

NEW YORK CITY NEEDS YOU TO GET COUNTED!

What is the census?

The census counts **every person** living in the United States.

It only happens **every ten years**.



The census determines:



Hundreds of billions in federal funds for public education, health care, affordable housing, infrastructure, and more.



The number of seats New York has in Congress.



How we make important decisions about local policy, emergency services, transportation, health care, and more, based on accurate data.

THE CENSUS IMPACTS OUR FAIR SHARE OF HUNDREDS OF BILLIONS FOR:



The Children's Health Insurance Program (CHIP), education, teachers, supplies, and afterschool programs, including for children with special needs and those in low-income households.



Adult education, job training programs, including priority services for veterans, foreign-born, disabled, and justice-involved New Yorkers.



Senior center upgrades and programming, including meals.



Affordable housing assistance (Section 8), maintenance, repairs, and improvements.

That's why we need all New Yorkers to get counted.

When you respond to the census, you shape the future of our communities.

In 2010, only **62%** of New Yorkers self-responded to the census, way below the **76%** national average.

If more New Yorkers respond in 2020, we will see more money for our schools, for health care, and for the programs and services we rely on every day.



What does the census ask?

- ✓ How many people are living or staying at your home
- ✓ Their sex, age, race, and ethnicity
- ✓ Whether your home is owned or rented
- ✓ Your home address

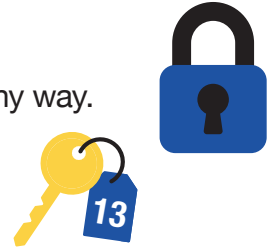


The 2020 Census does ***NOT*** ask about your:

- ✗ *Immigration or citizenship status*
- ✗ *Income*
- ✗ *Social Security Number*

Your information is safe!

- 🔒 All responses are confidential, protected by law, and cannot be used against you in any way.
- 🔒 By law, the Census Bureau cannot share any information with other government agencies, including law enforcement.



Penalties for breaking this law include up to five years in prison and \$250,000 in fines.

How is New York City preparing for the census?

In 2019, the de Blasio Administration launched **NYC Census 2020**, a first-of-its-kind census organizing initiative to ensure a complete and accurate count of all New Yorkers in the 2020 Census. This program features:

- ➔ The NYC Complete Count Fund, supported by de Blasio Administration and City Council funding, invested \$19 million in census education and mobilization through the community-based organizations that New Yorkers know and trust.
- ➔ Agency partnerships that will tap into the power of the City's 350,000-strong workforce and the city's major institutions, including libraries, hospitals, and faith-based, cultural, and higher educational institutions.
- ➔ A City-led "Get Out the Count" field and marketing campaign. Volunteer in your neighborhood: nyc.gov/census

When does the census start?

MARCH 12, 2020



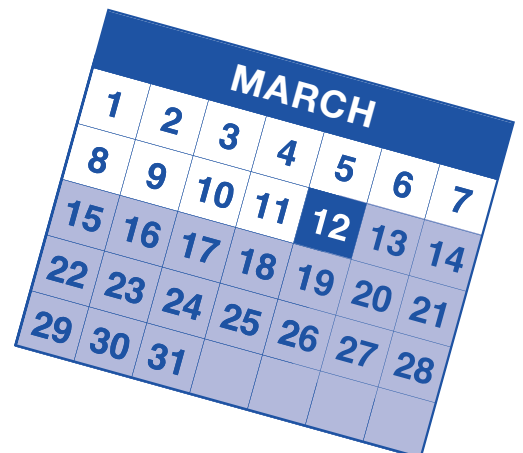
For the first time, you will be able to complete the census online, by mail, or by phone, in multiple languages.



Check your mailbox for information from the Census Bureau on how to fill out the form.



Every NYC public library branch and many trusted community-based organizations will also provide assistance in filling out the form.



Learn more:
nyc.gov/census