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Contact: Jessica Del Fiacco

jessica@nextcenturycities.org

New Next Century Cities Toolkit Supports Census 2020 Outreach

Local Kiosk Programs Help Ensure That Every Resident Is Counted

Washington, DC (December 18, 2019) — Next Century Cities has released a new resource to support municipalities' outreach efforts around the 2020 census. [The 2020 Census Kiosk Toolkit](#) is a guide and resource bank to help communities easily implement census kiosk programs to encourage online census responses and ensure that all residents are counted.

An accurate census count is vitally important. Census data is used to make decisions about social services like schools and public transportation, to ensure fair Congressional representation in the U.S. House of Representatives, to direct billions of dollars in federal and state funding, and more. As the 2020 census is the first to be conducted primarily online, this toolkit specifically addresses the challenges of reaching populations that may not have reliable access to the internet or internet connected devices.

The 2020 Census Kiosk Toolkit includes a detailed guide to setting up a kiosk program based on efforts in the City and County of Los Angeles and Santa Clara County, California. A kiosk can be any public device dedicated to providing a means for individuals to complete the census online and made available in an accessible space, often through partnerships with community organizations. These devices, paired with active outreach and community engagement, are key to making sure no one is excluded from the U.S. Census Bureau's first primarily online data collection.

"Those who do not have reliable internet access are often the same members of our communities who have been historically underrepresented in other ways, and an online census creates the risk of compounding these inequities among our most vulnerable populations," said Cat Blake, Next Century Cities' Senior Program Manager. "Local governments are leading the way toward ensuring all are counted."

Find the **2020 Census Kiosk Toolkit** here:

<https://nextcenturycities.org/census-kiosk-toolkit/>

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Next Century Cities is a non-profit membership organization of over 200 communities, founded to support communities and their elected leaders, including mayors and other officials, as they seek to ensure that all have access to fast, affordable, and reliable internet access. Next Century Cities celebrates broadband successes in communities, demonstrates their value, and helps other cities to realize the full power of truly high-speed, affordable, and accessible broadband. For more information, visit www.nextcenturycities.org.