Chattanooga Complete Count Committee

Thursday 11/7/19

Welcome

Tyler Yount

Social Media Resources

Brooke Satterfield

Text Message Outreach

Tyler Yount

Why Text Messages

- Text messaging is the most effective method for reaching everyone, especially marginalized, young people, and minority populations. This is exactly who we need to reach for the Census.
 - Latinx Americans text 156% more than White Americans
 - Black Americans text 224% more than White Americans
 - US Households under \$30,000 send 58 texts per day, 2x as many texts as US households over \$75,000
 - Teens are 40x more likely to take action when sent a text message vs. an email

Why Text Messages

- 99% of text messages are read
- The average text is read in 90 seconds
- Asks for information or action have an average 80% conversion rate
- Ads with text message call to action see a 3-10 x improvement in acquisition

Text Messaging for Chattanooga Census Outreach

YOU collect opt-ins to text campaign through any and all Census outreach to people you serve

- Text CHA CENSUS to 97779 for English messages
- Text CHA CENSO to 97779 for Spanish messages

Include in in-person conversations, printed materials and posters, social media posts, flyers, swag, media, and anywhere else you are talking to people about the Census.

census cha

Joe User sent the keyword above from their phone.

Welcome to Chattanooga Census texts! Reply with your name & zip code for local updates. Recurring Msgs. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

We will look for: Full name, Postal code

This message will be sent via: SMS

10001

Joe User can reply with their zip code. We'll add the zip code to their profile.

Thanks *Frederick*! An accurate Census helps build a stronger Chattanooga. We'll send facts, updates, and tips to make sure you get counted in the 2020 Census.

This message will be sent via: Single or Multi-part SMS depending on liquid

Lorem ipsum abracadabra! This is my response.

Joe User can respond with anything they like. Their responses will be in the inbox and in their profiles.

This marks the end of this Conversation

Text Messaging for Chattanooga Census Outreach

THE CITY funds, sets up, and sends text messages to people you need to reach

- January 2020 all subscribers receive regular timed educational messages about the Census
- March 2020 all subscribers receive links and instructions on how to respond to the Census
- Census Day April 1, 2020 all subscribers receive an invitation from CCC to connect directly with Census Bureau via phone
- You can request special invites from Tyler for events or opportunities by zip code

Enterprise Center Resources

Sammy Lowdermilk

Census Bureau Updates

Latisha Turner

Census Bureau Updates

- Active CCC's Chattanooga, Hamilton County, City of East Ridge
- Veterans Hamilton County Veteran Service Office
- Homeless Olivet Baptist Church
- Seniors Metropolitan Ministries
- Hamilton County Department of Education Students
- District 9 Church events, Halloween
- City of East Ridge food pantry and Christmas parade
- La Paz festivals
- Delta Sigma Theta Census Days at churches and YFD Centers

Census Questionnaire Guides

- The U.S. Census Bureau just <u>released census</u> <u>questionnaire guides</u> in over 60 different languages detailing the bureau's explanation of how to fill out the census questionnaire.
- The guide will also be available in braille and large print.
- We recommend reading so that you can help people take the Census and using the translated terms for your own material development.
- Find the language guides here.

Complete the questions on the front page

DO NOT WRITE YOUR ANSWERS ON THIS GUIDE



People staying here temporarily

 How many people were living or staying in this house, apartment, or mobile home on April 1, 2020? How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?



Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark X all that apply

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Monrolatives such as recommates or live-in

Complete las preguntas de la primera página

NO ESCRIBA SUS RESPUESTAS EN ESTA GUÍA



4. What is your

Telephone

¿Cuántas personas estaban viviendo o quedándose en esta casa, apartamento o casa móvil el 1 de abril de 2020?

2. Were there are an edificient propies staying here on April 1, 2006 but you did not include in Oceasion 1 and an extraction of the other 2 and 1 and

- Niños, emparentados o no, tales como bebés recién nacidos, nietos o hijos de crianza (foster)
- Parientes, tales como hijos adultos, primos o parientes políticos
- Personas que no son parientes, tales como compañeros de casa o cuarto, o niñeras que viven en el hogar
- Personas que se quedan aquí temporalmente
- No hay personas adicionales

¿Es esta casa, apartamento o casa móvil —

Marque 🗷 UNA casilla.

