

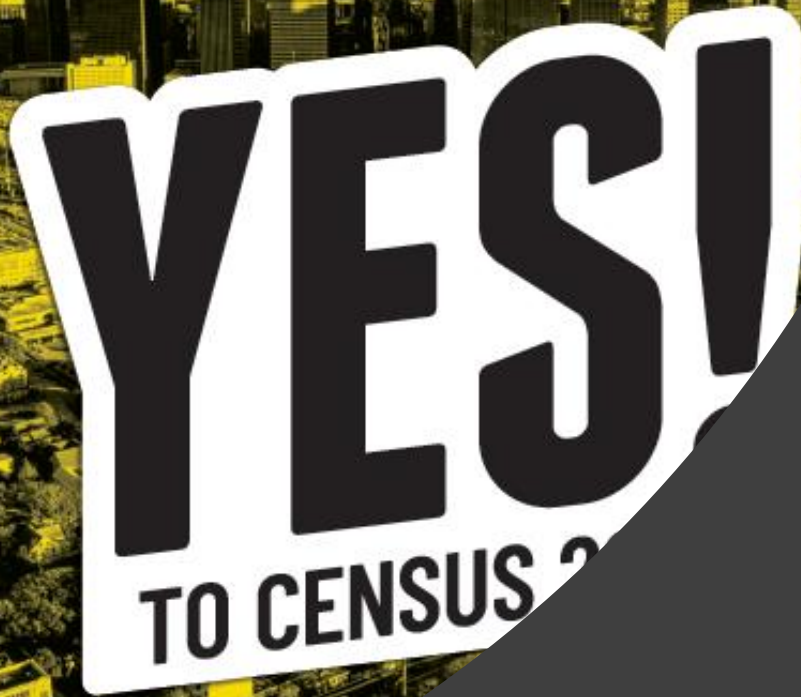
YES TO WHAT BELONGS TO YOU.

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.



YES!
TO CENSUS 2020

City of Houston
2020 Census
Engagement



Importance

Schools



Road Improvements



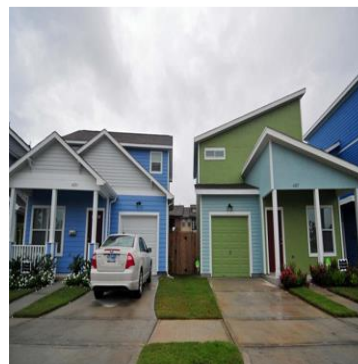
Medical Care



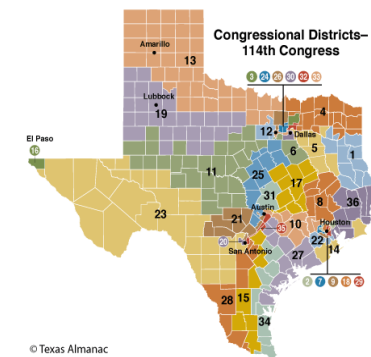
Disaster Recovery



Housing



Representation



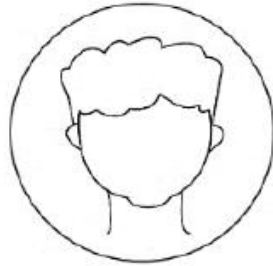


Impact

- 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



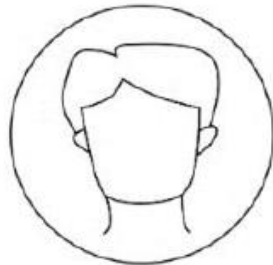
Census Messaging



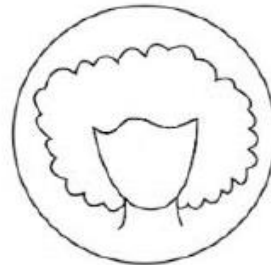
"I don't think the census has any impact on my life"



