#MDBeCounted
Increasing Outreach Confidence for 2020 Census
To hear questions and suggestions posed during the Feb 11 live session

Watch the full webinar at:

https://www.youtube.com/watch?v=tVryIbuelyo
2020 Census: What to expect?

- **Important Dates**
  - March 12 – 20: Households will begin receiving official Census Bureau mail with detailed information on how to respond online, by phone, or by mail
  - April 1: Census Day is observed nationwide. Everyone should have received an invitation by this date.
  - April: Enumerators will visit college students on campus, people living in senior centers, and others who live among large groups.
  - May – July: Enumerators will begin visiting homes that haven't responded online, by phone, or by mail
  - December: The Census Bureau will deliver apportionment counts to the President and Congress as required by law.
  - March 31, 2021: States must receive redistricting counts by this date.
Best Practices
City of Seat Pleasant
Kyrthlyn Rhoda, Grant Manager
Sharron Lipford, Director of Public Engagement
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City of Seat Pleasant

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- Weekly Seat Pleasant Committee Meetings
- We will also be hiring Hispanic translators to assist those from our international population complete the survey
- Outreach at two (2) shelters in the area (male and female)
- Local clergy collaboration meetings for census outreach ideas at area churches
- Seat Pleasant Census Street Team at the after-school program
- Mayor’s weekly Vlog promoting the 2020 Census
- Posts on City of Seat Pleasant Facebook, Instagram, Twitter, the Seat Pleasant webpage, www.seatpleasantmd.gov and City Newsletter for people to learn more about the Seat Pleasant 2020 Census Awareness activities
Best Practices
City of Seat Pleasant
Kyrthlyn Rhoda, Grant Manager
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The City will be hosting events to promote 2020 Census Awareness and to reach its hard-to-count populations:

- **FEBRUARY 21st**, 4-6 pm at the SP Activity Center - 2020 Census Seat Pleasant Volunteer Orientation - a limited number of paid volunteers who will work all of the Census events. Please RSVP by February 14th to Ms. Shabazz at 301-336-2600 if you wish to work with the City to promote the census.

- **MARCH 13th & 14th** 12-3 pm - Census Community Courtyard Awareness events

- Bringing 2020 Census awareness to the Eastern Avenue and Greig Street Apartments

- **MARCH 21st**, 12-3 PM -2020 Census Bus Tour throughout the City with Mayor Eugene W. Grant. Hop on the bus and fill out your 2020 Census Survey

- **MARCH 28th**, 12-3 PM 2020 Census Community Day Goodwin Park (Moved to in front of the Police Station). Lots of Family Fun.

- **MARCH-APRIL -Wednesdays**, 2:30-4:30 pm – 2020 Census Survey completion Assistance. If you don’t have internet access, visit City Hall for assistance. Enjoy Coffee and donuts with staff and volunteers.

- **MARCH -APRIL** – Wednesdays 2-4 pm, the Seat Pleasant 2020 Census STREET TEAM. Will be on the streets with iPads helping folks complete the survey.
Best Practices
Town of Denton
Karen Monteith, Clerk-Treasurer

- Partnering with other agencies – Libraries, Schools, Faith-Based communities and Businesses
- Educating staff that interacts with the public
- Strategizing ways to increase response rates and informing residents on value of responding
- Relying on US Census and Maryland Department of Planning Census staff
Best Practices
City of Gaithersburg
Lauren Sukal, Program Manager
Available Resources

➢ The League is always here to assist with questions or navigating

➢ The most comprehensive information can be found at: census.gov/partners/2020.html

➢ Asha Kemp, Partnership Specialist
  ashaduntae.kemp@2020census.gov
CENSUS TWEET TUESDAY

▪ Every Tuesday flood Social media with census information, outreach initiatives
▪ Use #MDBeCounted

MML WEBSITE
▪ Visit www.mdmunicipal.org/MDBeCounted for most relevant census links

PEER-TO-PEER SUPPORT

Network with those on the call via email to ask questions and share information