

Coalition for the Improvement of Bedford-Stuyvesant (CIBS)



April 2011

Bed-Stuy: Be Heard! Be Counted! 2010 Census Progress Report

CIBS Community Outreach Efforts | March to June 2010



Introduction

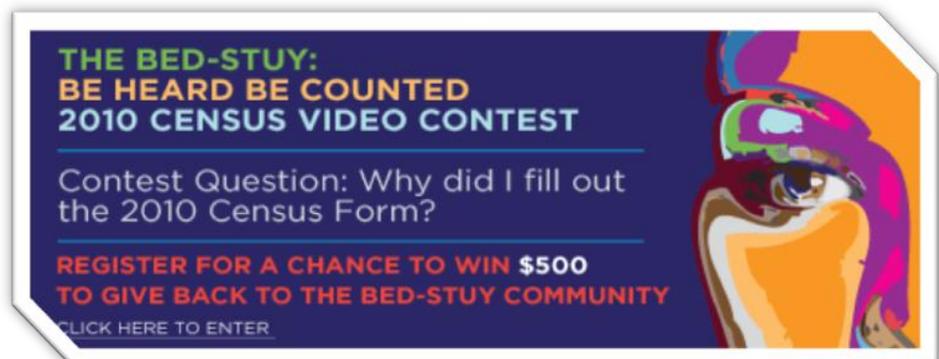
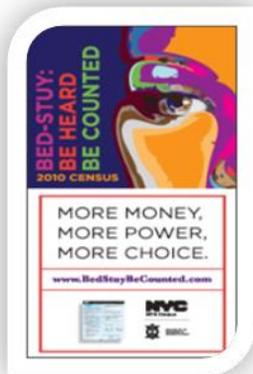
The Coalition for the Improvement of Bedford-Stuyvesant (CIBS) was among 35 grassroots organizations located in neighborhoods with historically low Census response rates to be awarded a program planning grant from the **2010 Census Funders NYC Initiative**, a partnership of New York Community Trust, the New York Foundation and the NYC Census Office for a total of \$25,000. The **Citizens Committee for New York City** gave additional seed funding to support CIBS' outreach efforts for a total of \$2,750.

In 2000, the Census response rate for Bedford-Stuyvesant averaged slightly over 40%, compared to 55% for New York City overall. CIBS challenged community residents to complete and mail back the 2010 Census form in an effort to increase participation rates by 15% to reach the 2000 citywide average (55%). To make this goal a reality, award monies were used to launch a three-pronged outreach education campaign titled, **Bed-Stuy: Be Heard! Be Counted!**

Campaign Goals

Campaign Branding

CIBS developed, with the assistance of Ashay Media Group, a creative design that included the tag line of **Bed-Stuy: Be Heard! Be Counted!** which was displayed prominently on posters, palm cards, a mini-website (www.bedstuybecounted.com), Facebook and Twitter pages.



Campaign Outreach

CIBS hired four experienced community organizers, all residents of Bedford-Stuyvesant, to canvass almost the entire community by means of targeted outreach to neighborhood block associations (*30 in total*), houses of worship (*42 in total*), schools (*six in total*), and community facilities (*four in total*) to spread the importance of an increased local Census uptake. Armed with **Bed-Stuy: Be Heard! Be Counted!** posters and flyers, the core team of Bed-Stuy Census organizers spent 545 hours dedicated to augmenting the neighborhood response rate through direct resident outreach education.

In addition, a fifth community organizer was hired to serve an outreach street team leader to manager a six person cohort of NYC Justice Corp, a young adult re-entry program housed at Bedford Stuyvesant Restoration Corporation. The Bed-Stuy Justice Corps members conducted outreach to spread the **Bed-Stuy: Be Heard! Be Counted!** message to the local business communities. A total of 150 hours were spent outreaching to over 400 business establishments across seven commercial corridors. A significant number of businesses prominently displayed the **Bed-Stuy: Be Heard! Be Counted!** posters and flyers in their storefront windows.

Campaign Awareness | Media Placements and Ad Buys:

CIBS hired the public relations firm, Pauline Barfield Associates to develop a community wide media awareness campaign targeted to all of Bedford-Stuyvesant. Our most successful media placements included:

- **Our Times Press:** feature article on the impact of Census dollars on the Bed-Stuy community
- **Bed-Stuy Blog:** weekly posting urging residents to participate in a complete Census count
- **One Caribbean Radio:** interview debunking the myths of how Census information is used
- **KISS FM:** interview highlighting Bed-Stuy outreach efforts and importance of a complete count
- **WBLS:** interview informing residents how and why to participate in the Census count
- **Brooklyn News 12:** interview news reel produced and aired highlighting the NYC Justice Corp efforts
- **You Tube:** promotional awareness video shot and produced by NYC Justice Corp cohort members
- **Facebook:** postings done on a bi-weekly basis covered multiple topics on the importance of a complete count

