



THE
MARYLAND
MUNICIPAL
LEAGUE

#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=tVrvlbuelyo>

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.



#SEATPLEASANTCOUNTS

SEATPLEASANTMD.GOV

Visit us online to complete your
2020 census form.
We're *counting* on you!



Scan me

Best Practices City of Seat Pleasant

Kyrthlyn Rhoda, Grant Manager

Sharron Lipford, Director of Public Engagement

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Director of Public Engagement

- **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**

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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

Beyond the Chat

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