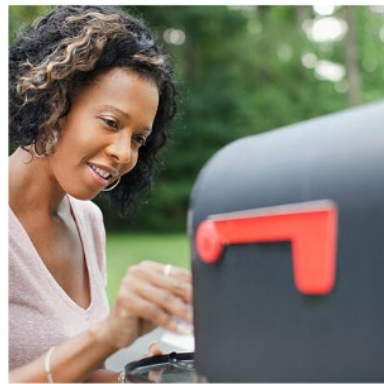
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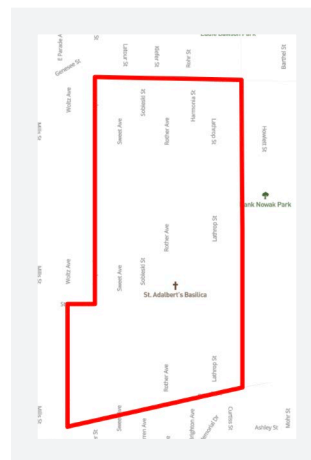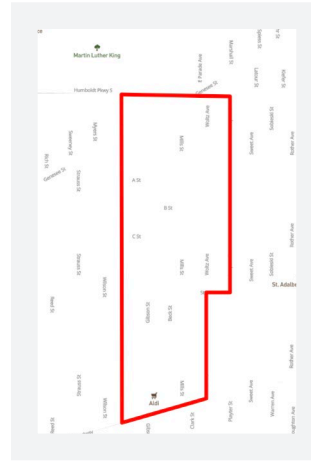
Key Census Tracts: A Closer Look

CENSUS TRACT 36029002703: BROADWAY-FILLMORE	
Self-Response Rate in 2010	31.1%
Self-Response Rate in 2020	44.8%
Black Population	23.4%
Hispanic/Latinx Population	1.81%
Asian Population	52.2%
Foreign-born Population	46.5%
Low-income Population	84.7%

CENSUS TRACT 36029002704: BROADWAY-FILLMORE	
Self-Response Rate in 2010	33.6%
Self-Response Rate in 2020	45.4%
Black Population	23.3%
Hispanic/Latinx Population	1.81%
Asian Population	52.3%
Foreign-born Population	46.4%
Low-income Population	84.7%

In the early days of the pandemic, Open Buffalo attracted people to their pop-up outside of the Broadway Market by offering PPE kits with masks and sanitizer, incorporating informational material about the census into their community outreach. As the self-response period progressed, Open Buffalo used other creative strategies, such as barbeques, raffles for coveted prizes (such as a flat-screen TV), and free fresh produce from the African Heritage Food Co-op to attract community members to their table. Once residents came to the table, Open Buffalo engaged them in conversations about the importance of both voting and completing the census. In addition, volunteers and staff with wi-fi enabled tablets were on site to help residents complete the census.

Open Buffalo's GOTC efforts were complemented by the work of Jericho Road Community Health Center, which opened their third location next to the Broadway Market. The organization used a combination of phone banking and workshops to educate immigrant and refugee communities about the importance of the census and allaying fears they may have about how the information would be used. The organization also provided census form completion assistance over the phone in light of the pandemic. Outreach efforts were conducted in multiple languages, including Burmese, Karenni, Nepali, Karen, Swahili, and English.

Likewise, the Mayor's Census Summer Youth Internship program touched a critical mass of households in these two census tracts. Youth interns went to door-to-door with tablets to provide online access to the census to those who might not have internet connectivity. In addition, students contacted senior citizens by phone to answer questions about the census and encourage them to complete the census.

These two adjacent tracts are nearly identical demographically. Nearly half the population is foreign-born, and more than half the residents are Asian. Just under a quarter of the population is Black. The area is home to a large refugee community, many of whom come from Burma and Central African countries. Eighty-five percent of the population in these census tracts live in poverty.

In each of these adjacent tracts, the self-response rate jumped about 13 points from 2010. Open Buffalo had a substantial presence in this area, setting up shop outside of the Broadway Market, which serves as an anchor for much of the surrounding community. With more than 40 vendors, residents regularly visit the market to shop for food, goods, and services.

NASSAU COUNTY

NASSAU COUNTY: BY THE NUMBERS

	2010	2020	CHANGE
Self-Response Rate	70.4%	74.9%	+4.5%
Population	1,339,532	1,395,774	56,242 (+4.2%)
White Population	877,309	779,454	-97,855 (-11.2%)
Black Population	141,305	147,216	5,911 (+4.2%)
Latinx/Hispanic Population	195,355	256,425	61,070 (+31.3%)
Asian Population	101,558	163,165	61,607 (+60.7%)

With a self-response rate of 74.9 percent, Nassau County achieved the highest self-response rate in the state, a 4.5 percent increase from 2010.

In 2010, the Long Island Community Foundation, along with most of the other major philanthropic organizations in Long Island, played an important role in supporting the county's GOTC efforts. In partnership with the county, the funders established a Nassau County Complete Count Committee that included county agencies as well as all members of the funders' collaborative and representatives of the business community. The results of this effort were tangible, as most targeted communities -- areas with a high proportion of historically undercounted groups – increased their self-response rates.

Building on the lessons learned from 2010, the county's 2020 GOTC efforts were far more comprehensive, with deeper ties to a diverse array of community-based organizations. While 2010 GOTC efforts were largely spearheaded by funders, in 2020, the Health and Welfare Council of Long Island, a regional human services provider, led the Long Island Complete Count Committee. In addition to a $25,000 planning grant

from the Long Island Community Foundation, the group received two grants totaling $150,000 from the New York State Census Equity Fund to organize the complete count committees of Nassau and Suffolk counties. In addition, the New York State Census Equity Fund awarded 24 additional grants totaling $580,650 to Long Island nonprofits.

Beginning its outreach efforts a full two years before the census, the Health and Welfare Council's efforts were nothing short of staggering. With its deep ties to community, they engaged more than 450 partners through 11 sub-committees via the Long Island Complete Count Committee. The sub-committees served as important hubs for relationship-building and information-sharing. The group conducted Census 101 training sessions, maintained an ongoing series of speaking engagements to raise awareness, and provided continuous communications about census outreach activities, including real-time updates on self-response rates. The group also created a COVID-19 Census Outreach Toolkit, designed to guide safe and socially distanced outreach and worked with a local reporter to supply interviews and community partners for multiple census stories.

Key Census Tracts: A Closer Look

CENSUS TRACT 36059405100: ELMONT	
Self-Response Rate in 2010	64.2%
Self-Response Rate in 2020	73.5%
Black Population	58.4%
Hispanic/Latinx Population	18.0%
Asian Population	8.3%
Foreign-born Population	38.6%
Low-income Population	11.0%
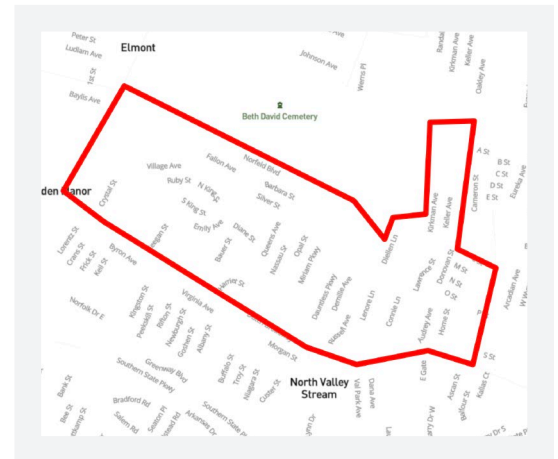
CENSUS TRACT 36059409900: VILLAGE OF VALLEY STREAM/NORTH VALLEY STREAM	
Self-Response Rate in 2010	65.0%
Self-Response Rate in 2020	71.4%
Black Population	48.9%
Hispanic/Latinx Population	21.5%
Asian Population	12.0%
Foreign-born Population	40.0%
Low-income Population	7.7%
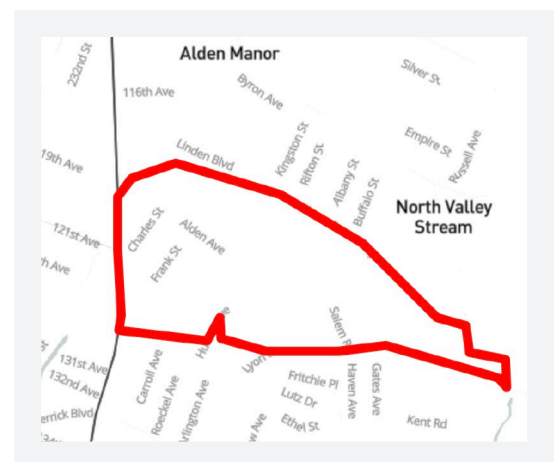
Two nearby Valley Stream tracts also showed considerable increases in self-response rates: a tract in Elmont jumped nearly ten points, while the Village of Valley Stream/North Valley Stream increased its rate by more than six points. Both have a high percentage of residents who identify as Black (with a large Haitian and Caribbean population) and about 40 percent of the population in both areas is foreign-born. The area is also home to a significant Puerto Rican population and a growing South Asian community as well.

The Health and Welfare Council of Long Island attributed the success in these tracts in part to the efforts of Assembly Member Michaelle Solages, who was a major proponent and advocate for GOTC efforts, and whose office was a member of the Nassau County Complete Count Committee. As a Haitian American, Solages has close relationships with her constituents and her advocacy resonated with the large Haitian community in the area. In fact, Solages' office is located in the North Valley Stream/Village of Valley Stream tract highlighted here. Solages' office integrated GOTC efforts into everything they did – whether it was a tree lighting ceremony or a homeowners information session. Her office also dispatched interns and staff to conduct door-to-door outreach. Moreover, Solages believed it was important for people to have a stake in the census. The office made a strong push to encourage constituents to apply for jobs as enumerators. Likewise, when COVID-19 hit, their messaging incorporated the importance of the census in procuring funds for health care resources for the community.

Likewise, the Elmont Cultural Center, an organization supporting immigrant communities in Long Island, and a New York State Census Equity Fund grantee played a significant role in GOTC efforts in Elmont.

Elmont Cultural Center received a modest $9,000 grant from the Fund and worked closely with Haitian American Family of Long Island (HAFALI) and Yam Community Resource Center, both of which also received grants from the NYSCEF ($11,000 and $10,000, respectively).