Campaign Awareness | Public Events:

CIBS partnered with multiple institutions across the community to host public events to increase neighborhood awareness of the Census count. Our most successful public events included:

- Commemoration of the release of the 40th anniversary edition of ***Unbought & Unbossed* by Shirley Chisholm**
 - **Program:** panel discussion included correlations between increasing political power and resources through an uptake in local Census counts
 - **Date/Location:** held on April 12, 2010 at the Billie Holiday Theater located at Bedford-Stuyvesant Restoration Plaza
 - **Number of Participants:** approximately **250** participants; all received Census campaign literature and messaging
- Bed-Stuy “Yes We Count” hosted by the **Brooklyn Branch of the NAACP**
 - **Program:** community education outreach forum with onsite Census enumerators available to assist residents in filling out their individual forums
 - **Date/Location:** held on March 20, 2010 at Boys & Girls High School in Bedford-Stuyvesant
 - **Number of Participants:** approximately **400** participants; all received Census campaign literature and messaging
- “Census Awareness Day” hosted by the **Brooklyn Chapter of the Delta Sigma Theta**
 - **Program:** community education outreach event with volunteers on hand to speak to the importance of a complete count
 - **Date/Location:** held on February 27, 2010 at Bedford-Stuyvesant Restoration Plaza
 - **Number of Participants:** approximately **80** participants; all received Census campaign literature and messaging

Campaign Outreach Targets

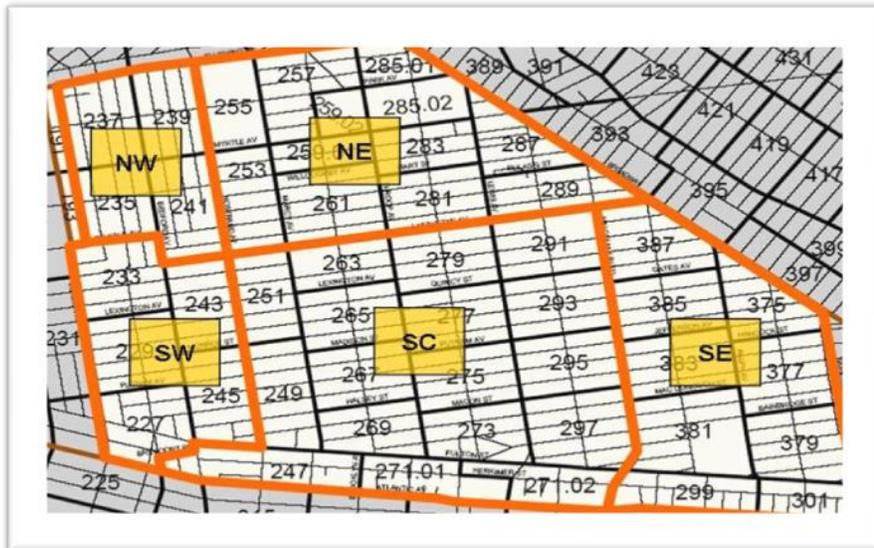
Outreach Strategy -- 47 Census Tracts for Brooklyn CB3

CIBS canvassed almost the entirety of Bedford-Stuyvesant, Brooklyn Community Board 3, situated between Flushing Avenue to the North, Broadway and Saratoga Avenues to the East, Atlantic Avenue to the South and Classon Avenue to the East. Overall outcomes of the six-week outreach initiative proved to be an effect approach for Census awareness and education. However, the most significant obstacle of the Campaign was canvassing the entirety of Bedford-Stuyvesant, a fairly large geographic area representing 47 US Census tracks.

CIBS divided the neighborhood into five sub-areas (as detailed in the chart and map below) to customize outreach efforts in order to reach all of Bedford-Stuyvesant. In the 2000 Census, the North-East (NE) sub-area that bounds the neighborhood's largest public housing developments had the highest response rate (61% compared to a 40% average). Given the high probability that the NE sub-area would reach an equal or greater rate of response for the 2010 Census, it was deemed that the efforts of CIBS should be concentrated elsewhere. Within the remaining four sub-areas, CIBS carved out individual outreach strategies to most effectively and efficiently engage clusters of residents based upon accessibility (i.e. – personal dwellings) and proximity to public facilities and local institutions.

