

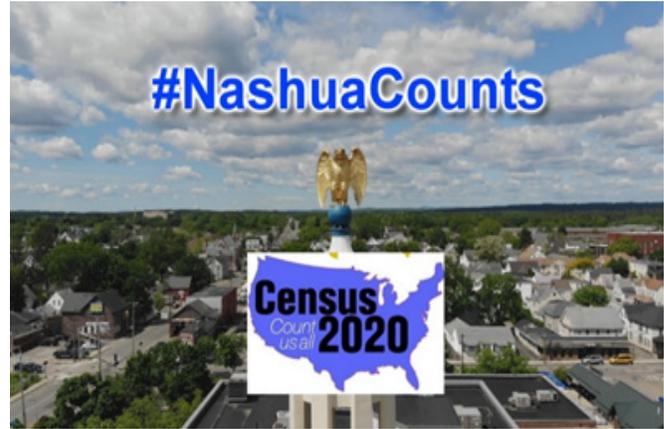


PARTNERSHIP COMMUNITY

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Mayor Jim Donchess, Nashua, N.H., urges his constituents to participate in Census 2020, in a locally CCC-produced PSA.



Aerial image of the top of City Hall in Nashua, N.H., taken from a locally CCC-produced PSA, communicating an important Census 2020 message.

Nashua Mayor Jim Donchess Produces Census 2020 PSA

By: Yara McSweeney • New Hampshire

The Granite State's Gate City—Nashua, New Hampshire—through its Complete Count Committee (CCC), headed by Mayor Jim Donchess, began work on a locally produced Public Service Announcement (PSA) video to be aired over the community's cable television channel. The CCC's media subcommittee, led by the Mayor's Communications and Special Projects Coordinator, Kerry Miller, recorded footage for the PSA throughout the city, some of which includes aerial scenes taken with a drone. The video showcases neighborhood schools, community leaders, the rich diversity of residents, and features the Mayor himself, conveying the importance of the 2020 Census! In the video, Mayor Donchess encourages his residents to apply for the available job opportunities on the [Census 2020 Jobs](#) website. In addition, he communicates the message that "Nashua is Counting" on all its citizens to respond to the census!

The filming of the PSA was completed in early June and the CCC showed the final product at its Census Solutions Workshop that took place on Thursday, June 13. They also plan on making it available on the city's YouTube channel so everyone can share it on various social media platforms! To view the video, click [here](#). ▣

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San Sebastian, Puerto Rico Complete Count Committee Heralds 2020 Census

By: Adelina Reynoso Acosta • Puerto Rico

The town of San Sebastian in Puerto Rico is the home of the picturesque Gozalandia Waterfall, also known as the Secret Waterfall. While the Gozalandia Waterfall may be one of San Sabastian's best kept secrets, the upcoming 2020 Census is known everywhere. Near this bucolic setting, in the Municipal Building, on June 10, members of the newly formed San Sebastian Complete Count Committee (CCC) came together to train and work on identifying hard to count populations. Their purpose was to create an action plan that would inform residents of the upcoming 2020 Census and assure them that their participation in the Census is safe, easy and important. The CCC partners began creating an action plan to address each municipalities' unique challenge for the upcoming

Census. In a presentation by the New York Region Census Center (NYRCC) Partnership Team, CCC members learned that the U.S. Census is required by Federal Law (Title 13) to protect all census data and why it's important to Puerto Rico's future to have a complete and accurate count. It's also easy to participate because for the first time in Census history, everyone will be able to respond Online, by telephone, or by mail. If there is no access to any of these technologies, a Census taker, also known as an enumerator, will come to homes to collect the same information that is included on the Census questionnaire.

San Sebastian has a significantly large elderly population, which is one reason the Census identifies it as one of Puerto Rico's hard to count areas.

Emily Ramos Varela, Vice Mayor of San Sebastian said, "We have formed a diverse CCC for the town because we want to make sure that everyone is counted, especially the elderly, which is our fastest growing population. We know firsthand the consequences of an undercount and want to do our best to have a complete and accurate count."

The Partnership Team encouraged the San Sebastian CCC to continue identifying potential resources and involve reputable organizations including healthcare institutions as well as others in their outreach efforts. To accomplish this goal, the San Sebastian CCC is hosting community events to promote the 2020 Census message and assist recruitment in areas where there is limited internet access. ■

The Lowell African Festival

By: Adriane Queiroz • Massachusetts

Several thousand African immigrants and friends from the City of Lowell, and neighboring cities in Massachusetts, New England and beyond, came together on Saturday, June 15, at the Sampas Pavilion along Pawtucket Boulevard – on the banks of the Merrimack River - to celebrate the increasingly popular Lowell African Festival.

The African festival is one of the major activities sponsored by the African Cultural Association, Inc (ACA). “We do our best to obtain representation from the entire continent of Africa,” said Levenia Furusa, president of the ACA.

The organization also knows the importance of being counted for the Census, which is why they joined the Complete Count Committee in the City of Lowell. This is a prime opportunity to engage, educate and motivate their fellow African neighbors and community members. They are excited to learn techniques that will help overcome barriers relating to hard to count communities and provide the opportunity to positively impact a complete and accurate count.

The ACA provides Africans living in the Merrimack Valley and Greater Boston areas a means to come together to address common issues, discuss opportunities, and community concerns. They are a committed group of leaders partnering with the U.S. Census Bureau. The most interesting aspect of the upcoming 2020 Census for their community is Title 13. [Title 13](#) is the confidentiality law that provides protections to individuals and businesses and ensures that private information is never published. It is against the law to disclose or publish any private information that identifies an individual or business and the U.S. Census Bureau firmly upholds this oath.

During the event, the U.S. Census spoke about the wonderful opportunities to work locally during the 2020 Census and the available job opportunities. Representatives from the Census were able to communicate with festival attendees from various countries including Cote D'Ivoire, Zimbabwe, Liberia, Congo, Kenya, Algeria, Nigeria, and Sierra Leone letting them know that there is a huge need to employ people locally and to reflect the diversity of the community. These efforts will ensure all residents are properly informed about the importance of the 2020 Census and that everyone counts. ■





Massachusetts Center for Native American Awareness

By: Anne Williams • Massachusetts

The Massachusetts Center for Native American Awareness (MCNAA) welcomed the 2020 Census Bureau at their Summer Moon Pow-Wow, which took place at the end of June. Hundreds of attendees enjoyed educational workshops, storytelling, Inter-Tribal dance demonstrations and an educational dance presentation by the Kalpulli Huehuetlahtolli Axtex Dancers. Many people stopped by the Census table to learn more about job opportunities and discuss matters of importance in their communities. MCNAA was founded in 1989 to assist Native American residents with basic needs and educational expenses and to increase public understanding and awareness about authentic Native American history and culture. For more information visit www.mcnaa.org. ▣



Census Job Recruiting is Booming at 2019 Montclair Fireworks!

