

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 duplicate in 2020

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



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What did not work 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





LiveSlides web content

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 III - 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 Ehudson@wacotx.gov to attend
- ▶ Visit Census toolkit on whyicountwaco.org and share accordingly



Census 2020, Nonprofit Specific Resources

- [National Council of Nonprofits](#)
 - [US Census 2020 Information](#) – 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
 - [Why Nonprofits are Key to a Fair and Accurate Count](#) – information on the important role nonprofits play in accomplishing an accurate count
- [The Census Project: Stakeholder Toolkit](#)

