

## Tulsa Regional Complete Count Committee is Spreading the Word

The Tulsa Regional Complete Count Committee has been working hard to reach people from undercounted demographic groups directly. Each of its members is a trusted partner in one or more communities, from neighborhood groups to religious communities to ethnic groups.

They have been hosting workshops in different Tulsa communities, geared towards likely undercounted audiences, to get the word out about the Census. In these workshops, they explain the basics and then do a human-centered design workshop so participants can come up with ideas that would reach their own communities. They're also running a mini-grants program funded with philanthropic support so that any applicant can win \$500 to implement an idea that will increase the count in undercounted Census tracts.

The Tulsa Regional Complete Count Committee has suggestions for communities wanting to increase their outreach:

1. Involve the people you are trying to reach in your strategy-making. There should be no us-and-them mentality when it comes to the count, because everyone needs to be at the table coming up with ideas. And if people aren't at the table—speakers of other languages, rural residents, or whoever—find a way to bring the table to them.
2. Rely on partners. People can see how important the Census is to their lives when they hear it from a clinic they go to regularly, or their child's preschool, or a different organization they trust.



3. Talk to people who can help. The Cities Count Google group is where many other city leaders are brainstorming about getting a good Census count. The OK Let's Count team has also been incredibly helpful, and partnering with them has been a good way to understand what events are happening in which communities in Tulsa.

**Join the partner email list!** Sign up to receive updates at [okletscount.org/signup](https://okletscount.org/signup). You'll receive best practices ideas from organizations and high-impact, quick action items.