Mimi Pierre Johnson, executive director of the Elmont Cultural Center, brought her Haitian roots and a background in civic engagement to GOTC efforts. She attributes the success in Elmont and North Valley Stream to a steadfast focus on data, culturally and linguistically specific outreach, and partnerships with other Haitian-serving organizations and says she and organization sought to bring a "sense of excitement" to the census. The Elmont Cultural Center, along with its partners, had the goal of knocking on every single door in its tract. Once COVID-19 hit, the groups pivoted to other outreach efforts. Using a list of registered voters, the groups identified areas with high levels of Haitian and Latinx voters, leaving literature in either Creole or Spanish.

Each week, the groups used weekly updates of census self-response rates to identify areas with the lowest count and then targeted those communities for outreach. For example, when identifying one area within the tract as having low self-response rates, the team realized there was a high South Asian population there. Pierre Johnson engaged trusted messengers from the South Asian community to increase the self-response rate.

In addition, Pierre Johnson, who hosts a weekly civics program on a Haitian radio station used the platform to educate the community about the importance of the census and the consequences of not completing the census.

RICHMOND COUNTY

RICHMOND COUNTY: BY THE NUMBERS

	2010	2020	CHANGE
Self-Response Rate	65.1%	66.5%	+1.4%
Population	468,730	495,747	27,017 (+5.8%)
White Population	300,169	277,981	-22,188 (-7.4%)
Black Population	44,313	46,835	2,522 (+5.7%)
Latinx/Hispanic Population	81,051	96,960	15,909 (+19.06%)
Asian Population	34,697	58,753	24,056 (+69.3%)

Richmond County, also known as Staten Island, is one of the five boroughs of New York City. Of the five boroughs, it is the least populous. But the 2020 census shows that its population grew nearly six percent since 2010 and that the borough is becoming increasingly diverse, with growing Black, Latinx, and Asian populations. The Latinx community now comprises nearly 20 percent of the borough's population.

The growing Latinx population underscores the importance of the role La Colmena, the New York State Census Equity Fund's sole grantee partner in the borough, played in GOTC efforts. The organization received a $40,000 grant from the Fund for GOTC efforts.

La Colmena organizes day laborers, domestic workers, and other low-wage immigrant workers, many of whom are Latinx. When the pandemic hit, La Colmena kept its doors open and continued to serve its community, coordinating emergency food distributions and engaging with its members virtually through Facebook Live. Yesenia Mata, the organization's executive director, says that by staying open, the organization was able to build and maintain trust within the community, helping lay the groundwork for the organization to achieve success in its GOTC activities.

Key Census Tracts: A Closer Look

CENSUS TRACT 36085004004: CONCORD	
Self-Response Rate in 2010	62.4%
Self-Response Rate in 2020	67.1%
Black Population	45.5%
Hispanic/Latinx Population	31.8%
Asian Population	14.5%
Foreign-born Population	38.4%
Low-income Population	42.2%
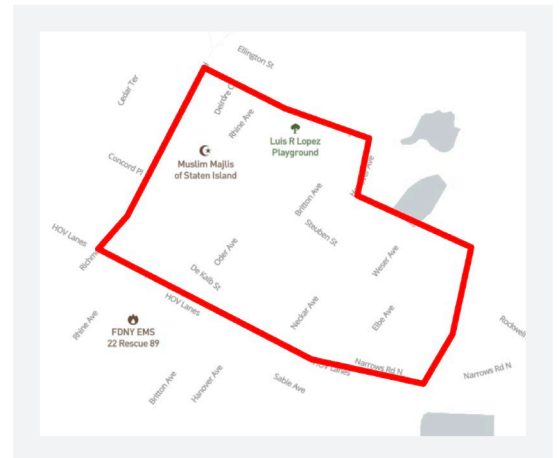
CENSUS TRACT 36085004003: CONCORD/FOX HILLS	
Self-Response Rate in 2010	57.5%
Self-Response Rate in 2020	63.4%
Black Population	45.5%
Hispanic/Latinx Population	31.8%
Asian Population	14.5%
Foreign-born Population	38.4%
Low-income Population	42.2%

In these two adjacent tracts, nearly 40 percent of residents are foreign-born and about a third of the population is Latinx. These tracts also have a high level of poverty -- 42 percent of residents are low-income.

These Staten Island neighborhoods were particularly hard hit by COVID-19 and as La Colmena engaged in its outreach, the organization observed that more and more of its constituents were coming from these areas. La Colmena concentrated much of its outreach in these tracts, combining census outreach with food distribution.

La Colmena also invested significant resources in educating its community about the census, reassuring them that completing the census would not compromise their immigration status.

La Colmena partnered closely with other organizations, including the NAACP and the Ghanian Association of Staten Island, to reach Black and foreign-born residents in the area.

WESTCHESTER COUNTY

WESTCHESTER COUNTY: BY THE NUMBERS

	2010	2020	CHANGE
Self-Response Rate	67.9%	69.3%	+1.4%
Population	949,113	1,004,457	55,344 (+5.8%)
White Population	544,563	497,684	-48,879 (-8.6%)
Black Population	126,585	131,010	4,425 (+3.5%)
Latinx/Hispanic Population	207,302	269,334	62,302 (+30.1%)
Asian Population	51,123	64,907	13,784 (+27%)

Just outside of New York City, Westchester County is perceived by many to be a wealthy suburb of Manhattan. While many parts of the county are indeed wealthy, there are also areas of significant socioeconomic inequities within the county, including the city of Yonkers, and smaller communities such as Ossining Village and Greenburgh – about 8 percent of the county's census tracts are majority low-income. Moreover, a critical mass of census tracts are home to a high number of historically undercounted populations, including Black and Latinx residents.

As a member of the New York State Census Equity Fund, Westchester Community Foundation, a division of The New York Community Trust, played an integral role in supporting get out the count (GOTC) efforts.

As the 2020 census approached, the Westchester Community Foundation was getting numerous inquiries from community-based organizations about its support for GOTC efforts. As the Foundation sought to determine the most effective way to use its resources, it ultimately awarded approximately $115,000 in grants to local non-profits via its participation in the New York State Census Equity Fund. In addition, the Westchester Community Foundation combined these grants with an initial $50,000 grant to the Westchester County Department of Planning to co-fund a census coordinator position. This grant was later renewed for an additional $50,000.

While such a grant was not typical for the Foundation as it typically doesn't award grants to government agencies, it proved to be critical in augmenting existing GOTC efforts across the county, particularly in 25 census tracts that were identified as having high numbers of historically undercounted groups.

The census coordinator, Heriberto Contreras, came to the role with deep ties to the community and fluency in both English and Spanish. Contreras not only worked with the Westchester County Complete Count Committee, but also coordinated with 21 local Complete Count Committees across the county.

Contreras' role was wide-ranging – he distributed census materials, coordinated with volunteers at various local events, targeted outreach in hard-to-count communities, and provided technical assistance for the use of tablets and hotspots donated by T-Mobile. Importantly, Contreras' work on the frontlines often took a highly personal and tailored approach, asking community residents about what concerns they had about their communities and then connecting these concerns to how census participation could help catalyze more resources to the community to address those concerns. Contreras, along with Norma Drummond, Westchester County Commissioner of Planning, and other members of the Department, provided a consistent stream of resources, information, and encouragement to the network of Complete Count Committees in the county, including weekly updates on self-response rates to inform outreach activities.

Key Census Tracts: A Closer Look

CENSUS TRACT 36119010903: FAIRVIEW AREA OF GREENBURGH, EAST OF ELMSFORD	
Self-Response Rate in 2010	63.3%
Self-Response Rate in 2020	73.5%
Black Population	49.9%
Hispanic/Latinx Population	26.3%
Foreign-born Population	30.6%
Low-income Population	24.7%
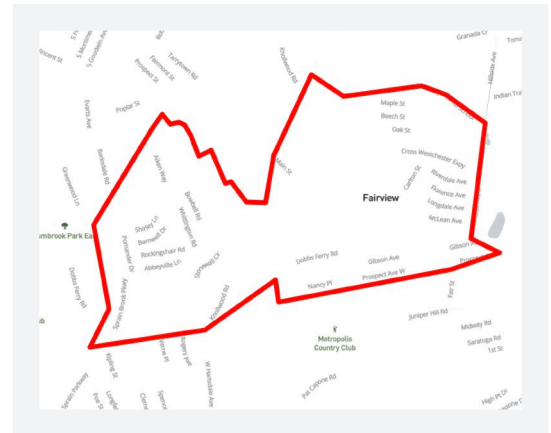
Self-response rates in the Fairview area of Greenburgh increased 10.2 percent from 2010 to 2020. This census tract benefited from a very active Greenburgh Complete Count Committee and was also served by El Centro Hispano, a longstanding Westchester Community Foundation grantee partner. Spanish-speaking staff supported events that were often coordinated with Our Lady of Mount Carmel Church on emergency food distributions.

CENSUS TRACT 36119013401: OSSINING VILLAGE EAST OF HIGHLAND AVE, SOUTH OF ELLIS PLACE	
Self-Response Rate in 2010	61.9%
Self-Response Rate in 2020	70.7%
Black Population	8.9%
Hispanic/Latinx Population	38.7%
Foreign-born Population	39.4%
Low-income Population	37.4%
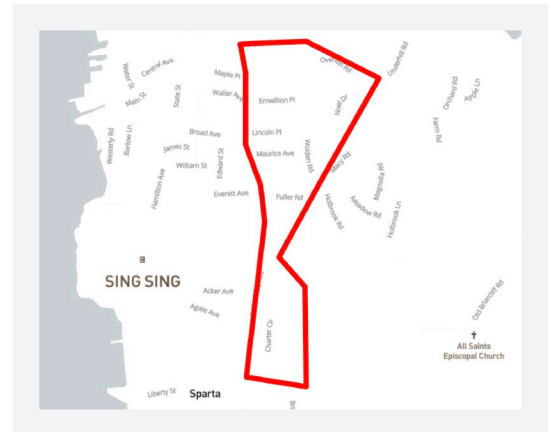
Self-response rates in this Ossining Village tract jumped 8.8 percent. More than a third of the population in this tract is Latinx/Hispanic and more than a third is low-income. This tract is a microcosm of Ossining Village at large, which is more racially diverse and less affluent than both Westchester County and the Town of Ossining. In 2000, the Hispanic/Latinx population in the Village stood at 28 percent and now makes up nearly half of the population.