By: Barbara Brown • New Jersey

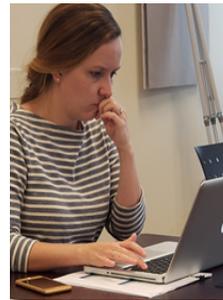
The Township of [Montclair](#), Essex County New Jersey held its Fourth of July Fireworks celebrations at the [Yogi Berra Stadium](#) on the campus of Montclair State University. Montclair was thrilled to welcome the U.S. Census Bureau to their 2019 Firework festivities. Commissioned on extremely short notice, just 8 days following the formation of the Montclair NJ CCC, the Partnership team was able to turn the traditional Independence Day celebration into a terrific event for 2020 Census jobs recruitment and education outreach. The Census team locations were strategically situated inside the stadium at the front gates and near the food and

beverage concessions, perfect to capture the attention of attendees as they entered the park. The staging included a bold, blue pop-up tent and various Census “jobs” signage with the www.2020Census.gov/jobs URL proudly displayed, which drew attention to the Census presence. Onsite for several hours preceding the fireworks display, the U.S. Census Partnership team engaged visitors of all ages and distributed more than 450 Census 2020 flyers and postcards to the celebrants.

Staging and event planning at Yogi Berra Stadium was coordinated through the Partnership Office of the [New Jersey Jackals](#), an American professional baseball team based at the Yogi Berra Stadium. Montclair NJ CCC hopes to leverage the partnership with the New Jersey Jackals for future engagements, reaching thousands of attendees at weekly baseball games and other stadium events including scout sleepovers, birthday parties and fundraisers. In addition to providing a forum for community engagement and on-site messaging about the New Jersey Jackals, baseball aficionados can hear about the Census and related jobs opportunities through Jackals Live Radio and through a myriad of social media outlets, including via the New Jersey Jackals website, Facebook, Instagram and Twitter accounts. “The creativity of our events with the opportunity to message constituents in many and varied ways through multiple media points, are just a few reasons why the Census message is expected to resound,” says Gill Addeo, New Jersey Jackals partnership specialist.

The Montclair NJ CCC is committed to improving its Census count, and to make the 2020 Census a boom! At just 6.315 square miles, the Township of Montclair population was measured at 37,699 in the 2010 Census, which is a decline from the 38,977 in the 2000 Census. Recognizing that there is much to do in the preparation for a strong turnout at the 2020 Census, the Montclair NJ CCC is excited about the community events and creating new opportunities to share Census news. “It’s a tremendous responsibility to make sure we count all the residents of Montclair. We knew it would

be a strong start to kick off our Census outreach at the 2019 Montclair Fireworks. The Montclair NJ CCC and the New Jersey Jackals CCC are working with the U.S. Census Bureau to engage key businesses and non-profits in the area, including Montclair State University, who’s Harry A. Sprague Library has also formed a CCC and is already planning on-campus recruitment events for Montclair State University and Homecoming in the Fall of 2019. ■



Networks Expand Influence of Efforts to Promote the 2020 Census

By: Becky Hayes Boober • Maine

On June 19, Census Partnership Specialists presented to the Maine Together membership at Volunteers of America Northern New England’s office in Brunswick, Maine. Leadership from the Maine Together member organizations attended the meeting in person or via teleconferencing from Augusta during the waning hours of Maine’s legislative session.

Since Maine Together is a nonpartisan coalition of 25 organizations that value the vital role federal domestic programs play in supporting Maine’s economy and people, members were interested in minimizing or eliminating barriers to conducting a complete 2020 Census count in Maine. They shared many questions and concerns after the presentation and discussed ideas for using their collective influence to make certain everyone is counted.

Maine Together staffer Effie Craven described Maine Together as advocates for a federal budget that reflects the group’s shared vision of “healthy, vibrant, inclusive communities for Mainers of all ages and capabilities.” The group values being interconnected and

supportive of each other. It is partially funded by the National Low-Income Housing Coalition through the Opportunity Starts at Home campaign. At press time, four of the individual organizations participating in Maine Together have committed to supporting the 2020 Census by becoming Complete Count Committees (CCC). ▀



The Northwest Vermont Complete Count Committee

By: Bob Stock • Vermont

The Northwest Vermont Complete Count Committee under the leadership of Chairwoman Kathy Lavoie is ensuring a complete count for Franklin County, Vermont for the 2020 Census.

Franklin County is Vermont's most northwestern county with a mixed urban and rural population of just over 49,000. Kathy is well-aware of the challenges in gaining a complete count over such a diverse topography. To that end, she has seen that the committee is composed of community leaders from local government, regional planning, media, and interested residents. CCC Outreach efforts to the citizens of Vermont and Franklin County are already underway. The committee has also been most active and helpful in aiding Census Recruiting to successfully meet its Franklin County goals. ▀

Cambridge Forms a Complete Count Committee

By: Carly Bari • Massachusetts

The Cambridge (MA) City Manager's Office has appointed Dan Riviello and Tina Alu to co-chair the Cambridge Complete Count Committee (CCCC). Riviello and Alu led the crowd in excellent dialog on Wednesday, June 26, 2019 regarding groups in the community that may be hard to count in the 2020 Census. They began identifying concerns and challenges that the CCCC will face in the coming year. A variety of establishments in attendance were higher education institutions, community and social services organizations among many others.

Familiar topics such as distrust in the government, ensuring seniors and homebound residents are informed about the 2020 Census, and how to respond to the Census were top concerns. Another major concern involved how to reach the diverse population of Cambridge by using trusted voices. There were also several ideas on how to reach the international population of graduate students and post-doctoral residents; avoiding confusion with the state and local census which is conducted throughout Massachusetts at the beginning of every year; as well as using youth sports organizations to reach the immigrant population of the city.

While the Cambridge CCC is just getting started, the community is eager to help in the efforts to ensure a complete and accurate count for the 2020 Census. They will have no problems creating a robust CCC and cultivating several ways on how to motivate their neighbors and residents to respond to the Census. Riviello and Alu will continue to compile CCC participants throughout the summer and plan a big meeting to get the ball rolling in September. ▀



Coalition: “Digital Inclusion” Key to 2020 Census Success

By: Chris Iven • New York

For the first time in 2020, U.S. residents can complete the Census online. It’s safe, it’s easy and it yields high-quality data at a low cost. For those who have no access to the internet, the online Census is not out of reach. The Census Bureau is working with trusted partners to ensure areas of limited internet access are aware of the four methods to complete the 2020 Census online, by phone, paper, or in person.

That’s just one reason for the creation of the Central New York (CNY) Digital Inclusion Coalition, according to its co-founder, Scott Kushner. “There are so many ways that people are at a disadvantage if they have no access to the internet,” Kushner said. “The Census is our focus; it’s the first step. Our overall mission is to get all the stakeholders in the community together to do something about digital inclusion,” Kushner continued.

