



WE COUNT Partnership Toolkit

Harris County, TX



United States™
Census
Bureau

census.gov/2016Partners

Welcome to **WE COUNT** — the initiative supporting the U.S. Census Bureau's 2016 Census Test.

Thank you for agreeing to be an official partner for the 2016 Census Test, taking place March 21 through June 20, 2016. We are relying on you, our partners — local governments, community-based organizations, faith-based organizations, schools, media, businesses, and others — to help this test census effort succeed. As residents of one of only two places selected for the 2016 Census Test, **Harris County, TX**, and **Los Angeles County, CA**, you and your neighbors have a special opportunity.

It is our hope that the test census will pave the way for a complete count of all populations in the 2020 Census at a lower cost. What we accomplish together will matter not only for your community but also nationwide. Census statistics determine how many representatives each state has in Congress and play a role in how the boundaries are drawn for voting and school districts. They also are used for funding and policy decisions on housing, education, transportation, medical care, and economic development.

This partner toolkit includes the following materials, available in English, Spanish, Chinese, and Korean. Visit census.gov/2016Partners for toolkits in additional languages.

- **Using this toolkit:** An explanation of how to use each piece of the toolkit
- **Getting started:** Tips for the first steps you can take
- **Fast facts:** Brief points about the test census—its importance to your community and the nation
- **Your community:** Information geared toward the concerns of various communities
- **FAQs:** Answers to questions about the census and this test census
- **2016 Census Test questions:** An explanation of the questions asked on the test census
- **Email samples:** Email templates you can tailor to members of your community
- **Article sample:** A story you can post on your website or in your newsletter
- **Event hosting tips:** Ways to organize a successful community-based gathering
- **Social media content:** Social media messages you can tailor to members of your community
- **Public computers:** A list of places with computers everyone can use to fill out the test census

If you need assistance, please contact Angeles Ortega, Partnership Specialist, 720-962-3872 (office), 303-653-1798 (cell), or angeles.ortega@census.gov or Eduardo Guity, Partnership Specialist, 301-763-9794 (office), 202-329-1574 (cell), or eduardo.i.guity@census.gov.

Again, thank you for agreeing to be a partner. Together, we can educate, inform, and inspire the community to complete the 2016 Census Test — to make sure we all count.

Best regards,



Cathy L. Lacy
Denver Regional Director

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Using This Toolkit

Thank you for being a 2016 Census Test partner. What we learn through your efforts to make sure every member in your community is counted will help the nation carry out a comprehensive decennial census in 2020.

Your 2016 Census Test partner toolkit contains materials that will help you reach out to people in your community to increase their participation. The information provided also will help you respond to your neighbors' questions and concerns.

Here's how you can make the most of each tool.

- **Getting started:** Read this first. These tips will help you hit the ground running. They also will help you remember the key points as you use the rest of the material in this toolkit to communicate with members of your community.
- **Fast facts for partners:** Written for your benefit, this fact sheet provides the basic information partners need to know about the 2016 Census Test, its importance, and your role. It also can help you answer questions from members of your community.
- **Your community and the Census:** These fact sheets explain why participation is especially important for your community. Distribute these handouts whenever you have the opportunity.
- **Frequently asked questions about the 2016 Census Test:** This list of responses to some of the questions you will most likely receive is both for your use — to help answer questions you may receive — and to distribute to members of your community.
- **Test Census questions explained: what they are and why they are asked:** The people filling out the census often wonder why certain questions are asked. This fact sheet explains why we ask the questions. Use this for your own information and as a helpful handout for people in your community.
- **Sample email messages:** A well-worded email can be an effective way to communicate with many members of your community at once. You can send these samples as they are — after adding your name and contact information where noted — or add a personal touch to better match the interests and concerns of your community.
- **Article samples for newsletters and website:** Websites and newsletters are another effective way to communicate with many members of your community. This article can be used as is, or you can add information provided in the fact sheets in this toolkit that you think would be of particular interest to your community.
- **Social media content for partners:** Your trusted voice can help make a difference and help us educate your communities about the test census. The suggested social media content contained here will help you inform the public about the test.
- **Public computers:** This 2016 Census Test is being offered online, but some people do not own a computer, laptop, smartphone, or tablet. This list identifies the places that people can go to fill out the census form using a free and publicly accessible computer.
- **Event hosting tips:** An event to spread the word about the 2016 Census Test can be as simple as a brown-bag lunch or a meet and greet over coffee. Here are some time-proven steps to help make your event a success.

