



United States®  
**Census**  
**2020**

Answering the Census is Important, Easy and Safe.

Your answers are protected by law and they help your community to get financial assistance for roads, hospitals, schools and more.

**The Census is coming! The Census is coming!**

***RESPOND AND BE COUNTED!***

What the Census Bureau will send in the mail	
On or Between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. Note that some households will also receive a paper questionnaire.
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard
April 8-16	A reminder letter and a paper questionnaire
April 20-27	A final reminder postcard before the Census Bureau will follow up in person

## 2020 Census

### 'Be Counted' in Saratoga County

\*\*\*UPDATE\*\*\*

#### Efforts initiated:

- Met with US Census Representative on January 17, 2020
- Obtained proposal from Gramercy Communications to manage outreach efforts
- Created letter flyer (attached)
- Circulated flyer to County Departments for distribution within communities where services are provided
- Flyer and census message distributed to County websites and social media sites
- Flyer and census message shared with the Saratoga County Chamber and the Capital District Chamber for social media distribution
- Discussions with Not-for-Profits interested in leveraging grant funds to provide outreach services
- Saratoga Springs City Council briefing

#### Things to do:

- Complete NYS Consolidated Funding Application for census grant funds
- Execute services contracts with Gramercy Communications and authorized Not-for-Profits to begin outreach efforts in earnest
- Messaging efforts through Reverse 911

#### Helpful links:

US Census jobs: <https://2020census.gov/en/jobs.html>

US Census: <https://www.census.gov/>

NY Census: <https://www.ny.gov/programs/2020-census>

NY Census Not-for-Profits: <https://www.ny.gov/2020-census/census-2020-complete-count-outreach-grants-not-profits>

Please contact Supervisor Raymond or Chad if you have any census questions.