



FROM: NYC Census 2020  
TO: New York City Council  
DATE: January 15, 2020  
RE: NYC Census 2020 Census Terms and Conditions – January 2020 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 October 1, 2019 and December 31, 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 budgeted headcount: 60
- Positions by civil service title:

- 47 Community Coordinators
- 8 Administrative Business Promotion Coordinators
- 5 Deputy Assistant Commissioners

**3. Draft advertising budget disaggregated by media form:**

NYC Census 2020’s media and advertising campaign is set to begin in February. To date, NYC Census 2020 has conducted a number of constituency-based focus group tests and is also closely engaged with many community-based organizations to develop targeted, community-specific messaging. The goal of this media testing is to sharpen our messaging in order to maximize census awareness and participation among historically undercounted communities.

With these insights, NYC Census 2020 is building paid advertising campaign plan that includes a multitude of media—ranging from digital to print, from community and ethnic media to citywide outlets, from subways and buses to TV and radio. Our aim is to ensure that all New Yorkers will have exposure to 2020 Census messaging (with a particular focus on hard-to-count and historically-undercounted communities) in the leadup to the decennial count, both in the physical landscape and in the media they consume. Our total media budget is \$8M, of which \$3M dedicated to community and ethnic media for print and digital. We expect to have further updates on the budget by the next reporting period.

**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:**

We are in the process of creating contracts for community-based organizations selected and funded by the NYC Council (listed below) for census planning work. We expect to have further updates on these contracts by the next reporting period.

<b>Organization</b>	<b>Amount</b>
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

<b>Organization</b>	<b>Award Amount*</b>
Academy of Medical & Public Health Services, Inc.	\$75,000
Adhikaar for Human Rights and Social Justice	\$125,000
African Communities Together	\$125,000
Agudath Israel of America Community Services Inc.	\$150,000
Alianza Ecuatorina Internacional	\$40,000
Allen A.M.E. Neighborhood Preservation and Development Corp.	\$100,000
American Indian Community House	\$50,000
Apicha Community Health Center	\$100,000
Apna Brooklyn Community Center, Inc	\$25,000
Arab American Association of New York	\$100,000
Arab-American Family Support Center	\$100,000
Ariva, Inc.	\$125,000
Asian American Federation	\$100,000
Banana Kelly Communtiy Improvement Assicaiton, Inc.	\$50,000
BANGLADESHI AMERICAN COMMUNITY DEVELOPMENT & YOUTH SERVICES CORP.	\$50,000
Bedford Stuyvesant Restoration Corproation	\$250,000
Beyond Our Status Congolese Alliance, Inc.	\$25,000
Black Alliance for Just Immigration	\$75,000
Boro Park Jewish Community Council, Inc.	\$75,000
Boys & Girls Club of Metro Queens	\$100,000
BRIC Arts   Media   Bklyn, Inc. (d/b/a BRIC)	\$75,000
BronxWorks, Inc	\$250,000
Brooklyn Chinese-American Association	\$100,000
CAMBA Inc.	\$250,000
Carroll Gardens Association	\$50,000
Casita Maria, Inc.	\$200,000
Catholic Charities Community Services, Archdiocese of New York	\$150,000
Catholic Charities of Brooklyn and Queens	\$250,000
Center for Independence of the Disabled, New York	\$120,000
Center for Popular Democracy	\$75,000
Center for the Integration and Advancement of New Americans, Inc. (CIANA)	\$50,000
Chhaya CDC	\$175,000

Children of Promise, NYC	\$25,000
Chinese-American Planning Council (CPC)	\$75,000
Churches United for Fair Housing, Inc.	\$125,000
Committee for Hispanic Children & Families (CHCF)	\$125,000
Community Voices Heard	\$200,000
Congregation Kehilas Belz	\$50,000
Consortium For Worker Education, Inc.	\$250,000
Cooper Square Community Development Committee	\$50,000
Council of Jewish Organizations of Flatbush, Inc.	\$50,000
Crown Heights Jewish Community Council, Inc	\$75,000
Darchei Torah	\$50,000
Day Care Council of New York, Inc.	\$150,000
Delta Sigma Theta Sorority, Inc, East Kings County Alumnae Chapter	\$25,000
Diaspora Community Services	\$75,000
Digital Girl, Inc.	\$25,000
Dominican Women's Development Center	\$125,000
DRUM - Desis Rising Up & Moving, Inc.	\$150,000
East Flatbush Village, Inc.	\$50,000
East Side House, Inc.	\$50,000
El Museo del Barrio	\$50,000
Emerald Isle Immigration Center	\$75,000
Endangered Language Alliance	\$50,000
FIERCE	\$50,000
Fifth Avenue Committee, Inc.	\$125,000
Flatbush development Corp (FDC)	\$75,000
Foundation for the Advancement and Rehabilitation of the Marginal (The FARM)	\$50,000
Garifuna Community Services Inc.	\$50,000
Gay Men's Health Crisis, Inc. (GMHC)	\$100,000
Global Kids	\$100,000
Good Old Lower East Side, Inc. (GOLES)	\$75,000
Good Shepherd Services	\$175,000
Grand Street Settlement, Inc.	\$75,000
Green City Force	\$75,000
Haitian Americans United For Progress, Inc.	\$100,000
Hamilton-Madison House	\$50,000
HANAC, Inc,	\$125,000
Hebrew Educational Society of Brooklyn	\$50,000
Hester Street	\$100,000
Hispanic Federation	\$150,000
Holy Apostles Soup Kitchen	\$100,000
Hunger Free America	\$100,000
Ifetayo Cultural Arts Academy, Inc	\$75,000
India Home	\$100,000