Spread the word

Getting Started

Proud to Be a Partner

A great first step for spreading the word about the test census is to tell others about your role as a 2016 Census Test partner.

- **Talk.** Tell your colleagues, friends, relatives, neighbors, congregants, and other contacts about the 2016 Census Test, and send them an email about your role.
- **Post.** Use social media. If you use online social networks such as Facebook, Twitter, LinkedIn, or Instagram, announce your role as a U.S. Census Bureau partner in your status messages and include a link to the test census online. (Visit [census.gov/2016Partners](https://www.census.gov/2016Partners) to find information that can be easily shared and downloaded.)
- **Distribute.** Use the fact sheets in this toolkit to raise awareness about the test census and spark conversation. Keep some in your office and carry them with you to give out.

Four Easy Tips to Being a Great Partner

- **Know the program.** Familiarize yourself with the fact sheets in this toolkit.
- **Repeat the message.** You may be many people's only source of information about the test census, and some will need to hear from you multiple times before they complete the test census questionnaire. Follow-up: Ask your community members if they have completed their test census form yet. Remind them how easy it is to complete the questions, and suggest they use their smartphone, laptop, computer, or visit a public computer location to do so right now.
- **Tailor the approach.** Certain messages work better for some audiences than others. Take a look at this toolkit for resources that can help you create audience-specific reasons to participate.
- **Questions? Ask!** Census Bureau personnel are eager to help. You can contact the following:

Angeles Ortega, Partnership Specialist, 720-962-3872 (office), 303-653-1798 (cell), or angeles.ortega@census.gov

Eduardo Guity, Partnership Specialist, 301-763-9794 (office), 202-329-1574 (cell), or eduardo.i.guity@census.gov

[census.gov/2016Partners](https://www.census.gov/2016Partners)

Fast Facts for Partners

- The U.S. Census Bureau is conducting a test in portions of Harris County, TX, and Los Angeles County, CA, from March 21, 2016, through June 20, 2016.
- People residing in the two test sites can respond to the test between March 21, 2016 and June 20, 2016.
- The test will help the Census Bureau get ready for the upcoming decennial census in 2020 that counts every single person across the nation.
- There are only two sites selected for this test: Harris County, Texas, and Los Angeles County, California.
- The test will provide an online response option allowing for utilization of desktop computers, laptops, smartphones, or tablets.
- If residents within the test census area do not complete their form electronically by May 2016, the Census Bureau will send a representative to the home to gather census information.
- The Census Bureau is also testing the systems it is developing for the 2020 Census and learning more about managing those new systems simultaneously in multiple locations.
- The test will help the Census Bureau make key decisions on the design and execution of the 2020 Census.
- The census helps you and your community. Here's how:
 1. Communities use the information to plan bus routes, draw school district boundaries, and offer community services.
 2. Businesses use census data to decide where to put a store, office, or plant. These new locations create jobs and support the community's economy.
 3. Businesses use the information to determine what to sell in their stores so communities get what they need.
 4. The information helps your community receive funding from the federal government.

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Your Community and the Census

Every 10 years, as mandated by the Constitution, the United States counts all of its residents. In spite of its best efforts, the U.S. Census Bureau has had a difficult time obtaining a complete count of some populations.

