

Tulsa Regional Complete Count Committee

13 November 2019

Group Purpose

- Maximize Census count in Tulsa Metropolitan Area
- You all are the closest to the different groups we need to reach
- You all are critical to making this happen

The Plan

Phases of the Plan

Awareness

Planning w/Partners

Tracking the Count

Following Up

Awareness

- Host Tulsa Counts workshops
- Plan and host other awareness events
- Encourage people to apply to be Census enumerators
- Spread flyers and social media messages

Planning with Partners

- Prepare for Get Out the Count events
- Make sure spaces are available to fill out the Census
- Support with translation needs

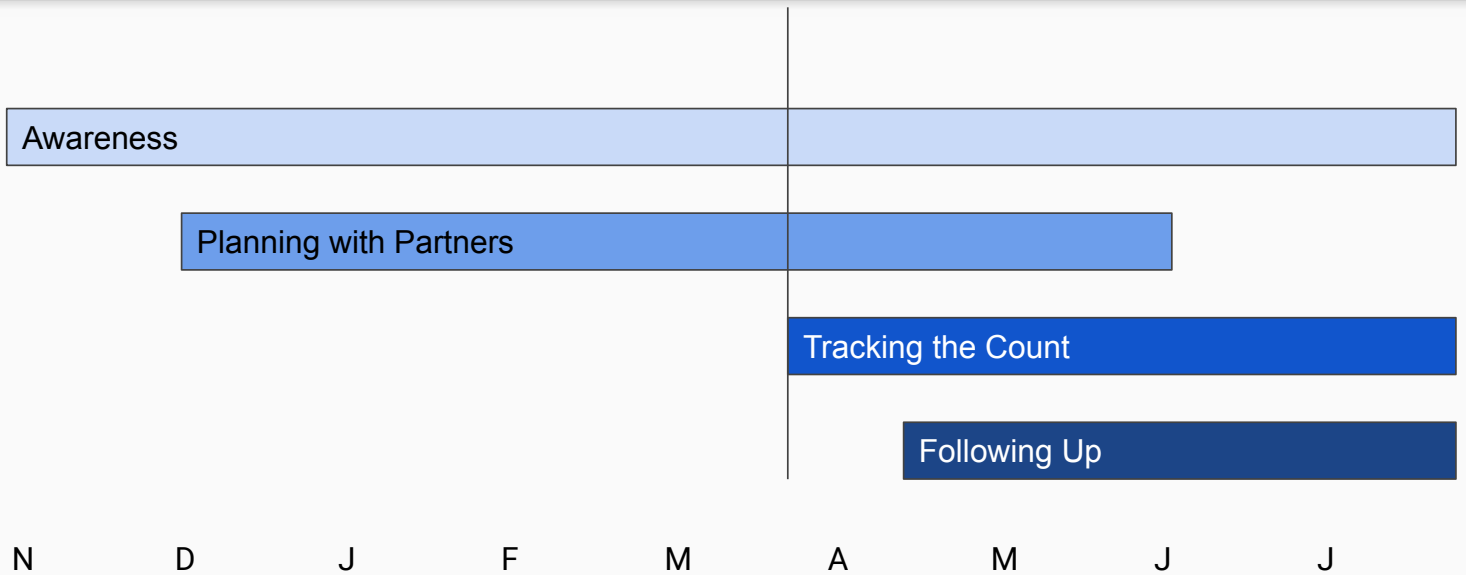
Tracking the Count

- Reporting response rates on the web and elsewhere
- Get Out the Count events
- Media and advertising push around benefits of getting counted

Following Up

- Re-focusing efforts on undercounted Census tracts
- Media/advertising push saying there's still time

Timeline



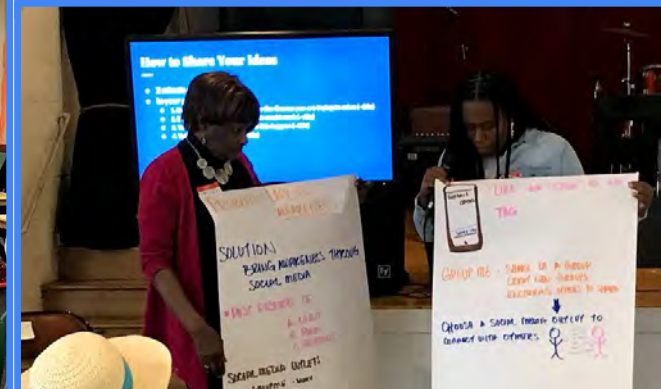
Questions

- What feels exciting about this?
- What is going to be most helpful?
- What is missing to make this plan work?

Tulsa Counts

Tulsa Counts workshops are...

- A fun and useful way to learn about the Census
- A good way to meet people who are interested in helping with the Census
- A source of useful ideas for awareness events and ways to maximize the count



Some ideas from past Tulsa Counts workshops

- “Welcome to the Census” block party--plan it, invite people, get responses, invite elected officials, educate people about Census
 - Advertising the Census on Zomi National Television
 - You could win a prize if you tag a certain number of people in a post about the Census
 - Partner with businesses to get information out through discounts or specials for (first few) people who respond to Census
- ...and more.

Details

By a) mid-December or b) mid-January, let Kyle know:

- The location
- The three facilitators
- The restaurant you are likely to cater from

By a) end of January or b) end of February, hold the event.

Other Awareness Events

Turn & Talk, Pt 1 (3 min)

What strategies or platforms have you used with your own organization in the past to build awareness?

Turn & Talk, Pt 2 (3 min)

How might you leverage your past experiences to build Census awareness?

Details

By a) mid-December or b) mid-January, let Kyle know:

- Your idea for an awareness event/campaign/etc.
- The people who will help you plan this event

By a) end of January or b) end of February, hold the event.

Final Timeline

Mon Dec 9: -Apply for mini-grant for awareness activity OR submit your plan for a Tulsa Counts workshop.	Fri Jan 10: -Do whichever of the Dec 9 items you have not completed yet.	Fri Jan 31: -First of those two things (workshop or awareness activity) completed.	Sat Feb 29: -Both awareness activity and Tulsa Counts workshop completed. -Plan submitted for first Get Out the Count event.
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Thank you!