- Propiedad suya o de alguien en este hogar con una hipoteca o crédito hipotecario? Esto incluye los préstamos con la propiedad como garantía.
- Propiedad suya o de alguien en este hogar libre y sin deuda (sin una hipoteca o crédito hipotecario)?
- Alguilado(a) o rentado(a)?
- Ocupado(a) sin pago de alquiler o renta?

What is your telephone number? We will only contact you' if needed for official Consus Bureau housesee.

Nos comunicaremos con usted solo si es necesario para asuntos oficiales de la Oficina del Censo.



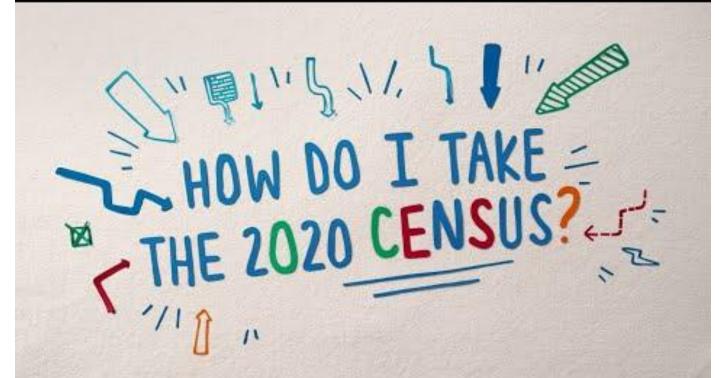
Nonrelatives, such as roommates or live-in babysitten People staying here temporarily

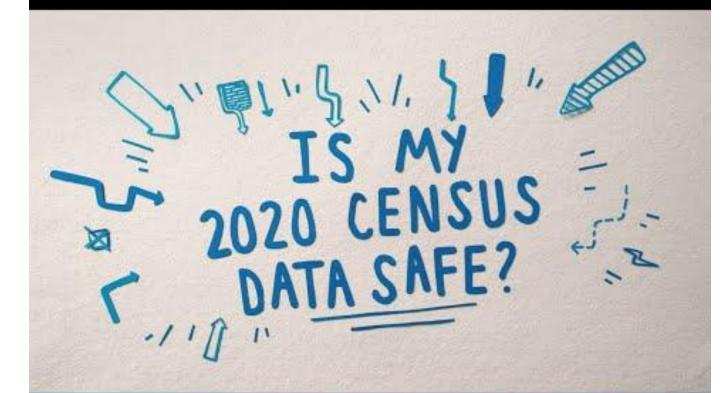




Public Service Announcements

- The U.S. Census Bureau just released a new PSA toolkit on their website.
- The toolkit includes PSAs (TV and radio), PSA scripts and a toolkit with guidelines about how stakeholders can use them, add their own end tags to some, and promote them.
- Also includes Scripts for 15, 30, and 60 second messages that you can use for a local message if you would like.
- Please note that different PSAs have different usage guidelines.
- We will be exploring with local media outlets how we can use these.
- Take a look and feel free to use them as you see fit in your education and outreach work.







Hold Message

- We've developed a local 60 sec hold message with information about the Census with music and without.
- We encourage you to switch your phone system to this message if you have the ability to do it (all EPB phone systems do!)
- It will be posted on our resource page

CCC in 2020

CCC in 2020

- 1 hour Monthly Meetings (January April) to learn, track, and coordinate
- Monthly Emails (January April) with resources, announcements, and events
- Next Meeting January 15, 2020

Priorities and Next Steps

Priority: Recruit Census Takers!

- Census is hiring enumerators in ALL Communities to go door to door
 - Priority is for local residents that live in and look like the neighborhoods that are being counted
 - Application is quick and easy and all online 2020census.gov/jobs
 - o Pay is \$14/hr
 - Be aware and help solve for barriers
 - Application is entirely online (visit a library, YFD center, or your office)
 - Applicants needs access to email to create an account and apply
 - Men will need their Selective Service Numbers (sss.gov)
 - Work-eligible non-citizens with language skills can apply
 - Social media messages and graphics to share will be posted on our CCC resource portal

Priority: Pledge to get counted!

- Share outreach materials with your customers/clients/community anytime you see them or communicate with them. Ask them to pledge to get counted by texting CHA CENSUS to 97779.
 - Ideas for sharing
 - Holiday parties, events, parades
 - Customer touch points (front desk, registration, bill pay, etc.)
 - Outreach events (neighborhood festivals, fairs, celebrations)

Priority: Report Outreach!

cha.city/censusreport

or

Text CHA CENSUS REPORT to 97779