

Chattanooga Complete Count Committee

Worksheet - Creating Your Census Plan

Part 1 - Defining your goal and audience

Goal
In order to increase the number of people that complete the 2020 Census in Hamilton County <u>The City of Chattanooga</u> will get <u>84,000</u> people to complete the Census by July 31, 2020.

Define your audience	
How many people are connected to your organization?	77,000
Where do they live and work?	City of Chattanooga, Hamilton County, surrounding cities
Who are they? <i>different subgroups of people that you reach</i>	Hard to count populations- 8,500 Businesses- 3,000 Agencies- 300 City employees- 3,000 Special groups- 1,000 All residents- 77,000
Who else might talk to them? <i>other CCC members that might reach out to them about the Census</i>	Complete count committee organizations, service providers within the City of Chattanooga, churches, utility providers, other City departments
How can you reach them? <i>The best ways to reach your people</i>	Visual methods- mailers, flyers, posters Digital engagement- social media, email blasts, robocalls, texting Events/programming Staff/employee engagement

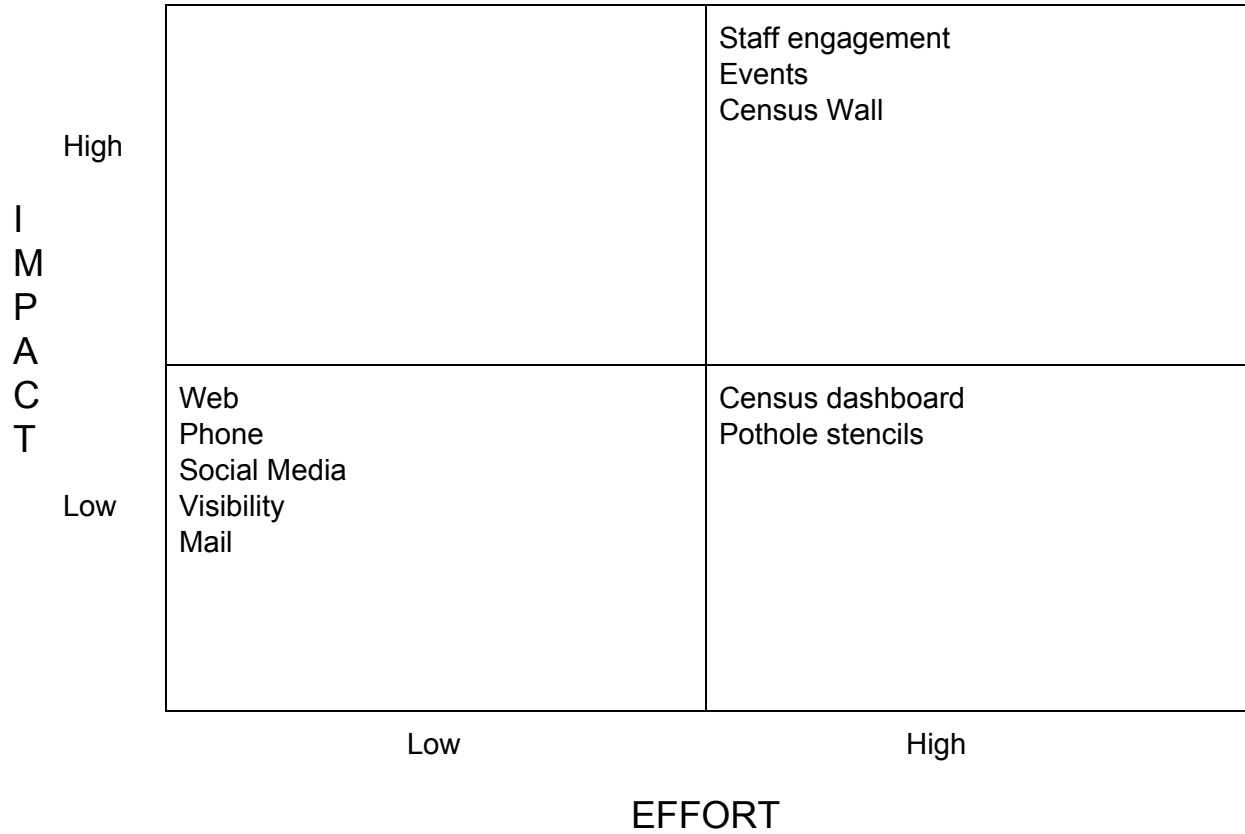
Part 2 - Activities and Strategy

Tactics

Use the space below to brainstorm ways you can reach your audience and get them to take the Census

