- Include Census messages on utility (water) bills
- Write articles about importance of Census on newsletters
- Include the Census logo on signature lines of email communications
- Build a Census parade float
- Distribute Census information at city events
- Promote the Census on their website or link to the Census website through their homepage
- Form Complete Count Committees
- Form Complete Count Subcommittees
- Use spaces available for Census messages (electronic signs, marques, bulletin boards, TV monitors, etc.)
- Budget money to buy promotional items
- Invite Census staff to give employee-wide staff presentations
- Create a customized logo for Census
- Print Census T-shirts
- Post up information at city hall and other city buildings
- Have Mayor create public service announcement about Census
- Pass resolution to support Census efforts
- Host Census booths or tables at large city events
- Post videos/content on social media platforms that inform about the Census
- Partner up with school district to get Census message out
- Compile a toolkit to promote Census efforts
- Use ROAM (Response Outreach Area Mapper) to identify Hard-to-Count areas and have identified businesses in those areas to deploy efforts and assist those Hard-to-Count places