



FROM: NYC Census 2020
TO: New York City Council
DATE: October 16, 2019
RE: NYC Census 2020 Census Terms and Conditions – October 2019 Quarterly Report

Pursuant to the Terms and Conditions reporting requirements to the New York City Council adopted as part of the New York City Fiscal Year 2020 budget, NYC Census 2020 presents the following update for the period between July 1, 2019 and September 30, 2019.

1. Total budget broken out by funding for the office and census efforts:

NYC Census 2020’s \$40 million budget includes the following allocations:

- \$4 million:
 - Council discretionary funds granted directly to community-based organizations for census-related education and organizing activities, with the Department of Youth & Community Development (DYCD) serving as the contracting agency;
- \$19 million:
 - New York City Complete Count Fund (this represents both the Council and Administration investments);
- \$1.4 million:
 - Funding for joint Library Systems outreach, public awareness, and access;
- \$4.75 million:
 - Staffing costs;
- \$10.85 million:
 - These remaining funds will cover general OTPS needs, communications and advertising, technological platforms, and required hardware.

Please note that all City Council-appropriated funds are being allocated directly to community-based organizations, or to such organizations via the Complete Count Fund.

2. City head count by title:

- Total headcount: 60
- Budgeted Positions by civil service title:
 - 50 Community Coordinators
 - 6 Administrative Business Promotion Coordinators
 - 4 Deputy Assistant Commissioners

3. Advertising budget disaggregated by media form:

NYC Census 2020’s media and advertising campaign has not yet begun. To date, NYC Census 2020 has conducted constituency-based focus group tests, and is also closely engaged with multiple community-based organizations to develop targeted, community-specific messaging. The goal of this media testing is to sharpen messaging in order to maximize census awareness and participation among historically undercounted communities. NYC Census 2020 expects to provide further information on this program by the next reporting quarter.

4. A list of all community-based organizations that are contracted to do census-related work, with the budget for each and a description of the work that each is doing:

Contracting for community-based organizations to perform census-related work did not begin during the reporting period covered in this report. Given that the Request for Proposals for the New York City Complete Count Fund launched on September 24, NYC Census 2020 expects to report on this information by the next quarterly reporting period. NYC Census 2020 is in the process of creating contracts for community-based organizations selected and funded by the NYC Council (listed below) for census planning work. NYC Census 2020 expects to have further updates on these contracts by the next reporting period.

Organization	Amount
New York Immigration Coalition	\$500,000
United Way of New York City	\$500,000
Hispanic Federation	\$295,000
Make the Road New York	\$295,000
Chinese-American Planning Council	\$260,000
Federation of Protestant Welfare Agencies	\$260,000
Brooklyn NAACP	\$260,000
Asian American Federation	\$190,000
Asian Americans for Equality	\$190,000
Community Resource Exchange	\$190,000
Hester Street Collaborative	\$190,000
CUNY - Medgar Evers College	\$190,000
NALEO Educational Fund	\$190,000
United Neighborhood Houses of New York	\$190,000
Arab American Family Support Center Inc.	\$75,000
United Jewish Organizations of Williamsburg	\$75,000
Council Of Peoples Organization	\$75,000
CHAZAQ Organization USA	\$75,000