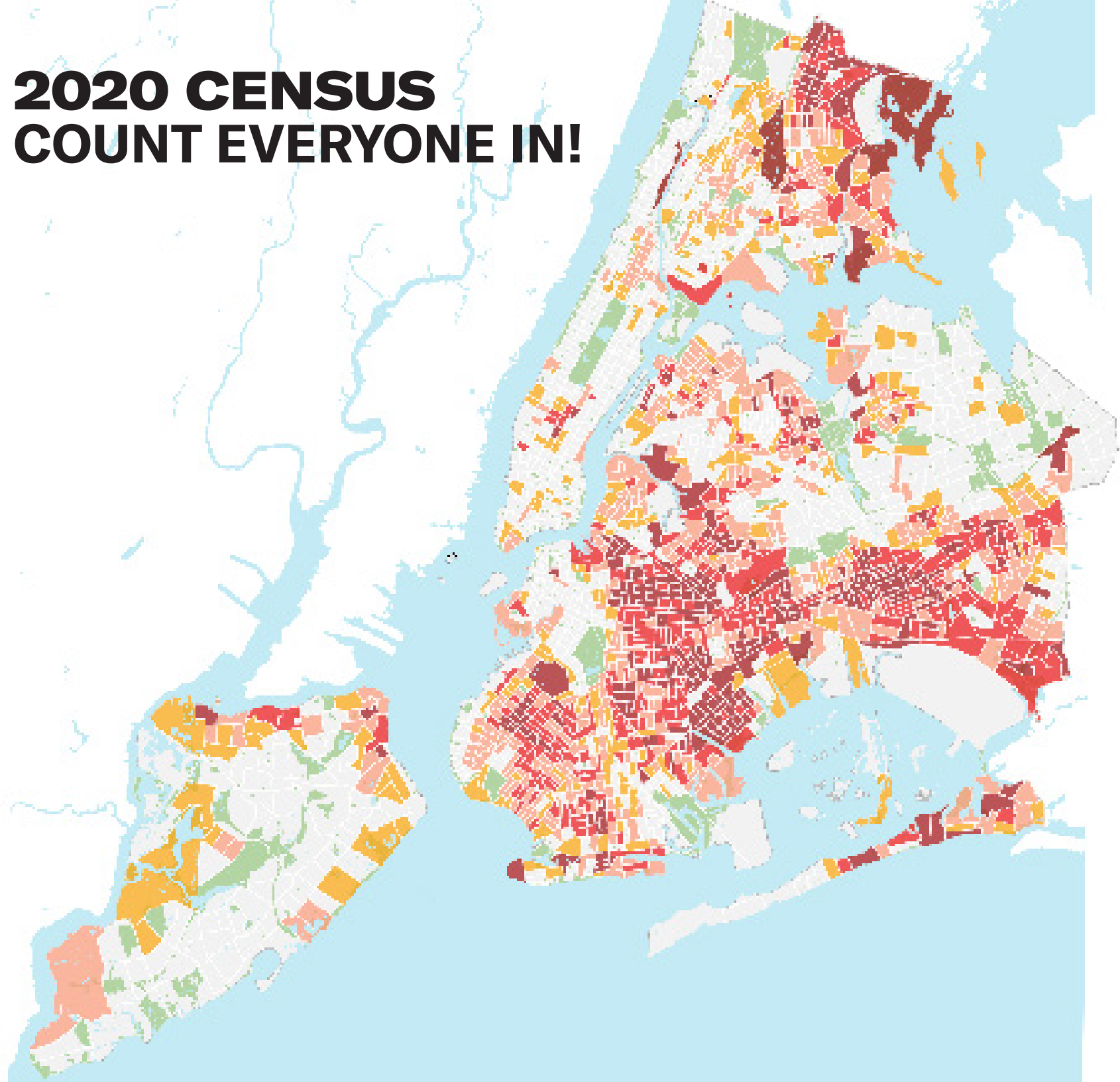


HESTERST

**2020 CENSUS
COUNT EVERYONE IN!**



HESTER ST

WHERE THE PEOPLE SHAPE THEIR CITY



CAPACITY BUILDING



PLANNING & DESIGN



DEVELOPMENT

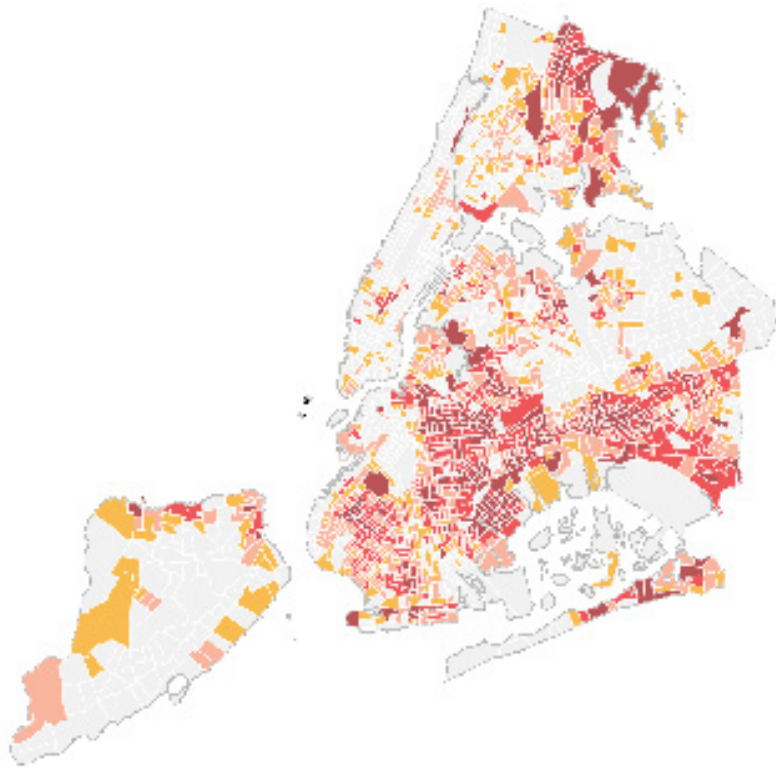


HESTER STREET IN BROOKLYN



ASSET MAPPING FOR THE 2020 CENSUS

We've all been focused on how Hard to Count some communities are...



YOUNG CHILDREN

**RACIAL/ETHNIC
MINORITIES**

MOBILE PEOPLE

**NON-ENGLISH
SPEAKERS**

**PL. EXPERIENCING
HOMELESSNESS**

**PEOPLE W/ PHYSICAL
DISABILITIES**

**UNDOCUMENTED
IMMIGRANTS**

**PL. LIVING IN
NON-TRAD. HOUSING**

**PEOPLE WHO
DISTRUST GOVT.**

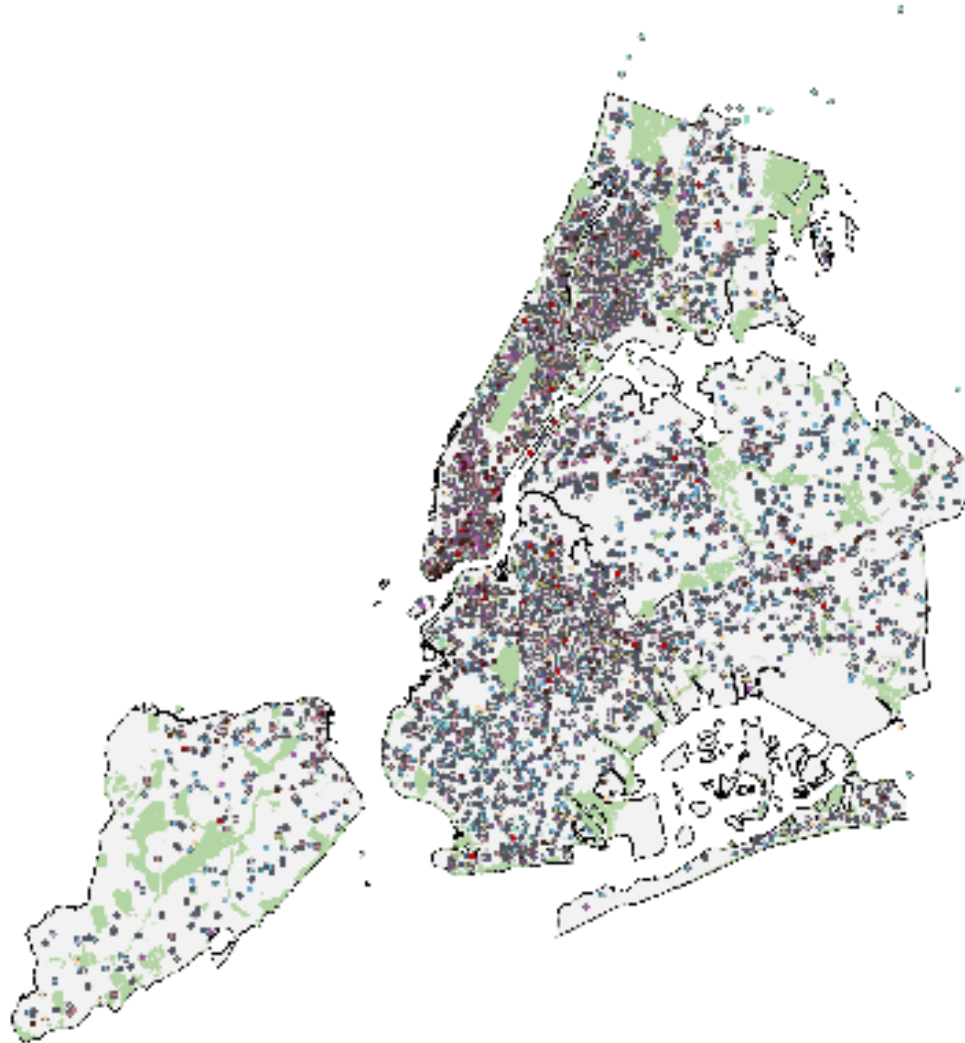
**PEOPLE W/ MENTAL
DISABILITIES**

**LOW INCOME
PEOPLE**

LGBTQ PEOPLE

ASSET MAPPING FOR THE 2020 CENSUS

... but we also want to highlight the amazing network of community institutions and assets in every New York City neighborhood.

