



State of New York County of Broome Government Offices

Planning and Economic Development
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Broome Counts! **Broome County Launches Census Complete Count Committee** *County Departments Plan & Prepare for 2020 Census*

(BINGHAMTON NY) The Broome County Planning and Economic Development department has put together a Complete Count Committee in preparation for the 2020 census.

The census counts every person living in the United States and is conducted every 10 years. These results are used to reapportion the House of Representatives and determine how many seats each state gets. The distribution of federal funds and grants is also based on census data. That money is spent on schools, hospitals, roads, public works, and other vital programs.

The goal of this committee in Broome County is to increase the rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured outreach and awareness program.

Some of the strategies that will be used by the committee include building awareness of the census and its benefits, alleviating concerns about participation, motivating responses through social media and other communications, and identifying population groups that may need extra awareness efforts.

“It’s important for every resident in Broome County to be represented in the 2020 census and we are going to work to make sure that happens,” said Department of Planning and Economic Development Director Frank Evangelisti.

The committee’s goal for 2019 is to develop a list of barriers that might impact the progress of the 2020 Census and find ways to address those barriers. Additionally, the committee will work to educate participants on the privacy and confidentiality of census data. Once the census is underway in 2020 the committee will work to encourage households to respond.