From March 21 to June 20, residents of Harris County are participating in the Census Bureau's 2016 Census Test. This test census will test new procedures and methods designed to significantly improve 2020 Census operations nationwide

Here's why an accurate count matters:

- **It helps your state get its voice heard in Congress.** Census results determine how many representatives each state has in the U.S. House of Representatives.
- **It helps your community receive funding for the services it deserves and needs.** For many federal programs, the funds are allocated in part based on population counts and characteristics. If some residents are not counted, your community could lose millions in federal funding over a 10-year period for vital programs and services such as Medicaid, maternal and child health programs, public housing assistance, nutritional programs, community development, Head Start, and other educational needs.
- **It can help provide more local jobs and places to shop.** Businesses use census statistics to help them decide where to open stores, offices, shopping centers, and manufacturing plants. Governments use the statistics to help guide their economic development decisions.
- **It helps determine where you vote and what school your child attends.** Correct counts are important for decisions about the boundaries for voting and school districts. The statistics have been used for legal challenges, such as complaints that voting districts were drawn to lessen the political rights of minorities.
- **It may improve your daily driving experience.** Census data are used to plan the building of tunnels, bridges, stop signs, traffic lights, and roads.
- **Access to bilingual services may depend on it.** Population counts can be critical for determining whether government-related bilingual services will or must be offered. Businesses that provide goods or services to a particular community may use the statistics to employ bilingual workers, advertise in non-English media, translate advertisements, or provide translated information in areas where there are greater proportions of Limited English Proficiency populations.
- **It helps protect everyone's civil rights.** Correct population counts of minorities are important for the enforcement of civil rights and antidiscrimination laws regarding voting, housing, employment, and education.
- **It helps identify your community's concerns and needs.** Researchers use the statistics for studies of differences in medical care, disparities in the criminal justice system, and more.

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Frequently Asked Questions About the 2016 Census Test

As residents of the area chosen to take part in the 2016 Census Test, you may have a lot of questions, including how and why the test census is being done, why this area was selected, and how the data will be used. Some background and information are provided below.

What is the 2016 Census Test?

This year the Census Bureau is testing, in your area, new procedures and methods designed to significantly improve 2020 Census operations nationwide. For example, the 2016 Census Test will allow residents to complete their census forms online, using a computer, smartphone, or tablet. We are testing our new systems simultaneously in Texas and California.

What is the 2016 Census Test goal?

The goal is to use results from the test census to develop operations for the 2020 Census that save money while maintaining the Census Bureau's commitment to high quality and accuracy. In this test census we are trying to increase self-response, and achieve this when residents complete their census questionnaire without the need for an expensive in-person follow-up visit from a census worker. We are also testing our processes and systems for following up when households do not respond.

Where is the test for our area being conducted?

The test will occur in portions of Harris County, TX.

Why was this location chosen for the test census?

- Urban location
- Language diversity
- Demographic diversity
- High vacancy rates
- Varying levels of Internet usage



When will the Internet data collection begin for the 2016 Census Test?

You can complete the 2016 Census Test between March 21 and June 20, 2016.

How can I respond to this test census?

Housing units selected for the 2016 Census Test will receive an invitation in the mail to respond online. There will also be options to provide census information through phone or paper questionnaires.

What questions will I be asked on the test census?

For each household member, we ask how many people live in the house. For each person, we ask for the name, sex, date of birth, race, and relationship to the respondent. We also ask if the home is owned or rented and for a telephone number.

Do I have to respond to the 2016 Census Test?

Yes, participation in the census test is mandated by law. This same law also requires the Census Bureau to keep your answers confidential and allows them to be used only to produce statistical summary data. In other words, the Census Bureau does not publish data that would identify individuals. The Census Bureau is prohibited from sharing your personal information with law enforcement.

Will the 2016 Census Test have a bilingual questionnaire?

If you are responding to the 2016 Census Test by paper or over the Internet, you will be able to do so in English, Spanish, Chinese, or Korean. Telephone assistance will also be available in Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, and French.

Will the Census Bureau release the counts from the 2016 Census Test?

No, the focus of this 2016 Census Test is studying new ideas for conducting the census in 2020, not publishing updated official counts for the test areas.

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Test Census Questions Explained: What They Are and Why They Are Asked

The U.S. Census Bureau is testing modern and cost-efficient methods to determine the most accurate ways to count everyone living in the United States. This 2016 Census Test will take place March 21 through June 20, 2016, when residents in areas of Harris County, TX, and Los Angeles County, CA, will be asked to complete the questionnaire.

