

Complete Count Committee

Tuesday, June 11th
11:00am - 1:00pm

Introductions

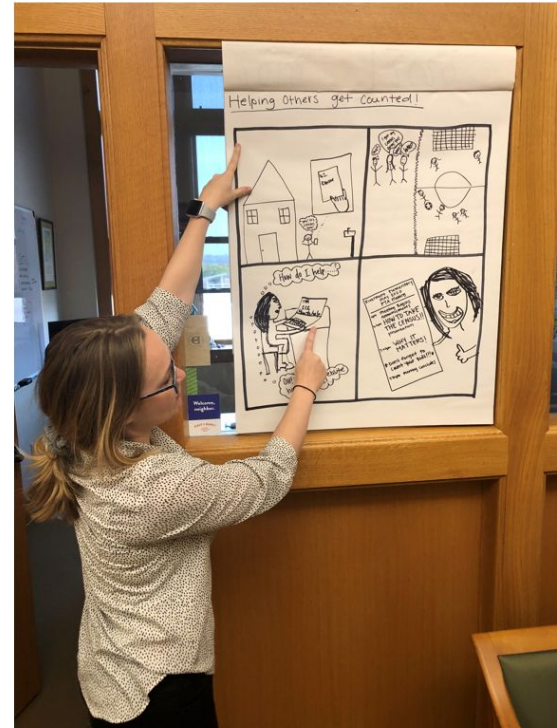
Census Solutions Workshop Recap

Census Solutions Workshop

- **The goal** was to generate new ways to engage people in census efforts to make sure everyone in our community *“is counted, only once, and in the right place.”*
- Each group was given a **scenario/persona** that represented one or more barriers to participating in the census (*hard to reach populations*).
- Using the question, *“How do we reach your persona or the population your persona represents?”* We continued with **idea development**.

IDEA DEVELOPMENT

- Step 1: Brainstorm silently
- Step 2: Share your ideas
- Step 3: Cluster ideas and find themes
- Step 4: Choose the idea to develop
- Step 5: Create your story board
- **Step 6: Pitch your story**