Syracuse, the nucleus of Central New York, is among the top 10 “Worst Connected Cities,” according to the National Digital Inclusion Alliance (NDIA), which created the list using data from the U.S. Census Bureau. Internet access is also low in rural areas near Syracuse, such as LaFayette, where Kushner serves as the Director of the LaFayette Public Library, and in nearby Tully, where co-founder Annabeth Hayes directs the Tully Free Library.

Because the Census is such a hot topic, coalition leaders decided it should be the focus of their first event. Their 2020 Census Summit, held June 12 at the Baldwinsville Public Library, drew more than 30 people. The summit included presentations by Elizabeth Burakowski, Deputy Director for New York State’s Complete Count Commission, Lauren Moore, member of the State Complete Count Commission (SCCC), Chair of the New York Library Association’s Census 2020 Task Force, and Executive Director of the Pioneer Library System. The CNY Digital Inclusion Coalition is a special interest group of the Central New York Library Resources Council. The coalition is modeled on the Finger Lakes Digital Inclusion Coalition, which Moore founded. Both coalitions are affiliated with the NDIA, which has an online “guidebook” to help communities form their own digital inclusion coalitions. For more information, visit www.digitalinclusion.org. ▣



Alfredo Aristy commits to partner with U.S. Census Bureau to promote the 2020 Census and encourage the Latino population in Bridgeport to respond.

One Partner At A Time

By: Clodomiro J. Falcon • Connecticut

Alfredo Aristy immigrated from Dominican Republic to the U.S.A. in 1989. He lived in New York for three years and later moved to Bridgeport, CT, where he currently resides. For the past 27 years Alfredo has worked for M & M Pawnshop and Check Cashing, LLC. He got his start at the company as a teller, then worked his way up to become General Manager, a position he holds today. He oversees the work at five locations, two in Bridgeport and three in New Haven, CT. They serve an average of 2,000 customers per week per store. Eighty percent are Latinos and 20% are Afro-Americans.

On June 26, the U.S. Census Partnership Team presented information to Alfredo about the upcoming decennial census. He was very receptive and fully understood the importance of the Census. Alfredo was shocked to see that many hard to count areas are in Hispanic

communities and in almost every city in Connecticut: Stamford, Norwalk, Danbury, New Haven, Meriden, New Britain, Hartford and Bridgeport.

Alfredo has strong roots in Bridgeport and is well-known, respected and considered a trusted voice in the Bridgeport Latino community. He is a member of the board of the Dominican American Coalition, the Latino Leadership Coalition, and President of the Bridgeport Domino Association. After hearing about the Complete Count

Committees and their role and available support, and how easy it is to be counted, Alfredo wanted to help. He committed to do his part to increase awareness of the upcoming Census, availability of part time jobs, and the importance for everyone to participate. He agreed to:

- Display/distribute digital materials/ads through social media/website.
- Display/distribute printed materials/advertisements.
- Encourage employee/constituent's participation.
- Identify job applicants/assist recruiting.
- Provide speaking opportunities/exhibit space.
- Serve on a CCC.
- Provide referrals.

Alfredo said, "We need to break this cycle and change as a community. Individually, people need to know that being unresponsive to the Census can negatively impact the entire community. We need to educate and motivate our people to respond to the 2020 Census, so that we get our fair share of federal funds." ■



Summer Outreach in the Bronx

By: David Matthew Beller • New York City

On Saturday, June 29, the Partnership team attended two outdoor summer festivals in the Bronx. The first event was the annual Community Board (CB) 7 Summer Festival held in Poe Park, in the Fordham neighborhood. Organized by CB 7, whom also runs a Census Complete Count Committee, this event featured over twenty organizations including all levels of government and the non-profit sector. The highlight of the event was when New York State Senator Gustavo Rivera of the 33rd Senate District made an impassioned speech about the importance of the Census, and how local community members must ensure that their voices are heard by being counted in 2020.

Later in the afternoon, the Partnership and Bronx Recruitment Team attended the annual summer block party on Burnside Avenue, in

the Morris Heights area. This block party, organized by the Census Complete Count Committee members, the Davidson Community Center and Community Board (CB) 5, featured live music, health and wellness screenings, with over 30 service providers representing government, non-profit and for-profit organizations. Davidson Community Center Executive Director Angel Caballero was elated by the turn out of community members and health providers and looks forward to continued collaboration with the U.S. Census on outreach and awareness in the West Bronx. ▣



Census Connects with Veterans at Buffalo Stand Down

By: David Jaacks • New York

On June 19, more than 1,000 current and former members of the U.S. military and their families attended the 19th Annual Buffalo Veterans Stand Down. They came to the KeyBank Center, home of the Buffalo Sabres, to learn about the Census, job opportunities, and types of assistance they qualify for because of their military service.

The U.S. Census Partnership Team spoke with hundreds of

veterans about Census jobs and the impact an accurate census count has on their community. At this Veterans Administration (VA) organized event, the U.S. Census Bureau was among 250 employers, with nonprofit organizations and other agencies in attendance. "We are here to celebrate their service every day," Kristen Weese, program manager for the VA Homeless Veterans Program in Buffalo told WIVB TV News. "But today, we wanted to create a one stop shop to honor, help and inform." ▣



Mohegan Complete Count Committee Creates a Logo!

By: Eva Bunnell • Connecticut

As the Mohegan Tribe of Indians of Connecticut prepares for the first meeting of its Complete Count Committee (MCCC) scheduled for late July or early August, it shared with the U.S. Census Bureau its newly created, Mohegan Complete Count Committee logo.

The Mohegan Tribe of Indians of Connecticut is a federally recognized Tribe with its reservation situated in Eastern Connecticut. The MCCC membership includes as its

Chair, the Tribal Council's Recording Secretary, Kathy Regan-Pyne, representatives of the Tribe's Council of Elders, Human Resources department, workforce development office, youth leadership, health department, and cultural department.

The MCCC is planning a host of activities to engage and educate tribal members, and employees of its resorts and casinos throughout the country on the 2020 Census.

The activities being planned include, publishing 2020 Census articles in the Tribe's newspaper, "Wuskuso," email blasts to enrolled Tribal members, information sharing during the Tribe's "Culture Week," a "2020 Census Party," and signage throughout the reservation and other Mohegan owned properties.

The Mohegan Tribe owns or manages eight properties throughout North America and employs nearly 20,000 people. ■



MBP Brewer Takes Pride in Showing Pride

By: Joli Golden and Nicole Yearwood • New York City

Manhattan Borough President (MBP) Gale Brewer is beloved by many of her constituents for her tireless work and commitment, which included promotion of the 2020 Census while celebrating the LGBTQ+ community during the sun-filled Pride Parade through the streets of Manhattan on June 30.

MBP Brewer was flanked by members of the census partnership and recruiting staff who proudly hoisted a 2020 Census banner as she marched and waved to supporters. It was the second of two major events where Brewer teamed up with the Census Partnership Team on highlighting an accurate count for the LGBTQ+ community.

