2020 CENSUS
USING ASSET MAPS TO COUNT EVERYONE IN!
CAPACITY BUILDING

PLANNING & DESIGN

DEVELOPMENT
HESTER STREET IN BROOKLYN
ASSET MAPPING TO REACH HARD TO COUNT COMMUNITIES

We’ve all been focused on how Hard to Count (HTC) communities...

- Young Children
- Mobile People
- Pl. Experiencing Homelessness
- Undocumented Immigrants
- People Who Distrust Govt.
- Low Income People
- Racial/Ethnic Minorities
- Non-English Speakers
- People W/ Physical Disabilities
- Pl. Living in Non-Trad. Housing
- People W/ Mental Disabilities
- LGBTQ People
COMMUNITY ASSETS TO
“GET OUT THE COUNT”

We’ve mapped a network of community institutions and assets in every New York City neighborhood.
ASSET MAPPING TO GUIDE STRATEGY

Now we need to work with CBOs to activate community assets to reach Hard-to-Count New Yorkers at places people use and trust.
ASSET MAPPING FOR CENSUS STRATEGY

Asset mapping can help community organizations:

1. **Identify focus areas** with specific Hard-to-Count populations

2. **Identify neighborhood institutions** to partner with to reach Hard-to-Count populations

3. **Identify neighborhood-specific needs** (i.e. languages, technology, etc.) to address before conducting outreach and connecting with a Hard-to-Count Population.
51 COUNCIL DISTRICT PROFILES - ASSET MAPS

BROOKLYN COUNCIL DISTRICT 38

NEIGHBORHOODS:
RED Hook / SUNSET PARK / GREENWOOD HEIGHTS /
WINDSOR TERRACE / DYKER HEIGHTS / BOROUGH PARK

COUNCIL MEMBER:
CARLOS MENCHACA

POPULATION:
170,952
Population growth 2010 - 2018: 2%
Population in Hard-to-Count area: 97%

RACE & ETHNICITY
35% of residents identify as Asian

FOREIGN BORN

TOP SPOKEN LANGUAGES:
1. Spanish
2. Chinese
3. Italian
4. Arabic
5. Russian

MEDIAN HOUSEHOLD INCOME
$50,348

EDUCATIONAL ASSETS

ENGLISH PROFICIENCY
34% of households have limited English proficiency

INTERNET ACCESS
11,607 households have no internet access

HOUSING
24% of families are rent-burdened
55% of residents live in public housing
7% of residents are homeless

PREVAILING ETHNIC ENCLAVES:
- Asian
- Hispanic
- African American

POPULATION AGE
13,384 - 8% of households have children under 18

CIVIC PARTICIPATION
25% of voters voted in 2018 national primary elections

COMMUNITY BANDS
- Senior Centers
- Food Banks
- Local Businesses

COMMUNITY ORGANIZATIONS
- Local Chambers of Commerce
HOW TO USE THIS ASSET MAP

BROOKLYN COUNCIL DISTRICT 38
2020 CENSUS COUNCIL DISTRICT PROFILE | JANUARY 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 - 2016: 2%
Population in Hard-to-Count areas: 97%

RACE & ETHNICITY
35% of residents identify as Asian

FOREIGN BORN

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

MEDITAN HOUSEHOLD INCOME
$50,348 for an average household size of 3.3 people

30% of households live below the poverty line
HOW TO USE THIS ASSET MAP

BROOKLYN COUNCIL DISTRICT 38
2020 CENSUS COUNCIL DISTRICT PROFILE JANUARY 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 - 2016
2%
Population in Hard-to-Count areas
97%

RACE & ETHNICITY
35% of residents identify as Asian

FOREIGN BORN
Native Born
Foreign Born

TOP SPOKEN LANGUAGES
1. Spanish
2. Chinese
3. Yiddish
4. Arabic
5. Italian

MEDIAN HOUSEHOLD INCOME
$50,348 for an average household size of 3.3 people
30% of households live below the poverty line

HISTORICALLY UNDERCOUNTED COMMUNITIES
Percentage of households that were undercounted in the 2020 Census

Self-Response Rate
Percentage of households that responded to the 2020 Census

Public Transportation

NYCHA

Population
HOW TO USE THIS ASSET MAP

Population

Demographic Information

BROOKLYN COUNCIL DISTRICT 38
2020 CENSUS COUNCIL DISTRICT PROFILE JANUARY 2020

NEIGHBORHOODS:
RED HOOK / SUNSET PARK / GREENWOOD HEIGHTS / WINDSOR TERRACE / DYKER HEIGHTS / BOROUGH PARK

COUNCIL MEMBER:
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TOP SPOKEN LANGUAGES
1. Spanish
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3. Yiddish
4. Arabic
5. Italian

MEDIAN HOUSEHOLD INCOME
$50,348 for an average household size of 3.3 people

30% of households live below the poverty line

HISTORICALLY UNDERCOUNTED COMMUNITIES
Population is U.S. Census Bureau defined as "Hard to Count"
HOW TO USE THIS ASSET MAP