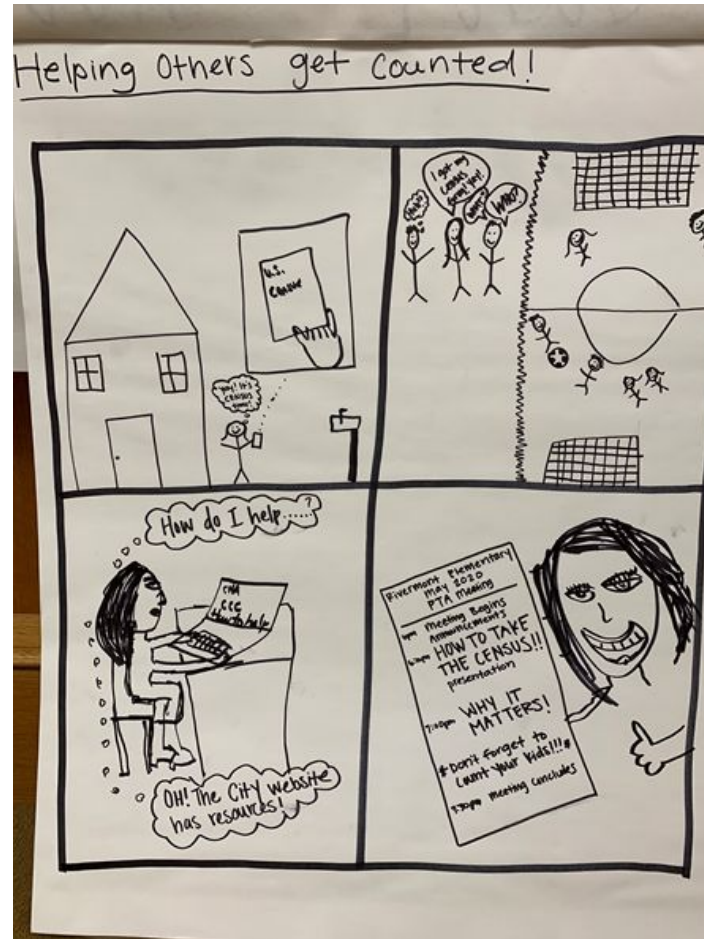
Census Solutions Workshop

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- Each group was given a **scenario/persona** that represented one or more barriers to participating in the census (*hard to reach populations*).
- Using the question, *“How do we reach your persona or the population your persona represents?”* We continued with **idea development**.
- Finally, each group **pitched their storyboard** to everyone else.

