Prince George’s County Planning Department

Together with the County Executive, coordinate county government participation to ensure that the 2020 Census Complete Count Campaign is integrated within ongoing outreach initiatives.

Examples of Activities
- Staff CCC subcommittees
- Assist in developing and implementing CCC work plan
- Collaborate and coordinate with the US Census Bureau and the Maryland CCC

Prince George’s County Government

Examples of Activities
- Assign staff support
- Department Messaging and Coordination

Faith-Based Subcommittee
Creates and coordinates activities that can be used by any local faith-based institution.

Examples of Activities
- Sponsor and participate in community events
- Tailor appropriate messages to church members
- Recruit church members for enumerators and volunteers to go door-to-door
- Identify and provide space for community-based Questionnaire Assistance
- Set up informal census information/assistance stations
- Email and social media announcements

University/College Subcommittee

Examples of Activities
- Email and social media announcements

Senior Housing Subcommittee

Examples of Activities
- Email and social media announcements
- Promotional materials in campus housing

Group Quarters Subcommittee

Examples of Activities
- Work with Census to ensure populations of correctional facilities, juvenile facilities, nursing homes, hospitals, dormitories and group homes are accurately counted

Parks & Libraries Subcommittee

Examples of Activities
- Display census information at facilities
- Place information on websites

Education Subcommittee

Creates and coordinates activities that encourages the school system to use Census in the school’s program materials to help educate the community

Examples of Activities
- Collaborate with the school system to make sure Census education is included in school curriculum
- Sponsor a Census contest to design a census poster to be displayed at schools
- Collaborate with colleges and universities to promote the Census among students
- Distribute letter to all parents of Prince George’s County Public School students encouraging their participation in the Census
- Email and social media announcements

International & Immigration Subcommittee

Creates and coordinates materials and activities that target non-English speaking populations.

Examples of Activities
- Create design & promotional items in different languages
- Develop messages directed to immigrants
- Prepare articles for inclusion in Spanish and other ethnic newsletters
- Support community events that promote the Census
- Email and social media announcements

Non-Profit & Community-Based Organization Subcommittee

Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census

Examples of Activities
- Sponsor and participate in community events
- Tailor messages to organizational members and residents
- Invite Census staff to address your membership
- Target outreach for special populations and hard to count areas
- Identify and provide space for community Census Assist Centers
- Email and social media announcements

Business Subcommittee (Includes Chamber of Commerce)

Creates and coordinates activities that involve business in Census awareness

Examples of Activities
- Place Census messages on products, packaging, newsletters, Internet sites
- Display and distribute Census materials
- Provide “corporate” sponsorship of community events to promote the Census
- Encourage employers to respond to the Census

Media Subcommittee

Creates and facilitates ways to get the Census message to all County residents

Examples of Activities
- Promote social media campaigns
- Establish connections with local media
- Collaborate on stories on the importance of the Census
- Enlist local media to take part in Census promotions
- Develop and partner on ads aimed at the hard to count areas
- Assure coverage of Census events

Municipal Association Subcommittee

Examples of Activities
- Work with Mayors and Municipal Managers to promote census
- Email and social media announcements
- Coordinate/liaison with Prince George's County Municipal Association

Homeless Subcommittee

Creates activities to get the Census message to homeless shelters and other locations used by the homeless

Examples of Activities
- Create promotional materials
- Display Census banners and distribute Census materials at homeless shelters

Complete Count Committee (CCC)

Example of Activities
- Facilitate the complete count of all groups
- Coordinate/liaison with other subcommittees
- Develop and partner on ads
- Recruit church members for Census outreach
- Display and distribute Census information
- Invite Census staff to church members

Prince George’s County Planning Department

Examples of Activities
- Assign staff support
- Department Messaging and Coordination

Census Coordinators
Assist in all activities between the CCC Chair and all Subcommittees. Structure and launch CCC subcommittees

Examples of Activities
- Email and social media
- Develop and partner on ads
- Recruit church members for Census outreach
- Display and distribute Census information
- Invite Census staff to church members
- Collaborate with colleges and universities to promote the Census
- Assign staff support
- Distribute letter to all parents of Prince George’s County Public School students encouraging their participation in the Census
- Email and social media announcements

2020 Census