**BROOKLYN COUNCIL DISTRICT 38**
2020 CENSUS COUNCIL DISTRICT PROFILE | JUNE 2020

**NEIGHBORHOODS:**
- RED HOOK / SUNSET PARK / GREENWOOD HEIGHTS / WINDSOR TERRACE / DYKER HEIGHTS / BROOKLYN PARK

**COUNCIL MEMBER:**
- CARLOS MENCHACA

**Population**
- Total population: 176,952
- Population growth 2010 - 2016: 2%
- Population in Hard-to-Count areas: 97%

**Race & Ethnicity**
- 35% of residents identify as Asian

**Top Spoken Languages**
- Spanish
- Chinese
- Hebrew
- Arabic
- Italian
- Russian
- Polish
- Other

**Foreign Born**
- 60%
- 40%

**Median Household Income**
- $50,348
- 30% of household’s live below the poverty line

**Historically Undercounted Communities**
- Populations for the U.S. Census Bureau, defined as “Hard-to-Count”

**Hard-To-Count Census Tracts**
- (% of households who returned the 2010 Census via mail)

**Population**
- Visual representation of population density or distribution.

**Demographic Information**
- Detailed chart and data on various demographic aspects such as race, ethnicity, languages spoken, etc.

**How to Use This Asset Map**
- Instructions on how to effectively utilize the map for analysis or presentation purposes.

- Diagram depicts the geographical boundaries of Brooklyn Council District 38 with a focus on key areas.

- The map highlights neighborhoods such as Red Hook, Sunset Park, and others, underlining the council member responsible for the district.
HOW TO USE THIS ASSET MAP
HOW TO USE THIS ASSET MAP

Additional Demographic Data
HOW TO USE THIS ASSET MAP

Maps of:
- Educational Assets
- Services + Programs
- Neighborhood Institutions

Asset Map Key

Additional Demographic Data
### Brooklyn Council District 38 Community Assets

**List contains organizations that are in multiple categories**

**Educational Assets**

- **HEAD START AND EARLY HEAD START**
  - Brooklyn Chinese - American Assoc.
  - Project Social Care Head Start, Inc.
  - Brooklyn Chinese-American Association
  - Grand Street Settlement, Inc.
  - Brooklyn Chinese-American Association
  - Sunset Park ECC
  - Happy Dragon Children And Family Center
  - Pre-K Center At 173-177 25th Street
  - Stanley Lamm Institute Preschool
  - P.S. 506 : The School Of Journalism &
  - Star America, Inc.
  - P.S. 001 The Bergen
  - Brooklyn Chinese-American Association
  - Sunset Park Avenues Elementary School
  - Pave Academy Charter School
  - Lorraine Street
  - BA'above Worldwide Institute - Tomer Devorah
  - United Methodist City Society, The
  - The Little Brooklyn Pre-K Center
  - Okie Dokie Day Care
  - Long Xing DCC, Inc.
  - My Sunshine Kids Inc.
  - Georgia L Mcmurray Bat Kids Center
  - P.S. 015 Patrick F Daly
  - Brooklyn Chinese-American Association - Bay Ridge DCC
  - Brooklyn Chinese American Assoc.
  - Brooklyn Chinese-American Association Day Care

- **UNIVERSAL PRE-K**
  - J.H.S. 088 Peter Rouget
  - P.S. 094 The Henry Longfellow
  - South Brooklyn Community High School
  - P.S. 69 Vincent D. Grippo School
  - P.S. 172 Beacon School Of Excellence
  - J.H.S. 227 Edward B. Shallow
  - Red Hook Neighborhood School
  - J.H.S. 220 John J. Pershing
  - P.S. 295
  - The Christa Mcauliffe School/I.S. 187
  - P.S. 024
  - Pre-K Center At Bishop Ford School Site
  - P.S. 001 The Bergen
  - Magnet School Of Math, Science And Design
  - P.S. 001 The Bergen
  - P.S. 105 The Blythebourne
  - P.S. 001 The Bergen
  - P.S. 506: The School Of Journalism &
  - P.S. 506: The School Of Journalism & Technology
  - P.S. 105 The Blythebourne
  - P.S. 021 The Bergen
  - P.S. 001 The Bergen
  - Sunset Park Pre-K
  - Pre-K Center At P.S. 615 Sunset Park Avenue E5