The questions are generally the same as the ones used for the official decennial census, which occurs next in 2020. The point of the 2016 Census Test, however, is to learn how to improve the ways in which the census is conducted. The results of this exercise will have national impact in 2020.

Here are the questions you will be asked, and why the Census Bureau asks them:

- 1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2016? Every respondent is asked about the same date — in this case, Census Day is April 1, 2016 — so the results are consistent.**

Establishing an accurate count is critical for determining how many representatives a state should have in Congress. And population counts are factored into the distribution of hundreds of billions of dollars from more than 100 federal programs.

- 2. Were there any additional people staying here April 1, 2016, that you did not include in Question 1?**

The Census Bureau uses this question to make sure no one has been inadvertently excluded from the answer given to the first question, such as a relative, foster child, or live-in babysitter.

- 3. Is this house, apartment, or mobile home: owned with mortgage, owned without mortgage, rented, occupied without rent?**

The answer to this question helps local, state, tribal, and federal governments make decisions about housing programs and planning. In addition, homeownership rates are an indicator of the state of the nation's economy.

- 4. What is your telephone number?**

The Census Bureau asks for a phone number to contact you only if needed for official business.

Spread the word

- 5. Please provide information for each person living here. If there is someone living here who pays rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing an adult living here as Person 1.**

Using the name of each person is a good way to keep track of whom you have listed, so that you remember to include everyone in the household. It is also helpful as an identifier when the Census Bureau needs to ask about information missing from the form for one or more of the people listed. You should be assured, however, that it is against the law for the Census Bureau to disclose or publish any private information that identifies an individual, and that includes your name.

- 6. What is Person 1's sex?**

Many federal programs must differentiate between males and females for funding, implementing, and evaluating their programs. Laws promoting equal employment opportunity for women are one example. This information also can be important for analyzing social and economic trends.

- 7. What is Person 1's age and date of birth?**

Many funding and planning decisions are based on age-related statistics and trends. For example, the federal government uses them to decide how to allocate education funds and to project the health care needs of the elderly and veterans. State and local governments use them to determine age-related needs, such as whether there will be a spike in the number of school-aged children.

- 8. Which category describes Person 1?**

This question relates to race and Hispanic origin. It is needed to monitor compliance with the Voting Rights and Civil Rights acts, as well as to help decide boundaries of voting districts. Race data are also used to assess the fairness of employment practices and monitor racial disparities in health and education.

- 9. Does Person 1 sometimes live or stay somewhere else?**

This is another question the Census Bureau asks to ensure accuracy and completeness.

Sample Email Messages

Here are sample emails you can send to your community members. Feel free to use these as is, or personalize them based on the fact sheets and other information we have provided. Here are a few tips for writing your own emails:

- **Write an attention-grabbing subject line, but keep it short. Email systems often cut off subject lines longer than 50 characters.**
- **Put the most important information first.**
- **Feature calls to action — the action you'd like the reader to take.**
- **Keep it short. People typically spend only seconds scanning an email.**
- **Use bold font, subheads, bullets, or other methods to clarify the message, promote the call to action, and enable the reader to quickly skim.**

On the following pages, please find a sample introductory email to send out the week of March 14, and two sample informational emails to send when the census test-taking period starts — the first on March 21, the second the week of March 28. You can use these as they are, or as the starting point for your personally written emails.

The following is content for a sample introductory email (to be sent week of March 14):

Subject line: Let the nation know: We Count!

Starting March 21, you have an opportunity to help your community and country by answering a series of questions for the 2016 Census Test.

The official decennial census won't take place until 2020. But in areas of Harris County, the U.S. Census Bureau is launching the 2016 Census Test. This will test modern and cost-effective methods of counting people and publicizing the census. You and our neighbors, for example, will be able to complete a census using your desktop computer, laptop, tablet, or smartphone.

