A guide to getting out the count, in the final stages of the 2020 Census
Census Bureau Operations Timeline

**July 22–28**  6th Mailer Postcard to households that haven’t responded to census yet

**July 27–August 1**  Census Bureau Surge Week NY

**Around August 7**  Last day to respond before put into NRFU list

**August 11**  Non-Response Follow-Up (NRFU) begins

**September 22–24**  Service Based Enumeration/ Count of Those Experiencing Homelessness

**October 31**  Official end of self-response period
Targeting Your Outreach Using Data

You’ve noticed an area is responding lower than other areas. Now what?
As we move into the final months of the 2020 Census it is imperative that we target our outreach to reach those who have yet to respond to the 2020 Census. The next few pages will walk your though how to use the various mapping tools at your disposal to ensure your outreach is rooted in data for the biggest impact.

To put it simply, follow these 5 steps:
1. Identify geographic area. Are you looking at a city or a specific neighborhood?
3. Determine characteristics of the identified areas (who is your audience)?
4. Find allies using google maps or your knowledge of the area. Talk to national and state coalitions and local nonprofits that work with the audience you’re trying to reach.
5. Build a targeted field strategy to reach this specific audience

Setting Benchmarks and Determining Your Area
1. Visit CUNY’s Hard to Count Map and zoom in on the area you are looking to support.
2. Using the left-hand column, determine how you define a low self-response rate (are you comparing a city’s self-response rate to the state’s self-response rate? Are you comparing a tract to a city? Are you comparing a tract to the state?).
   a. Need some more support? View our Tools Webinar HERE.
3. Take a look at how this tract has performed over time using the graph in the left-hand column.
   a. TIP: green represents amount of self-responses online, the bold line represents amount of total self-responses. You can use this to help you determine how this community might be most inclined to complete the census.
4. Using this information, determine which specific geographic area you should target during this last month of GOTC and into NRFU.

Determining an Audience
1. Visit this map from Cornell University and zoom in on the geographic area you just identified. Click on a specific tract you are looking to target.
   a. Note this site is only available for tract-level information
2. Look through the data shown on the left and right hand sides of the screen and start to build a picture of who your audience may be (number of households, languages spoken, amount of children under 5 etc.)
   a. TIP: Take any data points that are below 50 with a grain of salt due to small sample sizes.
   b. Need some more support? View our Tools Webinar HERE.
Find Allies
1. Head to google maps and zoom in on the tract you’d like to target.
2. Explore the area virtually. Identify houses of worship, nonprofits, businesses that most likely serve the audience you’re looking to reach
   a. Working in NYC? Check out the Hester St map [here](#) to help you.
   b. TIP: Drop in street map view and see if there are any commercial districts in the area? How dense is the area?

Determine Your Messaging
1. Need to refine your census messaging? Click [here](#) for a quick one-pager with some top-line 2020 Census messaging guidance and quick talking points when speaking about the 2020 Census.
2. However, we know that now is the time to segment messaging to those communities that might have a lower response rate. Check out the Census Counts Messaging Toolkit to find specific talking points per community [here](#). Want even more? Check our Census Counts full library to find materials by community or even by language [here](#).
Determining Your Outreach Strategy, Guiding Questions

And now it’s time to take action! Use these guiding questions below to help you determine a strategy to get out the count during this last month before Non-Response Follow-Up.

1. What areas need support? How did you arrive at this decision?

2. What are the undercounted populations in those tracts?

3. Where are the local touch points in that community? Are these nonprofits, community centers, schools, houses or worship you should each out to? Are these places where people might still congregate virtually?

4. Do these local touch points serve the historically missed community in this tract? Are there other historically missed communities that you were previously unaware of in this tract?

5. What are businesses that are operating in the area? (mechanic shops, gas stations, grocery stores, dental offices, health clinics, liquor stores, restaurants, etc) Are there places where people are still going physically -- such as food banks? Can they put up a poster or hand out flyers?

6. Are there in person gathering points where people can walk the line with devices for census collection purposes?

7. Are there events, virtual or in-person, taking place where messaging can be delivered?

8. What tactics will best serve this specific-community? What languages will best serve this community? Is this community online or is there an internet barrier?

9. Are there community influencers in the area (or from the area) you can partner with? See below for more information on the most common outreach tactics we’ve seen.

10. Is the CCC in your area active? If so, reach out to them with ideas. If not, see if you can form a targeted task force to address the low response tracts.
Appendix, Common GOTC Field Tactics

With all in-person activities, please adhere to NYC Census’ Best Practices during COVID-19 document here.

- **Phone or Text Bank**
  - Phone and text banking is a great way to reach a large swath of people within a specific zip code. If you’re looking to reach out to NY Counts 2020 and we may be able to provide lists, training, and a platform to conduct these activities. Email Hillary Medina-Loveless at medinaloveless@civilrights.org to see if a phone or text bank might be possible in your community!

- **Poster Canvass and Literature Drop**
  a. A poster canvass and/or literature drop is a great way to reach a community you might not be reaching online. You can target your message and perhaps change the languages based on the area where you chose to distribute your materials. To do implement this type of strategy...
    i. First, determine your audience and what messages or languages will best serve this audience. See poster examples HERE and HERE. See flyer examples HERE.
    ii. Next, pull up google maps! Identify what businesses may be operating in the area that people would frequent.
    iii. Reach out to these businesses and see if they’re willing to hang up a poster or have literature available in a common area (such as a waiting room).
    iv. Identify volunteers who would be willing to hang up posters or distribute literature at these locations.
    v. Print and distribute the posters around town!
    vi. Thank the businesses and follow up with an additional ask if needed. Common census-asks for businesses include: send out an email to their employees and post on social media about the census.

