



**2020  
Census**

## **LOCAL 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!

### **LESS THAN 30 DAYS TO “LUCA” DEADLINE**

Many municipalities and counties have taken a leadership role in verifying residential addresses to prepare for delivery of Census count surveys. Ensure planning departments are on track and have resources to complete review.

#### **➤ 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.

#### **➤ 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/>

#### **➤ KEY MESSAGE: CENSUS DATA AND RESPONSES ARE CONFIDENTIAL**

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

More Information: [www.ny.gov/census2020](http://www.ny.gov/census2020)

Questions or to Sign up for Updates: [localgov@dos.ny.gov](mailto:localgov@dos.ny.gov) / 518.473.3355