

STATE OF NEW YORK

6883

2019-2020 Regular Sessions

IN SENATE

December 4, 2019

Introduced by Sen. PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

AN ACT to amend the executive law, in relation to establishing a two thousand twenty census statewide media campaign, informing the public on two thousand twenty census self-reporting services, requirements, and any other census-related activities or events; and providing for the repeal of such provisions upon expiration thereof

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The executive law is amended by adding a new section 203-b
2 to read as follows:

3 § 203-b. Two thousand twenty census statewide media campaign. The
4 commissioner shall develop and implement a statewide media campaign, in
5 conjunction with relevant state agencies, to inform the public about the
6 two thousand twenty census services, requirements, procedures, and
7 census-related events or activities. It shall be the primary purpose of
8 the campaign to inform the public of the importance of a complete and
9 accurate count in the two thousand twenty census, in relation to accu-
10 rately providing federal funding and resources to the public. The two
11 thousand twenty census statewide media campaign shall include, but not
12 be limited to:

13 1. materials and communications regarding the availability of self-re-
14 porting resources provided by state agencies or other state facilities
15 including, but not limited to, forms, fact sheets, flyers, or other
16 printed materials, signage, radio and/or television advertising, emails,
17 or social media postings;

18 2. reminders regarding census-related activities, procedures or
19 requirements;

20 3. links to two thousand twenty census information and events on all
21 state agency websites and social media accounts; and

22 4. any additional information the commissioner may deem relevant.

23 § 2. This act shall take effect immediately and shall expire and be
24 deemed repealed January 1, 2021.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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