Census Solutions Workshop

Final Storyboards

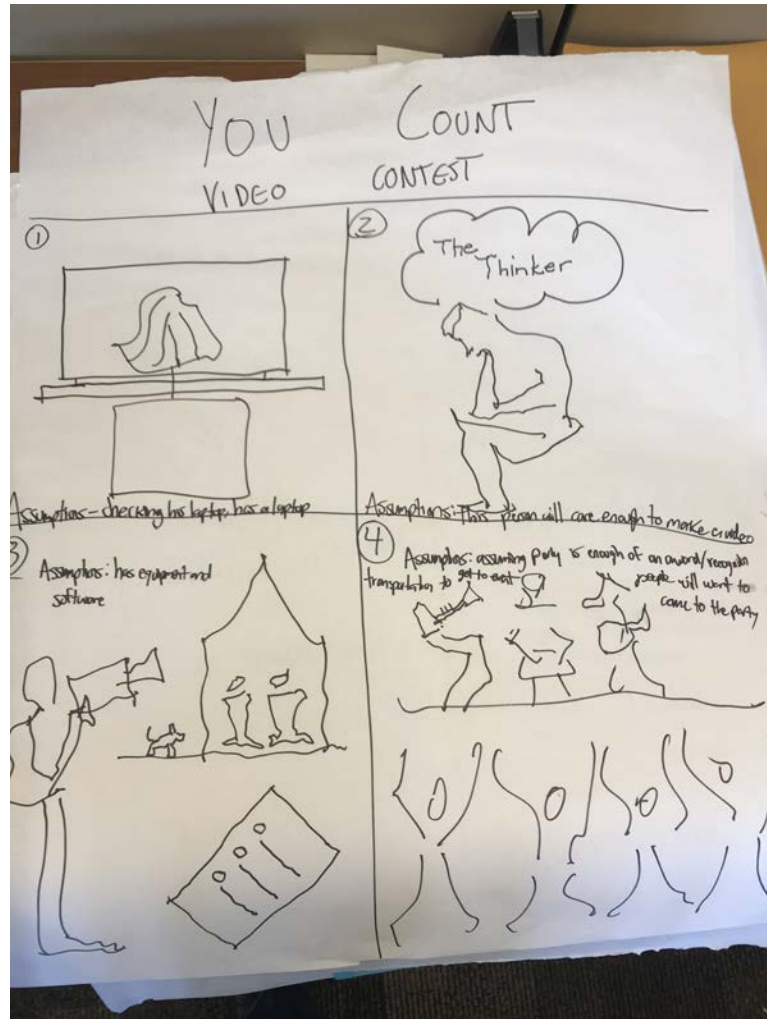
- Education workshop



Census Solutions Workshop

Final Storyboards

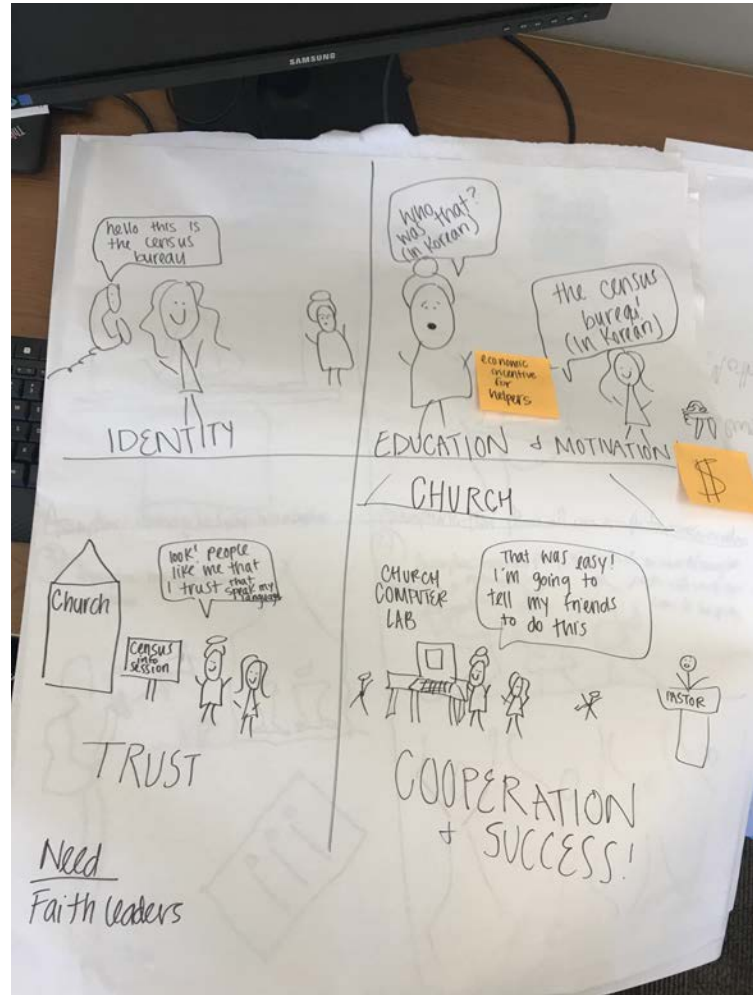
- Contest



Census Solutions Workshop

Final Storyboards

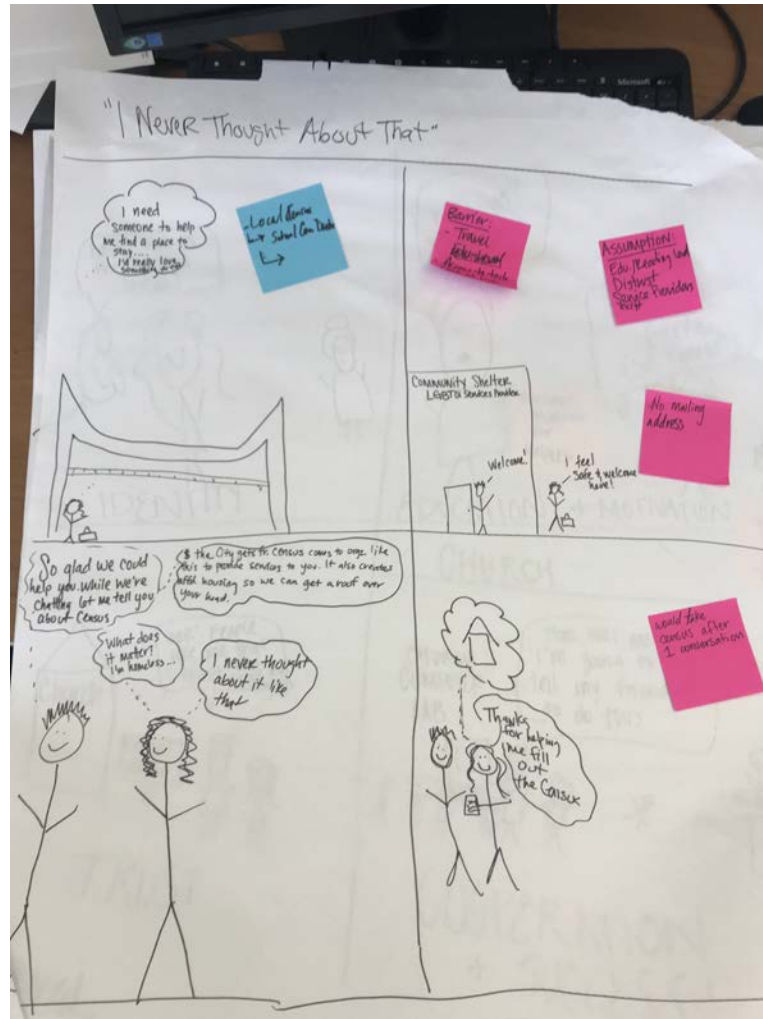
- Partnerships



Census Solutions Workshop

Final Storyboards

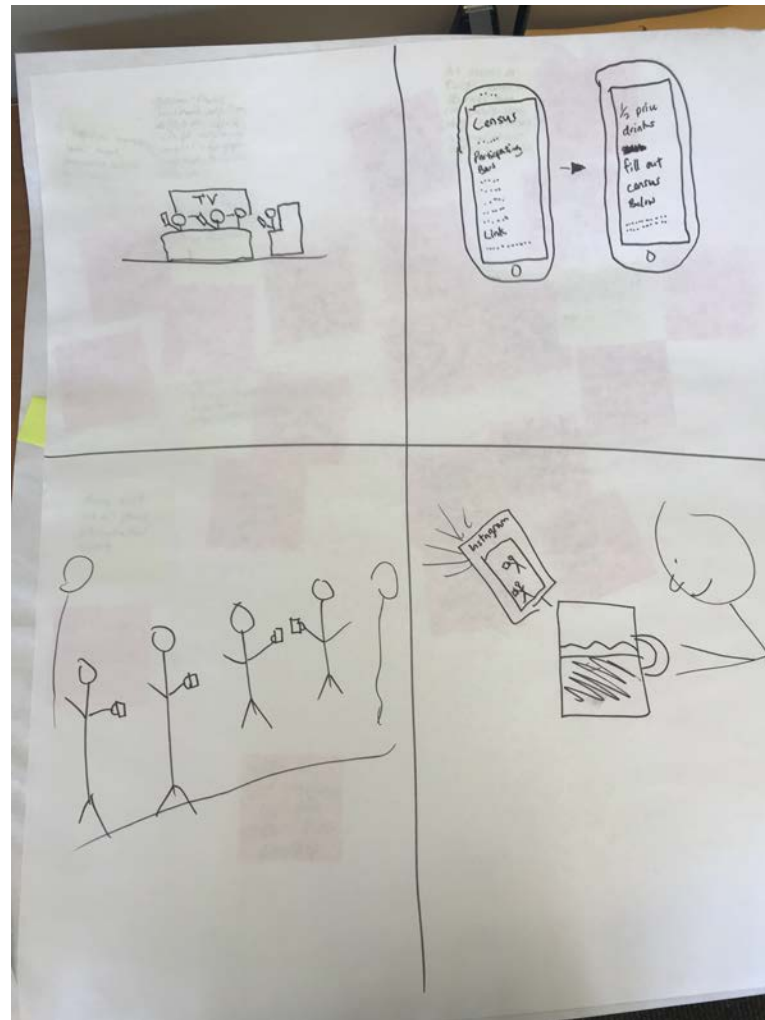
- Meeting people where they are



Census Solutions Workshop

Final Storyboards

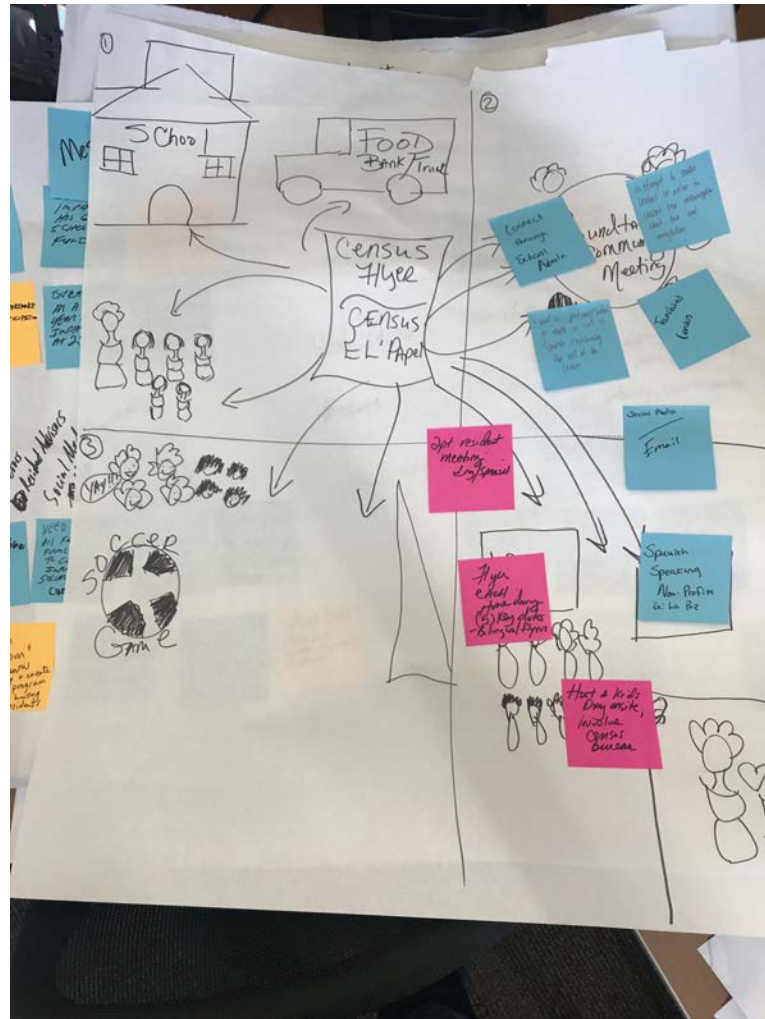
- Community buy in



Census Solutions Workshop

Final Storyboards

- Utilizing already established events/activities



Census Solutions Workshop

Final Storyboards

- Incentivize



Census Solutions Workshop– Common Themes

- Events/parties
- Partnering with venues/other events
- Social media
- Raffles/giveaways
- “Census Night”
- Free food
- Public education workshops
- Trusted agencies/organizations