Ossining's Complete Count Committee was very active in the tract and Neighbors Link, a long-time WCF grantee and a NYSCEF grant recipient, played a leading role in GOTC efforts. Neighbors Link, whose mission is focused on integrating new immigrant families into the community, administered a large census hub in the area, providing extended hours to accommodate community residents working during the day. In addition, Neighbors Link engaged in extensive phone banking with local residents and hosted emergency food distributions where Contreras and other bilingual staff spoke to those who attended and encouraged them to complete the census.

CENSUS TRACT 36119000501: ASHBURTON AVENUE AREA OF YONKERS	
Self-Response Rate in 2010	42.7%
Self-Response Rate in 2020	50.5%
Black Population	34.6%
Hispanic/Latinx Population	52.0%
Foreign-born Population	36.8%
Low-income Population	55.2%
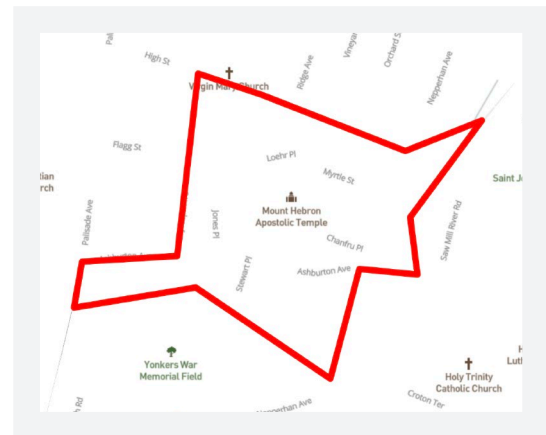
More than half the residents of this Yonkers census tract are low-income. In addition, the tract is home to high proportions of both Black and Latinx populations. Although the overall self-response rate was low, nonetheless, it represented a 7.8 percent improvement from 2010, suggesting that outreach efforts had success.

In the past, this census tract encompassed Mulford Gardens, a public housing development. The area now consists of new affordable developments such as Grant Park and Park Terrace. This census tract benefited from a Yonkers Complete Count Committee that was very active and offered many emergency food distributions that combined census outreach efforts. Moreover, the efforts of the Complete Count Committee were highly coordinated, with community-based organizations working in deep partnership with churches and Nepperhan Community Center, a long-time grantee of the Westchester Community Foundation.

3 | 2020 CENSUS: PORTRAIT OF NEW YORK STATE

This section is intended to serve as a reference for grantmakers, practitioners, census advocates, and policymakers to understand demographic and population shifts in the state and consider the implications of these shifts for the next census.

Methodology

The first set of tables in this section use data from the U.S. Census Bureau to report on counts and changes in populations counts between 2010 and 2020, disaggregated by race and ethnicity and broken down by region and county.

The second set of analyses focuses on self-response rates from the 2020 decennial census at the tract-level, while also integrating some additional variables from the American Community Survey. Specifically, data for socio-economic status and foreign-born status are included in the analysis and derived from the American Community Survey, 2015-2019 Estimates. We examined tracts that had a "high concentration" of a particular socio-demographic group, using 50 percent as the threshold. For instance, low-income majority tracts are defined as those where 50 percent or more of the households had incomes below 200 percent of the poverty line. Foreign-born majority tracts are defined as tracts where 50 percent or more of the tract's residents are born outside of the United States.

To ensure confidence in our analysis, we examined population groups that had a majority in at least 100 tracts. As a result, we were unable to examine trends in New York among Native American communities, given that there were only six majority-Native American tracts.

For tract-level analysis, we follow the methodology used in Georgetown Center on Poverty and Inequality's report, *Who Responded in the 2020 Census?: Variation in Tract-Level Self-Response Rates in the 2020 U.S. Census,* which conducted similar analyses looking at data nationally.

Data Considerations

There may be inconsistencies in tract-level data due to changes in how the Census Bureau drew tract boundaries. Tract boundaries across the 2010 census, the 2020 census, and the most recent iteration of the American Community Survey are different, hindering comparisons across datasets. The Census Bureau provided a "crosswalk" file to match tracts, but minor errors that result from the tract discrepancies may exist.

An analysis of tracts with a majority of a particular population does not necessarily reflect the response rates of that population. That said, identifying tracts with a majority of a particular population group is thought to provide a reasonable estimate, especially since we used at least 100 tracts as a cut-off for analysis. In addition, most majority tract groups comprise more than 50 percent of the population of that group. For example, for most of the tracts we identify as majority-Black tracts, the Black population is about 75 percent of the population.[7]

Data derived from the American Community Survey are less current and have larger sampling errors. Data on low-income households and foreign-born populations come from 2015-2019 and could have shifted by 2020. Moreover, these estimates are based on smaller sample sizes meaning there are larger sampling errors in the data. However, the likelihood that such shifts and sampling errors might affect broader data trends is minimized given that we are examining tracts in clusters of 100 or more.[8]

[7] Ibid.
[8] Ibid.

NYS POPULATION COUNT AND CHANGE BY REGION

	Population Count			Change (count)		Change (%)	
	2000	2010	2020	2000-2010	2010-2020	2000-2010	2010-2020
New York State	**18,976,821**	**19,378,102**	**20,201,249**	**401,281**	**823,147**	**2.1%**	**4.2%**
Capital District	1,029,927	1,079,207	1,106,088	49,280	26,881	4.8%	2.5%
Central NY	780,716	791,939	785,114	11,223	-6,825	1.4%	-0.9%
Finger Lakes	1,199,588	1,217,156	1,222,868	17,568	5,712	1.5%	0.5%
Long Island	2,753,913	2,832,882	2,921,694	78,969	88,812	2.9%	3.1%
Mid-Hudson	2,179,189	2,290,851	2,398,150	111,662	107,299	5.1%	4.7%
Mohawk Valley	497,935	500,155	483,358	2,220	-16,797	0.4%	-3.4%
New York City	8,008,654	8,175,133	8,804,190	166,479	629,057	2.1%	7.7%
North Country	425,859	433,193	421,694	7,334	-11,499	1.7%	-2.7%
Southern Tier	657,297	657,909	640,036	612	-17,873	0.1%	-2.7%
Western NY	1,443,743	1,399,677	1,418,057	-44,066	18,380	-3.1%	1.3%

Source: Cornell Program on Applied Demographics. https://pad.human.cornell.edu/census2020/index.cfm#pl

Data Highlights

- The 2020 census counted 20,201,249 people in New York State, a 4.2 percent increase from 2010.
- The largest population growth occurred in the following regions: New York City (7.7percent), followed by Mid-Hudson (4.7 percent) and Long Island (3.1 percent).
- The three least populous regions in the state, the Mohawk Valley, North Country, and the Southern Tier all experienced the largest population declines, percentage-wise.

RACE/ETHNICITY POPULATION COUNT AND CHANGE BY REGION

Race	Change 2010-2020 (Count)					Change 2010-2020 (Count)				
	Total	Non Hispanic White	Non Hispanic Black	Non Hispanic Asian	Hispanic	Total	Non Hispanic White	Non Hispanic Black	Non Hispanic Asian	Hispanic
New York State	**823,147**	**-705,340**	**-24,835**	**510,135**	**531,110**	**4.2%**	**-6.2%**	**-0.9%**	**36.3%**	**15.5%**
Capital District	26,881	-62,526	8,885	19,915	19,813	2.5%	-6.9%	12.7%	69.0%	46.5%
Central NY	-6,825	-53,318	5,875	6,596	10,468	-0.9%	-7.9%	10.8%	40.1%	40.8%
Finger Lakes	5,712	-63,538	3,366	8,541	25,511	0.5%	-6.5%	2.8%	31.2%	37.0%
Long Island	88,812	-199,253	11,062	76,331	147,790	3.1%	-10.2%	4.5%	50.3%	33.5%
Mid-Hudson	107,299	-118,424	14,022	19,951	128,248	4.7%	-7.8%	5.8%	21.0%	32.7%
Mohawk Valley	-16,797	-45,189	1,723	4,326	8,013	-3.4%	-10.2%	9.9%	51.5%	37.1%
New York City	629,057	-3,048	-84,404	345,383	154,274	7.7%	-0.1%	-4.5%	33.6%	6.6%
North Country	-11,499	-28,028	-465	729	3,353	-2.7%	-7.2%	-3.2%	18.2%	25.3%
Southern Tier	-17,873	-55,811	2,975	5,184	8,496	-2.7%	-9.5%	14.1%	27.5%	47.0%
Western NY	18,380	-76,205	12,126	23,179	25,144	1.3%	-6.7%	8.7%	85.6%	44.4%

Source: Cornell Program on Applied Demographics. https://pad.human.cornell.edu/census2020/index.cfm#pl

Data Highlights

- Between 2010 and 2020, both the Asian population (36.3 percent) and Latinx population (15.5 percent) grew significantly, while the white population (-6.2 percent) and Black population (-0.9 percent) declined.
- The Asian and Latinx populations exploded across all regions of the state. Western New York (85.6 percent) and the Capital District (69 percent) saw the largest growth in Asians, while the Southern Tier (47 percent) and the Capital District (46.5 percent) experienced the largest growth in Latinx New Yorkers.
- Long Island and the Mohawk Valley experienced the largest declines in the white population (-10.2 percent).
- The Black population grew in every region except for New York City (-4.5 percent) and North Country (-3.2 percent). The Southern Tier (14.1 percent), Capital District (12.7 percent), and Central New York (10.8 percent) all showed double-digit growth in the Black population.