Watch your mailbox for a postcard coming in the mail with your Census ID number. By participating in this test census, you will help the Census Bureau achieve its goal to save up to \$5 billion in future collection efforts while still working to ensure everyone is counted in 2020.

By participating, we can help the Census Bureau reach its goal for the 2020 Census, to ensure everyone is counted. Census counts have a huge impact on our nation's spending. The 2020 Census will effect how more than **\$400 billion from more than 100 government programs** is distributed to states and localities, including communities like ours. The data influence choices made about which roads are fixed, where schools are built and businesses open, what medical services are offered, and more.

By participating, we can help the Census Bureau reach its goal for the 2020 Census, to ensure everyone is counted. Please plan to participate in this important test and visit census.gov/2016censustest for additional information.

Sincerely,

[Your name and contact information here]

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The following is content for sample information email #1 (to be sent the week of March 21):

Subject lines (tailor to the interests of those receiving the email):

Help your community: We Count for education
Help your community: We Count for medical services
Help your community: We Count for housing
Make sure that We Count for business
Make sure that We Count for transportation
Be heard! We Count for our community
Be heard! We Count for the nation

We Count for ourselves. We Count for the nation. We Count for **education, health care, housing, transportation, and business.**

And in our community for the next several weeks, our count matters for all of the above.

Although the next decennial census is in 2020, our community has a **special opportunity** now to help make the 2020 Census more accurate and complete: areas of Harris County constitute one of only two areas chosen for the **2016 Census Test**. In our test census, we will be able to answer the questions on a desktop computer, laptop, tablet, or smartphone.

By participating, we can help the Census Bureau reach its goal for the 2020 Census, to ensure everyone is counted. There are so many reasons we as a nation need to be counted, completely and accurately. The count happens every 10 years with the decennial census, which influences how over **\$400 billion from more than 100 federal programs** is distributed to states and localities each year. Here's some of what the census numbers effect:

- Medicaid
- School lunch programs
- Community development grants
- Road and school construction
- Medical services
- Business locations

Please take the time to complete the test census now at <https://survey.census.gov/censustest>. Ask neighbors if they've filled out the 2016 Census Test, and please let them know that We Count! Feel free to contact me directly with questions at [your contact info here]. Let's not waste this unique opportunity.

Sincerely,

[Your name and contact information here]

census.gov/2016Partners

The following is content for sample informational email #2 (to be sent the week of March 28):

Subject line: We Count: Why every person matters

It has been a week since I reminded you that the 2016 Census Test has begun. If you have not taken it yet, I just want to emphasize the reason it is so important for every one of us to participate.

From March 21 to June 20, residents of areas of Harris County have a **special opportunity** to help make the 2020 Census more cost-efficient, accurate, and complete by filling out the 2016 Census Test. To be clear: We and our neighbors have been chosen to help strengthen how the national census is carried out, to **save as much as \$5 billion** in future collection efforts for taxpayers, and to help to ensure the population is counted completely and accurately five years from now.

Why does that matter? The decennial census influences how over **\$400 billion from more than 100 federal programs** is distributed to states and localities each year. Consider Medicaid, for example: A Brookings Institution study in 2010 determined **each additional person included in the 2000 Census count resulted in an additional Medicaid reimbursement to most states of several hundred to several thousand dollars, per person.** That adds up.

So yes, it's important that We Count! And you can **complete the test census now** at <https://survey.census.gov/censustest>. By completing your 2016 Census Test, you're helping us as a nation get the numbers right in 2020.

Sincerely,

[Your name and contact information here]

P.S. Please feel free to contact me directly with questions at [your contact info here]. Let's make sure this unique opportunity does not go to waste.

Spread the word

Sample Article for Newsletter or Website

Here is an article about the 2016 Census Test you can include in a newsletter or on your website.

Suggested headline: Test census comes to town to make sure all Americans count

Residents of parts of Harris County have a special opportunity from March 21 to June 20 to help themselves, their community, and their nation. That's because this area is one of only two places chosen by the U.S. Census Bureau for the 2016 Census Test.