- Mailers
 - Census language added to special event road closure mailers
 - Tax bill and sewer bill inserts
 - Special mailings to community development and youth and family development service recipients
- Flyers and Posters
 - Each department displays posters in their building (City Hall, Public Works, DRC, YFD - 12th St, YFD Centers, Homeless Program Office, Head Start Centers)
 - Hand out flyers at all City events
 - Hand flyers out at main citizen through points (mayor meetings, treasury window, OFE clients, Headstart families, YFD families, homeless program clients, public meetings)
- Events
 - OPMOD presentation at neighborhood meetings
 - Census Day event on April 1, 2020
 - Census "I Count" wall events
 - Activation trailer in public spaces with tablets and census assistance
 - Census event booth at park events, concerts, etc.
 - Materials at all ECD meetings and events
 - Solutions Workshop for neighborhood leaders
- Email
 - Bar association newsletter
 - Budgeted agencies, during FY21 budget
 - Blasts to neighborhood leaders, RPA plan stakeholders, city employees, Mayors emails
- Social Media
 - All depts with social media accounts post census information weekly
 - Series of educational posts from Mayor
- Phone
 - City hold message has census information
 - Text campaign to take the census
 - Robocalls to hard to count areas
- Staff
 - Staff training for front line on how to engage and assist people with census (Finance, YFD, HR trainers, ECD, RPA, Library, MO, Fire)
 - Door Hangers added for any door-to-door outreach by depts.
- Pothole Stencils
 - Public Works and Transportation spray stencil on all filled potholes between now and July 2020
- Census Dashboard
 - OPMOD creates a dashboard to help community monitor our efforts to get everyone counted

- Web
 - Add a census step to online 311 requests
 - Add a census step to payment portal for fees and billing
 - Add to bid solicitations
 - Add to chattanooga.gov, library, chattadata, public art, and outdoor chattanooga sites



Based on your Impact - Effort Chart above, prioritize one to three most important tactics

Tactic 1 <i>Insert a name for your tactic like "Census block party"</i>	Flyers and Posters
Who owns it <i>The person at my organization that has responsibility for getting this done - alone or with help</i>	Brooke Satterfield

<p>What's needed to get it done <i>Think about resources that you'll need to accomplish it</i></p>	<ul style="list-style-type: none"> ● Budget for printing ● Design and artwork ● Point of contact in department to display
<p>Major milestones or steps <i>That you'll need to do to get this done</i></p>	<ol style="list-style-type: none"> 1. Design poster and flyer 2. Print poster and flyers 3. Contact departments and confirm who will own at each location 4. Distribute flyers and posters

<p>Tactic 2 <i>Insert a name for your tactic like "Census block party"</i></p>	<p>Mail</p>
<p>Who owns it <i>The person at my organization that has responsibility for getting this done - alone or with help</i></p>	<p>Tyler Yount</p>
<p>What's needed to get it done <i>Think about resources that you'll need to accomplish it</i></p>	<ul style="list-style-type: none"> ● Vendor to print and stuff mail (if insert or standalone mail) ● Resources for extra printing (if insert or standalone mail)
<p>Major milestones or steps <i>That you'll need to do to get this done</i></p>	<ol style="list-style-type: none"> 1. Identify points of contact for mail in CDOT, Community Development, OFE and Headstart, and Treasury 2. Confirm mailing dates 3. Create content to include in mailings 4. Send content to mail managers in Depts 5. Confirm mailing

