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# Chattanooga Complete Count Committee

— Thursday 11/7/19 —

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# 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 released census questionnaire guides 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

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

Number of People

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

2. Were there any **additional** people staying here on April 1, 2020 that you **did not include** in Question 1? Mark  if all that apply.

Children, related or unrelated, such as newborn babies, grandchildren, or foster children

Relatives, such as adult children, cousins, or in-laws

Nonrelatives, such as roommates or house sitters

People staying here temporarily

No additional people

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

Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or house sitters

## Complete las preguntas de la primera página

NO ESCRIBA SUS RESPUESTAS EN ESTA GUÍA

3. In this house, apartment, or mobile home — Mark  if all that apply.

Owned by you or someone in this household with a mortgage or loan? Include home equity loans.

Owned by you or someone in this household but not used as a mortgage or loan?

Rented?

Occupied without payment of rent?

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

Número de Personas

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

¿Había personas **adicionales** quedándose aquí el 1 de abril de 2020 que usted **no incluyó** en la Pregunta 1?

Marque  todas las que correspondan.

- 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)?
- Alquilado(a) o rentado(a)?
- Ocupado(a) sin pago de alquiler o renta?

¿Cuál es su número de teléfono?

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

4. What is your telephone number? We will only contact you if needed for official Census Bureau business.  
Telephone Number

Telephone

3. In this house, apartment, or mobile home — Mark  if all that apply.

Owned by you or someone in this household with a mortgage or loan? Include home equity loans.

Owned by you or someone in this household but not used as a mortgage or loan?

Rented?

Occupied without payment of rent?

4. What is your telephone number? We will only contact you if needed for official Census Bureau business.  
Telephone Number

Número de teléfono

# 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.

HOW DO I TAKE  
THE 2020 CENSUS?

The text is hand-drawn in blue, green, red, and orange. The word 'CENSUS' is underlined with two blue lines. The word '2020' is colored green, 'HOW DO I TAKE' is blue, 'THE' is blue, and 'CENSUS?' is red. The question mark is orange. The entire text is surrounded by various hand-drawn symbols: a white arrow pointing down, a blue speech bubble with a downward arrow, a blue squiggly arrow pointing down, a blue arrow pointing down, a green pencil, a blue squiggly arrow pointing down, a blue squiggly arrow pointing down, a blue arrow pointing down, a green checkmark in a square, a red arrow pointing down, an orange arrow pointing up, a red squiggly arrow pointing down, and a blue squiggly arrow pointing down. There are also several sets of short, parallel lines radiating from the symbols, suggesting motion or emphasis.



IS MY  
2020 CENSUS  
DATA SAFE?





# 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](https://2020census.gov/jobs)
  - 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](https://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](http://cha.city/censusreport)

or

Text CHA CENSUS REPORT to 97779