On June 14, the Census Partnership Team was provided a table to recruit interested applicants outside the Pride Ball at the Alhambra Ballroom in Harlem. The commitment to accurately count the entire Manhattan borough started several months ago and was accented by a decision to hire Aldrin Bonilla – a veteran of the 2000 and 2010 Census and known for his efforts to help produce a record-high count in Washington Heights – as her Deputy Borough President. Her allegiance to achieving a complete count continued to grow when MBP Brewer led a contingent of community-based organizations and government representatives from New York City (NYC) on a bus trip to Providence, RI in November 2018 to learn about the state's recent Decennial Census testing results in advance of the 2020 Census. In early May, MBP Brewer welcomed U.S. Census

Partnership Specialists to brief the Manhattan Borough Board and Manhattan Borough Services Cabinet on the latest census news and efforts in the New York Region. District Managers and Board Chairs from all 12 community boards and representatives from city agencies engaged in brainstorming sessions about how to energize their communities, noting the list of challenges identified by the group, attendees provided their full support to help achieve a complete count.

June kicked into high gear with the launch of the Manhattan Complete Count Committee. Speaking to an audience of more than 50 leaders from non-profits, labor groups, business groups, and others, MBP Brewer announced a first-of-its-kind funding initiative of \$50,000 called Manhattan Counts, which will fund creative solutions to help count



historically undercounted communities in the borough. "Cities like ours, with diverse populations and large immigrant

communities, have been preparing for the census for months," said Brewer in her June 14 blogpost. "If we aren't fully counted, we'll be getting shortchanged in budgets and in Congress for years to come, so I'm looking forward to getting my hands dirty and ensuring we're doing all we can to make this the most successful census in New York City history." ■



Boston's Complete Count Committee Preparing to Get Out the Count

By: Ethel Harris • Media Specialist



Leaders from Greater Boston's grassroots and religious organizations, businesses, foundations, and legislators representing Boston's diverse neighborhoods gathered in Boston City Hall in June to launch the official 2020 U.S. Census Boston Complete Count Committee. The group will work to spread the word about the upcoming census, its safety, and the importance of a complete and accurate count.

Boston Mayor Marty Walsh addressed the group and recognized their role as people who have the expertise and knowledge in their fields and are trusted voices in their communities. "Your leadership will play a vital role in our outreach efforts, and we're confident that you will help us organize and mobilize Bostonians to ensure an equitable and accurate count," said Mayor Walsh.

Obtaining a complete and accurate count is expected to be a challenge for the city due to its high numbers of college students, renters, homeless and recent immigrant populations. According to a recent report by Boston Indicators and the Boston Foundation, Boston ranks ninth amongst the 100 largest hardest-to-count cities nationwide.

There is a lot at stake for Boston's most vulnerable residents who benefit from many of the services provided through federal appropriations based on the 2020 census statistics.

The Mayor announced he is investing \$100,000 for grants to community-based organizations for out-reach efforts. The following is a list of Boston's Complete Count Committee members:

- Colleen Flanagan, Executive Director & Co-founder, Disability Action for America
- Emily K. Shea, Commissioner, Age Strong Commission
- Marinell Rousmaniere, President & CEO, EdVestors
- Jacquelynne J. Bowman, Executive Director, Greater Boston Legal Services
- John J. Drew, President & CEO, Action for Boston Community Development
- Beth Chandler, President & CEO, YW Boston
- James O'S. Morton, President & CEO, YMCA of Greater Boston
- James E. Rooney, President & CEO, Greater Boston Chamber of Commerce
- Makeeba McCreary, Chief of Learning & Community Engagement, Museum of Fine Arts, Boston
- Rev. Laura E. Everett, Executive Director, Massachusetts Council of Churches

- Rev. David Wright, Executive Director, Black Ministerial Alliance of Greater Boston
- Rep. Chynah Tyler, Massachusetts House of Representatives, 7th Suffolk
- City Council President Andrea J. Campbell, District 4
- Kate Audette, Director of State Government Relations, Boston Children's Hospital
- Dr. Valerie Roberson, President, Roxbury Community College
- Richard J. Doherty, President, The Association of Independent Colleges and Universities in Massachusetts
- Vanessa Calderón-Rosado, CEO, Inquilinos Boricuas en Acción
- Lyndia Downie, President & Executive Director, Pine Street Inn
- Carlos Aramayo, Financial Secretary Treasurer, UNITE HERE, Local 26
- Darlene Lombos, Executive Director, Community Labor United
- Gustavo Quiroga, Director of Neighborhood Strategy & Development, Graffito SP
- Jocelyn V. Sargent, Executive Director, The Hyams Foundation

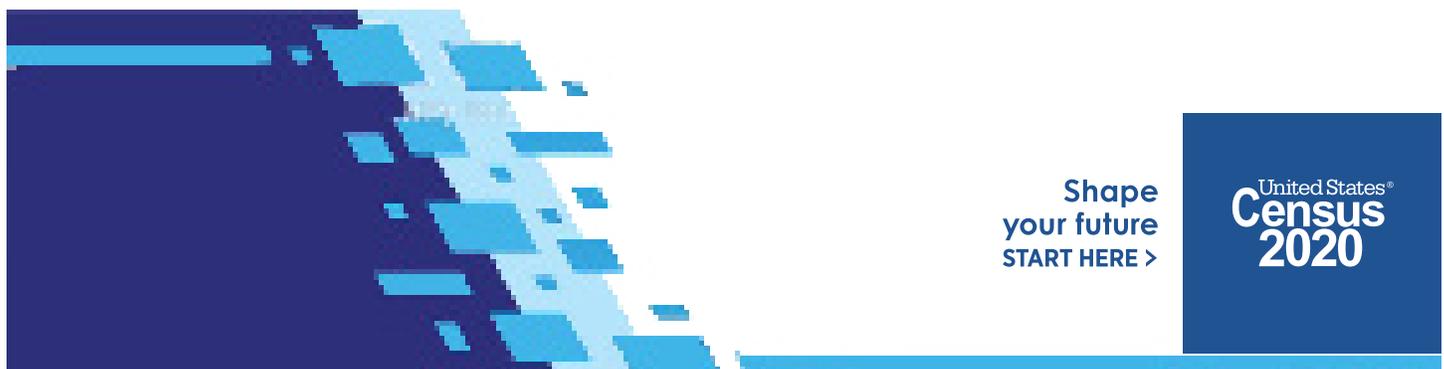
Over the summer months, Boston's Complete Count Committee members will work in assigned sub-committees to begin local outreach efforts. The subcommittees include aging and persons with disabilities, children and youth, community-based organizations, community centers, corporate and business associations, cultural institutions, faith-based organizations, government officials, health care, higher education, housing and homelessness, labor, main streets and neighborhood businesses, and philanthropic foundations.