<p>Tactic 3</p>	<p>Events</p>
<p>Who owns it</p>	<p>Brooke Satterfield</p>

What's needed to get it done	<ul style="list-style-type: none"> • Materials • Activation trailer • Tablets or Laptops • Wireless hotspots or public wifi • Trained volunteers or staff • Print materials or promotional items • Powerpoint presentations 		
Major milestones or steps	Meetings	Events	Tabling/Event Outreach
	<ol style="list-style-type: none"> 1. Develop presentation and handouts 2. Train presenters 3. Identify target groups and upcoming meeting schedule 4. Ask to present about 2020 Census during agenda 5. Report Results 	<ol style="list-style-type: none"> 1. Determine Census events 2. Form event committees 3. Schedule and announce events 4. Secure sponsorships or needed resources 5. Report results 	<ol style="list-style-type: none"> 1. Build a Census in a Box Kit 2. Identify events for outreach 3. Train volunteers and staff for outreach 4. Confirm any needed equipment 5. Complete outreach 6. Report results

Tactic 4	Email
Who owns it	Brooke Satterfield
What's needed to get it done	<ul style="list-style-type: none"> • Content for email messages
Major milestones or steps	<ol style="list-style-type: none"> 1. Identify newsletters or email lists that include HTC groups 2. Ask newsletter writer to include language monthly about Census and capture contact info 3. Compose group email to all newsletter owners with text to add about Census 4. Send emails 5. Report results

Tactic 5	Social Media
Who owns it	Brooke Satterfield
What's needed to get it done	<ul style="list-style-type: none"> ● Content for Facebook, Twitter, and Instagram ● Graphics and stock photos
Major milestones or steps	<ol style="list-style-type: none"> 1. Create weekly content for social media - 47 weeks from September to July 2. Gain commitments from Census stakeholders with followers to share 3. Create "talkers" email list and weekly email 4. Report results

Tactic 6	Phone messages
Who owns it	Tyler Yount
What's needed to get it done	<ul style="list-style-type: none"> ● Recorded message ● Lists of phone numbers ● Funding for calls
Major milestones or steps	<ol style="list-style-type: none"> 1. Work with IT and 311 to record new hold message 2. Get list of HTC phone numbers from Community Development, Headstart, OFE, Treasury 3. Record robocall message 4. Schedule send 5. Report results

Tactic 7	Staff Training
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Who owns it	Tyler Yount
What's needed to get it done	<ul style="list-style-type: none"> ● Training module(s) ● Handouts for residents ● Report form for outreach
Major milestones or steps	<ol style="list-style-type: none"> 1. Identify staff that need to be trained 2. Schedule trainings 3. Train staff 4. Ask for staff to report their outreach

Tactic 8	Web Setup
Who owns it	Tyler Yount
What's needed to get it done	<ul style="list-style-type: none"> ● Census message ● Funding for work with vendors
Major milestones or steps	<ol style="list-style-type: none"> 1. Create bit.ly links 2. Add redirect to Accela app + web requests 3. Add redirect to bill pay portals for property tax, city court, sewer bill, golf reservation 4. Add redirect to connect, chattanooga.gov, library, chattadata, public art, and outdoor chattanooga sites

Tactic 9	Pothole Stencils
Who owns it	Brooke Satterfield

What's needed to get it done	<ul style="list-style-type: none"> • Stencils • Paint
Major milestones or steps	<ol style="list-style-type: none"> 1. Meet with Public Works and Transportation to discuss operations of stencil 2. Design stencil and purchase paint 3. Paint stencils 4. Take pictures and post to social media

Tactic 10	Census Dashboard
Who owns it	Tyler Yount
What's needed to get it done	<ul style="list-style-type: none"> • Socrata • Census data
Major milestones or steps	<ol style="list-style-type: none"> 1. Jam session to design dashboard 2. Data sources created 3. Story published and shared with CCC and City Gov stakeholders 4. Update and use to tout Census achievements

Tactic 11	Text Campaign
Who owns it	Tyler Yount