County	Region	2010 population	2020 population	2020 v 2010	Percent Change
Albany	CD	304,204	314,848	10,644	3.5%
Allegany	WNY	48,946	46,456	-2,490	-5.1%
Bronx	NYC	1,385,108	1,472,654	87,546	6.3%
Broome	ST	200,600	198,683	-1,917	-1.0%
Cattaraugus	WNY	80,317	77,042	-3,275	-4.1%
Cayuga	CNY	80,026	76,248	-3,778	-4.7%
Chautauqua	WNY	134,905	127,657	-7,248	-5.4%
Chemung	ST	88,830	84,148	-4,682	-5.3%
Chenango	ST	50,477	47,220	-3,257	-6.5%
Clinton	NC	82,128	79,843	-2,285	-2.8%
Columbia	CD	63,096	61,570	-1,526	-2.4%
Cortland	CNY	49,336	46,809	-2,527	-5.1%
Delaware	ST	47,980	44,308	-3,672	-7.7%
Dutchess	MH	297,488	295,911	-1,577	-0.5%
Erie	WNY	919,040	954,236	35,196	3.8%
Essex	NC	39,370	37,381	-1,989	-5.1%
Franklin	NC	51,599	47,555	-4,044	-7.8%
Fulton	MV	55,531	53,324	-2,207	-4.0%
Genesee	FL	60,079	58,388	-1,691	-2.8%
Greene	CD	49,221	47,931	-1,290	-2.6%
Hamilton	NC	4,836	5,107	271	5.6%
Herkimer	MV	64,519	60,139	-4,380	-6.8%
Jefferson	NC	116,229	116,721	492	0.4%
Kings	NYC	2,504,700	2,736,074	231,374	9.2%
Lewis	NC	27,087	26,582	-505	-1.9%
Livingston	FL	65,393	61,834	-3,559	-5.4%
Madison	CNY	73,442	68,016	-5,426	-7.4%
Monroe	FL	744,344	759,443	15,099	2.0%
Montgomery	MV	50,219	49,532	-687	-1.4%
Nassau	LI	1,339,532	1,395,774	56,242	4.2%
New York	NYC	1,585,873	1,694,251	108,378	6.8%
Niagara	WNY	216,469	212,666	-3,803	-1.8%
Oneida	MV	234,878	232,125	-2,753	-1.2%
Onondaga	CNY	467,026	476,516	9,490	2.0%
Ontario	FL	107,931	112,458	4,527	4.2%
Orange	MH	372,813	401,310	28,497	7.6%
Orleans	FL	42,883	40,343	-2,540	-5.9%
Oswego	CNY	122,109	117,525	-4,584	-3.8%
Otsego	MV	62,259	58,524	-3,735	-6.0%
Putnam	MH	99,710	97,668	-2,042	-2.0%
Queens	NYC	2,230,722	2,405,464	174,742	7.8%
Rensselaer	CD	159,429	161,130	1,701	1.1%
Richmond	NYC	468,730	495,747	27,017	5.8%
Rockland	MH	311,687	338,329	26,642	8.5%
Saratoga	CD	219,607	235,509	15,902	7.2%
Schenectady	CD	154,727	158,061	3,334	2.2%
Schoharie	MV	32,749	29,714	-3,035	-9.3%
Schuyler	ST	18,343	17,898	-445	-2.4%
Seneca	FL	35,251	33,814	-1,437	-4.1%
St. Lawrence	NC	111,944	108,505	-3,439	-3.1%
Steuben	ST	98,990	93,584	-5,406	-5.5%
Suffolk	LI	1,493,350	1,525,920	32,570	2.2%
Sullivan	MH	77,547	78,624	1,077	1.4%
Tioga	ST	51,125	48,455	-2,670	-5.2%
Tompkins	ST	101,564	105,740	4,176	4.1%
Ulster	MH	182,493	181,851	-642	-0.4%
Warren	CD	65,707	65,737	30	0.0%
Washington	CD	63,216	61,302	-1,914	-3.0%
Wayne	FL	93,772	91,283	-2,489	-2.7%
Westchester	MH	949,113	1,004,457	55,344	5.8%
Wyoming	FL	42,155	40,531	-1,624	-3.9%
Yates	FL	25,348	24,774	-574	-2.3%
New York State		19,378,102	20,201,249	823,147	4.2%

Source: 2020 Census, U.S. Census Bureau.

BIGGEST POPULATION INCREASE (%)

County	Region	2010 population	2020 population	2020 v 2010	Percent Change
Kings	NYC	2,504,700	2,736,074	231,374	9.2%
Rockland	MH	311,687	338,329	26,642	8.5%
Queens	NYC	2,230,722	2,405,464	174,742	7.8%
Orange	MH	372,813	401,310	28,497	7.6%
Saratoga	CD	219,607	235,509	15,902	7.2%

LARGEST POPULATION DECREASE (%)

County	Region	2010 population	2020 population	2020 v 2010	Percent Change
Schoharie	MV	32,749	29,714	-3,035	-9.3%
Franklin	NC	51,599	47,555	-4,044	-7.8%
Delaware	ST	47,980	44,308	-3,672	-7.7%
Madison	CNY	73,442	68,016	-5,426	-7.4%
Herkimer	MV	64,519	60,139	-4,380	-6.8%

Data Highlights

- The largest population increase percentage-wise in the state occurred in Kings County (Brooklyn), which saw a 9.2 percent increase. New York City's Queens County also saw a 7.8 percent increase in its population. Two counties in Mid-Hudson --Rockland and Orange -- also grew substantially.
- The five counties that saw the largest decreases in population were all in rural parts of the state, with Schoharie County in the Mohawk Valley seeing the largest decrease in the state (-9.3 percent).

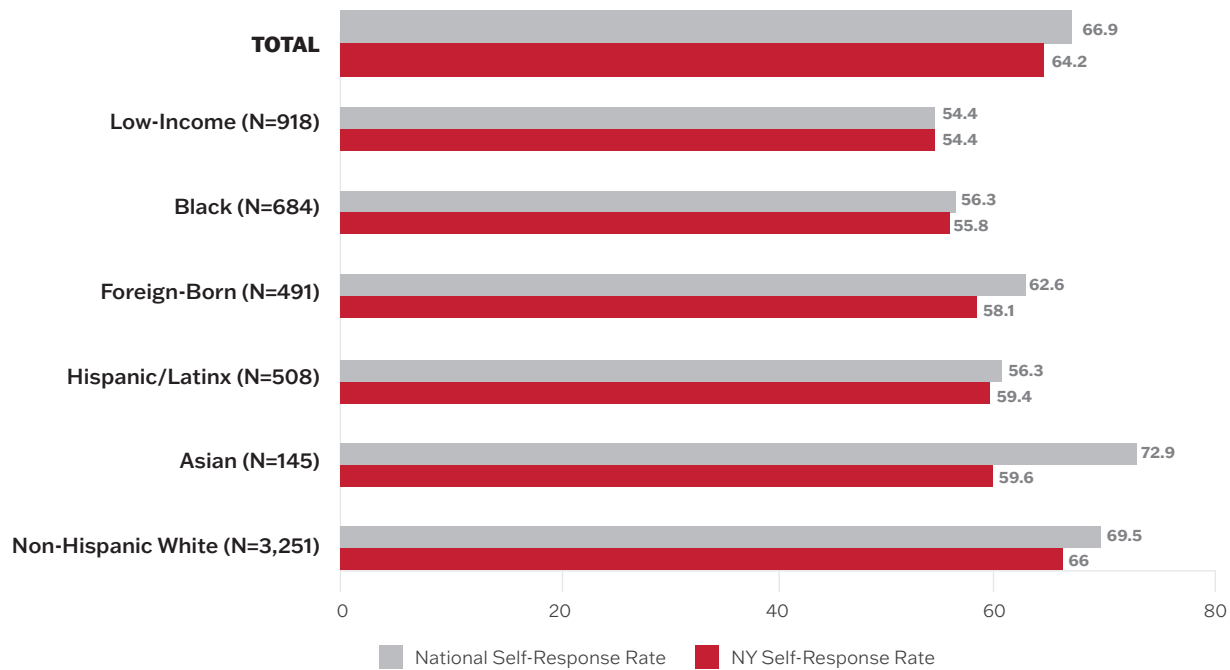# RACE/ETHNICITY POPULATION COUNT AND CHANGE BY COUNTY

County	Region	Total	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian	Hispanic
Albany	CD	10,644	-20,257	4,271	9,863	6,678
Allegany	WNY	-2,490	-4,374	315	-78	295
Bronx	NYC	87,546	-20,413	2,698	20,431	65,050
Broome	ST	-1,917	-16,901	2,697	2,318	3,507
Cattaraugus	WNY	-3,275	-6,295	30	36	270
Cayuga	CNY	-3,778	-6,785	-282	-8	740
Chautauqua	WNY	-7,248	-14,400	128	120	3,528
Chemung	ST	-4,682	-8,084	-519	385	698
Chenango	ST	-3,257	-5,112	22	36	188
Clinton	NC	-2,285	-5,581	-200	67	802
Columbia	CD	-1,526	-4,877	-270	425	1,088
Cortland	CNY	-2,527	-5,451	124	606	564
Delaware	ST	-3,672	-5,885	312	117	425
Dutchess	MH	-1,577	-23,317	2,731	305	10,957
Erie	WNY	35,196	-35,920	9,958	22,469	17,927
Essex	NC	-1,989	-2,874	-372	-31	-15
Franklin	NC	-4,044	-4,081	-1,148	-24	-119
Fulton	MV	-2,207	-5,059	-15	23	871
Genesee	FL	-1,691	-4,030	-133	57	1,136
Greene	CD	-1,290	-3,363	-447	118	690
Hamilton	NC	271	105	-3	-12	49
Herkimer	MV	-4,380	-7,037	42	34	490
Jefferson	NC	492	-6,927	796	721	1,847
Kings	NYC	231,374	75,121	-69,370	110,647	20,141
Lewis	NC	-505	-1,283	-67	-7	103
Livingston	FL	-3,559	-5,685	-420	-127	919
Madison	CNY	-5,426	-7,951	-189	88	357
Monroe	FL	15,099	-35,881	5,262	8,271	18,740
Montgomery	MV	-687	-4,495	275	123	1,658
Nassau	LI	56,242	-97,855	5,911	61,607	61,070
New York	NYC	108,378	31,801	-5,748	42,000	-937
Niagara	WNY	-3,803	-15,216	1,695	632	3,124
Oneida	MV	-2,753	-18,270	1,307	4,000	4,372
Onondaga	CNY	9,490	-22,750	5,714	5,749	7,743
Ontario	FL	4,527	-1,722	213	263	2,434
Orange	MH	28,497	-22,411	7,446	2,980	22,559
Orleans	FL	-2,540	-3,621	-528	-19	330
Oswego	CNY	-4,584	-10,381	508	161	1,064
Otsego	MV	-3,735	-6,244	231	153	471
Putnam	MH	-2,042	-10,767	378	314	6,099
Queens	NYC	174,742	-67,369	-14,506	148,249	54,111
Rensselaer	CD	1,701	-11,955	2,208	2,242	3,402
Richmond	NYC	27,017	-22,188	2,522	24,056	15,909
Rockland	MH	26,642	2,443	-848	1,314	17,668
Saratoga	CD	15,902	134	699	3,564	3,388
Schenectady	CD	3,334	-14,531	2,415	3,364	3,678
Schoharie	MV	-3,035	-4,084	-117	-7	151
Schuyler	ST	-445	-1,028	-52	57	95
Seneca	FL	-1,437	-2,726	-250	30	415
St. Lawrence	NC	-3,439	-7,387	529	15	686
Steuben	ST	-5,406	-9,138	-71	465	347
Suffolk	LI	32,570	-101,398	5,151	14,724	86,720
Sullivan	MH	1,077	-5,089	-280	536	3,453
Tioga	ST	-2,670	-4,910	85	-1	423
Tompkins	ST	4,176	-4,753	501	1,807	2,813
Ulster	MH	-642	-12,404	170	718	5,210
Warren	CD	30	-3,286	180	280	574
Washington	CD	-1,914	-4,391	-171	59	315
Wayne	FL	-2,489	-6,088	-346	8	1,038
Westchester	MH	55,344	-46,879	4,425	13,784	62,302
Wyoming	FL	-1,624	-2,463	-381	61	246
Yates	FL	-574	-1,322	-51	-3	253
New York State		**823,147**	**-705,340**	**-24,835**	**510,135**	**531,110**

Source: 2020 Census, U.S. Census Bureau.

