BROOKLYN! COMPLETE THE CENSUS

At 54%, Brooklyn’s Census response rates are the LOWEST of all boroughs

It’s up to YOU

What we stand to gain

What we stand to lose
MAKE BROOKLYN COUNT!

The message has been constant and the message has been clear: But the clock is winding down and the message is now dire: Every New Yorker MUST complete the Census. And every Brooklynite must be sure to be counted!

With the deadline for completion now moved up to September 30th, the sprint toward the finish line is now a mad dash for every resident to take 10 minutes to fill out the questionnaire. According to the CUNY Mapping Service’s Census tracking project, as of August 31st, the response rate in New York State was 61 percent, New York City’s was 58 percent, and Brooklyn trailed every other borough with a mere 54 percent rate of response. We can — and we must — do better.

How the Federal government distributes funds for services such as education, health care, infrastructure, transit, and scores of social welfare programs, including housing assistance, Medicaid, and maternal wellness, are determined by the Census count. The lines drawn to determine electoral districts at the congressional, state, and local levels also come from the Census tally. So, the catastrophic effects of an undercount this round will be felt for the next decade, when the next count will take place.

The stakes of scoring a complete count have never been higher. In addition to the devastation wrought by the pandemic, still raging throughout our country and the globe, the disparities regarding the availability of quality goods and services that it magnified throughout this state became glaringly stark. Of the government’s $1.5 trillion allotment for states’ needs, New York reportedly receives more than $73 billion annually in Federal funds to run more than 50 of its programs. Without a complete and accurate Census count, the Federal government will be blind as to exactly how much communities need, based on their populations. Everything from how many first responders a community has, to the amount of services made available for its schools, roads, bridges, and more hangs in the balance of accurate Census results.

If you have already completed your Census questionnaire, thank you. If you have not, there is still a little time to answer the call. There is not a race that Brooklynites enter that they cannot win. This race to the finish is no different, and it’s not one we can afford to lose. The very future of our borough depends on you to make Brooklyn count!

Visit 2020Census.gov for further information and links to different ways to respond.

—Eric Adams
THE NEXT 10 YEARS ARE IN YOUR HANDS

Not in NYC but still a New Yorker?

You must fill out your census form now using your NYC address.

my2020census.gov

Your family counts!
The census is about the future of our families. If we don’t fill it out, it’s like we don’t exist.

Fill out the census before September 30:
my2020census.gov

WHY DOES THE CENSUS MATTER?

Because New York has lost 40% of its seats in Congress in 70 years.

Fill out the census before September 30 so we keep the power that is rightfully ours.
www.my2020Census.gov

WHY DOES THE CENSUS MATTER?

Because NYC has lost 20 hospitals in 20 years.

Fill out the census before September 30 so we have the health care we need.
www.my2020Census.gov
AROUND BROOKLYN

BROOKLYN TOGETHER:

(top left) BP Adams held a press conference at SLT Women’s Fitness Studios in support of fitness centers reopening throughout NYC after forced closures resulting from COVID-19

(middle left) BP Adams met with an 89-year-old victim of an unprovoked fire attack in Benshonhurst

(bottom left) BP Adams met with Lebanese residents and clergy at BBH in a show of solidarity in response to the devastating Beirut explosion

(bottom right) BP Adams partnered with Zip Code BK for a community book bag and food giveaway in East Flatbush
ONE BROOKLYN:

(top right) BP Adams addressed celebrants at a Pakistani Independence Day festival in Kensington

(middle right) BP Adams welcomed representatives from Seoul Business Agency to Brooklyn Borough Hall to thank them for their generous donations of PPE to Brooklyn residents and workers throughout the COVID-19 pandemic

(bottom) BP Adams partnered with the Lions Club, UA3, elected officials, and other community advocates to distribute fresh fruit and veggies to residents in Sunset Park
SUPPORTING AND GROWING AS ONE:

(top left) BP Adams helped spread the message of love at the LoveFest Against Hate at First Spanish United Methodist Church in Spanish Harlem

(middle) BP Adams hosted a “new normal” rally at Brooklyn Borough Hall to express concern over the climate crisis. The shoes represent those attending the rally virtually due to COVID-19 social distancing mandates

(bottom left) BP Adams joined the Prospect-Lefferts Garden Unity Walk

(bottom right) BP Adams lent his support to the family of slain shooting victim Yusuf Hawkins through the unveiling of a mural commissioned in his honor and the launch of a petition for a street co-naming on the street where he lived in Bedford-Stuyvesant
MORE THAN COMMUNITY — FAMILY:

(top right) BP Adams presided at the Christopher Ross gun violence vigil held on the Lincoln Terrace Park handball court where Ross innocently became a victim to gun violence

(middle right) BP Adams stood with street vendors in Times Square seeking inclusion in NYC’s recovery relief plans by expanding the availability of food vendor permits, creating an office of street vendor enforcement, and establishing a street vendor advisory board

(bottom left) BP Adams visited homeowners in Dyker Heights to call for improved resiliency planning in the aftermath of damage caused by Tropical Storm Isaias

(bottom right) BP Adams spoke in support of an end to perpetual punishment with Fair Chance Next 100 CSSNY at a commemorative mural in Bedford-Stuyvesant
Please click on the links below to learn more about BP Adams’ efforts to provide relief and services during the COVID-19 pandemic.