"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



Online



Phone



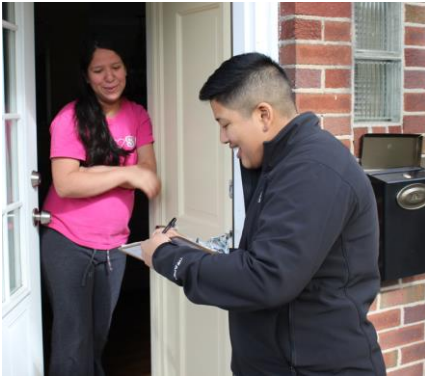
Mail



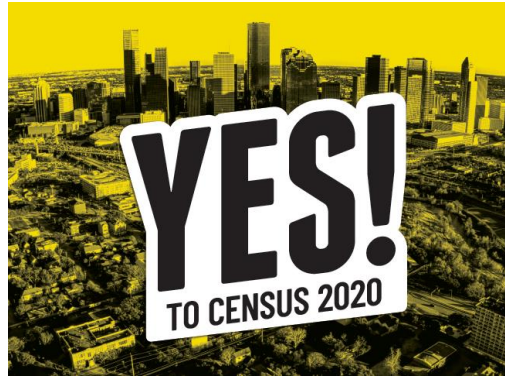
Door-to-Door



Community Engagement



Block Walks/Canvassing



Campaign Materials



Social Media Campaign



Census Tabling/Booths



Other Events

YES! TO CENSUS 2020

Communication Materials

<http://citypointe/dept/pd/censusfliers/Forms/AllItems.aspx>

YES! TO CENSUS 2020

YES TO STRONGER NEIGHBORHOODS.

The census data supports over 100 programs, such as Medicaid, Medicare, SNAP, housing, public safety, disaster recovery, road improvements and school lunches, that would help your family and community right now.

This April, the census can be filled out online, by mail or over the phone.



#YEStotheCensus
2020census.gov
1.800.923.8282
HarrisHoustonCounts.com
281.306.8300

YES! TO CENSUS 2020

YES, IT'S SECURE.

The census data supports over 100 programs that would help your family and community right now. Your responses cannot be shared with anyone. In fact, they're well protected by law from other branches of government.

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YES! TO CENSUS 2020

YES TO IMPACTING THE NEXT 10 YEARS.

The census counts how many people are in our community to decide how much federal funding and representation our communities should receive for the next 10 years.

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281.306.8300

YES! TO CENSUS 2020

YES TO 10 MINUTES.

The census data supports over 100 programs that would help your family and community right now. There are only 8 responses and it only takes about 10 minutes per person. The census provides online guides in 80+ languages.

This April, the census can be filled out online, by mail or over the phone.



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YES! TO CENSUS 2020

YES TO EDUCATION. YES TO HEALTHCARE. YES TO WHAT'S OURS.

The census data supports over 100 programs, such as Medicaid, Medicare, SNAP, housing, public safety, disaster recovery, road improvements and school lunches, that could help your family and community right now.

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¡SÍ! AL CENSO 2020

SI A NUESTROS NIÑOS. SI A AYUDA ECONÓMICA PARA ESCUELAS. SI A SU FUTURO.

Cada 10 años el censo se usa para determinar cuánto dinero y representaciones se asignan basado en la población. Este dinero sirve de ayuda para todo, desde comedores escolares, adaptaciones especialmente Head Start, hasta más de 100 programas que podrían ayudar a tus estudiantes ahora mismo.

Tu respuesta al censo son importantes y no se pueden compartir con nadie. De hecho, por la ley están protegidos de otras agencias del gobierno.

Tras el censo del 2010, dejamos de recibir más de \$10,000* por cada persona que no lo completó. Todos debemos completar el Censo 2020 para no perder millones de dólares en los próximos 10 años.

Digamelo a al censo bajo en nuestras comunidades y #SiAlCenso.

A partir de abril, el censo se podrá completar en línea en 2020census.gov. Completar el censo solo toma 10 minutos y nueve respuestas.

HarrisHoustonCounts.com | 281.306.8300
2020census.gov | 1.800.923.8282

*El Registro Estadístico Total del censo no se puede compartir con nadie, excepto con personas que se están comprometiendo a votar en las elecciones para el Congreso del 2020. *The Total of the Decennial Census is the property of the U.S. Department of Commerce.



YES! TO CENSUS 2020


10 THINGS TO KNOW ABOUT THE 2020 CENSUS

- It happens every 10 years.
- It only takes 5-10 minutes to fill out, depending on the size of your household.
- The census can be filled out online, by phone or by mail.
- The census can be filled out in 13 common languages by phone or online at 2020census.gov, with guides available for 54 more languages.
- You can take the census for yourself and your household if you are at least 15 years old.
- The census is used to determine how much funding and representation should be distributed to communities.
- The census funds important programs like Medicaid, Medicare and SNAP.
- The money our city receives based on census data is used to support disaster recovery, road improvements, school lunches and over 100 other programs.
- After the 2010 census, we missed out on over \$10,000* per person not listed on the census. Everyone should fill out Census 2020 so we don't lose millions of dollars in the next 10 years!
- Your responses cannot be shared with anyone. In fact, they're even protected by law from other branches of government.