"I am honored to serve on Boston's Complete Count Committee and to join a diverse group of leaders charged with ensuring our hardest to reach populations, including our immigrants and people of color, are counted," said Boston City Council President Andrea J. Campbell. "I look forward to exploring all available tools so that our city and all Bostonians ultimately receive the resources they are due."

"The census represents an opportunity for our communities to work towards closing inequitable disparities," said State Representative Chynah Tyler. "With an accurate census count, we can ensure that the federal, state, and local governments provide the adequate amount of assistance to address is-sues facing Bostonians, especially our most vulnerable."

"Religious communities know the worth of every person. We're excited to work with the City to ensure a complete count of every Bostonian," said Rev. Laura E. Everett, Executive Director, Massachusetts Council of Churches.

For more information on the City's outreach efforts to ensure a fair and complete count, please visit boston.gov/2020-census ■





Somalian Refugees Plan to Count

By: Joseph A. Sarzyniak • New York

The population of Buffalo, New York has been dropping since the 1950 Census, however, that trend might be reversing. At Buffalo's World Refugee Day Celebration on June 29, Mayor Byron Brown said he hopes the 2020 Census will mark an uptick in the city's

population, thanks to the city's growing immigrant and refugee population. "It's not taking anything from us," Brown said about immigration. "It's adding to our community. It's making our community stronger.

It's making our community a more attractive place and I believe, it is because Buffalo is a welcoming city."

The city is making "a robust effort" to ensure all of Buffalo's new residents will be counted in 2020, Brown said. The City of Buffalo's Office of New Americans is leading the city's CCC. "The Census is tied to federal funding, so it's

important that everyone be counted," said Jessica Lazarin, director of the office of New Americans.

World Refugee Day in Buffalo attracted hundreds of people. Census Partnership Specialists were on hand to answer questions about the 2020 Census and to encourage people to apply for Census jobs. New residents need to know about participating in the Census, said Ali Kadhum, a refugee from Iraq who founded the annual celebration. Kadhum continued by saying: "We're encouraging everyone in the community, to please share the information. We need all residents no matter their immigration status to count in 2020." ■



Mayor Spano Builds Momentum for Yonkers Counts

By: Karen Barnes • New York

On June 14, New York Region Assistant Regional Census Manager Lisa Moore and the Partnership Team joined the Mayor of Yonkers, members of his staff, and members of the City Council to announce the formation of Yonkers Counts, a Complete Count Committee for the 2020 Census. Those

in attendance included the Community Planning Council of Yonkers (CPCY), a consortium of not-for-profit organizations serving various segments of Yonkers' population, including senior citizens, immigrants, and the Yonkers school system. CPCY has formed its own CCC and the two committees are committed to working together to make sure every resident of Yonkers is counted.

Mayor Mike Spano stressed the importance of an accurate Census count and its impact on federal funding for states, and ultimately cities, as well as representation and redistricting for Yonkers. Moore, who addressed the role of the U.S. Census Bureau in supporting the 2020 Census for municipalities, also answered several questions from the press with respect to the possible inclusion of the citizenship question and whether the Census Bureau enforced the law that requires residents to answer all Census questions. "We encourage everyone to answer all the questions," Moore said. "But we are not a regulatory agency; we collect data."

Following the press conference, Moore made a presentation to the joint committees and an enthusiastic discussion ensued on how to best reach those areas of Yonkers that traditionally had a low self-response. Concern ensued for communities that have large Punjabi, Bengali and Ukrainian speaking populations. Most agreed these populations could benefit from having Census workers who speak those languages, and that census messaging could flow through events like summer youth programs and job fairs at local libraries, which will serve as hubs for Yonkers residents in need of help completing their Census questionnaire.

Yonkers is currently considered to be the 4th largest city in New York State, but Mayor Spano believes a complete count would boost Yonkers to 3rd on the list. ■

Libraries Lead the Way for a Complete Count

By: Jason T. Eastman • New York



Where broadband access and cell phone service is limited, libraries help patrons thrive. Libraries' connected computers allow people to learn new skills, manage their health and get new jobs.

In 2020, libraries will strengthen communities in a new way: enabling residents to complete the Census online. The [Southern Tier Library System \(STLS\)](#), a cooperative of 48 library outlets throughout Allegany, Chemung, Schuyler, Steuben and Yates counties in Upstate New York, illustrates how important library partners will be for the 2020 Census. According to its website, the STLS boasts 183,192 library cardholders. That's roughly 65% of the area's population.

"New York State's public libraries are uniquely positioned to assist in ensuring an accurate count, especially in our rural areas where libraries are centers of community, activity, learning, entertainment, access to information, and existing technology infrastructures to support digital access and security with friendly, trusted, and knowledgeable staff," explained Keturah Cappadonia, Outreach Consultant for STLS. "With this framework in place, public libraries are capable and very willing to do the hard work towards ensuring a complete and an accurate count."

The Census was a hot topic during STLS's Summer Continuing Education Day on June 28 at Corning Community College. Attendees said they were eager to assist in the 2020 decennial count because they know Census data is used to distribute resources and funding. Many also looked forward to learning more about helping their patrons safely, securely and confidentially apply for jobs in the upcoming months. Libraries like those in STLS are important for more than just their internet access. Libraries are trusted voices for groups at risk of being undercounted, including children, the elderly and the disabled.

Even in rural areas, a growing number of libraries are undertaking outreach efforts to open their doors to the LGBTQ+ community. Tina Dalton and [Jennifer Stickle](#) from the neighboring [Chautauqua-Cattaraugus Library System](#), gave a presentation to the STLS about the importance of LGBTQ+ outreach by rural libraries. This library system serves more than 200,000 people with 36-member libraries. Drawing on her experiences with "Drag Queen Story Hour," which garnered [national media attention](#), Stickle described how rural libraries can sensitively and safely undertake LGBTQ+ outreach in communities unaccustomed to such efforts. "Libraries are not only community centers, they are also safe places for LGBTQ+ individuals to be themselves, connect with like-minded people and feel comfortable among trusted staff," Stickle said.

Libraries such as those in STLS and CCLS will be critical in providing the internet access needed for a successful 2020 Census. They'll also serve as trusted voices to assure hard to count populations can complete the census with confidence. ■

Libraries on the Front Line

By: Katherine Dillon • New York

For Mid York Library System Executive Director Wanda Bruchis, the 2020 Census provides both a challenge and an opportunity.

“The challenge will be meeting the needs of an expected influx of residents who want to use public library computers to complete their Census questionnaires starting in March 2020,” Bruchis said. “The opportunity is to expose the library to potential new patrons and to demonstrate the value of public libraries to the community,” she continued.

To meet the challenge and make the most of the opportunity, Bruchis has organized a Complete Count Committee (CCC) for the 43 public libraries her organization serves in Madison, Oneida and Herkimer counties in upstate New York. Bruchis organized the CCC at the Library System level to save money while providing extra support for library staff. The goal, she said, is “to ensure every Mid York library is prepared for the decennial count.”