- Utilizing schools
- Use locations where people already are
- Engage hard to reach populations with individuals who look like them

Planning Activity

- Goal - Jumpstart your Census outreach planning and give CCC opportunity to support and coordinate with your efforts
- Do each section silently
- Split into groups and share your plan
- Identify themes and common needs to help prepare for implementation and coordination

Draft your plan!

Draft your plan- Goals

Goal

In order to increase the number of people that complete the 2020 Census in Hamilton County

City Finance (your organization) will get 60,000 people to

complete the Census by July 31, 2020.

Draft your plan- Audience

Define your audience					
<p>How many people are connected to your organization? <i>think about different groups of individuals involved in your organization - clients, constituents, donors, employees, etc.</i></p>	<p>65,000 billable households 82 employees 2,000 Businesses</p>				
<p>Where do they live and work?</p>	<p>Employees - City Hall Businesses - downtown, business districts billable households - citywide</p>				
<p>Who are they? <i>different subgroups of people that you reach</i></p>	<table border="0"> <tr> <td> <p>Businesses - small local business - large employers</p> </td> <td> <p>Employees - Accounting - Treasury - Budget & Admin</p> </td> <td> <p>Bills - renters - homeowners - businesses - nonprofits</p> </td> <td> <p>- institutions</p> </td> </tr> </table>	<p>Businesses - small local business - large employers</p>	<p>Employees - Accounting - Treasury - Budget & Admin</p>	<p>Bills - renters - homeowners - businesses - nonprofits</p>	<p>- institutions</p>
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<p>Who else might talk to them? <i>other CCC members that might reach out to them about the Census</i></p>	<table border="0"> <tr> <td> <p>Employers + Businesses</p> </td> <td> <p>Chamber</p> </td> <td> <p>Mayor HR</p> </td> <td> <p>other utility companies all CCC members</p> </td> </tr> </table>	<p>Employers + Businesses</p>	<p>Chamber</p>	<p>Mayor HR</p>	<p>other utility companies all CCC members</p>
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<p>How can you reach them? <i>The best ways to reach your people</i></p>	<table border="0"> <tr> <td> <p>mail - bills - notices</p> </td> <td> <p>city hall - treasury window</p> </td> <td> <p>email - bill notices - city website - internal employee email</p> </td> <td> <p>office - for employees</p> </td> </tr> </table>	<p>mail - bills - notices</p>	<p>city hall - treasury window</p>	<p>email - bill notices - city website - internal employee email</p>	<p>office - for employees</p>
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Goals and Audience