County	Total	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian	Hispanic
Albany	3.5%	-8.8%	11.7%	68.0%	44.8%
Allegany	-5.1%	-9.4%	63.8%	-17.3%	44.0%
Bronx	6.3%	-13.5%	0.6%	43.2%	8.8%
Broome	-1.0%	-9.8%	30.5%	33.0%	51.7%
Cattaraugus	-4.1%	-8.5%	3.1%	6.9%	20.1%
Cayuga	-4.7%	-9.3%	-9.4%	-2.1%	39.0%
Chautauqua	-5.4%	-12.0%	4.6%	17.8%	42.8%
Chemung	-5.3%	-10.4%	-9.4%	37.0%	31.2%
Chenango	-6.5%	-10.6%	6.8%	18.0%	20.2%
Clinton	-2.8%	-7.5%	-6.8%	7.5%	39.0%
Columbia	-2.4%	-8.8%	-10.0%	42.6%	44.3%
Cortland	-5.1%	-11.8%	17.6%	147.1%	51.6%
Delaware	-7.7%	-13.2%	45.2%	32.2%	27.2%
Dutchess	-0.5%	-10.5%	10.0%	3.0%	35.0%
Erie	3.8%	-5.0%	8.3%	95.1%	43.0%
Essex	-5.1%	-7.9%	-37.9%	-11.9%	-1.5%
Franklin	-7.8%	-9.6%	-40.5%	-11.2%	-7.9%
Fulton	-4.0%	-9.7%	-1.5%	7.2%	69.0%
Genesee	-2.8%	-7.3%	-8.9%	16.1%	70.3%
Greene	-2.6%	-7.8%	-17.2%	30.9%	28.5%
Hamilton	5.6%	2.3%	-9.1%	-50.0%	96.1%
Herkimer	-6.8%	-11.4%	6.6%	10.5%	47.1%
Jefferson	0.4%	-6.9%	14.5%	49.2%	30.1%
Kings	9.2%	8.4%	-8.7%	42.5%	4.1%
Lewis	-1.9%	-4.9%	-39.4%	-9.7%	28.9%
Livingston	-5.4%	-9.4%	-28.2%	-16.3%	51.0%
Madison	-7.4%	-11.5%	-15.0%	15.3%	27.1%
Monroe	2.0%	-6.6%	4.9%	34.4%	34.7%
Montgomery	-1.4%	-10.5%	38.6%	34.6%	29.3%
Nassau	4.2%	-11.2%	4.2%	60.7%	31.3%
New York	6.8%	4.2%	-2.8%	23.6%	-0.2%
Niagara	-1.8%	-8.1%	11.7%	35.0%	66.6%
Oneida	-1.2%	-9.2%	9.6%	61.3%	40.4%
Onondaga	2.0%	-6.1%	11.7%	40.0%	41.1%
Ontario	4.2%	-1.7%	9.6%	23.7%	66.2%
Orange	7.6%	-8.8%	22.0%	34.3%	33.6%
Orleans	-5.9%	-9.6%	-22.3%	-11.0%	18.8%
Oswego	-3.8%	-8.9%	58.9%	22.7%	41.7%
Otsego	-6.0%	-10.8%	24.1%	23.2%	24.5%
Putnam	-2.0%	-13.0%	18.5%	17.1%	52.3%
Queens	7.8%	-10.9%	-3.7%	29.2%	8.8%
Rensselaer	1.1%	-8.8%	23.0%	64.6%	56.0%
Richmond	5.8%	-7.4%	5.7%	69.3%	19.6%
Rockland	8.5%	1.2%	-2.4%	6.9%	36.2%
Saratoga	7.2%	0.1%	22.9%	91.9%	64.2%
Schenectady	2.2%	-12.2%	17.9%	68.4%	41.7%
Schoharie	-9.3%	-13.3%	-29.7%	-3.2%	16.3%
Schuyler	-2.4%	-5.8%	-36.4%	111.8%	40.6%
Seneca	-4.1%	-8.5%	-16.5%	12.6%	43.6%
St. Lawrence	-3.1%	-7.1%	23.4%	1.4%	32.0%
Steuben	-5.5%	-9.8%	-4.8%	40.4%	25.3%
Suffolk	2.2%	-9.5%	5.0%	29.3%	35.2%
Sullivan	1.4%	-8.8%	-4.4%	51.9%	32.7%
Tioga	-5.2%	-10.0%	24.4%	-0.3%	61.0%
Tompkins	4.1%	-5.8%	13.3%	20.8%	66.0%
Ulster	-0.4%	-8.3%	1.7%	23.5%	32.7%
Warren	0.0%	-5.3%	32.4%	62.4%	48.7%
Washington	-3.0%	-7.4%	-9.9%	22.7%	21.8%
Wayne	-2.7%	-7.1%	-12.6%	1.7%	29.9%
Westchester	5.8%	-8.6%	3.5%	27.0%	30.1%
Wyoming	-3.9%	-6.5%	-17.1%	39.1%	19.8%
Yates	-2.3%	-5.4%	-26.0%	-3.1%	60.1%
New York State	**4.2%**	**-6.2%**	**-0.9%**	**36.3%**	**15.5%**

Data Highlights

• Only five counties in the state experienced a growth in their population of white residents. The largest increases in the white population, by percentage, occurred in Kings County (8.4 percent) and New York County (4.2 percent).

• The white population decreased by 13 percent or more in four counties: Bronx, Schoharie, Delaware, and Putnam.

• Erie County, in Western New York, nearly doubled its Asian population, demonstrating a 95.1 percent increase.

• Only three counties in the state experienced a decrease in Hispanic/Latinx residents. The largest growth, by percent, occurred in small, rural counties.

NEW YORK MAJORITY TRACT SELF-RESPONSE RATES VS. NATIONAL MAJORITY TRACT SELF-RESPONSE RATES

Category	National Self-Response Rate	NY Self-Response Rate
TOTAL	66.9	64.2
Low-Income (N=918)	54.4	54.4
Black (N=684)	56.3	55.8
Foreign-Born (N=491)	62.6	58.1
Hispanic/Latinx (N=508)	56.3	59.4
Asian (N=145)	72.9	59.6
Non-Hispanic White (N=3,251)	69.5	66

National Self-Response Rate   *NY Self-Response Rate*

Note: There are 6 majority Native American tracts in New York. Given the small number of tracts, they are not included in this analysis.

Sources:
2020 Census, U.S. Census Bureau.
American Community Survey. 2015-2019 Estimates. Table B05005: Population born outside US.
American Community Survey. 2015-2019 Estimates. Table C17002: Population with incomes below 200% of poverty level.
Georgetown Center on Poverty & Inequality, 2021.
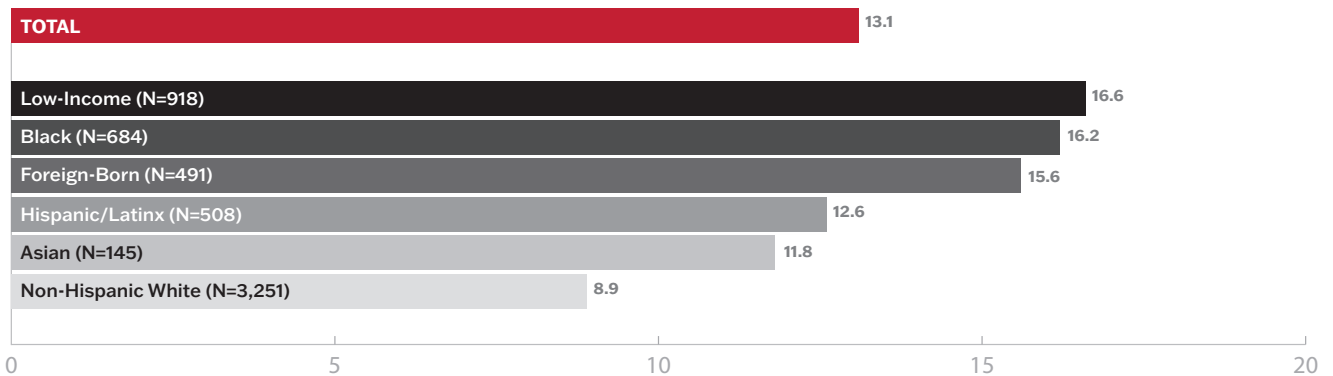*Analysis based on ACS and 2020 Census self-response rates compiled by CUNY Hard to Count Map project.*

Data Highlights

Although it is not possible to know the self-response rates of particular population groups, it is possible to identify census tracts that have a majority of particular demographic groups and analyze the self-response rates of those tracts. This analysis offers a proxy for understanding response rates by historically undercounted populations.

- In New York, majority white census tracts outperformed the New York state average self-response rate by 1.8 points, while all other groups had response rates lower than the state average.
- Interestingly, compared to national figures, Asian-majority census tracts in New York had much lower census self-response rates, possibly due to a higher number of first-generation immigrants. Indeed, 142 of the 145 majority-Asian tracts were located in just three New York City counties known for having a high percentage of foreign-born residents – Queens, Kings, and New York. The three remaining tracts were in Erie County.