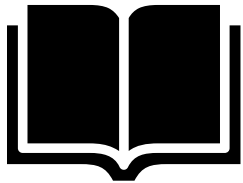


ASSET MAPPING FOR CENSUS STRATEGY

... and figure out how to leverage these community assets and institutions to reach Hard-to-Count populations



Pre-K +
Schools



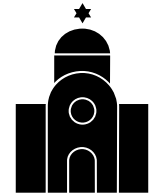
Libraries



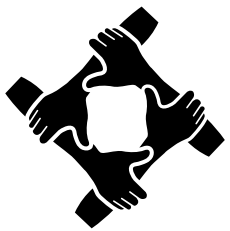
Shelters



Food kitchens +
pantries



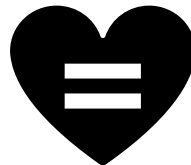
Places of worship



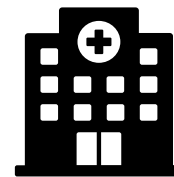
Community
organizations



Community +
senior centers



LGBTQ Centers



Hospitals +
Mental Health



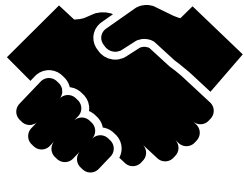
NYCHA
developments

ASSET MAPPING FOR CENSUS STRATEGY

Asset mapping can help community organizations:



Identify areas of focus with particular Hard-to-Count populations



Identify neighborhood institutions to partners with to reach Hard to Count populations



Identify neighborhood-specific needs (i.e. languages, technology, etc.) that must be addressed to achieve a complete Census count.

HOW CAN YOU USE THIS ASSET MAPPING

Demographic
Information

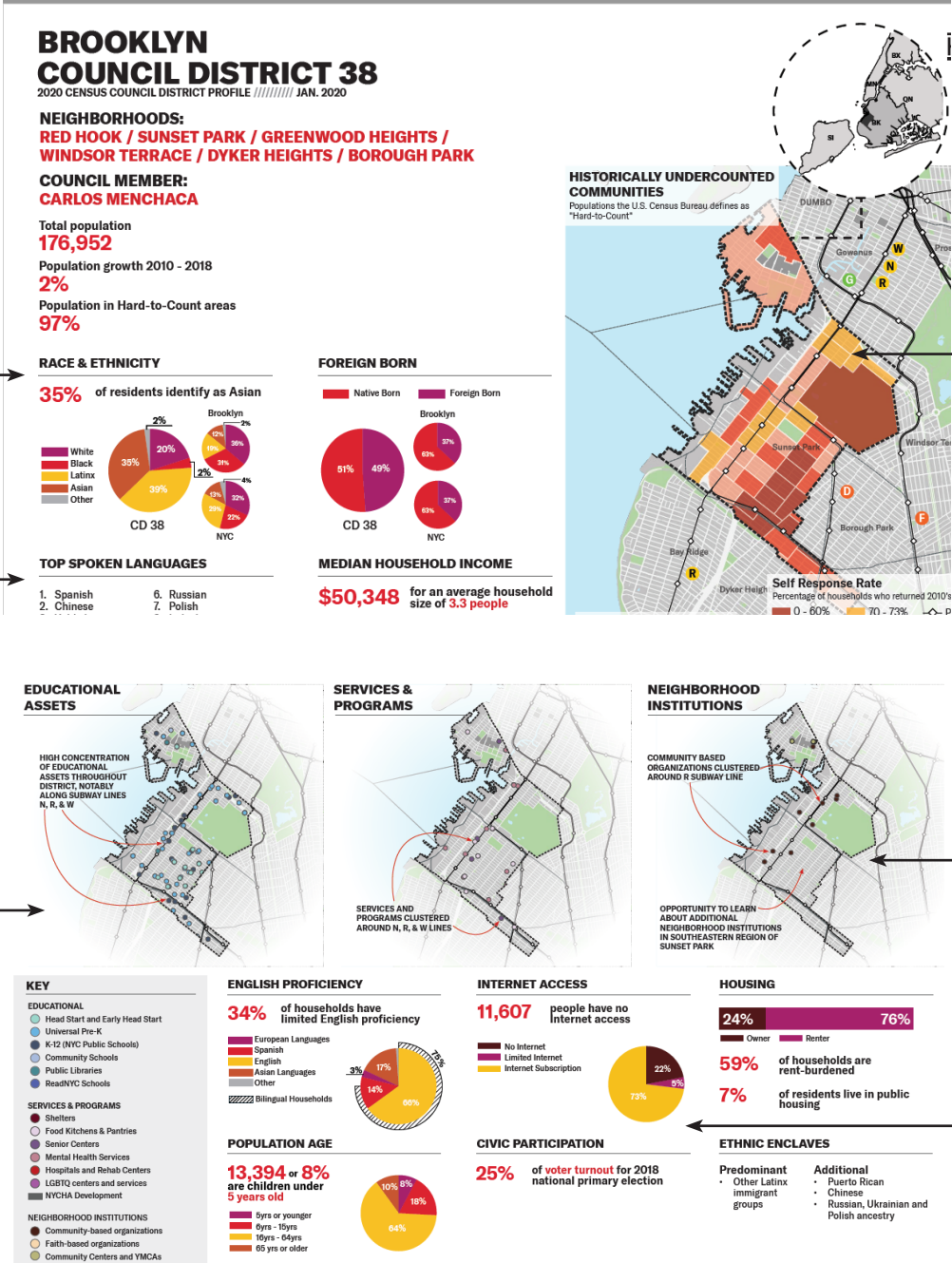
Data on languages
spoken and ethnic
enclaves

Maps of educational
assets, services +
programs

Hard to Count
Census tracts

Mapping of
neighborhood
institutions

Data on internet
access + civic
participation



EXAMPLE 1:

First, we'll take a look at District 40!

BROOKLYN COUNCIL DISTRICT 40

2020 CENSUS COUNCIL DISTRICT PROFILE // JAN. 2020

NEIGHBORHOODS:

**CROWN HEIGHTS / EAST FLATBUSH / FLATBUSH / KENSINGTON /
MIDWOOD / PROSPECT PARK / PROSPECT LEFFERTS GARDENS**

COUNCIL MEMBER:

MATHIEU EUGENE

Total population

152,008

Population growth 2010 - 2018

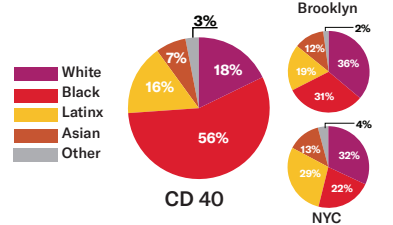
4%

Population in Hard-to-Count areas

99%

RACE & ETHNICITY

72% of residents identify as Black or Latinx

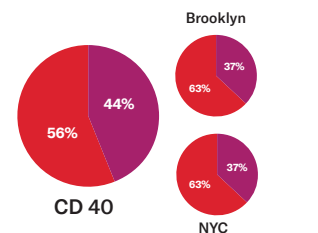


TOP SPOKEN LANGUAGES

1. Spanish
2. French Creole
3. Russian
4. Yiddish
5. Indic languages
6. Urdu
7. Hebrew
8. French
9. Asian languages
10. Chinese

