




Complete Count Committee

Monday, February 24
11:30pm-1:00pm



Today

1. Partner Updates
2. Training Update
3. Preparing for March 12
4. Text/Web Campaign Update
5. Kiosks
6. Census Day
7. Jobs Update

Partner Updates



Training Updates - Tyler

Trained So Far

- YFD Center Directors
- Office of Family Empowerment Staff
- YFD Administrative Staff
- Chattanooga Librarians
- Treasury Staff
- Code Inspectors
- Neighborhood Services Staff
- Community Development Staff
- Mayor's Office
- Transportation Staff
- Chattanooga Housing Authority
- East Ridge Librarians
- Signal Centers
- Bethlehem Center

Training by the numbers

- 6 trainings
- 73 people trained
- 6 learning objectives
 - What the Census is and why it's important
 - How the Census will work
 - How to complete a 2020 Census form
 - How Census responses are kept confidential
 - How to educate and motivate our neighbors to respond
 - How to work for the 2020 Census

Upcoming Trainings

1. Tomorrow Feb 25, 12 - 1 PM - City Hall
2. Thursday Feb 27, 4 - 5 PM, City Hall Annex
3. Thursday March 5, 6 - 7 PM, Orchard Knob Missionary Baptist Church

Group of 5 or more? Training requests to tyount@chattanooga.gov

March 12

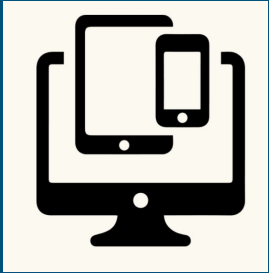


On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

some households will also receive paper questionnaires [Check Here](#)

Four Ways to Respond

1. Online (NEW)



2. Phone



3. Paper form via
U.S. Mail



4. In Person

Census Takers visit households who do not complete the Census online, by mail, or by phone



How we'll prepare

- Press about self responding and where to get help (you will be featured if you have/will be trained)
- Communication to text/online census pledges
- Social posts encouraging self response
- In-person, phone calls, emails, direct mail from trained staff

Remember our role

1. Educate - people about the census
2. Convince - people that the census is important and they should count
3. Motivate - people to self-respond now!
4. Be a resource - to people who need help responding

Helpful resources to prepare

- Census site - 2020census.gov
 - Complete census online at my2020census.gov
- [Printable Language Guides](#)
- [Video Guides](#)
- [Explore the questions](#)
- [EASY GUIDE FOR PEOPLE WITH LITTLE TO NO COMPUTER EXPERIENCE](#)
- Raza? Origen? Etnicidad? Que Soy? - Guide to answering race, origin question for spanish speakers
- [Get Out The Count Field Guidance - Do's and Don'ts to support self-response](#)

Census phone numbers

English: 844-330-2020

Spanish: 844-468-2020

Chinese (Mandarin): 844-391-2020 **Chinese (Cantonese):** 844-398-2020 **Vietnamese:** 844-461-2020

Korean: 844-392-2020

Russian: 844-417-2020

Arabic: 844-416-2020

Tagalog: 844-478-2020

Polish: 844-479-2020

French: 844-494-2020

Haitian Creole: 844-477-2020

Portuguese: 844-474-2020

Japanese: 844-460-2020

Fraud & Scams

Do

- Do verify that a census taker who comes to your home is legitimate. They should have a Census Bureau photo ID badge (with a Department of Commerce watermark and an expiration date) and a copy of the letter the bureau sent you. You can also search for an agent's name in the Census Bureau's online staff directory.
- Do confirm that a questionnaire you've received is on the Census Bureau's official list of household or business surveys.

- Do contact the bureau's National Processing Center or the regional office for your state to verify that an American Community Survey or other census communication is genuine.
- Do check that a census mailing has a return address of Jeffersonville, Ind., the site of the National Processing Center. If it's from somewhere else, it's not from the Census Bureau.
- Do check the URL of any supposed Census website. Make sure it has a census.gov domain and is encrypted — look for https:// or a lock symbol in the browser window.

