

To: MassCounts, Massachusetts Census Equity Fund, and Statewide Complete Count Committee partners

From: Beth Huang, Vatsady Sivongxay, Katie Campbell Simons

Re: Adjusting Plans for QACs and Get out the Count in Response to COVID-19

Dear fellow Census advocates in Massachusetts,

We've all been working so hard for the past year to ensure a complete count in the 2020 Census for greater equity in the next decade. Given the need to contain the COVID-19 pandemic, we are writing to you with recommendations on how to shift programming to Get Out the Count in the 2020 Census. The people who are most vulnerable in this public health emergency, including low-wage Latinx, Black, and Asian workers, seniors, immigrants, people who are immunocompromised, people experiencing homelessness and living in crowded conditions, are often also the people most at-risk of being undercounted in the 2020 Census.

We must ensure that everyone is safe during this public health emergency and that everyone is seen, heard, and counted in the 2020 Census. To these ends, we recommend this overall approach:

- Maximizing self-response online and over the phone to diminish the need for door-to-door Non-Response Follow Up;
- Shifting in-person outreach to phone, digital, and media outreach;
- Maximizing internal communications systems, such as newsletters, listservs, weekly bulletins, Facebook groups, and phone trees.

We recommend making these shifts to your Get Out the Count programming, and we will need help translating materials. If you can help translate materials early next week, please let us know ASAP!

- If you are not planning to close your Questionnaire Assistance Center, minimize sharing devices such as phones and computers.
 - Encourage individuals to use their own phones for self-response over the phone or online by providing flyers with the link to respond [online](#) and the [list of phone numbers](#) for self-response in 13 languages. Hold tight - we're working on a flyer right now!
 - Disinfect any shared devices, if possible every time someone uses it but at the very least every two hours.
 - Set up an appointment system via phone or an online form (e.g., [via Google Calendar](#)) to manage on-site traffic.
- If you have closed your office to visitors but not to staff, shift your Questionnaire Assistance Center to a hotline using your office phone number
 - Circulate graphics on social media that say "Need help filling out the Census? Call [YOUR ORGANIZATION] at xxx-xxx-xxxx from XX AM to XX PM" in the relevant languages. We're working on a template right now, and [sign up here](#) if

you intend to use your phone number to accept calls for assisting people to fill out the 2020 Census.

- Post flyers with the website and phone numbers for self-response in grocery stores, community centers, clinics, and other essential locations. Hold tight - we're making this flyer very soon!
- Shift door knocking to phone banking and texting
 - We will issue scripts for phone banking and texting soon!
- Circulate social media graphics with FAQs
 - Post FAQs on social media
 - Post to Facebook organizational pages and groups, Whats App, We Chat, Line, Kakao, etc.
 - Text the graphics and the link to FAQs to members, clients, and more
- Move Census Day events to a social media day of action on April 1
 - Record 30-60 second videos and share videos on social media about the ease and speed of filling out the 2020 Census is fast and straightforward. Tag #MassCounts
 - Ask organizations, elected officials, and community leaders to record videos sharing the importance of the 2020 Census

We need help with translation! See this [document](#) (also attached as a Word Doc). Please let me know if you can [help with translation!](#)

- Template for social media graphics for organizational hotlines
- Frequently asked questions

Together, we're going to make sure that everyone is seen, heard, and counted. Thanks for all your hard work up to this point and moving forward!