



2020
Census

COMMUNITY LEADERS CAN HELP NEW YORK COUNT!

An accurate 2020 Census count is critical to ensuring New York's influence in Congress and protecting our fair share of federal funds for education, health care, community services and economic development – more than \$53 billion dollars each year!

➤ RAISE AWARENESS

Talk about why the Census is important in your community. As a *trusted voice*, you can educate people about the Census and encourage responses to Census surveys.

➤ FORM A COMPLETE COUNT COMMITTEE

A Complete Count Committee (CCC) is a volunteer committee established by local governments and community leaders to increase awareness about the census and motivate residents to respond. CCCs can help promote the Census through educational campaigns, social media and special events.

➤ IDENTIFY AND REACH OUT TO “HARD TO COUNT” GROUPS

Your community may include people who are traditionally undercounted –children under 5, seniors, immigrants, and low-income households. Develop plans to reach those households and address their barriers to response, such as limited English proficiency or difficulties accessing/navigating the internet, which may lower the Census count. <https://www.censushardtocountmaps2020.us/>

➤ HELP WORKERS FIND CENSUS JOBS

The US Census Bureau is planning to hire temporary workers to conduct the Census. Community residents looking for seasonal jobs may include seniors, students and others who are currently working part-time. Some individuals may need help with on-line job applications. For more information, including current openings: www.census.gov/about/regions/new-york/jobs/new-york.html

➤ IMPORTANT: CENSUS RESPONSES ARE CONFIDENTIAL

All information collected during the Census is required to be kept *strictly confidential by law* and cannot be shared with any other federal, state or local agency.

More Information: www.ny.gov/census2020

Questions or to Sign up for Updates: localgov@dos.ny.gov / 518.473.3355

Why are Children Missed in the Census?

Children, particularly those under the age of five, tend to be undercounted in each decennial census. There are many reasons for this but primarily it is due to the fact that young children are more likely to live in households at risk for being hard-to-count. For example, young children are more likely than individuals in other age groups to live in:

- large households
- communities with high poverty
- families that frequently move around or live in rental housings
- multigenerational families or in homes where the head of household is not a parent
- households where no one responds to the census



What's the Cost?

An accurate count of children in each community is critical to the amount of funding communities receive for programs that serve children and their families. It is estimated that New York state receives approximately **6.7 billion dollars** annually for such programs that include:

- **State Children's Health Insurance Program (SCHIP)** provides subsidized insurance to children of the working poor through federal grants to states
- **Special Education Grants (IDEA)** provides grants to states to assist them in ensuring a free public education environment that will allow children with disabilities to thrive
- **Head Start** provides grants to local public and private nonprofit and for-profit agencies to provide child development services to economically disadvantaged children and families
- **Foster Care** helps to provide safe and stable out-of-home care for children until they are safely returned home, permanently placed with adoptive families, or placed in other planned arrangements for permanency
- **Child Care and Development Fund** assists low-income families, families receiving temporary public assistance, and those transitioning from public assistance in obtaining child care so they can work or receive training and education

Learn more at:

@NYSCCF	BIT.LY/NYCENSUS2020
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WHY IS THE CENSUS NEEDED?

 OUR DEMOCRACY <small>Determines the number of seats in the House of Representatives and electoral votes. Also used for redistricting.</small>	 PUBLIC POLICY <small>Determines federal assistance to state and local governments.</small>	 OUR ECONOMY <small>Used to develop business plans and establish new businesses. Helps determine need for and location of community services.</small>
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