Don't

- Don't give your Social Security number, mother's maiden name, or bank or credit card numbers to someone claiming to be from the Census Bureau. Genuine Census representatives will not ask for this information.
- Don't reply, click links or open attachments in a suspicious census email. Forward the message to ois.fraud.reporting@census.gov.
- Don't trust caller ID — scammers can use “spoofing” tools to make it appear they're calling from a real Census Bureau number. Call to verify that a phone survey is legitimate.

Reporting Scams

Call the national census bureau scam hotline 800-923-8282

AND call the Mayor's Office 423-643-7800

Verified scams will be reported to the Chattanooga Police Department

Text/Web Campaign

Text - "CHA Census" to 97779

74 Subscribers

Web - connect.chattanooga.gov/census2020

89 Pledges

Why it's important

- Ensures people you talk to get follow-up
- Helps people in your area find you for help
- Educates, convinces, motivates, and shows where to get help

Kiosks

What is a kiosk?

Any public device that is dedicated temporarily to providing a means for individuals to complete the census online

Can be desktop computers, laptop computers, tablets.

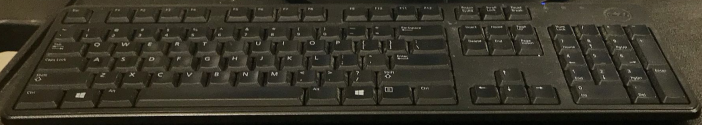
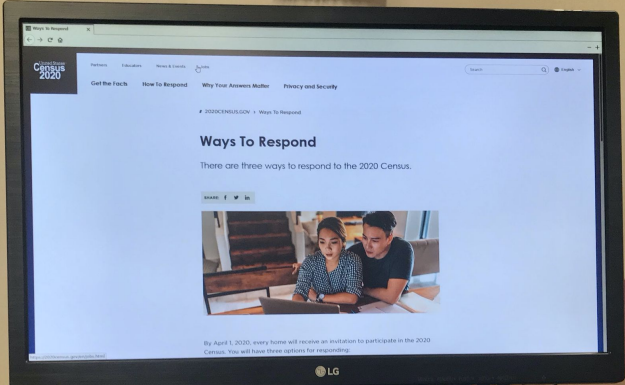
Existing devices may be converted into kiosks for the duration of the census, or communities can purchase or rent new devices to deploy at strategic locations.

What's required

- Internet access
- Most updated version of a web browser
- Basic security parameters
- Outfit kiosk stations with branding materials (use your own or get help from us)
- Maintain regular office hours
- Make available from March 12 to July 31
- Be ADA accessible
- Have staff or volunteers on-site who have had census ambassador training to answer questions and provide tech, language, and literacy assistance



If you do not wish your image to that of your child to be published, please notify a staff member.







Places that will have kiosks so far

- The Edney Building
- All Chattanooga Public Libraries
- All Chattanooga Youth and Family Development Centers (map [here](#))
- Chattanooga City Hall

Hosting a kiosk? Send hours and location to

tyount@chattanooga.gov

Hiring Update

Hiring

500 applications short

Major areas that we're short:

- Northshore - 23/106
- West of North Market (Cherokee, Moccasin Bend, Red Bank) - 13/31
- Downtown - 15/121
- UTC and MLK area - 169/435

Areas that are doing well:

Highland Park - 75-80%

Avondale - 60%

Bushtown - 73%

East Chattanooga - 80%

The hiring process

- Right now Supervisors are being hired and trained
- Deadline to apply is March 7
- Fingerprinting & Simple Background Check - Home Depot
- Mass calling will begin in 12 days for the ones selected - 3 or 4 groups trained weekly

Finding your status

Go back to website, sign back in, hit the button that says returning. It will take them to their status.

“Available” they have been approved and are waiting.

“Check Application” go back to application and ensure it is complete.

Census Day



Census Day

April 1 - April 18

- The Plan
 - Day of Action
 - New webpage with all of the “Census Day” activities
 - Various communications to highlight what CCC is doing
 - What to send to us?
 - If someone can take the census at your location (and associated details)
 - Events related to Census
 - Activities related to Census
 - Any actionable Census things
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