ISLAMIC CIRCLE OF NORTH AMERICA	\$50,000
Jacob A. Riis Neighborhood Settlement	\$250,000
JASA	\$150,000
Jewish Community Council of Greater Coney Island Inc.	\$150,000
Juan Pablo Duarte Foundation	\$50,000
Kings Bay YM-YWHA, Inc	\$150,000
Korean American Civic Empowerment	\$100,000
Korean Community Services of Metropolitan New York, Inc. (KCS)	\$100,000
La Colmena	\$100,000
LIFE Camp, Inc.	\$125,000
Life of Hope	\$25,000
Loisaida Inc.	\$25,000
LSA Family Health Service, Inc.	\$150,000
Make the Road New York	\$250,000
Merchants Association of Rosedale, Laurelton, Springfield Gardens	\$50,000
Masa-MexEd, Inc	\$50,000
Mekong, Inc.	\$50,000
Metropolitan New York Coordinating Council on Jewish Poverty (Met Council)	\$100,000
MinKwon Center for Community Action	\$150,000
Mixteca Organization, Inc.	\$100,000
Mosholu-Montefiore Community Center, Inc.	\$150,000
Mothers on the Move / Madres en Movimiento	\$50,000
Museum of Chinese in America	\$50,000
Muslim Community Network, INC.	\$50,000
Muslim Women's Institute for Research and Development	\$50,000
NAACP Metropolitan Council of Branches	\$125,000
New York Disaster Interfaith Services	\$200,000
NEW YORK INDIAN COUNCIL, INC.	\$75,000
New York Public Interest Research Group Fund, Inc. (NYPIRG)	\$250,000
Northern Manhattan Coalition for Immigrant Rights	\$50,000
Northern Manhattan Improvement Corporation	\$150,000
Northwest Bronx Community & Clergy Coalition Inc.	\$125,000
One Brooklyn Health System (OBHS)	\$150,000
One Hundred Black Men, Inc. of New York	\$75,000
Phipps Neighborhoods, Inc	\$75,000
Project Hospitality	\$125,000
Queens Community House	\$70,000
R.A.I.N. Total Care, Inc.	\$150,000
Red de Pueblos Transnacionales/Transnational Villages Network	\$25,000
Red Hook Initiative	\$125,000
RiseBoro Community Partnership	\$250,000
Rockaway Youth Task Force	\$100,000
Sadie Nash Leadership Project	\$100,000

Samuel Field YM&YWHA (dba Commonpoint Queens)	\$150,000
Sapna NYC, Inc.	\$50,000
Sauti Yetu Center for African Women, Inc	\$100,000
SCO Family of Services/Center for Family Life	\$100,000
SOMOS Healthcare Providers Inc. DBA SOMOS Community Care	\$125,000
South Asian Council for Social Services (SACSS)	\$75,000
South Asian Youth Action (SAYA) Inc.	\$75,000
Southside United Housing Development Fund Corporation	\$125,000
Stanley M. Isaacs Neighborhood Center	\$75,000
Sunnyside Community Services Inc	\$150,000
Sunset Park Health Council, Inc. dba Family Health Centers at NYU Langone	\$75,000
Sure We Can	\$50,000
The Campaign Against Hunger, Inc.	\$50,000
The Fortune Society	\$200,000
The National Black Leadership Commission on Health, Inc.	\$100,000
The New York Center for Interpersonal Development	\$100,000
The New York Immigration Coalition, Inc.	\$100,000
The New York Urban League	\$50,000
The Point CDC	\$25,000
The YWCA of Queens	\$125,000
Union Settlement Association, Inc.	\$100,000
United Activities Unlimited, Inc.	\$200,000
United Jewish Organizations of Williamsburg	\$150,000
United Sherpa Association	\$50,000
UNITED SIKHS	\$50,000
United Way of New York City	\$250,000
University Settlement Society of New York	\$100,000
Uptown Grand Central	\$25,000
USA Mali Charitable association of NYC (UMACA)	\$25,000
Vision Urbana, Inc.	\$25,000
Voices of Community Activists and Leaders (VOCAL-NY)	\$200,000
Women for Afghan Women	\$75,000
Woodside on the Move	\$200,000
Word Up Community Bookshop/Librería Comunitaria (legal name: Seven Stories Institute)	\$25,000
Worker's Justice Project [WJP]	\$75,000
Yankasa Association of USA Inc.	\$25,000
Yemeni American Merchants Association	\$75,000
Young Men's Christian Association of Greater New York	\$250,000
Youth Ministries for Peace and Justice	\$50,000

\* Award amounts are subject to change, pending final scopes of work / signing of contracts by Awardees