GAP IN INTERNET SELF-RESPONSE RATES BY MAJORITY TRACT

	Value
TOTAL	13.1
Low-Income (N=918)	16.6
Black (N=684)	16.2
Foreign-Born (N=491)	15.6
Hispanic/Latinx (N=508)	12.6
Asian (N=145)	11.8
Non-Hispanic White (N=3,251)	8.9

Note: There are 6 majority Native American tracts in New York. Given the small number of tracts, they are not included in this analysis.

Sources:
2020 Census, U.S. Census Bureau.
American Community Survey. 2015-2019 Estimates. Table B05005: Population born outside US.
American Community Survey. 2015-2019 Estimates. Table C17002: Population with incomes below 200% of poverty level.
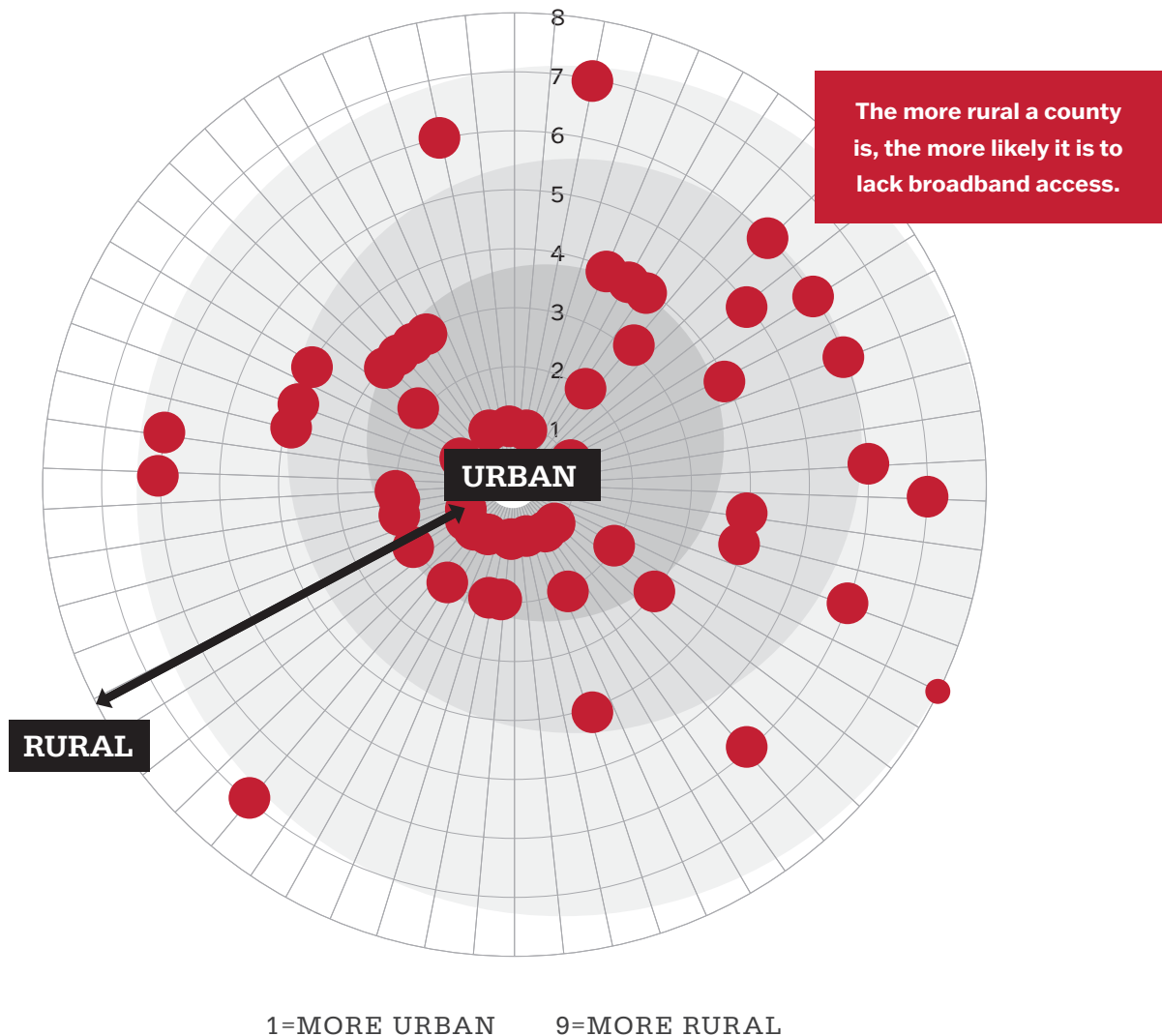*Georgetown Center on Poverty & Inequality, 2021.*
Analysis based on ACS and 2020 Census self-response rates compiled by CUNY Hard to Count Map project.

Data Highlights

- Statewide, the online response rate was 51.5 percent (compared to 53.5 percent nationwide). With the overall self-response rate of 64.2 percent in the state, New York had a 13.1 percent gap in internet self-response rates and overall self-response rates. This is similar to the 13.4 percent gap found nationwide.
- Asian-majority and foreign-born majority tracts had gaps smaller than the statewide average, while majority-Black tracts and majority low-income tracts had wider gaps (16.2 and 16.6 points, respectively).

INTERNET SELF-RESPONSE RATES IN RURAL COUNTIES

LACK OF INTERNET ACCESS BY COUNTY

The more rural a county is, the more likely it is to lack broadband access.

URBAN
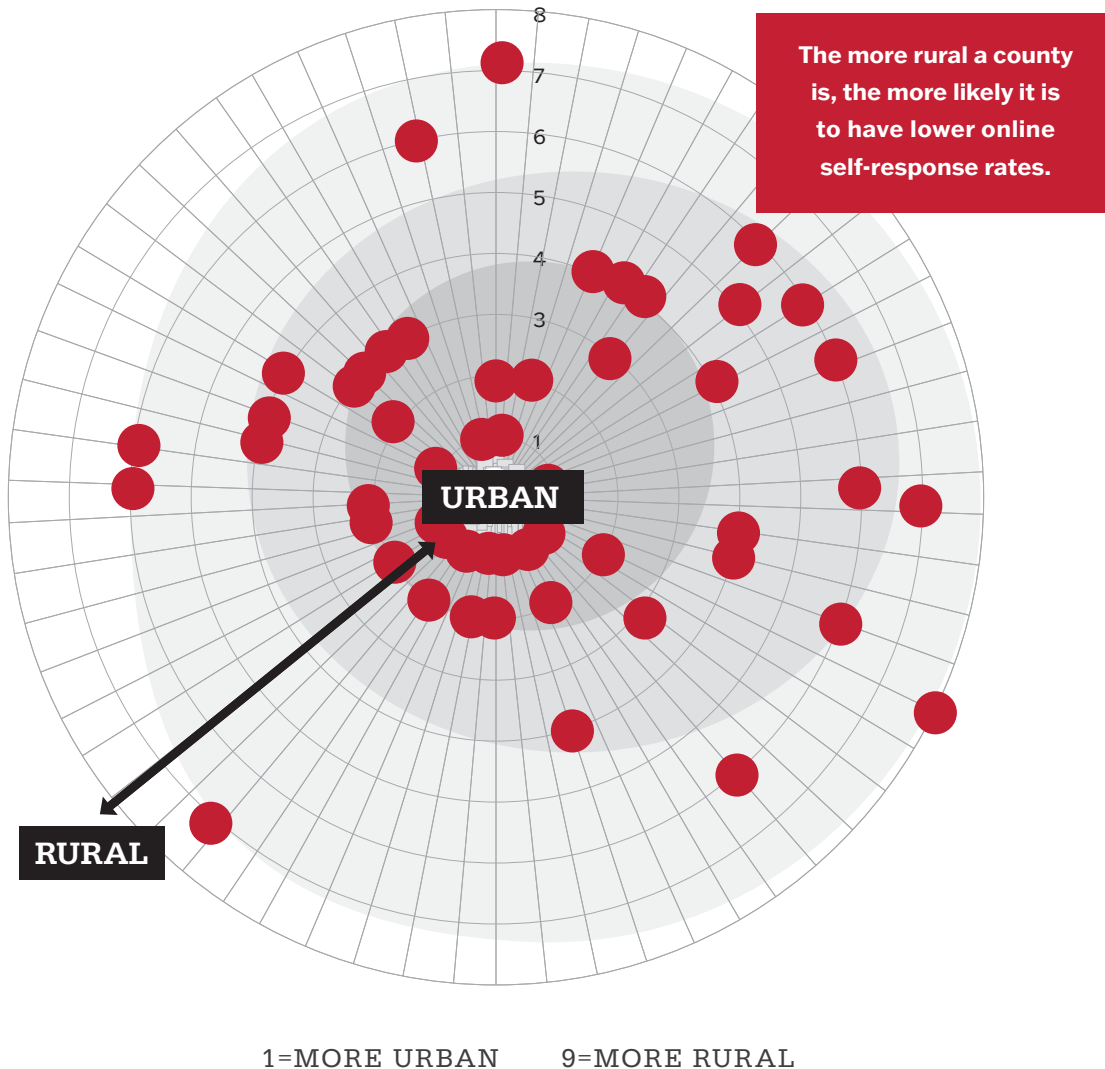
RURAL

1=MORE URBAN   9=MORE RURAL

Note: Each dot on the scatterplot represents a county. Counties were categorized based on the rural-urban continuum on a scale of 1 to 9, with 1 representing counties in metropolitan areas of 1 million or more and 9 representing counties that are completely rural or less than 2,500 urban population, not adjacent to a metro area. More information about these codes can be found at https://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx.

Analyses resulted in a correlation of +.52 between lack of broadband access and more rural characteristics. There was a correlation of -.73 between online response rates and more rural characteristics.

ONLINE SELF-RESPONSE RATE

The more rural a county is, the more likely it is to have lower online self-response rates.

1=MORE URBAN   9=MORE RURAL

Data Highlights

Not surprisingly, there is virtually a 1:1 relationship between overall self-response rates and internet self-response rates (+.90). To understand how broadband access may have influenced online response rates in rural areas, we conducted correlational analyses.