FOREIGN BORN

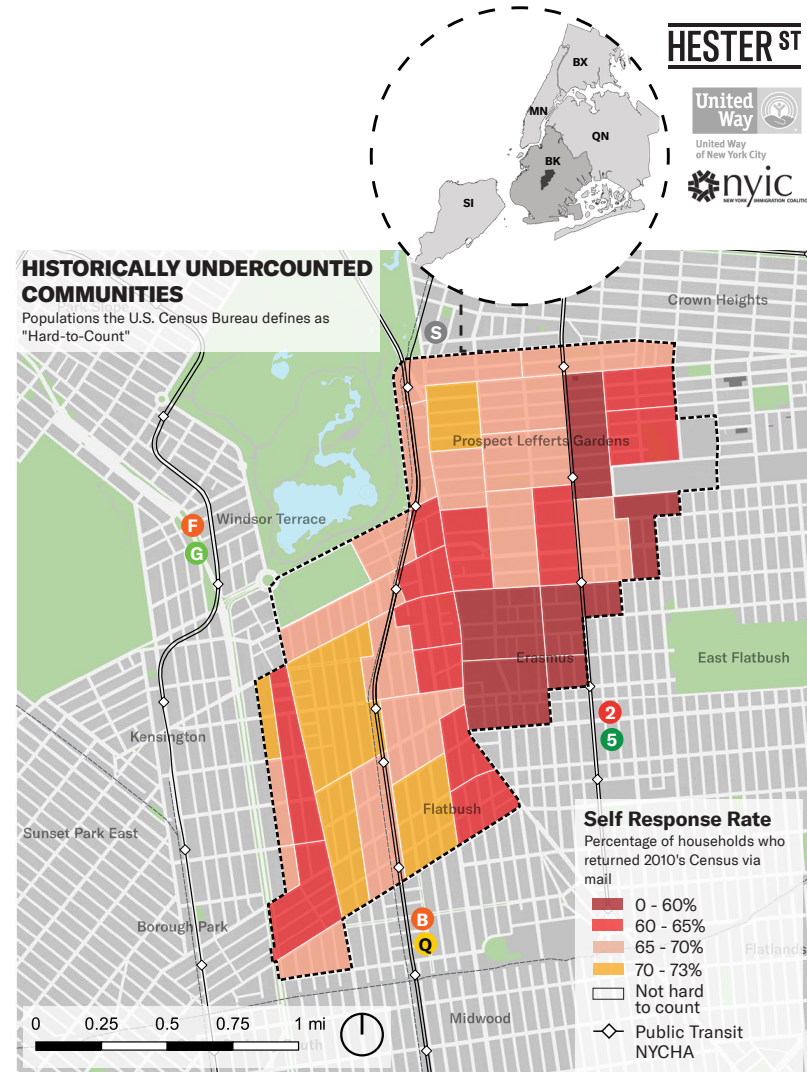
Native Born Foreign Born



MEDIAN HOUSEHOLD INCOME

\$50,008 for an average household size of **2.7 people**

22% of households live below the poverty line

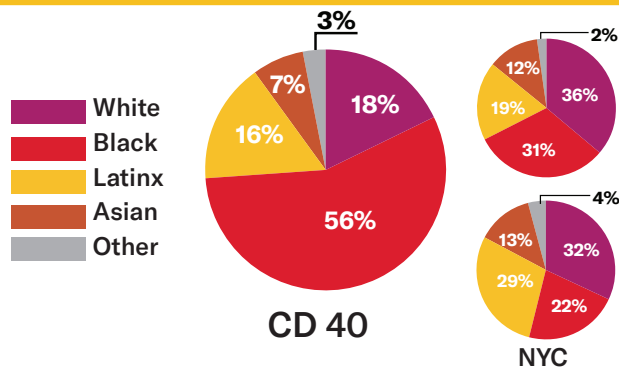


EXAMPLE 1:

1. This cluster of neighborhoods has a Black population that includes **African-American, Caribbean, and African immigrant communities.**

RACE & ETHNICITY

72% of residents identify as Black or Latinx



ETHNIC ENCLAVES

Predominant

- African American

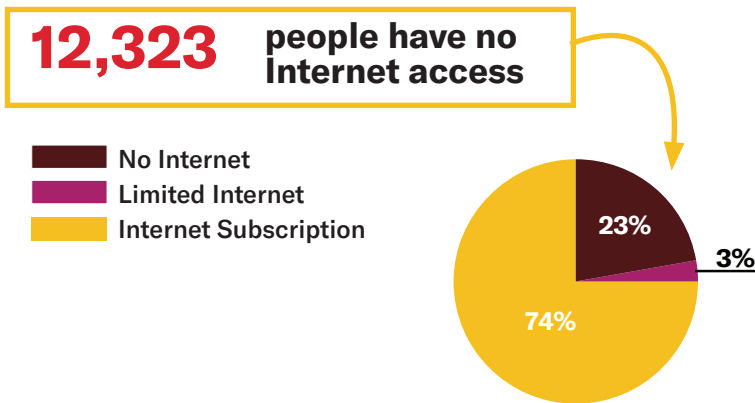
Additional

- Afro Caribbean

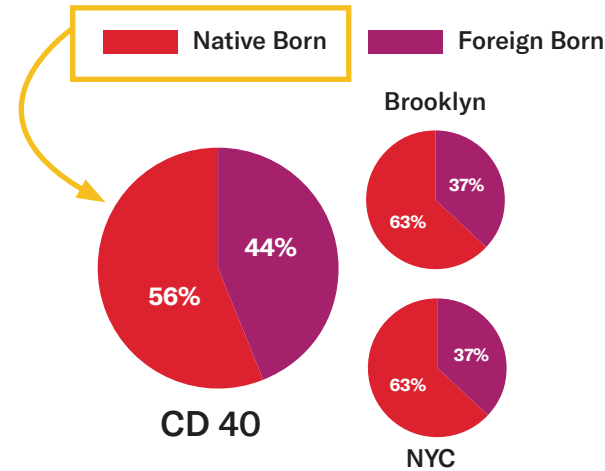
EXAMPLE 1:

2. This cluster of neighborhoods has **other pockets of unique outreach needs.**

INTERNET ACCESS



FOREIGN BORN



TOP SPOKEN LANGUAGES

- | | |
|--------------------|--------------------|
| 1. Spanish | 6. Urdu |
| 2. French Creole | 7. Hebrew |
| 3. Russian | 8. French |
| 4. Yiddish | 9. Asian languages |
| 5. Indic languages | 10. Chinese |

EXAMPLE 1:

3. Identify community assets to reach these populations

Educational Assets

HEAD START AND EARLY HEAD START

- St. Mark's Head Start
- Brightside Academy- Rogers
- Hawthorne Corners Day Care Center
- Parkside Early Childhood Development Center
- Beth Rivkah Head Start

UNIVERSAL PRE-K

- Coney Island Daycare Center Inc
- Roger Day Care, Inc.
- St. Marks
- Blue Star DCC
- St. Francis Of Assisi
- Honeydew Drop Playhouse
- Parkside ECDC
- Little Stars Daycare Center, Inc.
- Nayema Universal Child Center
- Kaleidoscope Early Childhood Development Center
- Gated Academy
- Cortelyou ECC
- Mary Bobb Learning Academy
- Associated Beth Rivkah School - UPK

PUBLIC LIBRARIES

- Crown Heights
- Flatbush Adult Learning Center
- Cortelyou
- Flatbush

READ NYC SCHOOLS

- None identified

Service Providers

SHELTERS

- None identified

FOOD KITCHENS AND PANTRIES

- CAMBA Food Pantry
- Holy Innocents
- Mt. Calvary Baptist Church
- Grace Reformed Church of Flatbush
- Crown Heights Community Outreach Center

HOSPITALS AND REHAB CENTERS

- Dr. Susan Smith McKinney Nursing and Rehabilitation Center
- Kings County Hospital Center - Child Health Center
- Kings County Hospital Center - Acute Care Hospital

LGBTQ CENTERS AND SERVICES

- New York Transgender Advocacy Group
- SUNY - The HEAT Program

Neighborhood Institutions

COMMUNITY BASED ORGANIZATIONS

- CAMBA
- CAMBA Legal Services
- Compassion House Community Development Corporation
- CaribBEING
- Brooklyn Academy of Science and the Environment
- Brownsville Temple SDA Church
- Brooklyn Public Library - Crown Heights
- New York Communities for Change
- Friendly Hands Inc
- Feeding with TLC soup kitchen
- New York City Rescue Mission
- Medgar Evers College
- Flanbwayan Haitian Literacy Project

FAITH BASED ORGANIZATIONS

- St Paula's Church
- Salvation Army- Bushwick Food Pantry
- St. Paul Pentecostal Kingdom Builder Food Pantry
- St. Ann's Corner of Harm Reduction
- Evangelical Church Christ Is The Light
- Genesis Transitional Housing Ministries, Inc.
- Flatbush Seventh Day Adventist Church

COMMUNITY CENTERS

- Cortelyou Academy
- Nayema
- Little Stars Daycare Center Inc.
- Candy Kid's Day Care Center
- Higher Level

What are the resources you already know about?

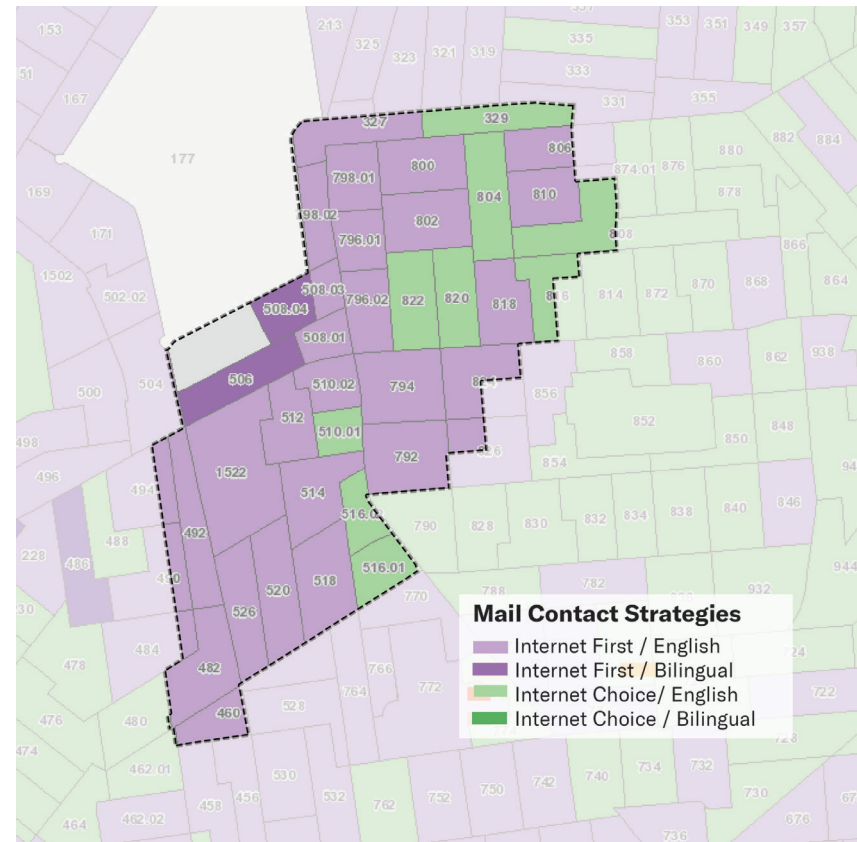
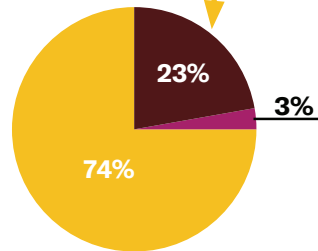
EXAMPLE 1:

3. How is the Federal government intending on distributing the census?

INTERNET ACCESS

12,323 people have no Internet access

- No Internet
- Limited Internet
- Internet Subscription



EXAMPLE 2:

3. Early NFRU Coverage



EXAMPLE 2:

District 38: Red Hook and Sunset Park!