5 minutes

Draft your plan- Tactics - Brainstorm

Tactics

Use the space below to brainstorm ways you can reach your audience and get them to take the Census

Billing inserts

phone lines hold message has
message about Census

Special mailing

Signs in treasury window

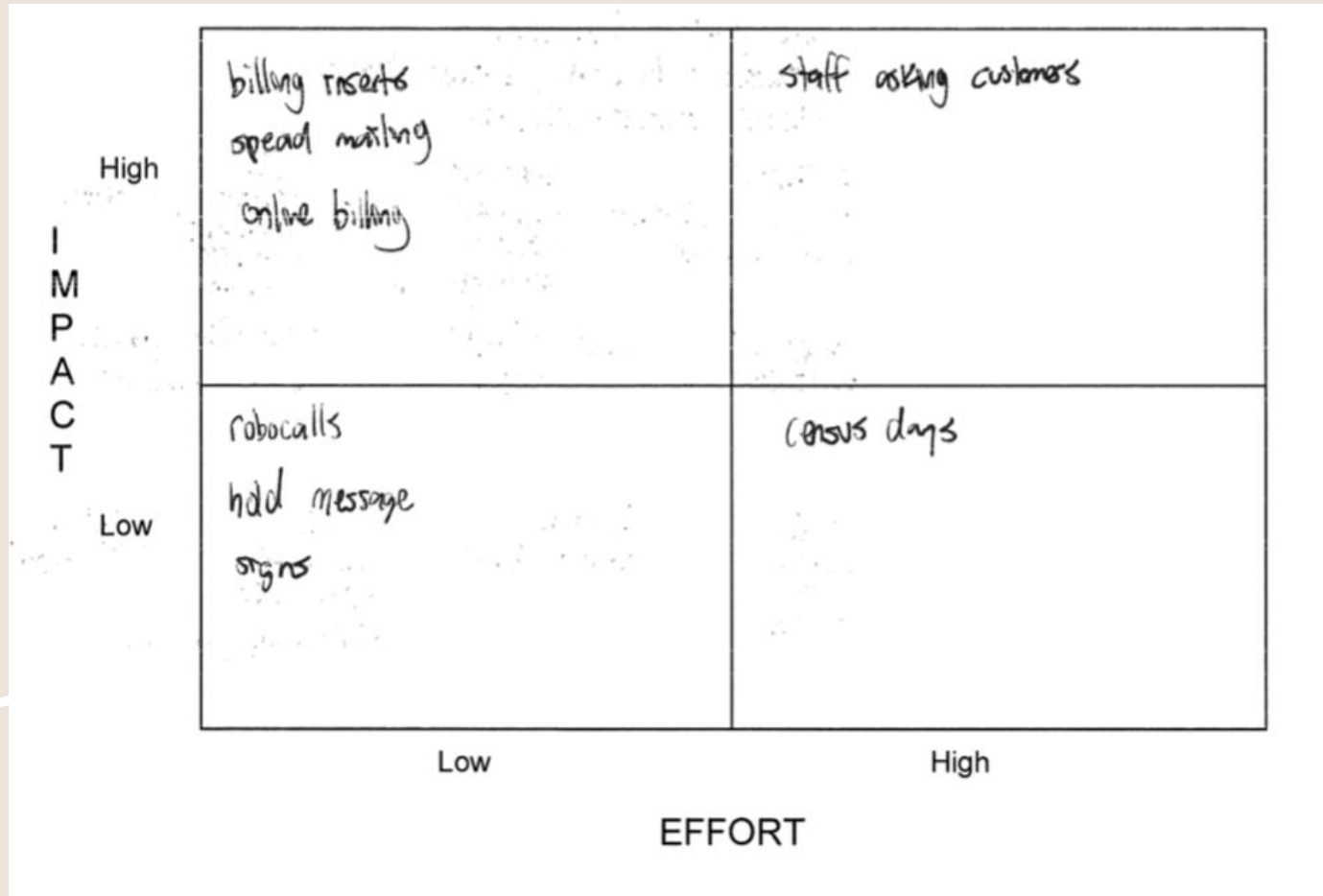
Census days @ city hall on
high traffic days

