# Census Town Hall Meeting – Planning Guide

Event Logistics **(Checklist of things to do before the event)**

* Reach out to and connect with local elected officials
* Identify and confirm location, time, date that work best with community and speakers
* Determine and finalize event format
* Identify and invite speakers/panelists
* Identify and invite event moderator or facilitator
* Promote your event to relevant audiences through various channels
* Prepare speakers for the event
* Create event day-of plan for volunteers and staff
* Prepare materials for event (if you are distributing anything)

## Agenda Template

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| **SUGGESTED TIMES** | **AGENDA ITEM** | **DESCRIPTION** |
| 5 minutes | **Welcome and Introductions**  Use this as an opportunity to make all attendees feel necessary to the goal of increasing community participation in the 2020 census. | Warm welcome by your organization's representative or other high-profile, influential community members who also present the “why” for hosting a town hall. The person who kicks off the town hall then introduces (and hands off the event to) the moderator. |
| 15 minutes | **Identify the problem** | Determine the problem (as it relates to the community being undercounted and the consequences it has for the community.) and/or  Illustrate the problem using storytelling, visual aids (PowerPoint) local stats and/or speakers and/or  Brief Presentation: Introductions and presentations by census experts with content specific to what each issue looks like in your community as it relates to being undercounted. |
| 30 minutes | **Community solution-solving**  This may be a good place for a speaker or panel discussion, or even small table discussions focused on how to get more people to participate in the census | Speakers or panel discuss ways their communities can address the barriers to participating in the upcoming census.  Moderated Panel Discussion  Panelist introductions and discussion. Panelists may or may not include the experts who just presented — this depends on how many policymakers attend the event and how you structure the panel discussion. At a minimum, your policymakers should make up the bulk of your panel, as they are the event’s main draw. Guests are there to hear what they have to say!  Moderated Q&A with Audience Participation  The moderator should moderate all questions (both planned and audience), facilitate the “ask” for panelists’ commitment to specific undercount issues, and lead the discussion of the next steps needed to advance the work.  Small Work Groups  Attendees can be divided into small work groups, or consider a process that allows attendees to be heard, come up with a solution and commit to solving the problem. This will enable attendees to be invested. |
| 5 minutes | **Closing** | Moderator provides event summary/top level take-aways and highlights any commitments made during the event. |