The Census Bureau is conducting the test census here to help make the next nationwide count, in 2020, more complete, accurate, and cost-efficient, which could include savings as high as \$5 billion in future collection efforts.

One big feature of the test is that residents will complete the test census online. That means residents will be able to complete the questionnaire on a desktop computer, laptop, tablet, or smartphone. That method is just one of several new processes the Census Bureau is testing; it also will test new systems simultaneously in multiple locations.

The decennial census data influence decisions on road and school construction, medical services, economic development, business locations, and more. A state's total population count determines how many representatives it will have in Congress, and the makeup of the population within a state helps determine voting district boundaries.

For more information, visit [census.gov/2016censustest](https://www.census.gov/2016censustest).

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[census.gov/2016Partners](https://www.census.gov/2016Partners)

Social Media Content for Partners: March 2016

Note to Partners: Thank you for helping us spread the word about the 2016 Census Test in Harris County. Your trusted voice can help make a difference and help us educate your community about the test census. The suggested social media content contained here will help you inform the public about the test.

When posting any of this content on your Facebook page, the U.S. Census Bureau's name will appear in a drop-down menu after you begin to manually type the "@" symbol and begin to manually type "uscensusbureau." Select the U.S. Census Bureau page and continue entering the rest of the post. This will tag the Census Bureau on Facebook and create a live link to the Census Bureau's Facebook page.

In addition, partners can visit the Census Bureau's Facebook page to share published posts by clicking "Share" and selecting "On a page you manage" from the drop-down menu. This action will link to the Census Bureau's Facebook page and post the selected content to the partner's Facebook page timeline. Similarly, a partner can visit the Census Bureau's Twitter account to share content available on this platform.

Other Social Media Tips for Partners:

1. Follow @uscensusbureau on Twitter and "Like" the Census Bureau's Facebook page to stay up to date about the 2016 Census Test.
2. Include #WeCount2016 in social media posts about the 2016 Census Test. That way, your posts and multimedia will appear in searches of the hashtag.
3. Search #WeCount2016 for social media mentions and engage with others who are talking about the 2016 Census Test by commenting on posts and replying to tweets. That way we can generate organic, two-way conversations about the test.
4. Monitor posts and reply to questions and comments. If you don't know the answer, instruct the user to visit the Census Bureau's Facebook page to comment on a 2016 Census Test Facebook post with their question. On Twitter, instruct them to ask their questions at @uscensusbureau using #WeCount2016.
5. Encourage Harris County residents to participate in the #WeCount2016 photo campaign. Instructions are outlined in the social media content on the next page.

Census Online Properties for Reference:

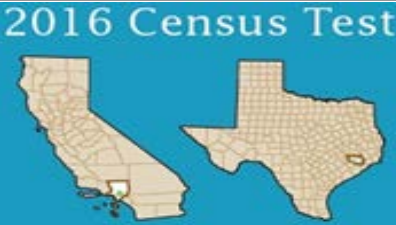
- Census Facebook page: www.facebook.com/uscensusbureau
- Census Twitter timeline: <http://twitter.com/uscensusbureau>
- 2016 Census Test landing page: census.gov/2016censustest

U.S. Census Bureau Partners — 2016 Census Test
Example: 2016 Census Test: March – May 2016

