



Ohio Census Advocacy Coalition

To: OCAC Regional Leads and Partners
From: OCAC Executive Team
Date: March 13, 2020 **[THIS MEMO WILL BE UPDATED AS EVENTS DEVELOP]**
Re: Grantee Guidance - 2020 Census and Coronavirus

First, thank you all for your engagement with your communities around the 2020 Census; we are so glad you are willing to help make sure all Ohioans get counted this year. We also want to be sure that you, your organizations, and your communities are staying as safe and healthy as possible as we all deal with the coronavirus's spread.

The Census Bureau has released a [statement on coronavirus](#) urging people to fill out the Census [online](#), over the phone, or by mail. For households who do not respond and receive a door knock, the Census Bureau will “closely follow guidance from public health authorities.” In addition, the Bureau has contingency funds available to address unforeseen circumstances.

Many of the OCAC grant activities envisioned in-person events. In light of recent events, organizations should prioritize the safety and health of your communities as necessary by 1) smaller gatherings of less than 100 people with 6 feet of distance, per [Governor DeWine's order](#), 2) postponing large events until late April/early May, or 3) moving to virtual events/engagement (i.e. videoing people filling out their Census form). OCAC has several tools to support organizations, including:

- **Digital organizing tools:** In the next week, OCAC will be releasing a phone number that community members can use to opt into texts about the Census, including reminders about important Census dates and a virtual helpdesk where they can ask questions about how to fill out the Census. Similar tools will be available through a chat tool on the OCAC website and on Facebook. **Watch for information on this option early next week.**
- **Zoom account:** OCAC has a Zoom account our partners can use to set up virtual meetings or hold virtual town halls with both audio and video capabilities. **Contact erindaviesconsulting@gmail.com to schedule a Zoom meeting. Note:** *The Zoom account has capacity to accommodate up to 500 participants for a virtual townhall meeting or conference call.*
- **Leave-behind materials:** OCAC will develop leave-behind materials – i.e. a postcard – with information about how to participate in the Census and engage with the OCAC. These materials can be left at places people will need to visit, such as grocery stores, clinics, or other essential locations.
- **Social media channels:** OCAC will leverage best practices from our national partners on how best to use social media (including Instagram, Twitter, Facebook, TikTok, WeChat, and other channels) to reach hard-to-count populations. All partners will play an important role in this outreach strategy.

We will be having additional discussions and releasing more information soon, including best practice protocols for in-person events and technology access. As always, please reach out to your Regional Lead or Erin Davies with CDF-Ohio (erindaviesconsulting@gmail.com) if you have any questions or concerns.