The CCC, which includes Mid York staff as well as a handful of library directors, held its first meeting June 27 in Utica, New York. One of the biggest challenges the CCC faces is accommodating the different needs of its member libraries. That includes large libraries in urban places such as Utica, as well as many small libraries with limited staff and hours in rural areas.

As its first initiative, the CCC plans to visit all 43 libraries to gauge their individual resources and needs. The CCC also plans to work closely with the U.S. Census Bureau’s Partnership Program to provide training to library staff. Throughout the 2020 Census, the Mid York Library System will distribute informational materials about the importance of the count and the availability of Census jobs to all patrons. ■



Framingham Complete Count Committee members marched through downtown with the 2020 Census Banner as part of the town’s annual Flag Day Parade on June 9.

Framingham Displays Marching Orders

By: Laura Medrano • Massachusetts

The Framingham Complete Count Committee seized the opportunity to highlight the upcoming 2020 Census during their signature Flag Day Parade on June 9. Many town residents marched for two miles while holding a Shape Your future, Start Here Census 2020 banner and waving at the crowds.

“Participating in the parade was an amazing way for the Framingham CCC to connect with the community,” said Alaa Abusalah, Framingham citizen participation officer. “It is all about community engagement,” she added.

The Framingham Complete Count Committee is participating in many community events, big and small, to increase the hype about the 2020 Census and to educate and familiarize as many people as possible by connecting with new audiences and building trust. ■



Juneteenth Commemoration

Lorraine Harris-Copeland • New Jersey

The Juneteenth Event held on June 15, at Farnham Park in Camden, NJ, was a lively and productive observance of the 154th Anniversary of the Emancipation Proclamation, commemorating the ending of slavery. Great performances were a backdrop for exhibits, vendors and impromptu “step shows” by fraternities and sororities. The Q’s and the Deltas pledged response outreach support from their memberships as well as active participation in 2020 census recruitment activity in the coming months. There was something for everyone, including New Jersey fresh melon and mixed fruit served, as well as a choo-choo train ride and bounce houses at this family friendly event.

The “Me and The Boys Car Show” featured shining old-school cars with owners who proudly “popped their hoods” while tailgating and barbecuing created mouthwatering smells. In addition to providing great security, the Camden Police Force created a positive interaction with children and the festival participants. They volunteered to hand carry heavy items and used their motorized cart to ferry supplies for vendors; including helping the 2020 Census Partnership Team at the event. Many people, young and old, some of whom have worked in previous census roles,

were interested in learning about the importance of 2020 census response. They were excited about the new design for the 2020 census and the possibilities for earning money while working in and supporting the communities where they live. People that have limited Internet access at home, actively sought out the U.S. Census table for help. The U.S. Census partnership team has partnered with the Ferry Avenue Library in South Camden and has scheduled computer access assistance on a weekly basis to help applicants with their 2020 Census job application. ■



Pictured (from left to right): Marie Fraley (Director), Joao Luis M. Pacheco (RI Captain), and Marcia Marques (Census Partnership Specialist).

Making Portuguese Americans Count

By: Marcia Marques • Massachusetts

The Portuguese American Leadership Council of the United States (PALCUS), perhaps one of the most engaged partners in the 2020 Census, has participated in the Providence, New Bedford, Fall River, and Boston events. PALCUS has launched a national campaign to encourage the participation of Portuguese Americans under the tagline Make the Portuguese Count. The organization has been in contact with the U.S. Census Bureau for the past decade about creating a separate race designation for Portuguese Americans. “It is important

that all the people who consider themselves Portuguese write down ‘Portuguese’ on the upcoming census,” said Marie Fraley, national census director of the campaign.

The Portuguese American community celebrated June Month of Portugal with many celebrations taking place in at least 12 states across the country, which included the Day of Portugal festival in Boston on June 23. The celebrations featured cultural, artistic, culinary, and popular events. Many events took place on or around June 10, which was officially marked as Day of Portugal, Camões, and the Portuguese Communities, commemorating the death of Luís de Camões, Portugal’s national poet who died on that date in 1580. The purpose of those festivals is to promote the image of Portugal and the visibility of the Portuguese community and its ancestry in the Commonwealth of Massachusetts, while also educating the community regarding Portugal, the Portuguese community and its ancestry. It is vital that the Portuguese community is counted in the 2020 census; and by encouraging people to write down ‘Portuguese’ will bring awareness to counting the Portuguese community in the 2020 Census. ■

considered hard to count. By allowing Census staff an opportunity to speak or table at events and promoting participation, community members receive a more direct understanding of the critical connection between participation and the direct effect it has in their community.

Healthfirst has been a great partner for the Census. The summer event on Saturday, June 15, at Gouverneur Playground in the Claremont area of the Bronx, gave the Census team an opportunity to reach out to people from different ethnicities, cultures, ages and community leaders who started a wave of communication in their neighborhoods. One of Healthfirst’s special activities on that day provided an opportunity to talk with parents while their children received a haircut; others had a clown telling parents that their children need to be counted so their schools could get the financial resources they need.

Healthfirst Community Engagement District Manager, Juan Tavarez, created an overall fun, informative, and trusted environment for the Census team by using: music, foreign cultures, gastronomy, special activities and elected officials as ambassadors to help bring the message across.

Mr. Tavarez was happy the Census team participated and helped create a welcoming environment that was filled with important information, including the confidentiality aspects of the 2020 Census. Working closely with community partners to effectively convey the message of the 2020 Census will result in a greater level of participation. It is through these partnerships that challenges are overcome, confidence is built, and a true and accurate count is achieved. ■



Let’s work on the Census!!

By: Maria Matos • New York City

It is so important that everyone in the United States and its territories get counted in the next decennial Census. In this effort, community partners are working on overcoming the various challenges in order to reach individuals





The Healing Tree Development Inc. Community Health and Wellness Fair

By: Marjorie A. Bernard • Connecticut

The Community Health and Wellness Fair is an annual event in Bridgeport hosted by Healing Tree Development Inc. and organized by Mr. Lamond Daniels. This event is one example of The Healing Tree's commitment to providing quality services to those Bridgeport residents who are most in need. The event brought out people of various backgrounds who came to receive free blood pressure screening, free eye exams, find information about health and nutrition, and learn about services for the homeless, the elderly, and the uninsured.

Mr. Daniels invited the Census Bureau to participate, because even though it is not a health and wellness group, census data does direct billions of dollars in health-related spending by the federal government. He is clearly aware of the challenges in reaching these diverse residents and the importance of ensuring everyone is counted. Attendees learned about job opportunities and how their participation in the census affects this critical funding. The fair was a perfect venue to reach this population in Bridgeport and ensure they understand the connection between participation in the census and their own health and wellness options. ■



Members of the Berlin Complete Count Committee come together to learn about the 2020 Census and brainstorm ideas to help the city of Berlin get its most complete and accurate count.

