



# Connecticut COUNT Me In 2020

## Census 2020 Toolkit for Nonprofits

#CTCountMeIn2020

**Connecticut's nonprofits have a special role to play in the 2020 census – the people you serve and work with trust you in a way that they may not trust government officials who come to their doors.**

The stakes are huge. The way in which \$800 billion in federal money is spent will largely be determined by census results. This toolkit explains the importance of the census and, gives tips on how you can help.

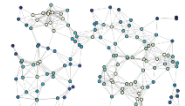
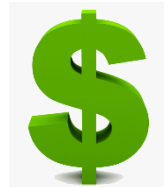
### What is the Census?



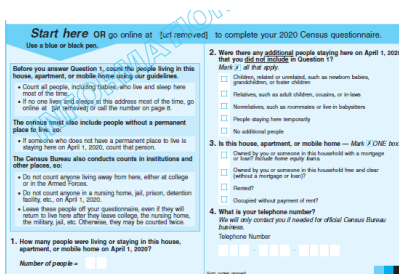
Every ten years the U.S. Census Bureau counts every person living in the United States. In the U.S. Constitution, the 14<sup>th</sup> amendment states that every person should be counted, whether or not they are a citizen.

Most importantly, the Census information helps the government know how many people live in different areas across the county—and that affects the resources our communities receive. More specifically;

- **Dollars:** Connecticut receives more than **\$10.7 billion** (FY16) per year in federal funds, for health care, education, housing, childcare, food assistance, roads and public works programs. **If people are not counted, those dollars will decrease, putting more pressure on nonprofits and government to provide those services.**
- **Data:** Census data is used for planning. Services, such as those provided by nonprofits, are located where they are needed. Local governments use the census for public safety and emergency preparedness; businesses use census data to decide where to build factories, offices and stores; and developers use the census to build new homes and revitalize old neighborhoods, and much more.
- **Democracy:** Connecticut's Congressional representation is based on population, so if the population declines because every person is not counted (with the growth of other states' populations), Connecticut could be in jeopardy of losing a Congressional seat



### What does the Census look like? What questions are on it?



[Click here](#) to see a sample questionnaire from the U.S. Census Bureau.

Tip: To avoid an enumerator (census taker) from coming to your door, fill out the census form completely.

### When is the Census available to fill out?

April 1, 2020. There are three ways to fill out the Census: phone, mail, online.



Figure 1: First page of Census form.

## What about Confidentiality of My Personal Information?



Response to the 2020 Census are protected by federal law. Your answers can only be used to produce statistics and are not to be used against you in any way. By law, all responses to the U.S. Census Bureau household and business surveys are kept private **and not shared with other government agencies**. Further, every Census Bureau employee takes an oath to protect your personal information for life.

## Connecticut Census Efforts

In February 2019, Lt. Governor Susan Bysiewicz launched the Connecticut Complete Count Committee to Help Prepare for the 2020 Census. The [49-member advisory panel](#) of community leaders is analyzing previous census undercounts and recommending strategies to ensure a full count this time around. Gian-Carl Casa, President & CEO, The Alliance, was appointed by Lt. Governor Bysiewicz to serve on the committee.

Recently, the Lt. Governor and members of the Connecticut Complete Count Committee announced the State would provide \$500,000 to support Census outreach efforts. As of October 30, there are 107 local complete count committees and other statewide efforts between community nonprofits, philanthropy and neighborhood partnerships to further promote Census outreach efforts.

## Census Timeline

- January 1, 2020: U.S. Census Bureau begins Census count in Alaska and Native Communities
- March – April 2020: 2020 Census is officially available to fill out. Multiple reminders will be sent during this time.
- April 1, 2020: Census Day 2020
- April 28, 2020: Connecticut Presidential Primary
- May-July 2020: Census Bureau to conduct non-response follow-up. Enumerators (census taker) will be knocking doors.
- June-September 2020: Post-Enumeration coverage
- November 3, 2020: Presidential Election
- December 31, 2020: Census Bureau reports state population totals to President for apportionment.

## You can help with Census 2020 by:

- **Joining a local Complete Counts Committees** (contact Catherine Marx, Partnership Specialist for Connecticut, [Catherine.S.Marx@2020census.gov](mailto:Catherine.S.Marx@2020census.gov) to find out who to contact in your community);
- **Educating staff and volunteers** the importance of being counted;
- **Promoting Census 2020** with posters in public places, handouts at staff meetings and community gatherings; and becoming familiar [where hard to count communities are located](#);
- **Starting conversations with the people you serve** about the importance of getting counted; and
- **Plan and host a National Census Day event** on April 1, 2020 where you invite folks to your organization to celebrate and complete the Census together!

