20 Actions for Better Census Participation

Improve the count for your community!

- Schedule monthly Facebook posts to educate your community about the census.
- Have council members post census information on their own official web pages and social media accounts.
- Provide educational information for departments to use in high-volume public traffic areas to share the census message.
- Regularly include educational messaging about the census in employee newsletters and staff communications.
- Use lobby monitors at all public facilities to educate the public about the census.
- Ask vendor partners to post messages in buildings they operate/own.
- Ask media partners to donate pre-purchased advertising placements that occur before July 2019.
- Add pre-recorded educational information about the census to your message-on-hold rotation for people calling into your phone system.
- Add census educational messaging to your organization's confirmation emails for registrations/payments/inquiries.
- Engage your police department by hosting an information session to educate police on how the census impacts Arizona, Pima County, their jurisdiction and/or their department.
- Host a forum to educate community managers and presidents of homeowners' associations about the importance of the census to community development.
- Ask managers of department web pages to spotlight how the census count funds or impacts what they do.
- Dedicate the back page of printed parks and recreation guides for census ads/infographics.
- Add a 2020 Census countdown to your community events calendar.
- Share information at special events.
- Share information at town meetings, including a standard statement to open and close meetings.
- Include a standing agenda item to remind people until the census occurs.
- Include information at neighborhood meetings.
- Post census messaging on fleet vehicles.
- Include a link (see below) to the Census 2020 website in all electronic public messages.
- Create a desktop pop-up window with rotating census education messages, prompting readers to sign up in support of the 2020 Census. Link window to a “Count Me In!” pledge on your home page.