

ACTION TIMELINE

11-21-19

November/December 2019

- Develop list of ethnic media outlets and social media influencers
- Develop network of community stakeholders and trusted messengers
- Distribute Census information at festivals and community events.
- Conduct public education workshops/presentations
- Media messaging to various communications outlets
- Continue to recruit community stakeholders to assist with outreach
- Create social media outlets on WhatsApp, Facebook, Twitter, etc.
- Identify programs that receive federal/state funding and are influenced by Census
- Develop awareness message content for fliers, posters, social media, etc.
- Develop targeted message content for fliers, posters, social media, etc.
- Create pop-up-toolkit.
- Create calendar of media stories to pitch.

January 2020

- Continue public education workshops and presentations
- Continue the recruitment of community stakeholders to assist with outreach
- Begin hosting community events led by Census Ambassadors
- Attend activities/events organized by the network of community stakeholders
- Continuing Media messaging
- Begin promoting the Census through WhatsApp and other outlets
- Initiate Pledge campaign
- Train human service providers with talking points when dealing with their clients.
- Finalize locations for Census assistance centers (e.g. libraries)
- Connect with organizations and candidates doing electoral get out the vote efforts and encourage them to flag the Census as part of their civic duty.
- Purchase media ads.

February 2020

- Continue public education workshops and presentations
- Census posters and information in public places
- Work with Stamford schools and community school facilitators to send information about the census to parents
- Post Census information in: Utility bills, NextDoor online community app, and banners at target intersections.
- Distribution of outreach materials to trusted partners.
- Begin online Census demonstrations at senior centers, community centers, schools, etc.
- Continue recruitment and training of volunteers.
- Put a human face on the Census campaign.

March- April 2020

- Continue public education workshops and presentations
- Coordinate weekly messages about the Census via social media (WhatsApp, social media and text message)
- Distribute census material to targeted locations: restaurants, bodegas, salons, barber shops, etc.
- Organize Census Rally event
- Offer incentives and giveaways for filling out Census forms, such as promotional gifts
- Allow employees to complete census during workday, if needed
- Staff Census assistance centers
- Highlight Stamford residents who completed the Census.

Mid-April-May (to end of campaign)

- Modify messaging to encourage non-responders to cooperate with Census enumerators.
- Continue media and outreach efforts.
- “It is not too late to complete your Census” campaign