Chart - Bedford-Stuyvesant: Census track sub-areas

- **Sub-Area North West (NW):** composed of four tracks encompassing Flushing-Nostrand-Dekalb-Classon
- **Sub-Area South East (SE):** composed of nine tracks encompassing Malcolm X-Lafayette-Broadway-Atlantic
- **Sub-Area South West (SW):** composed of five tracks encompassing DeKalb-Nostrand-Atlantic-Classon
- **Sub-Area South Central (SC):** composed of 17 tracks encompassing Lafayette-Nostrand-Atlantic-Malcolm X
- **Sub-Area North East (NE):** composed for 12 tracks encompassing Nostrand-Flushing-Broadway-Lafayette



Map_ Bedford-Stuyvesant: Census track sub-areas

Campaign Outcomes

2010 Census Response Rate for Bedford-Stuyvesant Totaled 50 Percent

FINAL COUNT

At the conclusion of the 2010 Census count, Bedford-Stuyvesant surpassed the 2000 Census community response rate of slightly 40 percent to reach a 2010 Census community response rate of **50 percent** or an additional 10 percentage points. The population resident count increased by nearly 11 (10.9) percentage points or by 13,163 residents – for a grand total of 134,217 residents counted in Bedford-Stuyvesant.

Outcome Analysis

Given the fairly large geographic area of Bedford-Stuyvesant representing 47 US Census tracks, CIBS analyzed the Census response rate per neighborhood sub-area. Outcomes are as follows:

- **Sub-Area North West (NW):** 52%
- **Sub-Area South East (SE):** 47%
- **Sub-Area South West (SW):** 48%
- **Sub-Area South Central (SC):** 46%
- **Sub-Area North East (NE):** 57%

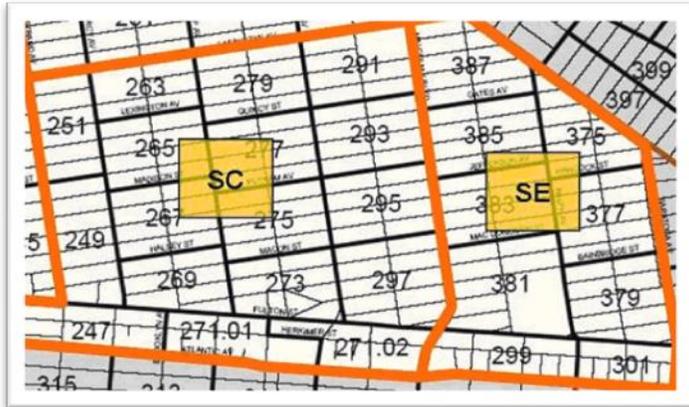
Additionally CIBS analyzed the Census uptake among the developments managed by New York City Housing Authority (NYCHA) in Bedford-Stuyvesant. The response rate per NYCHA development is as follows:

- **Marcy** (Census Track 255): **78%**
- **Tompkins** (Census Track 259.02): **74%**
- **Sumner** (Census Track 285.02): **78%**
- **Lafayette** (Census Track 233): **55%**
- **Armstrong** (Census Track 251): **51%**
- **Vernon** (Census Track 283): **56%**

Map_Census tracks_NYCHA developments



Map_Census tracks_Brownstone community



NYCHA Developments:

The North East (NE) sub-area encompasses the three largest NYCHA developments in Bedford-Stuyvesant: **Marcy, Tompkins and Sumner**. It boasts the highest sub-area response rate of **57%** in the neighborhood, with both Marcy and Sumner developments topping as the Census tracks (255 and 285.05) with the highest response rates of **78%** respectively.

Bed-Stuy Brownstone Community:

The South Central (SC) and South East (SE) sub-areas encompasses the brownstone community of Bedford-Stuyvesant including the **Stuyvesant Heights Historic District** roughly bounded by Macon, Chauncey, Decatur Streets, Tompkins and Stuyvesant Avenues. These sub-areas have the lowest response rate in the neighborhood, with totals equaling **46%** and **47%** respectively.

What can CIBS learn from this analysis?

CIBS will explore why such neighborhood discrepancies exist. We will take a look at local demographics, community access, and resident civic engagement. Future reports will provide more detailed analysis and research findings.

Comparison Counts

As a whole, New York City experienced a six percent increase in the overall Census response rate. Correspondently, Brooklyn experienced an uptake across the borough as well. CIBS selected the following Brooklyn neighborhoods to compare response rates:

	Brownsville	Bushwick	Crown Heights	East New York	Brooklyn	New York City
2000	50%	51%	44%	44%	52%	60%
2010	57%	56%	55%	53%	58%	63%

What can CIBS learn from this analysis?

CIBS will explore neighborhood demographics and trends of Brownsville, Bushwick, Crown Heights and East New York to understand the similarities and differences compared to Bedford-Stuyvesant.

CIBS Acknowledgments

CIBS wishes to grant special thanks to the following partners and staff dedicated to the outreach and education efforts:

- **Pauline Barfield & Associates**, Press and Media Relations
- **Ashay Media Group**, Creative Design
- **CIBS Organizers**: Jedidah Baptiste, Greg Smith, Deborah Maitalin, Tocuma Williams, & Vincent Haynes
- **Bedford-Stuyvesant Restoration Corporation** and the **Bed-Stuy Justice Corp**