BROOKLYN COUNCIL DISTRICT 38

2020 CENSUS COUNCIL DISTRICT PROFILE ////////// JAN. 2020

NEIGHBORHOODS:

**RED HOOK / SUNSET PARK / GREENWOOD HEIGHTS /
WINDSOR TERRACE / DYKER HEIGHTS / BOROUGH PARK**

COUNCIL MEMBER:

CARLOS MENCHACA

Total population

176,952

Population growth 2010 - 2018

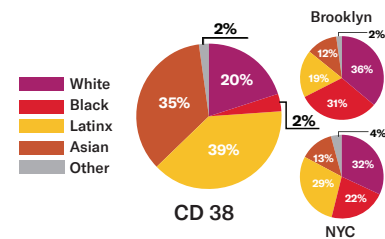
2%

Population in Hard-to-Count areas

97%

RACE & ETHNICITY

35% of residents identify as Asian

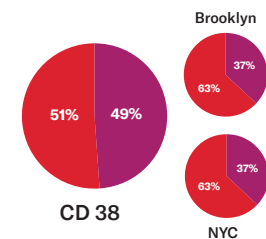


TOP SPOKEN LANGUAGES

1. Spanish
2. Chinese
3. Yiddish
4. Arabic
5. Italian
6. Russian
7. Polish
8. Indic languages
9. French
10. Hebrew

FOREIGN BORN

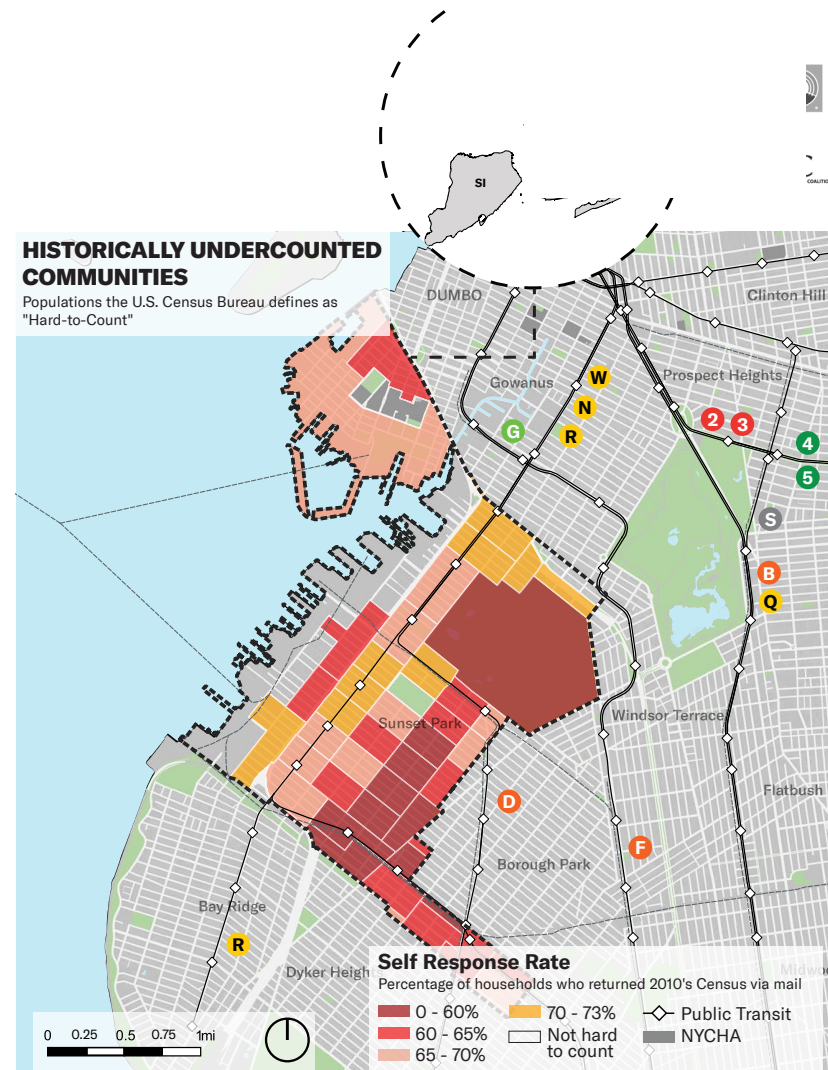
Native Born Foreign Born



MEDIAN HOUSEHOLD INCOME

\$50,348 for an average household
size of **3.3 people**

30% of households live below
the poverty line

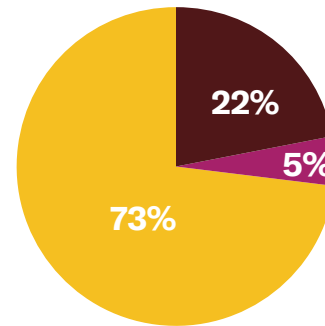
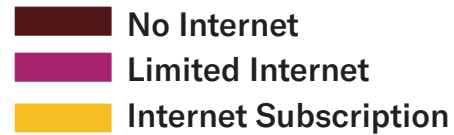


EXAMPLE 2:

1. Sunset Park has low Internet access.

INTERNET ACCESS

11,607 people have no Internet access

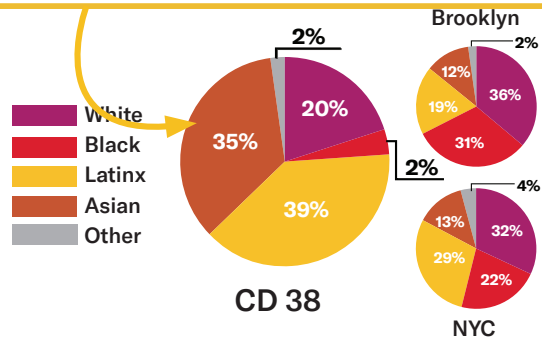


EXAMPLE 2:

2. These ethnic groups will also have **unique outreach needs**.

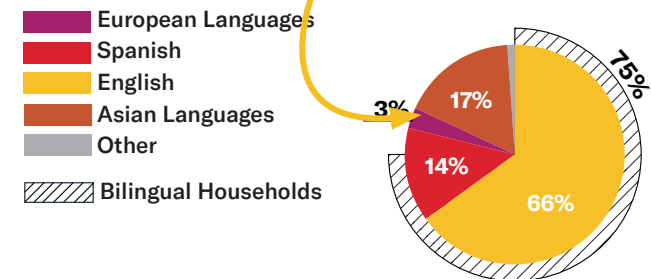
RACE & ETHNICITY

35% of residents identify as Asian



ENGLISH PROFICIENCY

34% of households have limited English proficiency



TOP SPOKEN LANGUAGES

1. Spanish
2. Chinese
3. Yiddish
4. Arabic
5. Italian
6. Russian
7. Polish
8. Indic languages
9. French
10. Hebrew

EXAMPLE 2:

3. Identify community assets to reach these populations

Service Providers

SHELTERS

- None identified

FOOD KITCHENS AND PANTRIES

- Zichron Acheinu Levy Menachem Tzion
- Basilica of Our Lady of Perpetual Help
- Holding Hands Ministries
- Tomche Shabbos of Boro Park
- The Salvation Army Sunset Park Corps
- The Salvation Army Sunset Park Corps
- Iglesia Cristiana Luz Del Mundo, Inc.
- Sunset Park Emergency Food Program
- Food First, Inc.

SENIOR CENTERS

- United Senior Citizens Of Sunset Park Inc
- Catholic Charities Neighborhood Services Inc
- Brooklyn Chinese-American Association
- Sunset Bay Community Services Inc
- The Spanish Speaking Elderly Council-Raices Inc.

Neighborhood Institutions

COMMUNITY BASED ORGANIZATIONS

- Center of Hope International
- Sunset Park Health Planning Council
- The Center for Family Life
- Academy of Medical and Public Health Services
- Family Health Centers at NYU Langone/ Sunset Park Health Council
- Atlas: DIY
- Mixteca Organization
- Galapagos Center for New Americans
- Opportunities for a Better Tomorrow

FAITH BASED ORGANIZATIONS

- Bronx Jewish Community Council,, Inc.
- Caldwell Temple AME Zion Church
- Calvary Deliverance Christian Assembly
- National Committee for Furtherance of Jewish Ed.
- St. Augustine's Food Pantry

Educational Assets

HEAD START AND EARLY HEAD START

- Grand Street Settlement, Inc.
- B'Above World Wide Institute, Inc
- Project Social Care Head Start, Inc.
- Brooklyn Chinese-American Association
- Grand Street Settlement, Inc.
- Brooklyn Chinese-American Association
- Yeshivath Kehilath Yakov, Inc.
- Catholic Charities Neighborhood Services, Inc.

UNIVERSAL PRE-K

- Brooklyn Chinese - American Assoc.
- Long Xing 59
- St. Andrews CDC
- Strong Place For Hope DCC - Clinton St.
- Brooklyn Chinese-American Association
- P.S. 015 Patrick F Daly
- Georgia L McMurray Bat Kids Center
- My Sunshine Kids Inc.
- Long Xing DCC, Inc.

