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FOR IMMEDIATE RELEASE

New Haven Census 2020 Party On Wheels To Roll Through Undercounted Neighborhoods On May 8th

Residents will stay inside to celebrate & enjoy live music. Prizes offered to those completing the census.

NEW HAVEN, Conn. – Despite the challenges posed by the COVID-19 pandemic, Mayor Justin Elicker and members of the [Greater New Haven 2020 Census Complete Count Committee](#), with support from the City of New Haven, have announced that on Friday, May 8, from 10 a.m. to 4 p.m., a socially distanced, Party-On-Wheels will be rolling through the city’s undercounted neighborhoods. Residents will stay safely inside their homes to celebrate the festive caravan featuring live music. Those who complete the census are eligible to win prizes that include a tablet, Chromebook, or gift card. Residents that have already completed the census can get a second shot at the drawing by sharing a video or photo of their census celebration.

Gathering the information has proven especially challenging in 2020. Since this is the first time that the census can be completed online, the Complete Count Committee planned an outreach strategy that involved bringing tablets to community gathering spaces so that residents can fill out their census forms on the spot. The COVID-19 pandemic has prevented that approach, requiring members of the Committee to come up with new ways to encourage participation while adhering to public health social-distancing guidelines.

“While in this midst of this unprecedented crisis, it is vitally important for each and every household to be counted by taking part in the 2020 Census,” Mayor Elicker said. “Census data determines how much Federal funding we get for our schools, highways, businesses, and for Medicaid, nutrition and housing programs, and so much more. Resident participation helps us accurately assess the need for such services and receive adequate funding to meet those needs.”

The rolling party is scheduled to kick off at 10 a.m. at Fair Haven and Quinnipiac Terrace and proceed through the Hill, West River, Dwight, Edgewood, Beaver Hills, West Hills, Rockview Terrace, Brookside Apartments, Newhallville, and Dixwell. Along the route, the caravan volunteers will receive support and restroom access from Elm City Communities, the Community Action Agency of New Haven, Radiant Star of Jacob Christian Church, and Christian Tabernacle Baptist Church. Christian Tabernacle is also planning a drive-through food pick-up effort for parishioners in conjunction with the event.

“We know there has been a lot of fear about the census and mistrust in the government, especially in our immigrant communities,” said Luis Luna, senior organizer for the Semilla Collective. “We want residents to know they don’t have to be afraid and that we want everybody to participate, even non-citizens. The information they share is confidential and, by law, cannot be shared with any other government agency.”

On April 1, members live streamed a Census Day Party on the Greater New Haven Counts Facebook page. It featured live, local entertainment, a raffle, and T-shirt giveaway.

“The 2020 Census is about money, power, and the future of our community,” said Karolina Ksiazek, Complete Count Program Manager and a consultant for the Community Foundation for Greater New Haven. “We’ve had to be creative to make sure every household takes part. We can’t let marginalized communities be counted out.”

“Just because we’re staying home to stay safe, doesn’t mean we can’t have fun,” said Joe Ugly of Ugly Radio. “We’ll bring the party. All residents have to do is stay home, be counted, and keep it ugly.”

The Party on Wheels will also be live streamed on its [Facebook page](#). For more information or to watch live, visit: facebook.com/gnhcounts2020. Media coverage is encouraged.

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