



The importance of an accurate census count in New Bedford will have a significant positive impact on the city. The accuracy of the 2020 Census will determine the geographic distribution of a substantial proportion of federal assistance, particularly in the form of grants, over the coming decade. The federal government bases a large amount of its spending decisions on census data. Over 100 federal government programs used information from the census to determine how to allocate federal funding to states and cities, much of it for programs that serve lower-income families, including Head Start, Medicare, the Supplemental Nutrition Assistance Program, Pell grants for college and reduced-price school lunch programs. In addition, transportation spending is directly apportioned to accurate census data.

The census provides the most reliable and complete data for research, decision making and planning for both the public and private sectors. Academic institutions, medical facilities, businesses of all sizes and all levels of government rely on census data to inform their research, decision making and planning. The census data serve as a benchmark for most other current statistics that help gain deeper insights into communities.

The New Bedford Complete Count Committee has been educating residents about the importance of responding to the 2020 Census. It is imperative that we urge everyone to participate, as it is the basis for the distribution of over *\$675 billion in federal funding for the next 10 years.*

The committee is comprised of many organizations throughout the City who are trusted by the community, and trusted messengers are needed to share accurate, important and timely information. As diverse as it is, the NBCCC committee is missing an important segment of the community - the business community.

New Bedford businesses can easily help spread census messaging to both its employees and customer base.

- like our Facebook page (<https://www.facebook.com/nbcounts/>)
- share our messages and job postings on social media and in newsletters, networking circles
- put up posters and flyers in your public areas and common areas
- enroll staff in FREE Census Ambassador Training; Training to speak with confidence and accuracy about the importance of the census, its confidentiality and how it affects funding for our local community.
- invite a NBCCC representative to speak at your place of business

There are many barriers to a complete count. More than half of New Bedford's residents live in "hard to count" areas of the City. These areas are comprised of low income, single parent households, many are immigrant, non-English speaking renters in multi-family homes. Others are at risk of not completing the census due to the fear of sharing private information, distrust of the current political environment or lack of understanding about why the census matters. It is our mission to remove those barriers, quell fears and instill knowledge about the confidentiality and importance of the census.

Please consider how the business community can become involved and educated about the upcoming census and how they can help New Bedford reach a full and complete count.

I welcome the opportunity to speak on the importance of the census to management teams and staff or supply flyers, posters and fact sheets in several different languages, as requested.

Thank you,

Lynn Coish  
Coordinator  
New Bedford Complete Count Committee