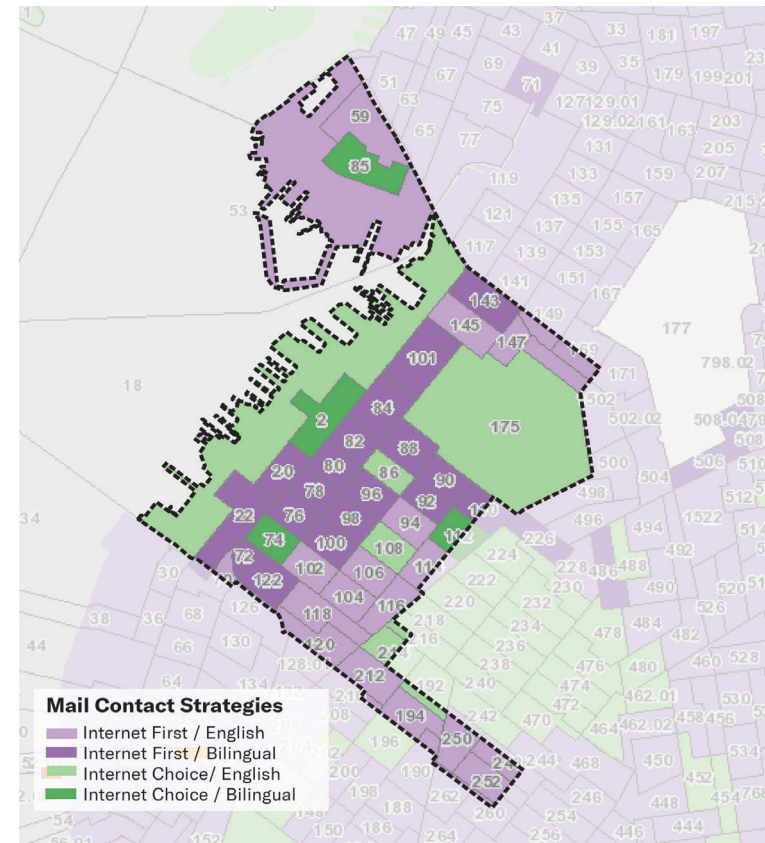
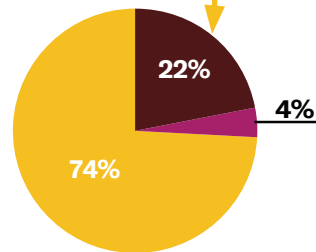
EXAMPLE 2:

3. How is the Federal government intending on distributing the census?

INTERNET ACCESS

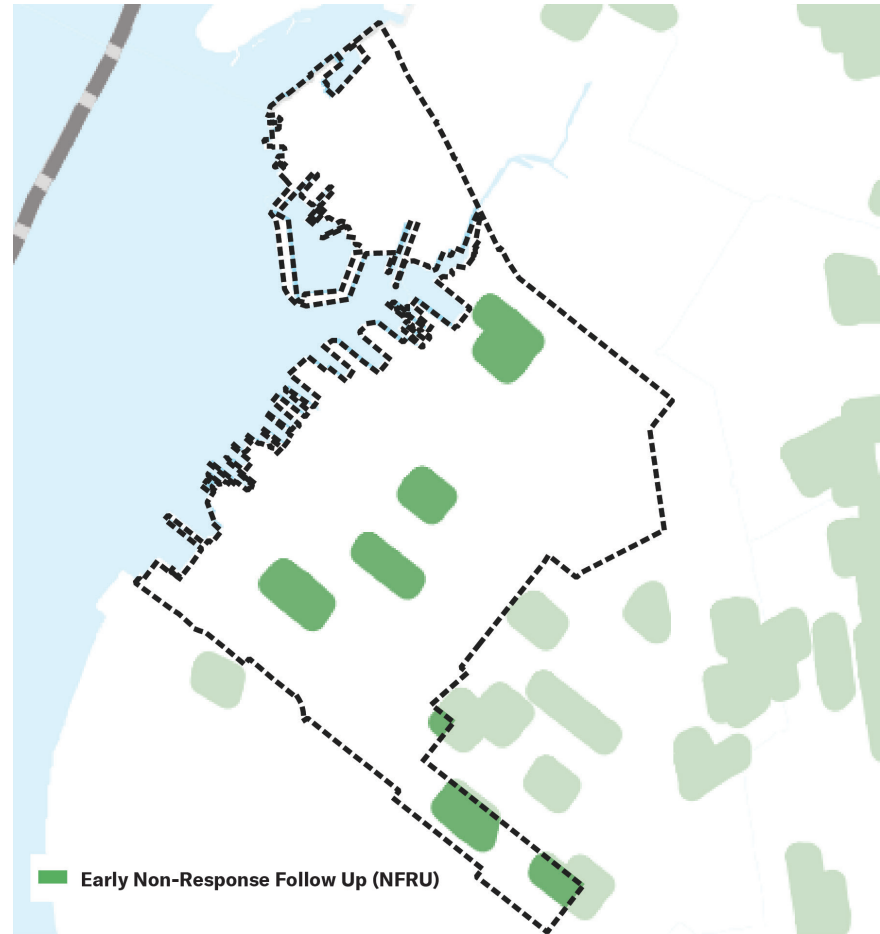
10,045 people have no Internet access

- No Internet
- Limited Internet
- Internet Subscription



EXAMPLE 2:

3. Early NFRU Coverage



EXAMPLE 3:

District 21 : East Elmhurst, Corona, Jackson Heights

QUEENS COUNCIL DISTRICT 21

2020 CENSUS COUNCIL DISTRICT PROFILE // // // // // JAN. 2020

NEIGHBORHOODS:

EAST ELMHURST / ELMHURST / JACKSON HEIGHTS / CORONA / FLUSHING MEADOWS / CORONA PARK / LEFRACK CITY / LAGUARDIA AIRPORT

COUNCIL MEMBER:

FRANCISCO MOYA

Total population

174,829

Population growth 2010 - 2018

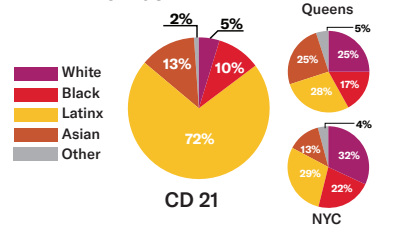
7%

Population in Hard-to-Count areas

78%

RACE & ETHNICITY

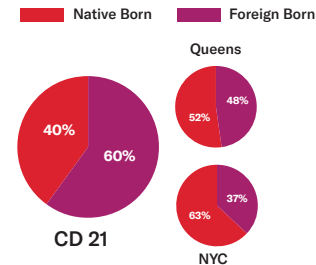
82% of residents identify as Black or Latinx



TOP SPOKEN LANGUAGES

- Spanish
- Chinese
- Indic languages
- Tagalog
- Russian
- Urdu
- Hindi
- Greek
- Asian languages
- African languages

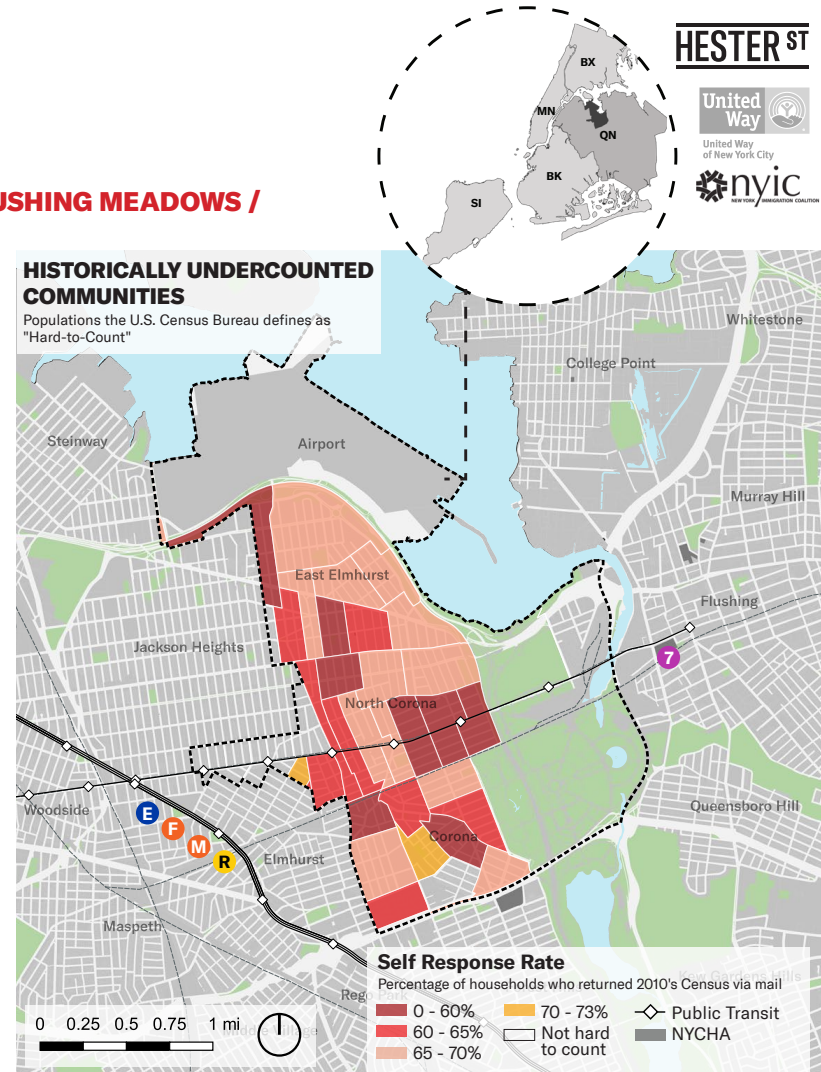
FOREIGN BORN



MEDIAN HOUSEHOLD INCOME

\$50,284 for an average household size of **3.9 people**

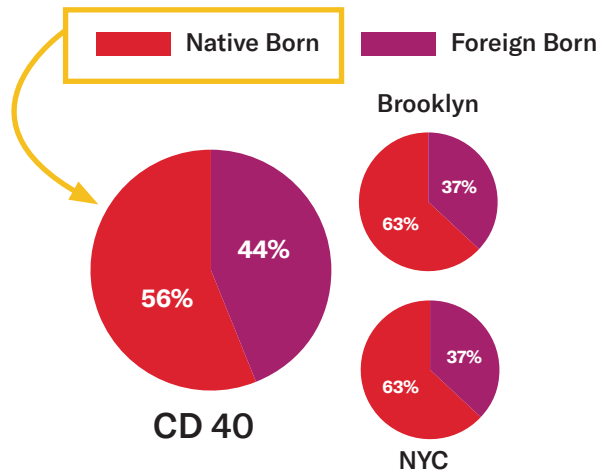
23% of households live below the poverty line



