CENSUS 2020
OUTREACH SUBCOMMITTEE MEETING

This committee will deliver campaigns to counter misinformation about the Census.

March 27, 2019, 1-2pm

MEETING MINUTES

1. Introductions
2. Review of Census Marketing Materials
   a. Salt Lake County worked with a PR firm to create outreach materials for Census 2020.
   b. Materials include: handouts for tabling, handouts for educating community and business leaders, social media posts, a poster, a window cling and key talking points.
   c. Handouts are available in two versions—one where an organization/city logo can be added and one without this feature.
   d. Spanish translation is in process and handouts should be available the week of April 8, 2019.
   e. All materials are public and free to use.
3. Review of Census Web Page
   a. www.slco.org/census
   b. Webpage serves two purposes:
      i. A place for cities, metro townships, and organizations to direct people to for more information about Census 2020.
      ii. A place for outreach materials and other resources:
         1. Census 2020: In the News contains the most current news on the citizenship question and other census related news
         2. County Partner Toolkit contains:
            a. Handouts and resources for Tabling a Community Event
            b. Handouts and resources for Educating Community & Business Leaders
            c. Information for Reaching Hard to Count Communities
         3. Questions Planned for 2020 Census is a document that contains the 10 questions that will be asked on the census and an explanation of each question.
        4. Subcommittee Meetings & Calendar
           a. The agenda and meeting minutes for each subcommittee is available here.
4. Create Outreach Action Plan
   a. Tabled till next meeting
5. Next Meeting
   a. May 1, 2019 at 1:00 pm
   b. Location to be determined