- **PUBLIC K-12**
  - P.S. 106 Sunset Park
  - P.S. 016 Patrick F. Daly
  - The Christos Mozaffarieh School (U.S. 187)
  - J.H.S. 330 John J. Pershing
  - J.H.S. 156 Charles D. Dewey
  - J.H.S. 136 Charles D. Dewey
  - New Voices School Of Academic & Creative Arts
  - Sunset Park Pre-K
  - School Of Math, Science, And Healthy Living
  - P.S. 105 The Blythebourne
  - Sunset Park Pre-K
  - P.S. 001 The Bergen
  - Magnet School Of Math, Science And Design
  - P.S. 021 The Bergen
  - Red Hook Neighborhood School
  - J.H.S. 327 Edward B. Shallow
  - P.S. 024
  - Sunset Park High School
  - P.S. 172 Beacon School Of Excellence
  - P.S. 59 Vincent G. Griggs School
  - Sunset Park Avenue Elementary School
  - P.S. 001 The Bergen
  - Sunset Bay Community Services Inc
  - St. Joseph's Catholic Church
  - St. Augustine's Food Pantry
  - Calvary Deliverance Christian Assembly
  - Bronx Jewish Community Council,, Inc.
  - Sunset Park Health Council
  - Therapy And Learning Center Inc.
  - Galapagos Center for New Americans
  - Gethsemane Baptist Church
  - Emanuel Pentecostal Faith Church

### HOSPITALS AND REHAB CENTERS

- None identified

### LGBT CENTERS AND SERVICES

- None identified

### NYCHA DEVELOPMENTS

- Red Hook East
- Red Hook West

### Service Providers

- **SHELTERS**
  - None identified

- **FOOD KITCHENS AND PANTRIES**
  - Zichron Acheinu Levy Menachem Tzion
  - Ba'alvovos Of Our Lady Of Perpetual Help
  - Torah Shabbat Of Boro Park
  - The Salvation Army Sunset Park Corps
  - Uplift Children's Lut Del Mundo, Inc.
  - Sunset Park Emergency Food Program
  - Food First, Inc.
  - Food First, Inc.
  - None identified
  - None identified

- **MENTAL HEALTH SERVICES**
  - Carla Pagan Recovery Center
  - Malakoskis Medical Center
  - Turning Point Brooklyn Inc DP
  - Lutheran Medical Center
  - Graduate Center for Mental Health, Inc.
  - NYU Lutheran Medical Center
  - Kadiriyah
  - South Bronx Medical Admin Services
  - Nano Freedom Inc
  - Resource Training Center Inc

- **COMMUNITY BASED ORGANIZATIONS**
  - Brooklyn Jewish Community Council Inc.
  - Calvary Deliverance Christian Assembly
  - National Committee For Fuerthennership Of Jewish Students
  - Galapagos Center for New Americans
  - The School For Future Leaders
  - St. Augustine's Food Pantry
  - Bronx Jewish Community Council,, Inc.
  - Sunset Park Health Council
  - Therapy And Learning Center Inc.
  - Little Bell Childcare Corp.
  - Sunset Park Children's School
  - Okie Dokie Day Care
  - The Flourishing Preschool
WHAT'S THE STORY WITHIN THE DATA?

HISTORICALLY UNDERCOUNTED COMMUNITIES
Populations the U.S. Census Bureau defines as "Hard-to-Count"

Percentage of households who returned 2010's Census via mail
Self Response Rate

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

Median Household Income

Public Transit
NYCHA
WHAT’S THE STORY WITHIN THE DATA?

Council District 38
• Red Hook
• Sunset Park
• Borough Park
• Windsor Terrace
• Dyker Heights
• Greenwood Heights

HISTORICALLY UNDERCOUNTED COMMUNITIES
Populations the U.S. Census Bureau defines as "Hard-to-Count"
START WITH A DATA POINT

Begin with any data that seems like a strong leverage point!

27% of Residents have limited to no Internet access

INTERNET ACCESS

11,607 people have no Internet access

No Internet: 5%
Limited Internet: 22%
Internet Subscription: 73%

Takewon:
Partner with libraries, schools, and other internet access points
BUILD YOUR DATA STORY
Relate your data with other demographic information about residents

**RACE & ETHNICITY**
- 35% of residents identify as Asian
- High Asian and Latinx Population

**ENGLISH PROFICIENCY**
- 34% of households have limited English proficiency
- 1/3 of the population has limited English

**TOP SPOKEN LANGUAGES**
- Spanish, Chinese, and Yiddish spoken

**Takeway:**
- Diversity of many sub-groups, within Hispanic/Latinx, Chinese and Orthodox Jewish Populations.
- Language may be a barrier to communication.

**Question:**
- What are the cultural and language barriers that these groups face to complete the census?
# Community Asset List

Identify community assets to reach these populations in their day-to-day needs.

## 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.

## Spanish Speaking Population

- Religious organizations?
- Immigrant organizations?

## Chinese Speaking Population

- Communal gatherings spaces
- Parks? schools? community centers?

## Orthodox Jewish Population

- Trusted community organizations?
Pinpoint New Information

Recognize what other information is needed for expand these asset maps!

This is not an exhaustive list of assets + community organizations!

• Who are the trusted community leaders for each population?
• What organizations give services to these populations?
• What places in the neighborhood do they gather in?
• Are there any local trusted businesses they shop at?
ASSET MAP ACCESS

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
THANK YOU