EXAMPLE 3:

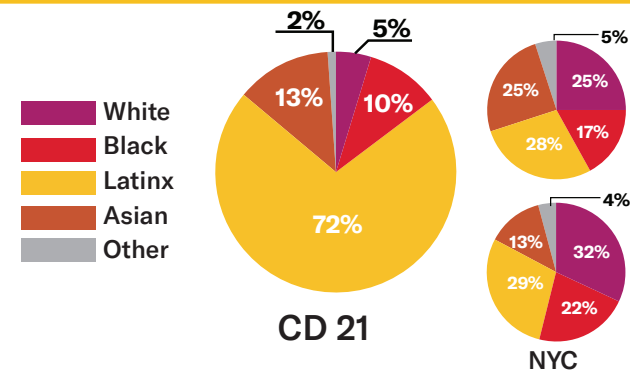
1. This cluster of neighborhoods has an **Immigrant community with language diversity**

FOREIGN BORN



RACE & ETHNICITY

82% of residents identify as Black or Latinx



TOP SPOKEN LANGUAGES

- | | |
|----------------------|----------------------------|
| 1. Spanish | 5. French Creole |
| 2. African languages | 6. Indo-European languages |
| 3. French | 7. Arabic |
| 4. Chinese | 8. Japanese |

ETHNIC ENCLAVES

- | Predominant | Additional |
|---------------------------------|-------------|
| • Other Latinx immigrant groups | • Dominican |
| | • Chinese |

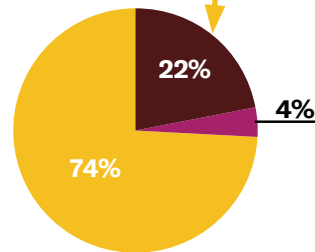
EXAMPLE 3:

2. There is both a large English proficiency and language gap in the district

INTERNET ACCESS

10,045 people have no Internet access

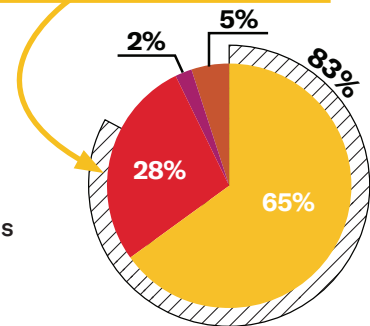
- No Internet
- Limited Internet
- Internet Subscription



ENGLISH PROFICIENCY

35% of households have limited English proficiency

- European languages
- Spanish
- English
- Asian languages
- Other
- Bilingual Households



EXAMPLE 3:

3. Identify community assets to reach these populations

Educational Assets

HEAD START AND EARLY HEAD START

- Sheltering Arms Children and Family Services-Malcolm X Early Childhood Center
- Therese Cervini Early Childhood Development Center
- The Child Center of NY - Early
- The Child Center of NY

UNIVERSAL PRE-K

- Mi Nuevo Mundo
- Malcolm X Day Care
- Moving Up Children Center
- P.S. 228 Early Childhood Magnet School Of The Arts
- P.S. 28 - The Thomas Emanuel ECC
- Mi Nuevo Mundo
- Noah's Ark Preparatory Ili Inc.
- Funday Daycare Center, Inc.
- Smiles GFDC Inc.
- St. Leo Catholic Academy
- Happy Dragon Of USA Inc.
- Children's Big Apple, Inc.
- Child Center Of NY 2
- Therese Cervini Annex Ecde
- Mi Nuevo Mundo
- Cpc Corona Queens UPK
- P.S. 092 Harry T Stewart Sr.
- Sesame Sprout
- P.S. 228 Early Childhood Magnet School Of The Arts
- Corona Friends
- Pre-K Center At P.S. 329 East Elmhurst Community School
- Sunflower Kidz Day Care
- A Child's Place Too, Inc.

Service Providers

SHELTERS

- None identified

FOOD KITCHENS AND PANTRIES

- Ministerio El Gran Yo Soy-The Great I am
- First Baptist Church

SENIOR CENTERS

- The Spanish Speaking Elderly Council-Raices Inc.
- Elmcors Youth & Adult Activities Inc
- Institute For The Puerto Rican Hispanic Elderly In
- Korean Community Services Of Metropolitan New York
- Elmcors Youth & Adult Activities Inc
- Corona Congregational Church

MENTAL HEALTH SERVICES

- ELMCOR Youth and Adult Activities Inc
- Elmcors Youth and Adult Activities Inc
- Catholic Charities Neighborhood Servs
- Qsa Services, Inc.D/B/A Pac Of Queens
- New Horizon Counseling Center
- QSA Services Inc

HOSPITALS AND REHAB CENTERS

- Junction Boulevard Child Health Clinic
- Corona Child Health Clinic

LGBTQ CENTERS AND SERVICES

- None identified

NYCHA DEVELOPMENTS

- Fha Repossessed Houses (Group X)

Neighborhood Institutions

COMMUNITY BASED ORGANIZATIONS

- Jackson Heights SDA Community Services Food Pantry
- Faith in New York
- Latin Women in Action, Inc.

FAITH BASED ORGANIZATIONS

- Northeastern Conference Adventist Community Services Center
- All Peoples Church Inc.
- Corona SDA Church
- Loyal Baptist Church soup Kitchen

COMMUNITY CENTERS

- Mi Nuevo Mundo
- Mi Nuevo Mundo
- Multi Sevice Center (Elmcors)
- Children's Big Apple

What are the resources you already know about?

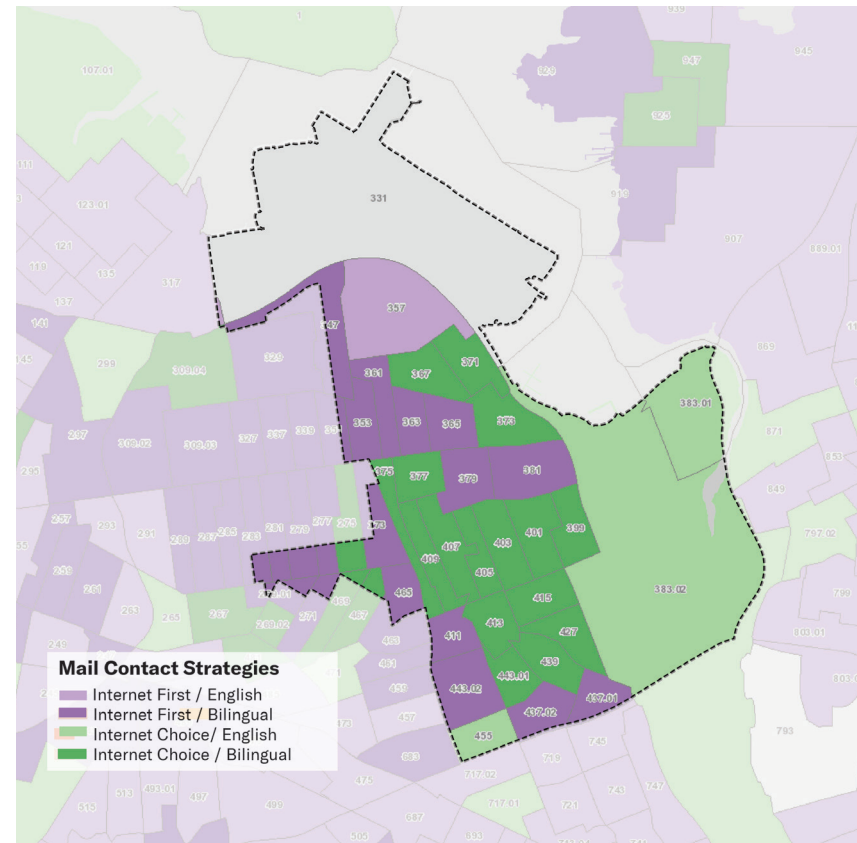
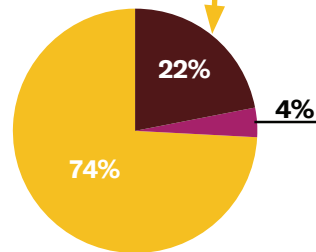
EXAMPLE 3:

