YES TO WHAT BELongs TO YOU.

Yes to school lunches. Yes to better streets. Yes to education.
Yes to healthcare. Yes to parks. Yes to representation.
Yes to our kids. Yes to our grandparents. Yes to us.
Yes to only nine responses. Yes to only 10 minutes.

City of Houston
2020 Census Engagement
Importance

Schools

Road Improvements

Medical Care

Disaster Recovery

Housing

Representation
Impact

• 1% Undercount = $250 MILLION is at risk
• $10,000 lost for each person not listed on Census
• Districts most at-risk for an undercount:
  1. District J
  2. District B
  3. District I
  4. District H
  5. District F
Hard to Count Score
Census Messaging

"I don't think the census has any impact on my life"

"I don't trust the government with my information"

"I have trouble completing the census forms"

"I don't have time to fill out the census"
Timeline

❖ March 12: Invitation to Respond
❖ March 16: Reminder Letter
❖ March 26: Reminder Postcard (If no response yet)
❖ April 1: Census Day
❖ April 8: Reminder Letter w/ Paper Survey
❖ April 20: Final Reminder Postcard
❖ May: Door-to-Door Census Survey
❖ July 31: Census Ends
Community Engagement

- Block Walks/Canvassing
- Campaign Materials
- Social Media Campaign
- Census Tabling/Booths
- Other Events
Communication Materials

http://citypointe/dept/pd/censusfliers/Forms/AllItems.aspx
Digital Campaign

Email/Newsletter

Social Media

PSA
How to Help

• Census Events (Pep Rally, Census Sites, Census-thon)
• District-wide Block walking/Canvassing
• Incentives for Census responses
• Public Service Announcements
• Communication Materials distribution
Questions?

Contact:
Sasha Marshall Smith at 832.393.6547
or
Bala Balachandran at 832.393.6521
Yes to healthcare. Yes to parks. Yes to representation. Yes to our kids. Yes to our grandparents. Yes to us. Yes to only nine responses. Yes to only 10 minutes.