



Community Engagement Action Plan

Goals:

- Make it Actionable
- Make it Relevant & Personal
- Plan the Delivery

Hard-To-Count Population to Mobilize: _____

1. What are your biggest concerns about the 2020 Census?
2. What do you see as the biggest hurdles to getting your hard-to-count population counted?
List the challenges unique to your population. Think about access to the internet, language barriers or unique housing.
3. What information about the census would you debunk for your population?
4. What organizations work with your population that you could partner with?
5. What are some ways you can increase census awareness? Think about community events, marketing strategy and messaging.

6. Brainstorm a strategy and/or event, then settle on *one plan*. What does this plan include? Be detailed and include type of engagement, partnerships, timing and other important details.

7. What is your message or call to action for your population?

Now- put your plan into action!

- Reach out to organizations to share your ideas
- Host community meetings or town halls
- Be a census advocate in your community by encouraging participation and sharing accurate information on social media

Visit slc.gov/census for more information