3. How is the Federal government intending on distributing the census?

INTERNET ACCESS

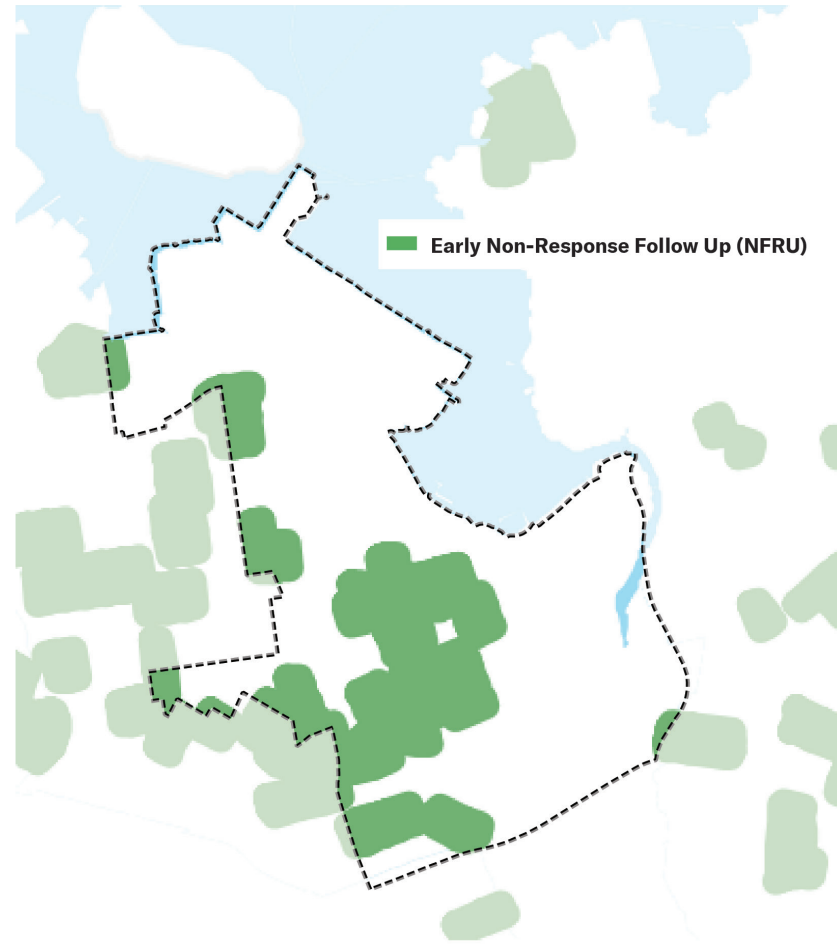
10,045 people have no Internet access

- No Internet
- Limited Internet
- Internet Subscription



EXAMPLE 4:

3. Early NFRU Coverage



EXAMPLE 4:

District 17: East Tremont / Crotona Park / Hunts Point / Longwood / Melrose / Mott Haven / Morrisania

BRONX COUNCIL DISTRICT 17

2020 CENSUS COUNCIL DISTRICT PROFILE // JAN. 2020

NEIGHBORHOODS:

**EAST TREMONT / CROTONA PARK / HUNTS POINT /
LONGWOOD / MELROSE / MOTT HAVEN / MORRISANIA**

COUNCIL MEMBER:

RAFAEL SALAMANCA

Total population

217,493

Population growth 2010 - 2018

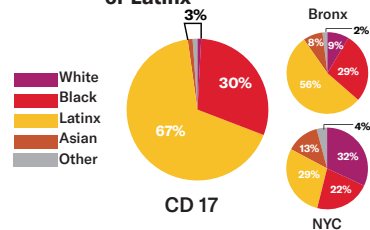
12%

Population in Hard-to-Count areas

43%

RACE & ETHNICITY

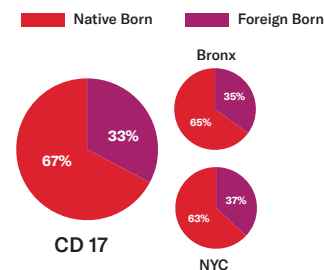
97% of residents identify as Black or Latinx



TOP SPOKEN LANGUAGES

- Spanish
- African languages
- French
- Chinese
- French Creole
- Indo-European languages
- Arabic
- Japanese

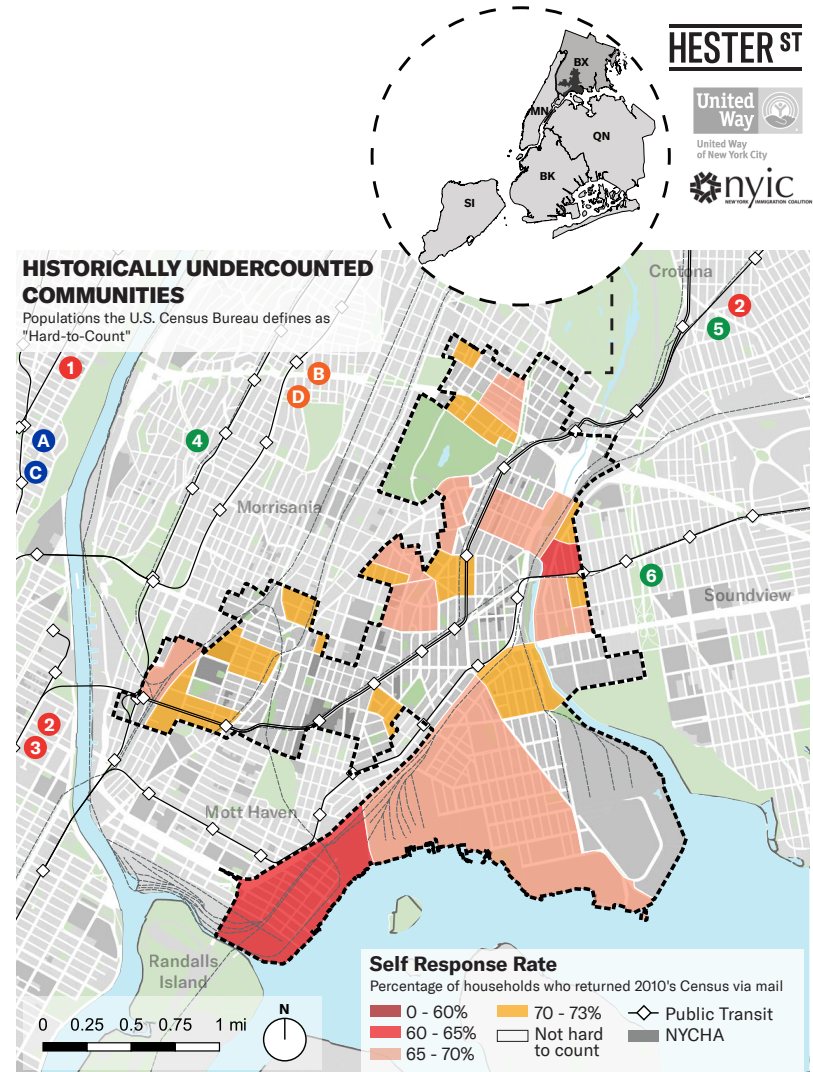
FOREIGN BORN



MEDIAN HOUSEHOLD INCOME

\$26,692 for an average household size of **2.9 people**

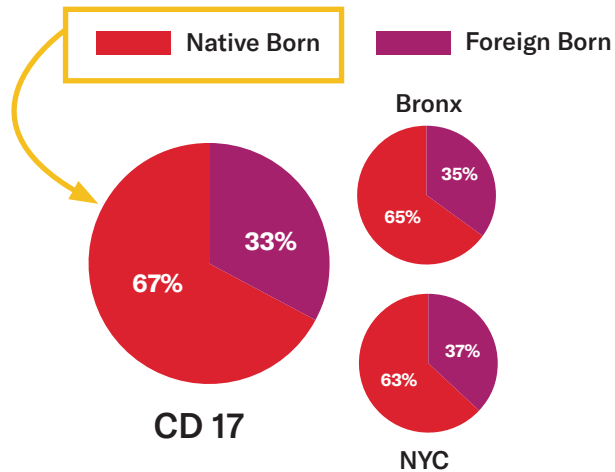
39% of households live below the poverty line



EXAMPLE 4:

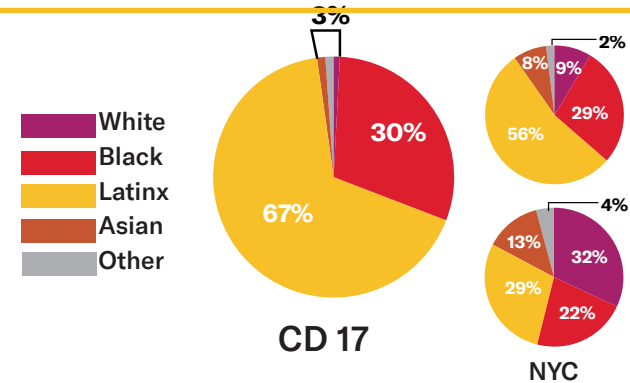
1. This cluster of neighborhoods **has a diverse Spanish-speaking population**

FOREIGN BORN



RACE & ETHNICITY

97% of residents identify as Black or Latinx



TOP SPOKEN LANGUAGES

- | | |
|----------------------|----------------------------|
| 1. Spanish | 5. French Creole |
| 2. African languages | 6. Indo-European languages |
| 3. French | 7. Arabic |
| 4. Chinese | 8. Japanese |

ETHNIC ENCLAVES

- | Predominant | Additional |
|----------------|---------------------------------|
| • Puerto Rican | • Dominican |
| | • Other Latinx immigrant groups |