Berlin, New Hampshire Forms Complete Count Committee

By: Nicole McKenzie • New Hampshire

New Hampshire's northernmost city formed a Complete Count Committee to help ensure its most complete and accurate count during the 2020 Census. Berlin, New Hampshire also known as the City That Trees Built, is situated on the Androscoggin River and was once the center of the pulp and paper-making industry. The city, less than 60 miles from Quebec Canada, has many people of French-Canadian descent in its population. Many residents speak a variant of New England French, which is locally known as "Berlin French".

On June 4, 2019, the city hosted its first Complete Count Committee meeting which brought together community-based organizations, city officials, and other residents who learned about the importance of the 2020 Census to the community. The committee brainstormed creative ideas to inform all community members about approaching the 2020 Census, such as including Census information on the December property tax bill mailings, adding Census information and messaging within other town outreach projects, encouraging residents to apply for Census field jobs, and hosting a Complete Count Committee Kickoff Event. The committee also learned about new 2020 Census responses options, including online and telephone response and were pleased to know that various language options existed including French, which is one of the 12 Non-English languages of the 2020 Census. ■





Representative Maloney Promotes 2020 Census and Census Job Opportunities

By: Patreinnah Acosta-Pelle • Media Specialist

U.S. Representative Sean Patrick Maloney of New York's 18th congressional district, is making sure his constituents are well-aware about the upcoming 2020 Census. His office is working with the U.S. Census Bureau to ensure a complete and accurate count for his legislative district of Hudson Valley especially in Newburgh, New York where there is an aggressive outreach to hire locally in the community. "Participating in the 2020 Census is one of the most important things we can do for our community. An accurate count is vital to securing the resources we need to grow our economy, keep people safe, and keep our schools strong. Census employees will soon be at work across the Hudson Valley ensuring all New Yorkers are successfully and confidentially counted and I encourage folks to check out the job opportunities available here in our area," said Rep. Sean Patrick Maloney. To read more about Congressman Maloney 2020 Census outreach click [here](#).

"We are meeting with all Congressional leaders to provide as much assistance as they need to educate and motivate residents about the 2020 Census. The U.S. Census Bureau encourages everyone to explore the Partnership Program and become a Census Partner," stated Assistant Regional Census Manager, Lisa Moore. Partners are critical to the success of all U.S. Census Bureau surveys and censuses. As a partner, there are networks of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. There are lots of ways to help. The Census Bureau provides messaging and customizable social media posts, posters, e-mail and newsletter content as well as other content options that can be used to make it easier to publicize the information. To learn more about the U.S. Census Partnership Program, please visit these links and click [here](#) and [here](#). ▣

Bristol Capitalizes on its Growing Diversity to Drive Census Awareness

By: Paul Fabula • Connecticut



When it came time to form a complete count committee (CCC), Bristol, Connecticut formed a CCC but references it as a diversity council. In recognition of its changing demographics, leaders titled it Bristol Diversity Council to address the evolving population. Mayor Ellen Zoppo-Sassu saw this as a perfect resource to help ensure everyone is counted in the 2020 Census.

Bristol defines the goal of the diversity council as the following: "Enhance the appreciation for and understanding of the value of diversity and inclusion. Helping to promote diversity and inclusion in the workplace and community, develop leaders who are educated and aware of all aspects of diversity and inclusion and to develop programs that support diversity education and awareness."

Everyone on the council was excited to be on the team for the 2020 Census. Ideas were exchanged on different events and promotional ideas that could be put forth to get everyone counted. Since reaching out to people from all backgrounds is part of their main mission, this is a simple add-on task for them. One of the council members even commented that while some people might be “scared” to answer the Census, she was going to make sure “we are not invisible.”

Although June 25 marked the first official meeting of Bristol’s 2020 CCC, it was a clear step in the right direction. They are looking for more members from the community to join their council and the 2020 Census efforts. ■

Small Town CCCs: Crossing Borders for a Complete Count

By: Philip D’Agati • Massachusetts

The challenge to a complete count in small towns is rooted in the word “small.” Small typically means a tighter budget, limited available resources and staff time, and fewer number of partners available to support the work of ensuring everyone in town participates in the census count. But, in the 2020 Census our mission is to count everyone, only once and in the right place. That first part – count everyone – means that, for example, the estimated 663 people in Topsfield, Massachusetts who are considered hard to count still matter and must be counted.

In Essex County, Massachusetts, librarians in three neighboring small towns are finding strength in numbers. By building off existing regional school district partnerships, the three libraries saw potential in working together to achieve a complete count. While the towns of Boxford, Middleton, and Topsfield are each capable of their own Census outreach and events, they opted to triple the impact of those efforts by working collaboratively and having residents of each town welcomed at all future Census events held at or partnered through their public libraries. The result is simple math: A Topsfield Library event would have targeted its low response rate of 663 people out of a total population of 6,434, the event through this collaboration now has a commitment reach of 24,146 targeting an estimated low response population of 3,033.

Boxford Library Director Kevin Bourque, Middleton Library Director Melissa Gaspar, and Topsfield Assistant Director and Head of Reference Wendy Thatcher formed the Tri-Town Libraries Complete Count Committee in June 2019 to facilitate plans for Tri-Town census awareness this fall. The Tri-Town libraries prove that Complete Count Committees in small communities can be valuable resources in achieving a complete count and show why small-town challenges don’t have to be a challenge during the 2020 Census. ■





Center (in red jacket, then L-R): Keely Freeman, Executive Director, Sierra House and Chairman, NPNEO; Hon. Ted R. Green, Mayor, City of East Orange; City Councilman Christopher Awe

EAST ORANGE AND NON-PROFIT NETWORK COMMIT TO CENSUS

By: Regina Waynes Joseph • New Jersey

The Honorable Ted R. Green, Mayor of the City of East Orange, New Jersey, is serious about making sure all the City's residents are counted in the 2020 Census. After participating in a Census presentation on May 14, 2019 and reviewing some of the written materials, he said he wanted to determine the most efficient and effective ways to reach all residents to get the Census message out. He understood the implications of a complete count – Congressional apportionment, redistricting of state legislative districts and, more importantly, allocation of federal funds by population size – and how necessary it was for all East Orange residents to be counted.

Mayor Green wasted no time in getting started. He told his senior staff that he wanted to form a Complete Count Committee, charged them with identifying activities in the community in which the U.S. Census Bureau representatives could participate and stressed the importance of apprising residents of the thousands of temporary jobs for which the Census Bureau was immediately recruiting residents.