Facebook Post	Tweet	Image (Images require 23 characters on Twitter)
<p>Harris County residents! You have the chance to participate in the 2016 Census Test. Learn how, and like this post if you support #WeCount2016: http://go.usa.gov/cySqP</p>	<p>The 2016 Census Test opens on 3/21! #WeCount2016: http://go.usa.gov/cySqP</p>	
<p>We're partnering with the @uscensusbureauto spread the word about the 2016 Census Test because it will help our nation's communities receive the funding and services they need. Like this post if you'll join #WeCount2016: http://go.usa.gov/cySqP</p>	<p>We're partnering w/ @uscensusbureau for #WeCount2016 to promote the 2016 Census Test. Learn more: http://go.usa.gov/cySqP</p>	
<p>Why do #WeCount2016? Because findings from the U.S. Census Bureau's 2016 Census Test will save taxpayers money and improve the way the #2020Census is conducted. To learn more about the 2016 Census Test being conducted in our area, visit http://go.usa.gov/cySqP</p>	<p>Want to learn more about the 2016 Census Test going on in our area? Visit the @uscensusbureau 2016 test page to learn more: http://go.usa.gov/cySqP</p>	
<p>Are you ready to make history? By participating in the @uscensusbureau's 2016 Census Test, Harris County residents can help transform how the national census is delivered in 2020. #WeCount2016 starts March 21. Here's how you can participate: http://go.usa.gov/cySqP</p>	<p>#WeCount2016 to improve how the #2020Census is delivered. Join us to help make history: http://go.usa.gov/cySqP</p>	
<p>Why was Harris County chosen for a @uscensusbureau's test census? Learn the demographic factors that made our region the ideal site for the 2016 Census Test, and tell us why you support #WeCount2016: http://go.usa.gov/cySqP</p>	<p>Read factors that made our region ideal for 2016 Census Test & RT to share why #WeCount2016: http://go.usa.gov/cySqP</p>	 <p>The image is a graphic titled "2016 Census Test" in white text on a blue background. It features two maps: one of California on the left and one of Texas on the right. Both maps are overlaid with a grid pattern, representing census tracts. The Texas map has a small orange square highlighting a specific area in the eastern part of the state.</p>
<p>We are on the road to 2020. By participating in the 2016 Census Test, you can help the US prepare for the #2020census! #WeCount2016 http://go.usa.gov/cySqP</p>	<p>RT if you'll join #WeCount2016 to help improve delivery of the #2020Census http://go.usa.gov/cySqP</p>	

Spread the word

U.S. Census Bureau Partners — 2016 Census Test
Continued Example: 2016 Census Test: March – May 2016

Facebook Post	Tweet	Image (Images require 23 characters on Twitter)
<p>Why do #WeCount2016? Because if residents in our community aren't counted in 2020, we could lose millions in federal funding. Learn why it's up to us to pave a brighter future for our nation by participating in the @uscensusbureau's 2016 Census Test: http://go.usa.gov/cySqP</p>	<p>Why do #WeCount2016? Because we want to help the @uscensusbureau prep for the #2020Census. http://go.usa.gov/cySqP</p>	
<p>Data collected by the @uscensusbureau helps our community draw voting and school district lines. That's why it's important that everyone participate in the 2016 Census Test, ensuring we're all equally represented. Join us and pledge to participate by sharing a photo with #WeCount2016: http://go.usa.gov/cySqP</p>	<p>We're on the road to 2020. Pledge to participate in the 2016 Census Test to make sure #WeCount2016 http://go.usa.gov/cySqP</p>	
<p>The U.S. Census Bureau's 2016 Census Test in our area will provide reliable insight that will help save taxpayers money for the #2020Census. Be a part of this so that we can make sure #WeCount2016 http://go.usa.gov/cySqP</p>	<p>Participate in #WeCount2016 to make #2020Census more efficient & effective. http://go.usa.gov/cySqP</p>	 <p>2016 Census Test</p>
<p>By participating in the @uscensusbureau's 2016 Census Test, you're helping protect our nation's citizens by ensuring everyone is counted in the #2020Census. Everyone deserves to be represented—Learn how you can join us in spreading the word about #WeCount2016: http://go.usa.gov/cySqP</p>	<p>Help ensure everyone is represented in the #2020Census by spreading the word about #WeCount2016: http://go.usa.gov/cySqP</p>	
<p>You can make history by helping to improve the delivery of the national census in 2020. Find out how you can participate in #WeCount2016 by taking the @uscensusbureau's 2016 Census Test: http://go.usa.gov/cySqP</p>	<p>Learn how 2016 Census Test findings will shape the #2020Census' future & see why #WeCount2016: http://go.usa.gov/cySqP</p>	

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**U.S. Census Bureau Partners — 2016 Census Test
Example: Census Day Tweets/Posts**

