Why I Count, Waco!

Waco's Census 2020 efforts



Waco's Undercounted Populations

- Children 0-5 years old
- The elderly
- College-aged students
- Hispanic population
- African American population
- Persons experiencing homelessness





2010 v. 2020 Census Efforts

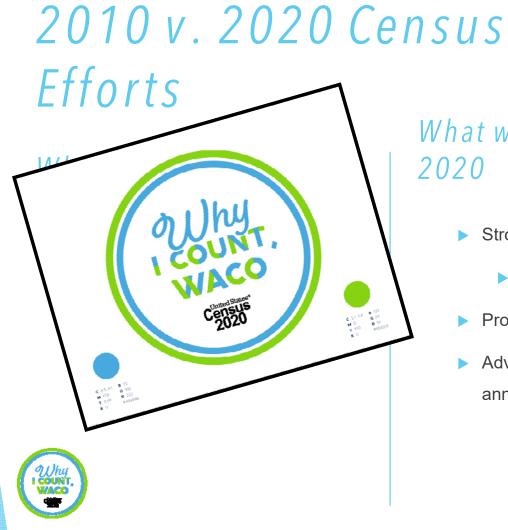
What worked in 2010

Strong brand recognition

What we will <u>duplicate</u> in 2020

- Strong brand
 - Why I count, Waco!
- Promotional materials
- Advertisements (e.g., public service announcements, public transit ads)





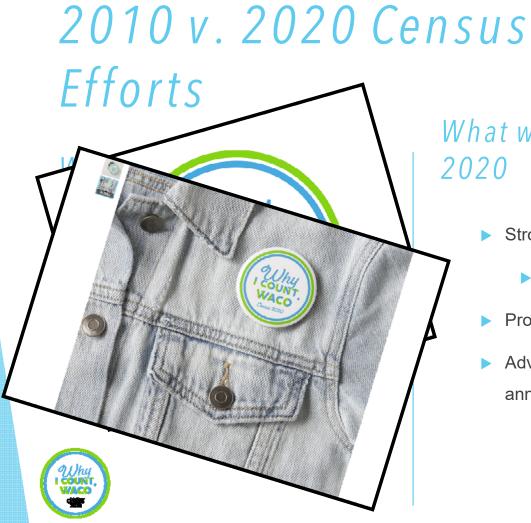
What we will <u>duplicate</u> in 2020

Strong brand

▶ Why I count, Waco!

Promotional materials

 Advertisements (e.g., public service announcements, public transit ads)



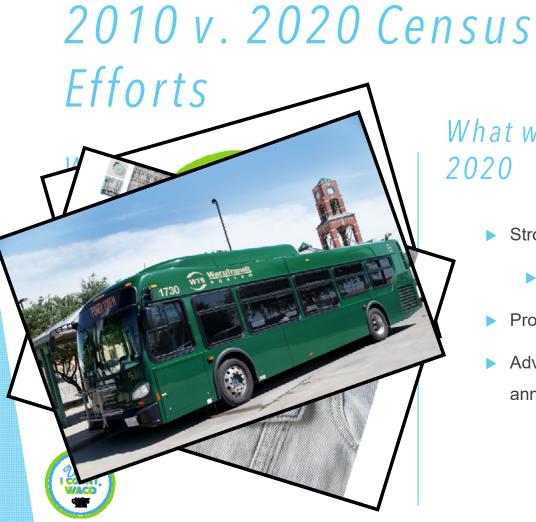
What we will <u>duplicate</u> in 2020

Strong brand

Why I count, Waco!

Promotional materials

 Advertisements (e.g., public service announcements, public transit ads)



What we will <u>duplicate</u> in 2020

- Strong brand
 - ▶ Why I count, Waco!
- Promotional materials
- Advertisements (e.g., public service announcements, public transit ads)

2010 v. 2020 Census Efforts

What <u>did not work</u> in 2010

- Focused heavily on promotional materials
- Not collaborative (nationwide)

What we will *improve* in 2020

- Heavier emphasis on education
- Recruit, train and support Census
 Ambassadors
- Community Outreach Toolkit







To view

Download the add-in.

liveslides.com/download

Start the presentation.

Census 2020 Communications Plan

Phase I - Education

- Ambassador trainings in October, November and December
- Community Outreach Toolkit

Phase II - Awareness

- Promotional materials
- Public service announcements, advertising
- Census Ambassadors mobilize

Phase II - Motivation

Begin reminding population about deadlines and where and how to complete Census



Next steps...

- Like and follow on social media
 - @whyicountwaco
 - facebook.com/whyicountwaco
- Attend an upcoming Census training
 - Email <u>Ehudson@wacotx.gov</u> to attend
- Visit Census toolkit on <u>whyicountwaco.org</u> and share accordingly



Census 2020, Nonprofit Specific Resources

- National Council of Nonprofits
 - <u>US Census 2020 Information</u> general information about the Census, why it is important, how nonprofits can help, & links to articles about the Census
- Nonprofit VOTE
 - What Nonprofits Need to Know provides a general overview of the importance of the Census, multiple links with additional information, and resources for how nonprofits can become engaged
 - What You Can Do a list of action steps organizations can take to become more engaged in the Census
 - <u>Why Nonprofits are Key to a Fair and Accurate Count</u> information on the important role nonprofits play in accomplishing an accurate count
- <u>The Census Project: Stakeholder Toolkit</u>

