
Chattanooga Complete Count Committee

— Wednesday 8/21/19 —

Welcome

Census Outreach Plans

City of Chattanooga- Census Outreach Plan

Goal-

In order to increase the number of people that complete the 2020 Census in Hamilton County, the City of Chattanooga will get 84,000 to complete the census by July 31, 2020.

Major Tactics-

- Print (*Brooke*)
- Web Setup (*Tyler*)
- Mailers (*Tyler*)
- Text Campaign (*Tyler*)
- Phone (*Tyler*)
- Emails (*Brooke*)
- Events (*Brooke*)
- Staff Engagement (*Tyler*)
- Social Media (*Brooke*)
- Dashboard (*Tyler*)
- Pothole Stencils (*Brooke*)

[Link to Plan](#)

CCC Census Outreach Plans

Received Plans-

- La Paz
- BCBST
- The Enterprise Center/TGH
- Bridge Refugee Services
- Library
- The Bethlehem Center
- Times Free Press
- UTC
- City of East Ridge

Need More Time-

- Chattanooga Housing Authority
- Hamilton Co.
- EPB
- Chattanooga Regional Homeless Coalition
- Orchard Park Seventh Day Adventist
- United Way

No Plan-

- First TN Bank
- Suntrust
- Salvation Army
- NAACP
- Causeway
- AARP
- Clinica Medicos
- Hope for the Inner City
- Urban League
- Chattanooga State
- CARTA
- Erlanger
- Hamilton County Health Department
- Ch. 3, 9, 12
- Chattanooga Gas
- TN American Water
- HCDE
- OMA
- **17 Faith Based Organizations**

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Resource Gaps & Challenges

- Staff
 - Funding
 - Technology
 - Lack of Training
 - Needing Census Resources
 - Census Resources in Various Languages
 - Cultural Differences
-

Opportunities for Collaboration

- **Tech Needs-**
The Enterprise Center/Tech Goes Home, Library
 - **Language/Cultural Barriers-**
Bridge Refugee, La Paz
 - **Training Needs-**
City of Chattanooga
 - **Census Resources/Content-**
Chattanooga Census Website, U.S. Census Bureau
 - **Print Needs-**
City of Chattanooga
 - **Staff-**
U.S. Census Bureau
-

FREQUENTLY ASKED QUESTIONS

Can we get extra Census forms next year and help people fill them out onsite?

Yes! After being trained by our staff (in partnership with the U.S. Census Bureau), you will be able to have census forms at your organizations and help people take the census.

FREQUENTLY ASKED QUESTIONS

It is too late to get another person from my organization or another organization involved in the Complete Count Committee?

ABSOLUTELY NOT! Please send us all info about other organizations interested.

FREQUENTLY ASKED QUESTIONS

When does the Census *actually* go out?

March 2020:

Service based enumerations and group quarters enumeration

March 12: Letter with info to take survey online or letter + paper survey (*Mailing #1*)
(based on demographic characteristics/internet connectivity)

March 16: Reminder letter to non-respondents (*Mailing #2*)

March 26: Postcard to non-respondents (*Mailing #3*)

April 2020:

April 1: National Census Day

Letter + questionnaire to non-respondents (*Mailing #4*)

“It’s not too late” postcard to non-respondents (*Mailing #5*)

May 2020:

Census Bureau begins following up with households that haven’t responded

July 2020:

July 1: Last day to complete the census!

FREQUENTLY ASKED QUESTIONS

How do residents actually take the census?

1. Paper form
2. Online
3. Over the phone

Discussion

Resource gaps?

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Is there anything else that we need to be doing as a CCC?

Measurement and Tracking

Output reporting - tracking outreach activities

- Why? To track all of our contributions to get people counted, determine what's working and what's not, and ensure we are reaching everyone we need to reach
- Activities you would report
 - Events and tabling
 - Blast communications like mail, email, social media
 - Face to face outreach through meetings, walk-ins, etc.
- What to track
 - Events and tabling - how many people did you see? Where were you?
 - Blasts - how many people did you send to?
 - Face to face - how many people did you talk to? Where were you?
- Report form {[link to google form](#)}

Outcomes Reporting - are people taking the Census?

- Census Bureau will be reporting % of households counted in each Census tract through ROAM
- We'll monitor these results and compare with where our outreach efforts are focused
- Use this to identify areas of need or re-focus our efforts each week

Sharing results

- All activities will be reported on a dashboard website like this
- We'll report back at CCC meetings to talk about our progress, challenges, and make adjustments to our efforts based on data

Census of Chattanooga Census Website

Census 2020: Chattanooga-
connect.chattanooga.gov/census2020

Chattanooga CCC-
connect.chattanooga.gov/complete

“I Count” Wall

#ICount Census Wall



- **Timeline**
November
- **Needs**
 - Planning/implementation team
 - Promotion
 - Participation
- **Goals**
 - Serve as a kick off event for census education and promotion for the community as a whole
 - Create a presence in our HTC neighborhoods
 - Highlight our CCC partnerships to create buy in and understanding from residents

Nudging Training

Next Steps

Next Steps

- Mark your calendar -
 - Next CCC meeting is Thursday November 7, 11:00 AM - 1 PM
- Join the “I Count” Wall Committee, if interested
- Start Census Outreach and report activities
 - AND finish your plan and submit to Brooke and Tyler
- September - printed & digital resources for outreach from City - start education and awareness around the Census