

Discussion  
Question – How  
should we  
promote Census  
Day on April 1,  
2020?

- Community-based block parties
  - w/ trusted messengers
  - Block Parties ~~with~~ across apt communities.
- Social media blast
  - ↳ Apr 1<sup>st</sup> isn't April Fool's Day (before)
- Take a break - take the Census
  - ↳ Partnerships w/ businesses.
- Grass roots flyering around transit
- Event in front of City hall.
  - w/ business support + Town Crier.
- Proclamation
- Tabling in all City buildings
- Robo calls / text messages
- Kids ~~engaging~~ - videos taped explaining why Census is important (1)

- Adult English Language Learner teacher to host Census day
- Elementary school
  - ↳ "have we been counted" sticker ACPs
- Computer classes
- Materials at Parent Caffeer.
- Event sharing Census Form (before)
- Census filter on social media
- Video of elected officials taking Census
- Radio PSA: In language
- Events @ apt complexes
- Something related to end of March Madness
- Something related to Nats opening day
- Resident celeb engagement (e.g. Holtby)
- Faith Community
- \* Check on utility bills.