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.

YES! TO CENSUS 2020



YES! TO CENSUS 2020

CENSUS 2020

YES! TO CENSUS 2020

CENSUS 2020

YES! TO CENSUS 2020


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YES! TO CENSUS 2020


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YES! TO CENSUS 2020


YES, IT'S EASY!
It only takes about 10 minutes.




YES, IT'S SECURE!
The census cannot share your info with anyone else, even other government agencies. It's the law!




YES, IT'S ABOUT REPRESENTING ALL OF US!
The more people we count, the more seats our state gets in the House of Representatives.



YES, IT'S ABOUT HELPING OUR COMMUNITIES!
Everyone should fill out the census so we don't lose millions of dollars in the next 10 years. After the 2010 census, our city and communities missed out on over \$10,000* per person not counted.



YES, IT'S FOR EVERYONE!
Anyone living in the U.S. should be counted, because every single person has the right to these resources.



积极参与 2020年人口普查

人口普查资助教育 人口普查资助医疗 人口普查资助公园和娱乐项目

人口普查每10年一次，统计我们所在社区的人口数量。人口普查数据用于决定如何分配联邦资金，包括学校午餐、医疗保健、公园、娱乐项目、道路改善、学校午餐和超过100个其他项目。

2010年人口普查后，我们错过了每人超过10,000*美元的额外收入。每个人都应该填写2020年人口普查，以便我们不会在接下来的10年中失去数百万美元。

人口普查用于确定社区代表拨款数额及议会代表人数。对人口普查统计不准确！

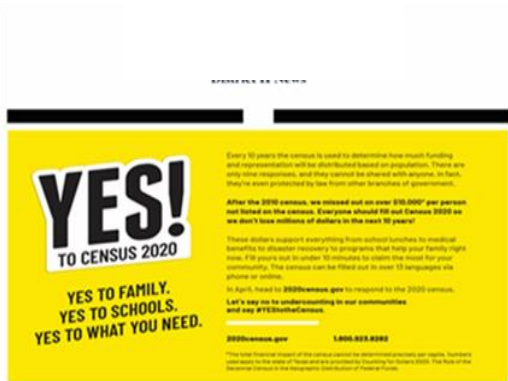
为积极参与人口普查投票！

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HarrisHoustonCounts.com
281.306.8300





Digital Campaign



Yes! to Census 2020 - SOCIAL MEDIA CALENDAR				
DATE	FACEBOOK	INSTAGRAM	TWITTER	
17-Apr	Do you need more from your community? Do #YesToCensus and have access to these programs and services for a better future. #YesToCensus #Census2020 #YesToCensus2020	Do you need access to more programs in your area? You need to, so complete the census. #YesToCensus #Census2020 #YesToCensus2020	Do you need more from your community? Do #YesToCensus because #YesToCensus2020 #YesToCensus2020	
18-Apr	Do you need more from your community? Do #YesToCensus and have access to these programs and services for a better future. #YesToCensus #Census2020 #YesToCensus2020	Do you need access to more programs in your area? You need to, so complete the census. #YesToCensus #Census2020 #YesToCensus2020	Do you need more from your community? Do #YesToCensus because #YesToCensus2020 #YesToCensus2020	
17-Apr	Do you need more from your community? Do #YesToCensus and have access to these programs and services for a better future. #YesToCensus #Census2020 #YesToCensus2020	Do you need access to more programs in your area? You need to, so complete the census. #YesToCensus #Census2020 #YesToCensus2020	Do you need more from your community? Do #YesToCensus because #YesToCensus2020 #YesToCensus2020	



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.

An aerial photograph of a city skyline, likely New York City, with numerous skyscrapers and a dense urban area below. The image is tinted with a yellowish-gold color. A large, white, stylized sticker with a black outline is overlaid on the bottom half of the image. The sticker contains the word "YES!" in large, bold, black letters, followed by "TO CENSUS 2020" in smaller, bold, black letters.

YES!
TO CENSUS 2020