- Correlational analyses show that the more rural a county is, the more likely it is to lack broadband access (+.52).
- Moreover, the more rural a county is, the more likely it is to have a lower online self-response rate (-.73).

4 | IMPLICATIONS OF THE DATA

Data on self-response rates, juxtaposed with what we know about NYSCEF grantmaking, suggest that NYSCEF grantmaking efforts had a positive effect on GOTC efforts. Data on population and demographic trends in New York State shared in this report also have implications for future GOTC efforts.

Reflections on Effectiveness of NYSCEF Grantmaking

• While a county-level analysis of NYSCEF grantmaking relative to self-response rates can mask tract-level differences, a rough cut of the data shows that counties with improved self-response rates (relative to 2010) and performance higher than the state average were more likely to have been touched by NYSCEF grantmaking.

• Coupled with an analysis of self-response data, case studies of select census tracts show how philanthropic investments helped contribute to a fair and accurate count, even when grant funding was modest. This underscores the importance of investments from both government and foundations in supporting future GOTC efforts.

• Collectively, when these data are viewed in the context of survey and interview data collected for Part I of this assessment, these figures can be viewed as promising signs of NYSCEF impact. Part I of the assessment found that the NYSCEF brought a substantial number of new funding and community-based organizations into census outreach efforts, in areas of the state that had not previously had philanthropic and nonprofit engagement around the census. Moreover, much of this engagement would not have taken place without support from NYSCEF.[9]

Implications for Future GOTC Efforts

• The data show that there are significant demographic shifts taking place in New York. Those shifts are likely to continue in the coming years. Leading up to 2030, it will be important to monitor Census Bureau population estimates as well as data from the American Community Survey to determine how best to deploy GOTC efforts throughout the state.

• The current analysis shows that people living in majority-Black tracts and majority-low-income tracts had the lowest self-response rates. Moreover, these groups had the largest gap between internet response rates and overall response rates. Future GOTC efforts will benefit from focusing on these populations and offering supports for greater digital literacy and online access.

• The Hispanic/Latinx population increased in all but three counties, suggesting the need to cater outreach efforts across the entire state to reach this community.

• The Asian population increased in all but ten counties in the state and Asians had the highest rate of growth out of all racial/ethnic groups (36.3 percent). At the same time, Asian-majority tracts (located primarily in New York City) had self-response rates substantially lower than the national average, suggesting that GOTC efforts need to do a better job of targeting and reaching Asian communities. Given the wide diversity in language, cultural traditions, and socio-economic status among Asians, it is important to have culturally relevant and culturally specific outreach efforts.

• We did not analyze self-response rates from majority-Native American tracts in New York due to their small number, but national data show that

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[9] Shah, S. (2021). *New York State Census Equity Fund: Documentation and Evaluation Report.* New York: The New York Community Trust.

response rates for these tracts were 32.9 percent, which is particularly low.[10] Many Tribal Lands are served by Update/Leave operations, which could also affect the count. For example, 100 percent of the housing units in the tract covering the Onondaga Nation were covered by Update/Leave. Its response rate was only three percent. With such stark examples of an undercount, there is room to make substantial inroads with the Native American community for future GOTC efforts.

• Rural counties consistently had lower response rates and lower levels of online response rates, which could be due in part to lower levels of broadband access as well as delays in Update/Leave operations. There is a cost-benefit analysis in targeting these counties for GOTC efforts, given that overall numbers are small. Still, given the consistent pattern of low response rates, there may be creative ways to tap into existing infrastructure, such as libraries, hospitals, and community action agencies that serve rural communities, to increase the count in these communities.

Implications for Future Evaluation and Learning Efforts

• The lack of more granular data hampered our analysis of the effectiveness of NYSCEF efforts. In 2030, there may be opportunities to build in specific tracking of grantmaking activities to facilitate a more rigorous analysis. To reduce the burden on grantee partners, these processes should be built in from the beginning. Tracking metrics that help capture the intensity of outreach efforts at the neighborhood, zip code, or tract level could strengthen analytic efforts.

[10] O'Hare, W. & Lee, J. (2021). *Who Responded in the 2020 Census?: Variation in Tract-Level Self-Response Rates in the 2020 Census.* Washington, D.C.: Georgetown Center on Poverty and Inequality.

ADDITIONAL RECOMMENDATIONS FOR CENSUS 2030

In addition to the recommendations that come out of the current state of data analyses, here we recap recommendations that emerged from Part 1 of this assessment.

Start early. The most consistent recommendation across states was to initiate support for census efforts collaboration, including the inclusion of historically undercounted groups in their planning efforts, and establish a clear set of goals and activities. An earlier start would also allow for grants to be awarded sooner, aligning more closely with when grantee partners begin planning for census.

Support LUCA efforts. The Local Update of Census Addresses (LUCA) give state, local, and tribal governments the opportunity to review and comment on the Census Bureau's address files. Given how critical it is for the Census to have accurate address information to conduct its count, foundations have an opportunity to connect with their local municipalities to support such efforts.

Keep stakeholders aware of the census and its implications for communities. NYSCEF can leverage the network it has built to bring people together for periodic online or in-person briefings, or even email updates, to keep the census on everyone's radar in "off" years.

Invest in civic engagement efforts writ large. Building an informed citizenry able to make choices about who represents them and how they can have input in how resources flow to their communities is a long-term effort, not something that happens once every ten years. A long-term commitment to civic literacy writ large can position census efforts for greater success.

Strengthen communication and coordination among census stakeholders. New York State was fortunate to have many entities support the census. It would be helpful to have more coordination among the entities and to the extent possible, a centralized repository for information and resources.

Build relationships with local and county governments; seed Complete Count Committee. Deeper relationships with local governments can build and strengthen the local infrastructure for civic engagement, inclusive of census outreach; support counties by helping them move money more nimbly; and make the case more powerfully for the ways in which the census supports community and human services.

Continue to prioritize grassroots organizations, while also supporting larger organizations that can help build capacity. Given the critical role of trusted messengers in GOTC efforts, it is important to prioritize grassroots organizations who have authentic relationships in the community. At the same time, larger organizations create efficiencies by developing resources, such as toolkits and media, that can be used across the state.

APPENDIX A | NEW YORK STATE CENSUS EQUITY FUND

Membership & Structure

The NYSCEF received contributions from 37 institutional donors, as well a critical mass of individual donors, totaling $3.6 million. Ten of the 37 institutional donors were community foundations. The remaining represented a mix of private, public, and corporate foundations.

The New York Community Trust, the largest community foundation in the state and one of the state's largest foundations overall based on asset size, served as the Fund's administrative home. The New York Community Trust has a longstanding history of hosting funder collaboratives and brought considerable capacity, credibility, and expertise to the Fund.

The Fund consisted of a 10-member Steering Committee (later expanded to 12 members) representing five major regions of the state: New York City; Western New York; Central New York; Hudson Valley; and Long Island.

The Steering Committee provided leadership for and oversight of the Fund's work. A cluster of sub-committees were also formed to guide specific pieces of work: the Grantmaking Committee, External Relations Committee, Education Committee, and Documentation & Evaluation Committee. In addition, Regional Grantmaking Committees were formed to make grantmaking decisions within each of the five regions designated for the Fund.

The Fund's day-to-day work was staffed by two consultants. In addition, the Fund hired a documentation and evaluation consultant to support its work.

Fund Activities

As a pooled fund, much of NYSCEF's efforts centered around distributing monies equitably across the state, with the aim of ensuring that the hardest-to-count populations were reached. In addition to grantmaking, the NYSCEF played other important roles to support census 2020, including providing census education and awareness for both funders and grantees; building partnerships to coordinate with other key stakeholders; and engaging in advocacy efforts to support a fair and accurate count.

Grantmaking. The Fund awarded 124 grants to 120 organizations totaling $2.8 million ranging in size from $350 to $100,000. The Fund engaged in four rounds of grantmaking between May 2019 and August 2020. The initial round of grantmaking began with larger organizations that could lay the groundwork for GOTC efforts, providing training and support for smaller organizations, and work at the statewide or regional level. Subsequent rounds were increasingly targeted and inclusive of small, grassroots organizations based on emerging data about where response rates were lagging.

Census Education & Awareness. NYSCEF provided educational opportunities for funders to learn more about the census, its importance, and the issues complicating the count in 2020. Some of these took the form of formal events, such as ones held in partnership with Philanthropy New York and the New York State Funders' Alliance, while others were more informal, such as inviting guest speakers to steering committee meetings. In addition, the Fund stayed abreast of communications from the U.S. Census Bureau and other sources and sent out a monthly newsletter summarizing ongoing developments and learning opportunities.

Census Advocacy. Given the controversies associated with the 2020 census, the philanthropic community, on several occasions, wrote letters to the Commerce Department. NYSCEF used its network to garner signatures from foundations in New York State. NYSCE also met with state and local officials, first to push for allocation of funds for GOTC efforts, and later, to advocate for timely, fair, and equitable distribution of funds.