Facebook Post	Twitter Post	Suggested Graphic
We're partnering alongside the U.S. Census Bureau and counting down to Census Day! Make sure you fill out your census form so that #WeCount2016!	We're counting down to Census Day alongside the @uscensusbureau! RT to join us for #WeCount2016.	
We've only got XX days until Census Day! Help the U.S. Census Bureau prep for 2020 by being a part of history and making sure #WeCount2016!	XX days until Census Day! #WeCount2016	
Want to be a part of history? Be sure to fill out your form and spread the word about #WeCount2016.	Want to be a part of history? Be sure to fill out your census form! #WeCount2016	



2016 Census Test

Public Computers:

Where you can complete your test census

Through the 2016 Census Test, in Harris County, TX, the U.S. Census Bureau is testing new ways to collect data in preparation for the nationwide census in 2020. The test census will let people complete the questionnaire online, using desktop computers, laptops, cellphones, or tablets, which eliminates the need to fill out papers and mail the form.

Don't have a computer or an Internet connection at home? No problem. On the following pages is a list of places with public computers, listed by county. Please note that all libraries require that individuals using their computers have a library card.

census.gov/2016Partners

Please note that all libraries require that individuals using their computers have a library card.

Collier Regional Library

6200 Pinemont Drive
Houston, TX 77092

Fairbanks Branch Library

7122 Gessner Rd
Houston, TX 77040

Katherine Tyra Branch Library

16719 Clay Road
Houston, TX 77084

Kendall Neighborhood Library

609 N Eldridge Pkwy
Houston, TX 77079

McGovern Stella-Link Library

7405 Stella Link Rd
Houston, TX 77025

Robinson-Westchase Library

3223 Wilcrest Drive
Houston, TX 77042

Spring Branch Memorial Library

930 Corbindale Rd
Houston, TX 77024

Walter Neighborhood Library

7660 Clarewood Dr
Houston, TX 77036

Event Hosting Tips

An event to spread the word about the 2016 Census Test can be as simple as a brown-bag lunch or a meet and greet over coffee. You can even hold a virtual event, such as a webinar or Google Hangout, to reach more people. Here are some time-proven steps to help make your event a success.

Step 1: Identify key participants.

You will play a major role as the host, but if you plan to enlist others, get on their calendars as soon as possible. People you may want to invite to attend or speak include:

- A community leader: someone who is a trusted source of information.
- Local program: Someone representing a program that bases funding distribution on census statistics, such as Medicaid, Head Start, or the National School Lunch Program.
- A U.S. Census Bureau representative: Someone from the local Census Bureau office. Please contact Angeles Ortega, partnership specialist, 720-962-3872 (office), 303-653-1798 (cell), or angeles.ortega@census.gov or Eduardo Guity, Partnership Specialist, 301-763-9794 (office), 202-329-1574 (cell), or eduardo.i.guity@census.gov.

Step 2: Finalize the date.

Consider the following when selecting the date:

- If you plan to hold the event outdoors, make sure there is a fallback site available on the same date in case of rain.
- Avoid planning events during the workday or holidays and religious holidays, as well as observances taking place during the test census period. Consider hosting events on Census Day, April 1.

Step 3: Secure the venue.

Make sure the venue is easy for people to get to and appropriate for the size of audience you expect.

Step 4: Plan and publicize the event.

Pace the agenda: Give attendees the opportunity to talk and ask questions, and keep the event on topic. Other considerations:

- A time period of 60 to 90 minutes is usually about right. Consider presenting the PowerPoint presentation available from the test census social hub at census.gov/2016Partners.
- Spread the word! Focus publicity efforts where your audience spends a lot of time, including community centers, church and synagogue meeting rooms, schools, senior centers, and public libraries.

Step 5: Host the event.

If possible, have several computers or tablets on hand, as well as people who can help participants complete the 2016 Census Test questionnaire.

Step 6: Conduct event follow-up.

If you can, please tell us how the event was — what worked well and what can be improved. This information will help us tailor the partner toolkit in the future and follow up with attendees to say "Thank You."