



June 16, 2020
Census Complete Count Committee Meeting
Virtual via Go To Meeting

- Welcome and Introductions
- County Staff Update
 - ✓ Census Champion
 - ✓ Response Rate
 - ✓ MD CCC Meeting Update
 - Group Quarters counts will begin in September
 - Spanish language toolkits are available
 - Multi-cultural outreach team information
 - From the Secretary of Planning – “If you have a phone, you have a Census”
 - My favorite idea is from Montgomery County. **Friday Nights Lights** – the fire departments are driving through the HTC neighborhoods with lights and a Census banner on the fire truck.
 - ◇ Postcard to Ag Community – “Don’t Count Your Chickens, But Every Person Counts!”
 - ◇ Information out through Meals on Wheels
 - ◇ Materials at COVID testing sites
 - ◇ Homeowners Associations
 - ◇ Door hangers for HTC
 - ◇ Handouts and signs for rallies
 - ◇ Videos to show in hospital waiting rooms
 - ◇ Yard signs
 - ◇ “Get Counted, Get Your Slice of Pie” (pizza) event
 - ◇ “Get Counted, Get Your Scoop” (ice cream) event
 - ◇ TikTok videos, snapchat, targeted SMS Text Messaging, frequent FB posts (daily, 3x week, targeted buys), FB live, virtual town halls
 - ◇ Main Street organizations
 - ◇ Municipalities competition
 - ◇ Utility bills statements mailing
 - ◇ Target mobile home communities
 - ◇ Telephone banking
 - ◇ Recreated branded marketing to combine census & COVID
 - ◇ Engaging boards and commissions
 - ◇ Outside grocery and big box stores



- ◇ Represent Your Neighbor challenge – Take a picture of you in the place that most represents your neighborhood. Challenge 5 friends to take the Census and do the same.
- ✓ Banners
- ✓ Farmers Markets
- ✓ Stickers – rack cards, diapers
- ✓ Friday is Juneteenth celebration
- Workgroup Reports
 - ✓ What are you committed to do this month?
 - Posters in Post Offices
 - Rallies
 - Auto parts stores
 - Electronic sign boards
 - Bicycle shops
 - Social media – videos – Facebook Live, Snapchat, TikTok
 - Events – Taneytown Drive-In Movie

Next Meeting: TBD