Partnerships. The NYSCEF invested a considerable degree of time and energy in developing and sustaining strategic partnerships with key actors in the census landscape, helping to foster a remarkably inter-connected network of census partners throughout the state. This included the U.S. Census Bureau, New York State, national partners, grantee partners, as well as local governments and Complete Count Committees.
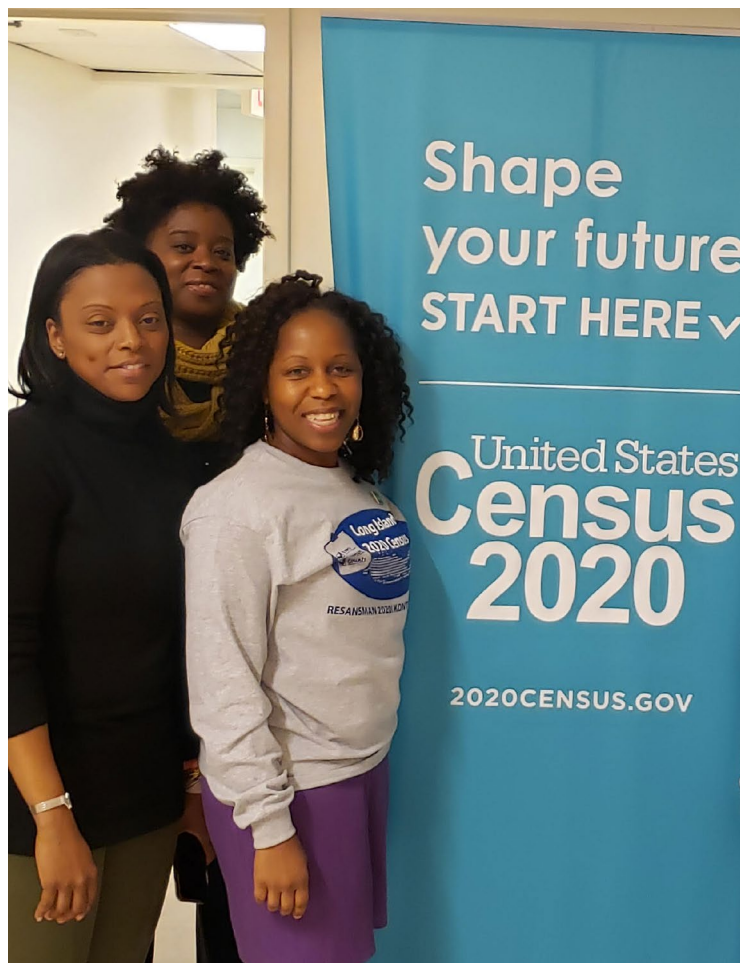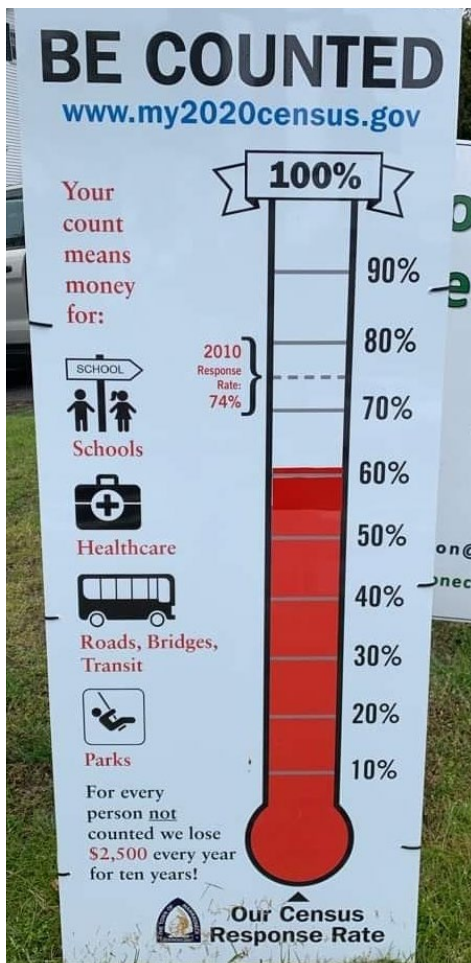
Contributing Funders & Geographic Regions Served

FUNDER	AMOUNT	NYC	LONG ISLAND	HUDSON VALLEY	WESTERN NEW YORK	CENTRAL NEW YORK	FINGER LAKES	CAPITAL REGION	SOUTHERN TIER	NORTH COUNTRY	MOHAWK VALLEY
The New York Community Trust	$525,000	*									
Democracy Funders Collaborative Census Subgroup/New Venture Fund	$500,000	*	*	*	*	*	*	*	*	*	*
Ralph C. Wilson, Jr. Foundation	$300,000				*						
Ford Foundation	$250,000	*	*	*	*	*	*	*	*	*	*
Rockefeller Brothers Fund	$250,000	*									
Individual Donors[1]	$245,000	*								*	
Mertz Gilmore Foundation	$150,000	*									
Community Foundations of the Hudson Valley	$145,000			*							
The Clark Foundation	$125,000	*									*
New York Foundation	$100,000	*									
Unitarian Universalist Veatch Program at Shelter Rock	$100,000		*								
Charles H. Revson Foundation	$91,690	*									
Altman Foundation	$75,000	*									
J.M. Kaplan Fund	$75,000		*								
The John R. Oishei Foundation	$75,000				*						
JPMorgan Chase	$60,000	*									
Horace & Amy Hagedorn Long Island Fund	$50,000		*								
Scherman Foundation	$50,000	*									
Robert Sterling Clark Foundation	$40,000	*									
Deutsche Bank Americas Foundation	$35,000	*	*	*	*	*	*	*	*	*	*
The New York Women's Foundation	$35,000	*									
Zegar Family Foundation	$35,000	*	*	*	*	*	*	*	*	*	*
Korean American Community Foundation	$25,000	*									
Laurie M. Tisch Illumination Fund	$25,000	*									
Long Island Community Foundation[2]	$25,000		*								
Long Island Unitarian Universalist Fund	$25,000		*								
Rauch Foundation	$25,000		*								
Rochester Area Community Foundation	$25,000						*				
Brooklyn Community Foundation	$20,000	*									
Community Foundation for Greater Buffalo	$20,000				*						
M&T Bank	$15,000				*						
Park Foundation	$15,000								*		
Central New York Community Foundation	$10,000					*					
Community Foundation of Elmira Corning & the Finger Lakes	$10,000						*		*		
Community Foundation of Herkimer & Oneida Counties	$10,000										*
Health Foundation for Western & Central NY	$10,000				*	*					
Fordham Street Foundation	$10,000	*									
Westchester Community Foundation[2]	$10,000			*							
TOTAL	$3,591,690										

[1] Donor-advised funds/individual donors via The New York Community Trust and Adirondack Foundation. They include: Blum Family Fund; Elizabeth Braun; Leo Model Fund; Robert Kaufman; and Van Ameringen Fund.

[2] Long Island Community Foundation and Westchester Community Foundation are affiliates of The New York Community Trust.

NYSCEF Steering Committee

NAME	FOUNDATION	REGION
Robyn Smith	Central New York Community Foundation	Central New York
Jennifer Drake	Dyson Foundation	Hudson Valley
Sol Marie Alfonso Jones	Long Island Community Foundation	Long Island
Marcella Tillett (6/20-)	Brooklyn Community Foundation	NYC
Sabrina Hargrave (6/18-6/20)	Brooklyn Community Foundation	NYC
Maria Marcantonio (6/18-3/20)	Charles H. Revson Foundation	NYC
Katie Schragge (3/20-6/20)	Charles H. Revson Foundation	NYC
Martha King (7/20-)	Charles H. Revson Foundation	NYC
Dimple Patel (3/20-)	New York Women's Foundation	NYC
Robin Melén (2/20-)	Westchester Community Foundation	Hudson Valley
Patricia Swann	New York Community Trust	NYC
Maria Mottola	New York Foundation	NYC
Randi Hewit	Comm Fdn of Elmira-Corning and the Finger Lakes	Southern Tier
Katie Pieri (6/18-5/19)	Community Foundation for Greater Buffalo	Western New York
Allie Urbanski (5/19-)	Community Foundation for Greater Buffalo	Western New York
Lisa Fasolo Frishman	Engage New York (ex. officio)	
Barbara Taveras	New York Community Trust (ex. officio)	
Michael Remaley	Consultant (ex. officio)	

APPENDIX C | MODELS OF STAKEHOLDER COLLABORATION

Foundations across the country came together in unprecedented ways to support GOTC efforts for the 2020 census. The Funders' Census Initiative commissioned a national evaluation as well as state-by-state reports that offer a treasure trove of data on how the philanthropic community came together in different ways.[11] While the New York State Census Equity Fund received high marks from both grantee partners and donor members for its approach and execution, as New York looks to 2030, it may be helpful to study other state models to see if there are other lessons to be incorporated into New York's work.

In New York, stakeholders reflected on the multiple efforts to GOTC. The New York State Census Equity Fund co-existed with New York Counts 2020, a coalition of nonprofits, as well as state and local government efforts. While the Census Equity Fund sought to liaise and coordinate with these different entities, some also felt that it would be helpful to have deeper levels of coordination from the get-go. Models from Oregon, Michigan, and Minnesota offer some examples to consider.

Oregon[12]
In Oregon, the United Way of the Columbia-Willamette served as the backbone entity for the Census Equity Funders Committee of Oregon, which consisted of 12 organizational partners and the affiliated Oregon Census Equity Fund, a public-private pooled fund. State and local governments contributed funds to the Oregon Census Equity Fund, which helped to streamline distribution of dollars. At the same time, the state ran communications campaigns that were independent of the Fund.

Michigan[13]
The Michigan Nonprofit Association, along with the Council of Michigan Foundations, worked both in collaboration and in parallel to build the nonprofit and philanthropic infrastructure to support a fair and accurate count, ultimately coalescing into the Census 2020 Michigan Nonprofits Count Campaign (Nonprofits Count). Nonprofits Count was comprised of hundreds of regional and local nonprofits with more than 40 state foundations contributing to the work. The initiative used a "hub and spoke" model -- identifying anchor organizations, typically larger nonprofits or community foundations, in different areas of the state. Each regional hub focused on distributing resources and providing support locally. In rural areas, community action agencies were tapped to play this role. The Michigan Nonprofit Association provided oversight to the overall effort.

Minnesota[14]
In Minnesota, funders built a broad set of cross-sector partnerships with nonprofits and state and local governments that came together to form the Minnesota Census Mobilization Partnership.

Five coordinating hubs were organized through the Partnership: Our Minnesota Census Campaign Hub, focused on relational organizing with historically undercounted communities; Complete Count Committees Hub, focused on supporting the more than 200 complete count committees across the state; Greater Minnesota/Rural Hub, focused on leveraging the networks of community foundations to support census engagement in rural communities; Nonprofit Hub, focused on supporting the member organizations of the Minnesota Council of Nonprofits; and the Tribal and Native Communities Hub, focused on supporting the state's 11 distinct indigenous tribes.

Importantly, a Coordinating Committee with representation from each of the hubs helped ensure a way to centralize efforts and promote channels for information-sharing and mutual support.

[11] The Funders' Committee on Civic Participation hosts these resources at https://funderscommittee.org/learning-evaluations/.
[12] ORS Impact (2021). *2020 State-by-State Reports: Oregon.*
[13] ORS Impact (2021). *2020 State-by-State Reports: Michigan.*
[14] ORS Impact (2021). *2020 State-by-State Reports: Minnesota.*

NYCT

NEW YORK STATE
CENSUS EQUITY FUND
IN THE NEW YORK COMMUNITY TRUST

www.nycommunitytrust.org/results/collaborative-funds