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August 6, 2020
**BP Adams Statement on US Census Bureau Decision to Cut Short Its 2020 Count**

August 10, 2020

August 11 2020
**As Homeowners Continue to Struggle from Devastation of Tropical Storm Isaias, BP Adams and CM Brannan to Stand In Front of Downed Tree to Demand Reforms, Including Burying Power Lines and Loosening Regulations Around Tree Maintenance**

August 12, 2020
**BP Adams Statement on City Hall’s Threat of Major Municipal Layoffs**

August 12, 2020
**As Schools Prepare to Reopen, BP Adams Announces Partnership with Seoul, Korea Business Agency, Chambers of Commerce to Provide Brooklynites with PPE and Educational Tools to Assist Students**

August 13, 2020
**Blood Drive Held In Partnership with Borough President Adams, Assembly Member Simon, and New York Blood Center Could Save More Than 600 Lives**

August 16, 2020
**Amid Record Unemployment and Ongoing Threat of Recession, BP Adams Partners with Y&N – Gree Commercial USA to Bring Virtual HVAC Training to New Yorkers**

August 16, 2020
**BP Adams Statement On Summer Surge in Gun Violence Throughout City**

August 17, 2020
**As Conversation About Racial Justice Extends Beyond Policing, Next100, BP Adams, Elected Officials Unveil New Brooklyn Mural Calling to #EndPerpetualPunishment That Deepens Inequities**

August 18, 2020
**BP Adams, State Senator Felder, AM Eichenstein, CM Yeger Call on DSNY to Withdraw Summons Issued to Homeowners at Height of Covid-19 Pandemic**
It has become increasingly clear that a herculean effort is going to be needed to ensure that residents and businesses remain safe and economically whole throughout the COVID-19 crisis. The Office of the Brooklyn Borough President has been active in advocating for and advancing policies to do just this, including:

• Stood with other elected officials and advocates to call for the restoration of $9 million to support community schools

• Called for a sustained universal testing program that offers easily-accessible tests for infection to whomever wants them, easy access to free PPE, and constant monitoring of surfaces throughout the city

• Called for utilizing empty office spaces to create affordable housing and live-work communities.

• Opened the Jay Street busway and called for the additional dedicated bus lanes and infrastructure across the borough

• Along with Council Member Ritchie Torres, called for an investigation into a possible NYPD work slowdown

• Called for the postponement of lien sales until the pandemic is over

• Established Brooklyn Borough Hall as an official Narcan distribution site

• Called for gender equity when reopening businesses, including fitness classes which are overwhelmingly frequented by women

• Called on Governor Cuomo to sign a bill ending live animal markets near residences. The governor signed bill S6252/A8009 to this effect

• Testified in front of the USDA on healthier nutrition/dietary guidelines for food and to prioritize health over profits

• Sponsored an information session on Solar Power in partnership with Solar1

• Called for better access to healthy food in neighborhoods heavily hit by COVID. City Hall and the Taskforce on Racial Inclusion and Equity announced new Get the Good Stuff initiative to do that, with meal deliveries and online shopping availability

• Promoted workforce development trainings in HVAC and green technologies through NYSERDA Clean Heating and Cooling grants and partnerships with training companies

• Secured State funding in 2019 that is now part of the Downtown Brooklyn Public Art and Placemaking Fund

• Called for a moratorium sign inspection fines. City established a no penalty sign inspection program for small businesses after our calls for no more unnecessary sign fines

• Called for the passage of ballot drop box legislation, so that USPS is not overwhelmed by increased voting by mail activity
YOU ARE NOT ALONE

For specific COVID-19 inquiries, click here.

To help feed First Responders, click here.

For all other inquiries, email askeric@brooklynbp.nyc.gov or call 718.802.3700

For real-time updates, follow:
Facebook: BKBoHoHall
Twitter: @BKBoHoHall
Instagram: @BKBoHoHall

Sign up for e-blasts here. Spanish e-blast updates, click here.

#BrooklynStrong

Photos and graphics courtesy of Brooklyn Borough Hall.