

City of Southfield Census 2020 Action Plan

As of: November 26, 2019

- City Census Slogan: ***Everyone Counts in Southfield!*** to be used on all Census 2020 materials
- Feature Census 2020 information prominently on the City's new website (www.cityofsouthfield.com) and link to Census 2010 website.
- Rotate heavy promotion across all City Social Media Platforms (Facebook, Twitter, Instagram, etc.) with particular saturation (Jan., Feb. & March of 2020).
- Census 2020 brochures, flyers and other promotional items (reminder magnets, pencils, etc.)
- City of Southfield's on hold phone messages
- *Southfield Living* magazine (mid-January)
- Census 2020 promo on Cable 15
- Include in City of Southfield 2020 Calendar: Jan – April messages/reminders
- *Southfield's eNews* electronic newsletter e-mail list
- City Council televised meetings announcements and reminders
- Partner with and disseminate information through City Boards and Commissions and Homeowner and Condo Associations
- Attend Neighborhood/Condo Association Meetings
- Other Meetings/Events – Census information kiosks (MLK Peace Walk, Black History Month, etc.)
- Group Homes – The Census will handle group homes through a special enumeration process.
- Southfield Public School's communication platforms
- Private, Parochial, Charter and Hebrew School's communication platforms
- School staff newsletters and Area Council PTA's
- Water bill insert (Feb., March & April)
- Winter tax bill insert
- Census 2020 display in City Hall and the Library
- Volunteers from local, regional and national Greek System
- College student count – provide public info and promotional materials to distribute
- Benefit Fact Sheet – 50 Ways Census Data Are Used
- Sponsor a Southfield 2020 Census Day
- Churches/Synagogues – provide promotional materials to distribute
- Community Organizations (Rotary & Optimist Clubs, etc.)
- Building Managers/Apartment Managers – provide promotional materials to distribute
- Snow birds – an article in *Southfield Living* (snow birds can wait to get home to fill out their questionnaires)
- Senior housing & nursing homes – provide promotional materials to distribute
- Senior complexes – provide promotional materials to distribute