**2020 Census Car Caravan Weekend**

The U.S. Census Bureau invites you to participate in the 2020 Census Car Caravan Weekend! A car caravan is a parade of cars that drives through a strategically selected route. Each car in the caravan displays census messaging to raise awareness of the 2020 Census. **Please keep social distancing measures in place per the CDC and your city/county guidelines.** Our goal is to increase census participation in communities across the country.

**Date:** June 19th-21st

**Location:** You choose! Select a car caravan route that includes communities with low 2020 Census self-response rates for maximum impact. Track the response rates in your community here: <https://2020census.gov/en/response-rates.html>

**Suggested caravan participants:** You can identify car caravan event organizers and invite car caravan participants from a variety of trusted voices in your community. For example:

* **Elected Officials:** Invite an elected official from a low self-response area to participate in a Census Car Caravan.
* **Non-profit Organizations:** Select a non-profit organization with influence and reach in communities with low response rates.

**Things to consider:** It may be helpful to consider the following as you plan your car caravan event:

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| * Identify a primary point of contact to provide communication and logistical support for the event |
| * Map out a clear route, taking into consideration the number of confirmed participants (cars), stoplights, etc. |
| * Secure relevant city approvals, including from the police department (escort or non-escort) |
| * Plan a local social media campaign to promote your car canvassing event |
| * Share the fun! Take pictures and videos to share your Census Car Caravan event and hometown pride with your entire community |

You can access examples of successful 2020 Census Car Caravans here:

[https://www.ksbw.com/article/city-of-watsonville-encourages-residents-to-participate-in-2020-census/32384450#](https://www.ksbw.com/article/city-of-watsonville-encourages-residents-to-participate-in-2020-census/32384450)

<https://www.kget.com/news/local-news/the-great-2020-census-caravan-encourages-local-participation-in-census/>

