Census 2020: A Community-Based Approach

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Who We Are

• Community-based think tank working in Buffalo-Niagara for over 12 years
• Research and advocacy support
• Over 300 partner organizations
• Buffalo Commons and research exchange
• Community Agenda
2019 Community Agenda Item #3

Form a Complete Count Committee for Buffalo-Niagara Representation in Census 2020

Erie and Niagara Counties should lead in forming a local Complete Count Committee for the 2020 Census with representation from education, business, religion, community organizations, media, and local governments, as well as county level elected officials to:

a) identify concerns and barriers to a complete count for the 2020 Census;
b) develop and implement strategies to dispel misinformation and garner wider support among the community, including a communications strategy and funding support;
c) overcome the identified barriers for traditionally undercounted populations.
Unique Challenges
Large pockets of traditionally undercounted populations, particularly in the cities of Buffalo and Niagara Falls and on Native American reservations.
Gaps in in-home internet access
Limited Complete Count Committees in Niagara County and surrounding 6 counties
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I have no knowledge of how it’s done and when or where.

I’m not sure how you fill it out.

Maybe there are alternative motives instead of just counting people. The promise of getting better services, schools, police, etc. – we don’t see that happening. Nothing changes. Government uses the Census to track people.

I used to think the Census was important, now not really. In 1960-2000, it was important because neighborhoods were being restructured. Now people don’t care anymore.
PPG’s Role

• Provide materials outlining local challenges
  • June 2019 policy brief: “Census 2020: Making Western New York Count”
  • Mapping community assets

• Active engagement with partners around the census
  • Census advocacy workshops
  • Community surveying

• Involvement in Buffalo & Erie County CCC

• Western New York Census Toolkit
  • Actionable, WNY-based resource for getting out the count
Western New York Census Toolkit

A local guide for census outreach and advocacy
Strategies and Recommendations

• Trusted voices
  • Spreading to the message to our large and diverse partner network
  • Talking about Census at existing events

• Buffalo and Erie County Public Library support
  • Request a “training lab”

• Know your resources
  • Provide education around the Census and provide assistance filling out the Census

• Campaign on social media and via flyers
  • Localized social media posts
PARTNERSHIP FOR THE PUBLIC GOOD

Contact: anna@ppgbuffalo.org

View the toolkit: https://ppgbuffalo.org/buffalocommons/library/resource:wnycensustoolkit-2