- **Targeted Door Hanging or Post-Carding**
  a. Targeting door hangers and/or postcarding is a great way to target individual households for a more personalized and direct reminder to complete the 2020 Census, specifically households that you may not be reaching online.
    i. First, identify the zipcodes and/or tracts you would like to target. How many households are in this tract?
    ii. Next, determine your audience and what messages or languages will best serve this audience. See examples HERE and HERE.
    iii. If you’re looking to send postcards, look into the Every Door Direct Mail program from the US Postal Service. Find information here.
    iv. If you’re looking to hang door-hangers, identify volunteers who would be willing to hang door-hangers.
    v. Then pick a day and canvass the neighborhood while maintaining physical distancing!

- **Census Questionnaire Assistance**
  a. Once you start doing outreach in a specific community, you’re going to get some questions. You may want to then set up census office hours. If possible, this should be done remotely. To do this you can set up a phone or online office hours where members of the community can login or call to speak to a member of your organization about the census. You could also create a WhatsApp group or host a digital event where you loop in census education and be available by private chat to answer questions. Need assistance and more guidance? Please contact Hillary Medina-Loveless at medinaloveless@civilrights.org.
  b. Perhaps all your community needs to complete the census is the device. In that case you may consider hosting an in-person census kiosk event. During a census kiosk event you might have two volunteers stationed outside a frequently visited area, such as a grocery store or laundromat, and have tablets available for people to complete their census right there. When doing in-person events it is imperative that we adhere strictly to CDC guidelines to protect our volunteers and community from the spread of COVID-19. Check out this one-pager from NYC Census with best practices when conducting in-person census outreach.
  c. Regardless if your event is in-person or virtual when providing assistance follow these guidelines:
    i. Before providing any questionnaire assistance to the public, please ask the individual you are supporting if they agree to receive assistance completing the census.
    ii. Inform the individual you are helping that you are NOT a Census Bureau employee.
    iii. State that you cannot and will not be collecting or keeping record of their personal information to these questions.
    iv. Make sure you mention that the Census Bureau is still required by law to protect the confidentiality of any and all response provided for the census.
    v. After the individual completes their census, show them their confirmation page and encourage them to take a photo of the confirmation.
Appendix, Common GOTC Field Tactics

- **Direct-Service Provider Outreach**
  - Direct-service providers are on the front-line of the COVID-19 pandemic and are crucial to reach our historically missed communities. Additionally, they have a huge stake in the outcome of the 2020 Census as many nonprofits rely on federal funds from the 2020 Census (read more here). Understandably, many may not have much time to dedicate to GOTC efforts. Here are some easy ways they can help support census.
    - During pre-existing check-ins with clients, have staff members ask “have you completed your 2020 Census?”
    - Provide staff with census FAQs (see here). Anyone can also text any census question to 442020 and receive an answer within seconds.
    - Ask them if you can hang up a poster or provide literature about the census at their location.
  - Ask if you can host a census kiosk at their location. Be sure to provide the volunteers and devices if possible!

- **Targeted Social Media**
  - You’ve posted on social media but now might be the time to level up and “boost” your posts or purchase a digital ad. When your purchase a digital ad you are able to target specific communities online. You can target based on interests and affinity audiences that have self-selected interests or habits (such as education, housing, immigration etc) or target your audience based on your organization’s network.
  - When creating video content for digital advertising, consider the following best practices:
    - This is not a TV commercial, your video should be 15 seconds or less
    - Makes the point in the first 5 seconds
    - Make people feel emotionally good
  - When creating images for digital advertising, consider the following best practices:
    - Use images of real people and real places
    - Make sure to have a call to action
  - For much more information on digital best practices and how to target your social media, see a full list of webinars here.

- **Earned Media**
  - Another place you might a large, targeted audience is through earned media coverage. Think about how the specific audience you’re targeting consumes their news. You may think about targeting ethnic and identity-based media, local news, radio shows in non-English languages, community and religious newsletters, and news and entertainment sources that trusted messengers like teachers and nurses are reading and watching. For more information see the Count Me In Toolkit from Asian Americans Advancing Justice (pages 24–35) and The Leadership Conference Grassroots Toolkit (pages 21–26).

- **Non-Census Events**
  - Last, don’t forget to reach out to your allies and coalition partners to see how you can work together to support a complete count. See if they’re hosting a virtual or in-person event and if you can weave census messaging into any talking points for this event or if it’s in-person see if you can host a census kiosk at their event!

- **Tried it all and looking for more?? Here is a bank of fun ideas people around the country have incorporated to help GOTC in their communities!**

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<thead>
<tr>
<th>Census Bingo or Loteria Night</th>
<th>Census Car Caravan</th>
<th>Census Meme/TikTok Competition</th>
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<tbody>
<tr>
<td>Census Create-A-Thon</td>
<td>DJ Census Night</td>
<td>Ask a local influencer to join the Ten Minutes Count Project!</td>
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<tr>
<td></td>
<td></td>
<td>E-mail Natalie Bernstien for more information.</td>
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