all staff ask customers about Census in
communications

rebo calls to phone #s of customers

Online billing has an
extra step about census

Draft your plan- Tactics - Prioritize



Draft your plan- Tactics - Outline

<p>Tactic 1 <i>Insert a name for your tactic like "Census block party"</i></p>	Billing inserts
<p>Who owns it <i>The person at my organization that has responsibility for getting this done - alone or with help</i></p>	Deputy City Treasurer
<p>What's needed to get it done <i>Think about resources that you'll need to accomplish it</i></p>	*** Funding for design + print of inserts Vendor to insert into mailings and mail Staff to write copy and work with vendor
<p>Major milestones or steps <i>That you'll need to do to get this done</i></p>	* design insert * confirm / finalize printed insert with vendor * mail insert * track results

Draft your plan- Tactics - Outline

Tactic 2 <i>Insert a name for your tactic like "Census block party"</i>	online billing step
Who owns it <i>The person at my organization that has responsibility for getting this done - alone or with help</i>	Gene
What's needed to get it done <i>Think about resources that you'll need to accomplish it</i>	Funding for vendor work IT assistance to design Staff to work with IT Copy to add to website
Major milestones or steps <i>That you'll need to do to get this done</i>	* determine scope of work * prototype site and test * launch portal * monitor results

Draft your plan- Tactics - Outline

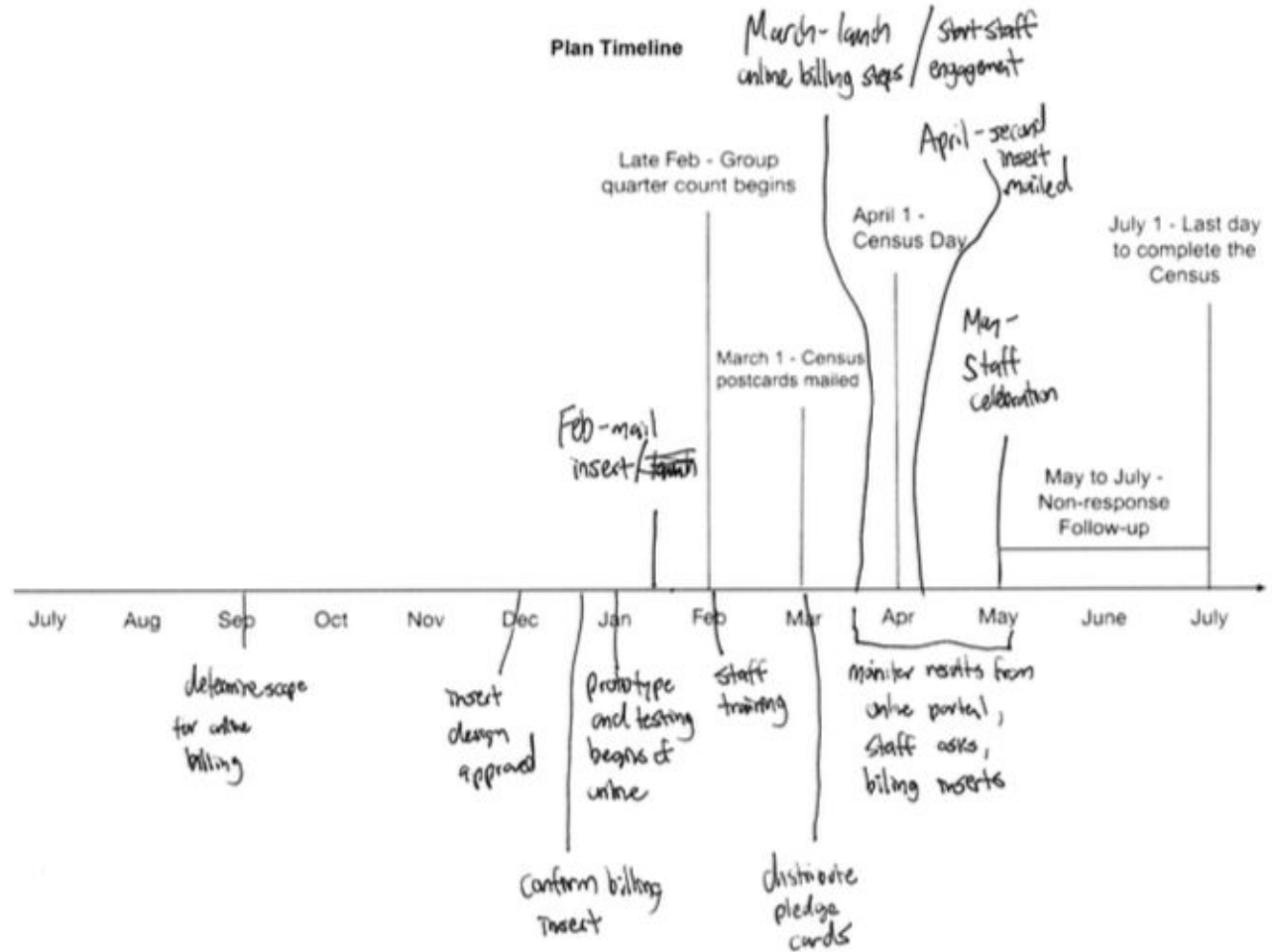
<p>Tactic 3 <i>Insert a name for your tactic like "Census block party"</i></p>	Staff ask customers
<p>Who owns it <i>The person at my organization that has responsibility for getting this done - alone or with help</i></p>	Deputy Finance Administrator
<p>What's needed to get it done <i>Think about resources that you'll need to accomplish it</i></p>	<ul style="list-style-type: none">• census training• tracking completed pledges by division• design & print pledge cards• weekly (leaderboard) email
<p>Major milestones or steps <i>That you'll need to do to get this done</i></p>	<ul style="list-style-type: none">* schedule trainings with division heads* print and distribute pledge cards* Start asking with all divisions* census day celebration for highest division

Tactics

15 minutes

Draft your plan-

Timeline & 1st Action



Timeline and First Action

10 minutes

Share

10 Minutes

As you share....

- Listen for commonalities and opportunities for collaboration
- Listen for resource gaps that you could assist with filling
- Give quick feedback
 - “I like...”
 - “I wonder...”
 - “Yes, and...”
- Appoint a spokesperson to share main takeaways from your group

Group Share

10 minutes

- Share main takeaways
 - Churches
 - Nonprofits and Community Based Orgs
 - Government and Institutions
 - Media

Next Steps

- Next meeting: Wednesday August 21, 2019
- By July 11 - meet with your team and come up with a finalized Census outreach plan
- By August 21 - complete your first actionable item
 - Form an internal team
 - Hold an outreach, education event
 - Complete a design
 - Confirm a date, time, location for an event
- Next meeting - address resource gaps and discuss tracking, reporting, and communication