### **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

U.S. Census Bureau; 2020 Census Important Dates

## What are we messaging to our audiences about the Census?



## Make sure they are up to speed.

What the Census isWhy it matters

<u>City Census 2020, Census 101, 2020</u> <u>Census and Confidentiality,</u> <u>Community Impact</u>

### Ensure they know what to expect.

- Important dates
- How they will be contacted
- How to actually respond
- Questions to be asked
- <u>Sample invitation letter</u>

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

<u>Census takers in your neighborhood</u>

# Where can they go for help?

- Your organization!
- <u>Census Questionnaire</u>
  Assistance Phone #s
- Language guides
- Language glossaries

### **Census Advertising- Tyler**



#### TV Ads

#### Link to example

		Weeks In-Flight (mark with X if in-flight leave blank if not)																			
				2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22
Local TV	CNN	Diverse Mass	English				Х	Х	X	X	X	X	Х	Х	Х	X	Х	Х	Х	Х	X
Local TV	FXN	Diverse Mass	English				Х	Х	Х	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Local TV	HAL	Diverse Mass	English				Х	Х	Х	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Local TV	MNB	Diverse Mass	English				Х	Х	X	X	Х	Х	X	X	X	X	Х	Х	Х	X	X
Local TV	TVL	Diverse Mass	English				Х	Х	Х	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Local TV	ETVC-TV	Diverse Mass	English				Х	Х	Х	X	Х	X	Х	X	Х	Х	Х	Х	Х	Х	X
Local TV	WDEF-TV	Diverse Mass	English				Х	Х	Х	X	Х	Х	Х	X	Х	Х	Х	Х	Х	X	Х
Local TV	WFLI-TV	Diverse Mass	English				Х	Х	Х	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	X
Local TV	WRCB-TV	Diverse Mass	English			1	Х	Х	Х	X	Х	X	Х	X	X	X	Х	Х	Х	X	X
Local TV	WTVC-TV	Diverse Mass	English				Х	Х	Х	X	Х	X	Х	X	Х	Х	Х	Х	Х	X	Х

#### **Radio Ads**

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	Weeks In-Flight (mark with X if in-flight leave blank if not)																			
		2	2/24	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22
Local Radio	WDEF-FM	Diver				X	Х	X	X	X	X	Х	X	X	X	Х	X	Х	Х	X
Local Radio	WDOD-FM	Diver				X	Х	Х	Х	Х	Х	Х	Х	X	X	Х	Х	Х	Х	Х
Local Radio	WKXJ-FM	Diver				X	Х	X	X	Х	X	Х	X	X	X	X	X	X	X	X
Local Radio	WLND-FM	Diver				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Local Radio	WMPZ-FM	Diver			·	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Local Radio	WRXR-FM	Diver				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Local Radio	WSKZ-FM	Diver			_	_ ^	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Local Radio	W3KZ-FIVI	Diver				X	Х	X	X	X	X	X	X	X	X	X	X	X	X	X
Local Radio	WUSY-FM	Diver				X	Х	Х	X	Х	X	Х	X	Х	X	Х	Х	Х	X	X
Local Radio	WUUQ-FM	Diver				Х	Х	Х	Х	Х	X	Х	Х	Х	Х	Х	X	Х	Х	X
																	_			

#### **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**