

Complete Count Committee

Wednesday, January 15th 12:00pm-1:00pm



A look at the next few months...

- **January 21** Census count officially begins in rural Alaska
- **February** Group quarters count occurs
- **March 12-20** Households begin receiving official Census Bureau mail
- **March 30** Census Bureau will count people experiencing homelessness
- **March/April** Census takers begin visiting group quarters
- **April 1** Census Day!
- **May-July** Census takers begin visiting homes

What are we messaging to our audiences about the Census?



**Make sure they
are up to speed.**

- What the Census is
- Why it matters

[City Census 2020](#), [Census 101](#), [2020
Census and Confidentiality](#),
[Community Impact](#)

**Ensure they
know what to
expect.**

- Important dates
- How they will be contacted
- How to actually respond
- [Questions to be asked](#)
- [Sample invitation letter](#)

[Important dates](#), [how to respond](#),
[areas to receive paper questionnaires](#)

**Encourage them
to be proactive.**

- Take the census when initially contacted
- **^ responding early = no census takers at your door!**
- Understand what census workers are doing if they come to your door and how to verify

[Census takers in your neighborhood](#)

Where can they go for help?

- Your organization!
 - [Census Questionnaire Assistance Phone #s](#)
 - [Language guides](#)
 - [Language glossaries](#)
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Census Advertising- Tyler

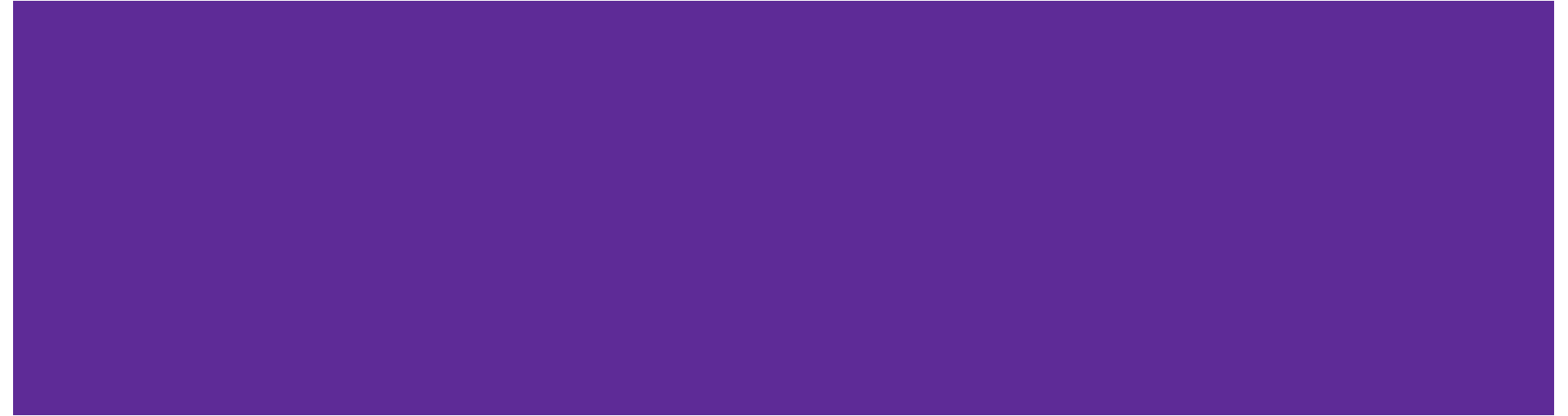


Additional Ads

- Digital and Social Media Ads
- Public Service Announcements

- Question for the group: Is there a media outlet that reaches a specific hard to count group not included that we want to pursue?
 - Options: Earned media (stories), Public Service Announcements, *maybe* paid ads if we can find funding.

Census Bureau Updates



Hiring

- Chattanooga/Hamilton County is struggling with applications (especially in hard to count tracts!)
- Pay was raised to \$19.50/hr. Waiver for income counting for SNAP benefits.
- What you can do
 - If you are having an event, class, or large group of individuals you think would apply - invite a Census Bureau recruiter to come. Talk to Chip Langley 423-504-1710.
 - Send a message to people you know, serve, work with that the Census is hiring and encourage and assist them with applying
 - 2020census.gov/jobs or 1-855-JOB-2020
 - We will share flyers and digital info you can share. Talk to LaTisha if you need
 - Refer potential applicants to the American Jobs Center @ Eastgate

Tract	Applications received	Applications needed	Spanish applications received	Spanish applications needed
UTC	33	139	-	-
Eastlake (North)	20	58	?	?
Eastlake (South)	19	40	?	?
Oak Grove	8	36	1	5
Highland Park (South)	1	25	0	2
Highland Park (East)	10	21	-	-
Glenwood	19	40	-	-
Bushtown/Churchville	13	34	-	-
Avondale	8	21	-	-
Westside	22	72	-	-
Downtown	10	117	-	-
North Chatt	18	103	-	-
North Chatt 2	14	42	-	-
Moccasin Bend	6	21	-	-

Group Quarters Count



How to complete the Census demo



Guides

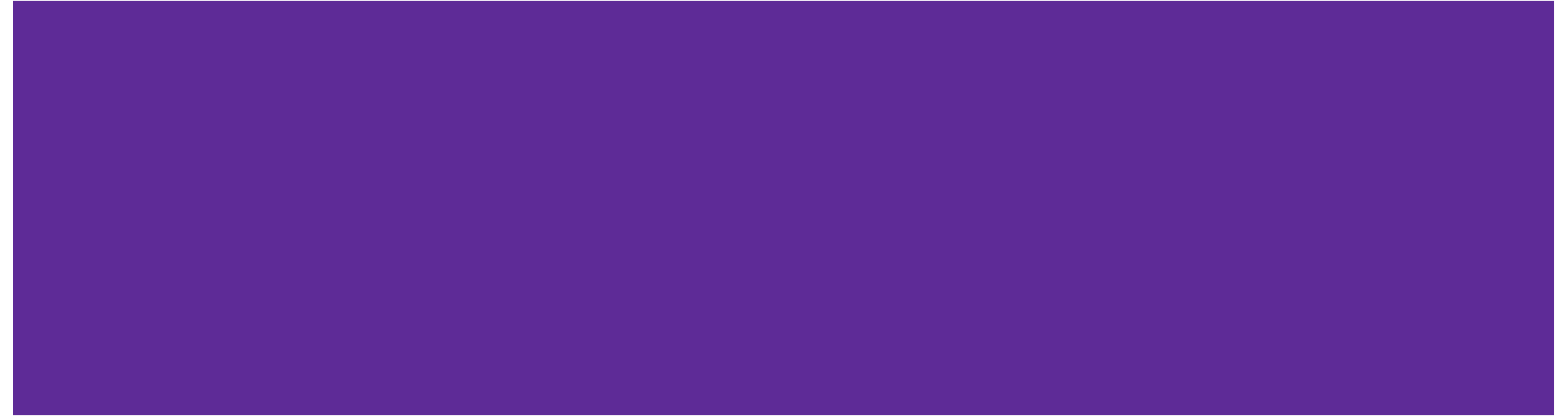
[Link to language guide](#)

[Link to online guide](#)

[Link to paper form](#)

[Census hard to count map](#)

CCC Updates



City of Chattanooga- Upcoming

- New printed materials - posters, flyers, bilingual materials
- Social media content
- Continuation of newsletters
- Trainings - every week in February. Become a census expert and help Chattanooga get counted!
- April 1, 2020 Census Day of Action!
- Funding opportunities - AARP

Your Updates