**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

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**Prince George’s County Government**

**Examples of Activities**

- Assign staff support
- Department Messaging and Coordination

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**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

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**University/College Subcommittee**

**Examples of Activities**

- Email and social media
- Promotional materials in campus housing

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**Senior Population Subcommittee**

Creates and coordinates activities that target elderly residents

**Examples of Activities**

- Distribute Census information to senior housing communities
- Display Census posters at health clinics

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**Group Quarters Subcommittee**

Creates activities that target residents of Group Quarters

**Examples of Activities**

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

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**Parks & Libraries Subcommittee**

Creates and coordinates activities for residents that visit parks and libraries.

**Examples of Activities**

- Display census information at facilities
- Place information on websites

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**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

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**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

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**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

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**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 employees to respond to the Census

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**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

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**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

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**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

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