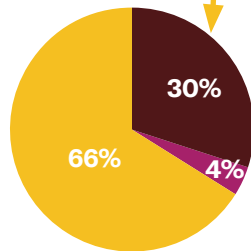
EXAMPLE 4:

2. Relate it with other demographic information

INTERNET ACCESS

21,496 people have no Internet access

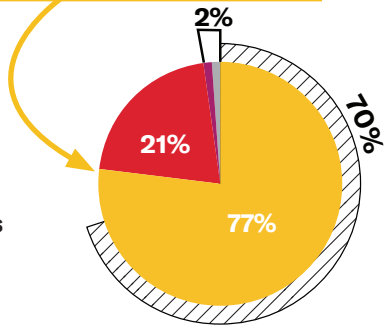
- No Internet
- Limited Internet
- Internet Subscription



ENGLISH PROFICIENCY

23% of households have limited English proficiency

- European languages
- Spanish
- English
- Asian languages
- Other
- Bilingual Households



EXAMPLE 4:

3. Identify community assets to reach these populations

Educational Assets

COMMUNITY SCHOOLS

- Banana Kelly High School
- Bronx Elementary School 92
- Entrada Academy
- Fannie Lou Hamer Middle School
- Holcombe L. Rucker School Of Community Research
- I.S. 217
- J.H.S 162 Lola Rodriguez De Tio
- Little Angels Daycare
- Melrose Early Childhood Center
- New Explorers High School
- P.S. 92
- Peace And Diversity Academy
- Samara Community School
- St. Thomas Aquinas School
- The Hunts Point School
- Urban Scholars Community School

PUBLIC LIBRARIES

- Hunts Point Public Library
- Melrose Branch Library
- West Farms Public Library
- Woodstock Public Library

Service Providers

SHELTERS

- Bronxworks
- Robert's Court Shelter
- St. Anthony Shelter for Renewal
- Willow Avenue Family Residence
- Willow Avenue Shelter

FOOD KITCHENS AND PANTRIES

- Bright Temple AME Church
- Caldwell Temple AME ZION Church
- Cardinal McCloskey Family Outreach
- Come World Ministries, Inc.
- Evangelistic Communities Outreach BX
- Gethsemane Baptist Church
- Give Them To Eat
- Gospel Hill Baptist Church
- Grace Episcopal Church
- Hope Line
- Loyal Baptist Church
- Missionary Church of Christ
- New Pilgrim Community Baptist Church
- Resurrection and Life C&S
- Spanish Intervale SDA Church
- Spanish SDA Church
- St. Ann's Corner Of Harm Reduction
- St. Margaret's Episcopal Church
- The Salvation Army Bronx Citadel
- Thessalonina Baptist Church
- Transfiguration Lutheran Church
- Union Grove Missionary Baptist Church
- Word of Life Christian Fellowship International

Neighborhood Institutions

COMMUNITY BASED ORGANIZATIONS

- Banana Kelly CIA
- BCDI
- Bronx Connect
- Casita Maria
- FIERCE
- Forward South Bronx Coalition
- GRID Alternatives
- La Familia Verde
- Masa
- MIT CoLab
- Mothers on the Move
- Nos Quedamos
- Rocking the Boat
- Sustainable South Bronx
- The Point Community Development Corporation
- UpBeat NYC
- Food for Life Pantry
- Coalicion Mexicana
- South Bronx United
- Dominicanos USA

FAITH BASED ORGANIZATIONS

- Darou Salam Islamic Community Inc.
- Elton Ave/La Resurreccion United Methodist Church
- Hunts Point Seventh Day Adventist Church
- Immaculate Conception Church
- Masjid Ebun Abass
- Masjid Salam
- Mt Zion CME Church
- Real Life Church
- World of Life Christian Fellowship

What are the resources you already know about?

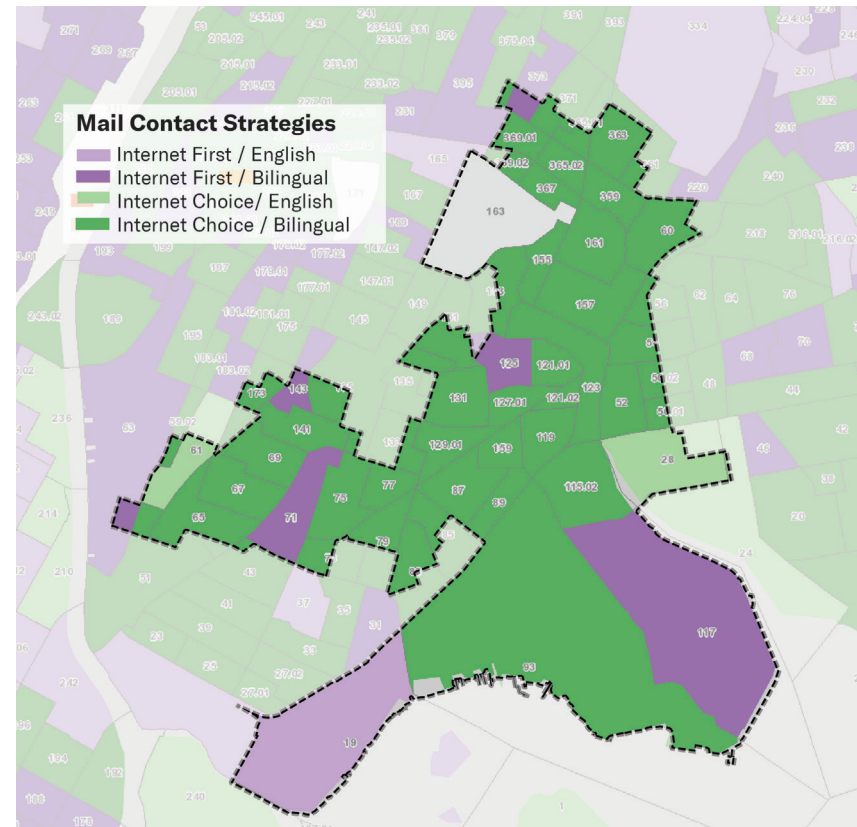
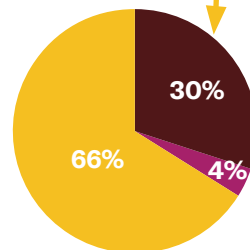
EXAMPLE 4:

3. How is the Federal government intending on distributing the census?

INTERNET ACCESS

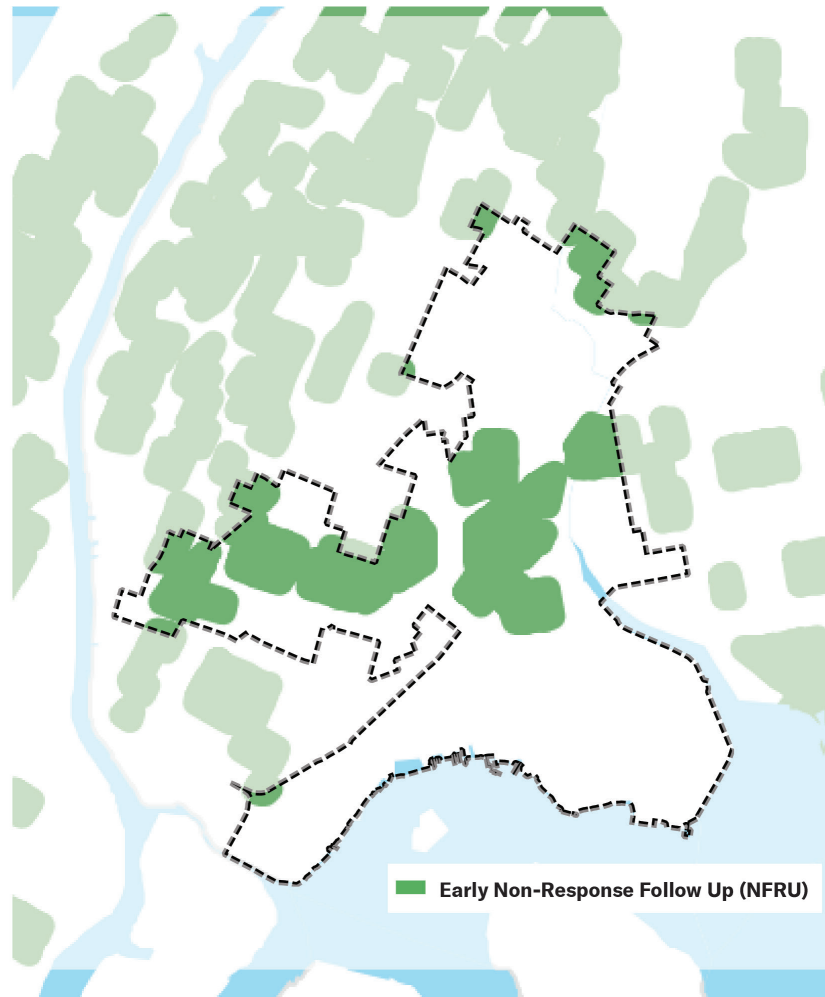
21,496 people have no Internet access

- No Internet
- Limited Internet
- Internet Subscription



EXAMPLE 4:

3. Early NFRU Coverage



HOW CAN YOU ACCESS THESE ASSET MAPS

If you want to download the map for your neighborhood, visit:

bit.ly/CensusAssetMaps

NEXT STEPS



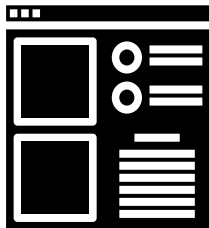
Use them, they are yours

Use the maps to inform your Census 2020 work



Help us build these maps

We want to hear what information would be most useful to you



Go digital

HST is working to digitize these maps + make them interactive to better serve community organizations