The NPNEO (Non-Profit Network of East Orange) is a collaborative of approximately twenty-five (25) nonprofit organizations (and growing) in the City of East Orange. The monthly meetings are attended by the leaders of these organizations and their work covers much of the essential services needed by residents. Among the member organizations at the meeting were:

- *East Orange Chamber of Commerce (business association)
- *Sierra House (Helping young women to self-sufficiency)
- *Tribeca House/Sports
- *Precious Little Ladies (social progress organization for mothers and daughters)
- *RISE Church
- *WZYEFM Foundation (voice of the Caribbean)
- *Purple R.E.I.G.N. (Healthy Families, Healthy Communities)
- *East Orange Public Library
- *LGBT Rain Foundation (Providing emergency shelter & programming for LGBT youth)
- *East Orange/Orange Community Development Corp. (People helping people)
- *Independence: A Family of Services, Inc. (behavioral/mental health, residential, educational programs)
- *Jewish Vocational Services of MetroWest (vocational rehabilitation, career counseling)

This nonprofit network is the backbone of social and business services in the City of East Orange and is a trusted voice to residents of all ages and communities. Accordingly, the mayor recognized how instrumental these nonprofits could be in stressing the importance to residents of responding to the 2020 Census. He also impressed that all the nonprofits are affected by the accuracy of the Census count as it would affect funding from the federal government, directly or indirectly, and impact their ability to provide essential services to their constituents. Making sure everyone counts is a team effort in East Orange! ■



TACL's "Write In Taiwanese" Census Campaign

By: Sarah Malaika • New York City

The Taiwanese American Citizens League (TACL) is encouraging its members to "Write in Taiwanese" for the 2020 Census. TACL is a national, volunteer-run board that has local chapters across ten cities in the United States. The organization runs professional development, as well as social & cultural events for Taiwanese and Taiwanese Americans. Every ten years, they create a civic engagement campaign for the decennial census.

Using the slogan This is Who We Are, Make It Count, TACL featured their 2020 Census campaign at the May 26 Passport to Taiwan festival which took place in Union Square in New York City. Brandishing their unique infographics, TACL members encouraged festival goers to take pictures with their campaign signs.

"In 2010, our campaign reached 215,441 Taiwanese on the importance of filling out all parts of the census by writing in Taiwanese on the census; that was a 65.2% increase from 2000 Census count," said Christina Hu, TACL director of civic engagement. "From the American Community Survey, we also know we missed at least another 150,000 Taiwanese in 2010."

The island of Taiwan's unique history in the 20th century – being under Japanese control and subsequently the Republic of China – contributes to the identity of many Taiwanese people today. In recent years, especially after the 1990s, there has been a growth in the number of people identifying themselves as Taiwanese, and this trend has also affected Taiwanese Americans.

TACL is using this momentum to work with community organizations across the U.S. to encourage members to "Write In Taiwanese" on the 2020 Census. They are rolling out an educational campaign, working with local chambers of commerce, university campuses, and other cultural associations. TACL believes that getting an accurate count of Taiwanese Americans is an important part of history and will help communities get the right services.

Ms. Hu is hopeful and working toward building something stronger for the next generation. "For 2020, we hope to continue to build on our past momentum and have the 'Write In Taiwanese' campaign reach even more of our community to make sure the census is as accurate as possible."

You can follow their campaign on Facebook and Instagram @ write.in.taiwanese.census or on their website: <http://www.tacl.org/census-2020>. ■





City uses historic building to recruit for the 2020 Census

By: Susan M. Perry • New York

An electronic billboard highlighted the Census at the “Recruiting on the Road” job fair held June 18 in the castle-like Main Street Armory in Rochester, New York. That’s just one way the “old” met the “new” during the event, which brought potential 2020 Census employees to the historic facility.

To prepare for the job fair, volunteers carried laptop computers into the Armory and connected to the internet so that applicants could apply online. The Main Street Armory, built in 1905, was once used to process and train troops bound for service in World War I and World War II. The building, now privately owned, has a long history of bringing the community together by hosting events for sports teams, concerts, and galas.

The job fair, which exclusively featured Census employment opportunities, continued the tradition of using the space to bring people together and strengthen the community. Literacy Volunteers of Rochester brought the laptops and used them to assist job applicants with their online Census job applications. The City of Rochester provided information about the City’s Neighborhood Service Centers, while staff from the 2020 Census and the nonprofit employment agency “Rochester Works!” were on hand to help and answer questions. The job fair was sponsored by Monroe County Workforce Development. ■

The Ever-Growing Cumberland County Complete Count Committee

By: Thomas Mayfield • New Jersey



In a continued effort to grow the Cumberland County Complete Count Committee (CCC), Sharon Mollick, the CCC premier liaison, pulls no punches in getting the job done. On June 6, Sharon pulled together a contingency of approximately 15 highly respected ministers within the Bridgeton, New Jersey community. Her goal was to grow the faith-based working group for the Cumberland CCC. With the support of Bridgeton Mayor Kelly, updated Census materials, and a unique meeting space called the “Hopeloft”, Sharon presented a compelling 2020 Census narrative to the ministers. The result was a group whose creative juices flowed, and ideas were shared on how to move their communities to participate.

Sharon’s meeting was a huge success with just about all the ministers signing on board with the Cumberland CCC. Further proof of the success of the June 6 meeting came during the next meeting on June 25 when over 100 participants attended the formal Cumberland County CCC. The CCC looks forward to having over 100 plus participants at the

August meeting, that will feature reports and updates from the other working groups Sharon established.

Sharon has also taken the Cumberland CCC to the next level by having a resolution drafted that recognizes the 2020 Census efforts of the group. Anyone looking for different ways of accomplishing the 2020 Census goal of “Counting everyone once, and only once in the right place” can look at Sharon Mollick as an example for all the great things being accomplished in Cumberland County. ■

“Stamford Counts” is Counting on Everyone

By: Yvette T. Rose • Connecticut



The city of Stamford, the third largest in Connecticut, held its first full meeting of its Complete Count Committee (CCC) on June 6 at the Government Center in downtown Stamford. The Committee is chaired by Polly O’Brien Morrow, a local business executive, community leader, and recipient of numerous awards, including the City of Stamford Citizen of the Year Award. The CCC includes representatives from Mayor David Martin’s office, area businesses, the educational field, local government, and the Ferguson Public Library.

In recognition of Stamford’s large and diverse population, the CCC divided into eleven subcommittees, some of which will focus their efforts on different segments of the city’s hard-to-count areas. The CCC plans to reach out to neighborhood associations, families, students, faith-based communities, foreign-born residents, and seniors. The committee will share the message that the census is safe, easy and important through a communication campaign that will utilize social media and traditional media outlets like newspapers, radio and television. The committee is building a calendar of events that will include representatives tasked with engaging the public and highlighting the benefits derived from Census data. Since the Census Bureau is recruiting hundreds of applicants in the Stamford region, the CCC has a subcommittee dedicated to informing the public about myriad census employment opportunities.

In addition to the formation of a CCC, Stamford is also raising awareness about the importance of the 2020 Census through a page dedicated to census information on the city’s website. The site addresses general questions and provides links to census websites and social media pages. Grassroots efforts like these will have a positive impact on the 2020 Census goal of counting everyone. ■



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