

Flip chart notes

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

- Community-based block parties
 - With trusted messengers
 - Block parties across apartment communities
- Social media blast
 - April 1 isn't April Fool's Day (to be posted ahead of time)
- Take a break, take the Census – partnerships with businesses
- Grassroots flyering around transit
- Event in front of City Hall with business support and town crier
- Proclamation
- Tabling in all City buildings
- Robo calls/text messages
- Kids videotaped explaining why the Census is important
- ACPS activities
 - Adult English Language Learner teacher to host Census Day
 - Elementary school “Have we been counted” sticker
 - Computer classes
 - Materials at parent coffees
- Event sharing Census form (ahead of time)
- Census filter on social media
- Video of elected officials taking the Census
- Radio PSA in-language
- Events at apartment complexes
- Something related to March Madness
- Something related to Nationals opening day
- Resident celebrity engagement (e.g., Holtby)
- Faith community
- Messaging on utility bills