



Ensuring Your Community Counts in the 2020 Census



Presenter



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Program Manager of the
2020 Census
Communications Campaign
US Census Bureau

The Decennial Census

Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.

Primary Uses of Decennial Census Data:

- Apportion representation among House of Representatives
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

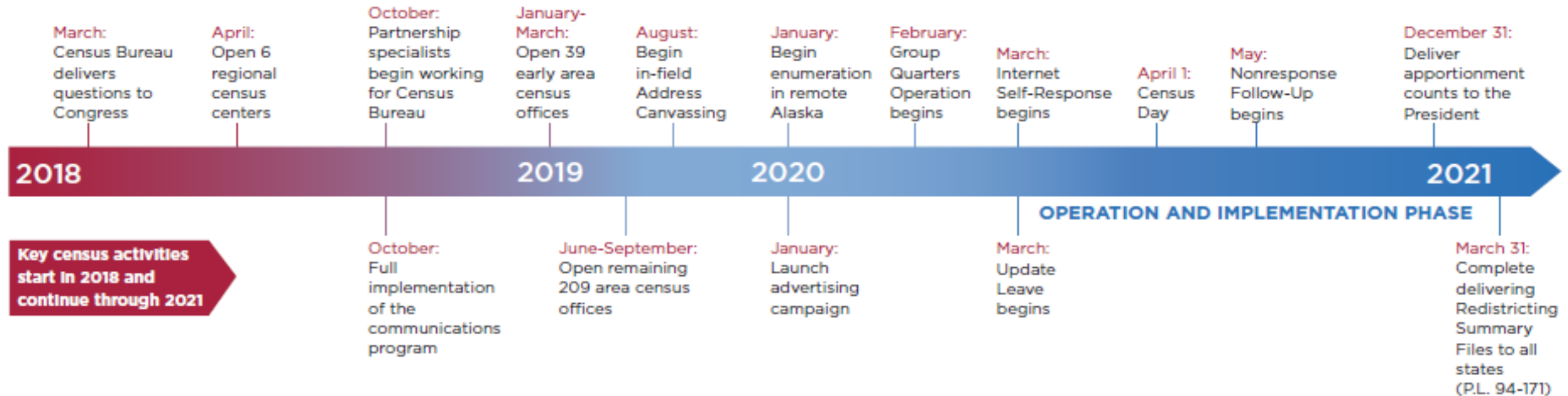
2020 Census

A Complete and Accurate Count of the Population and Housing



2020 Census

Where are We Now



How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, or by mail.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



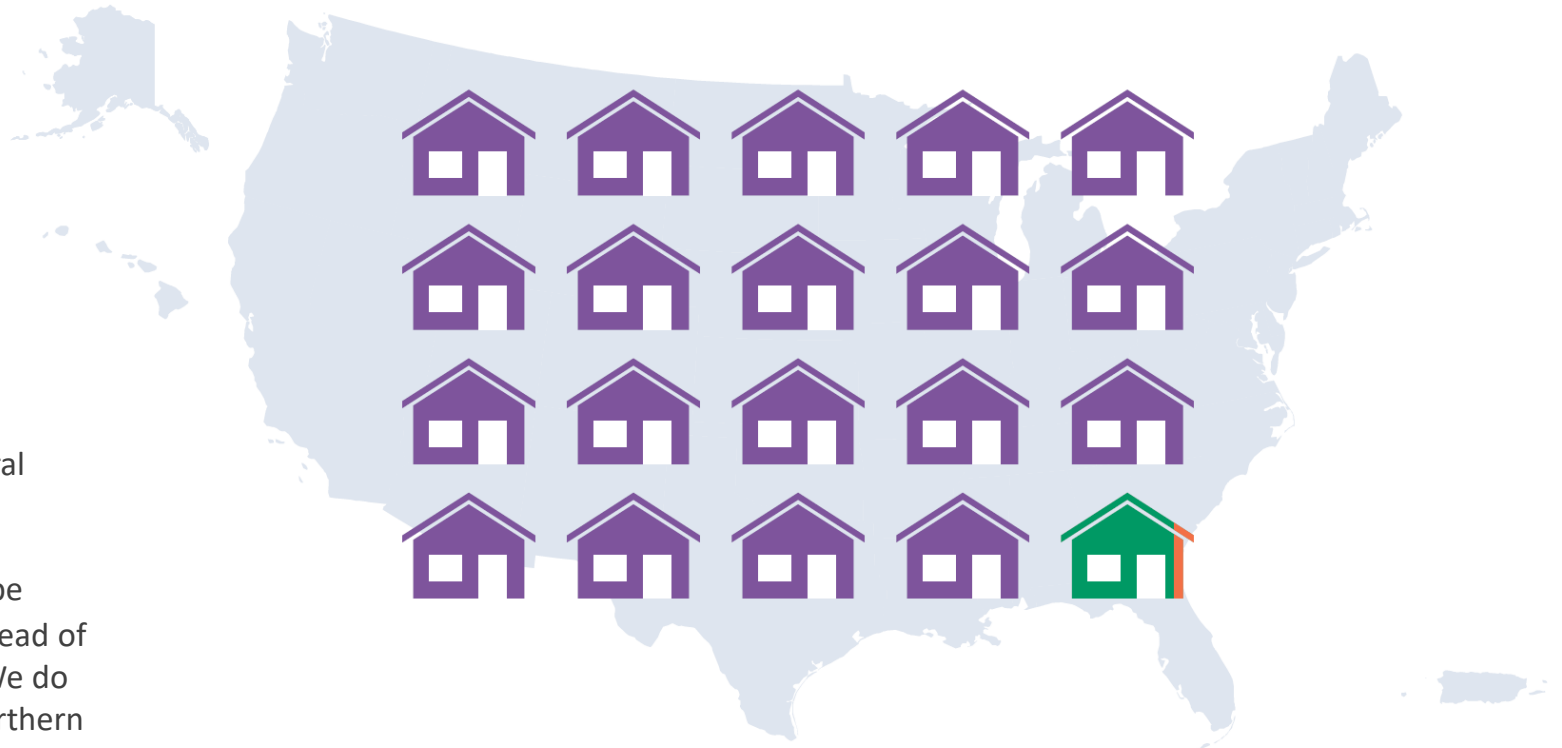
95% of households will receive their census invitation in the mail.



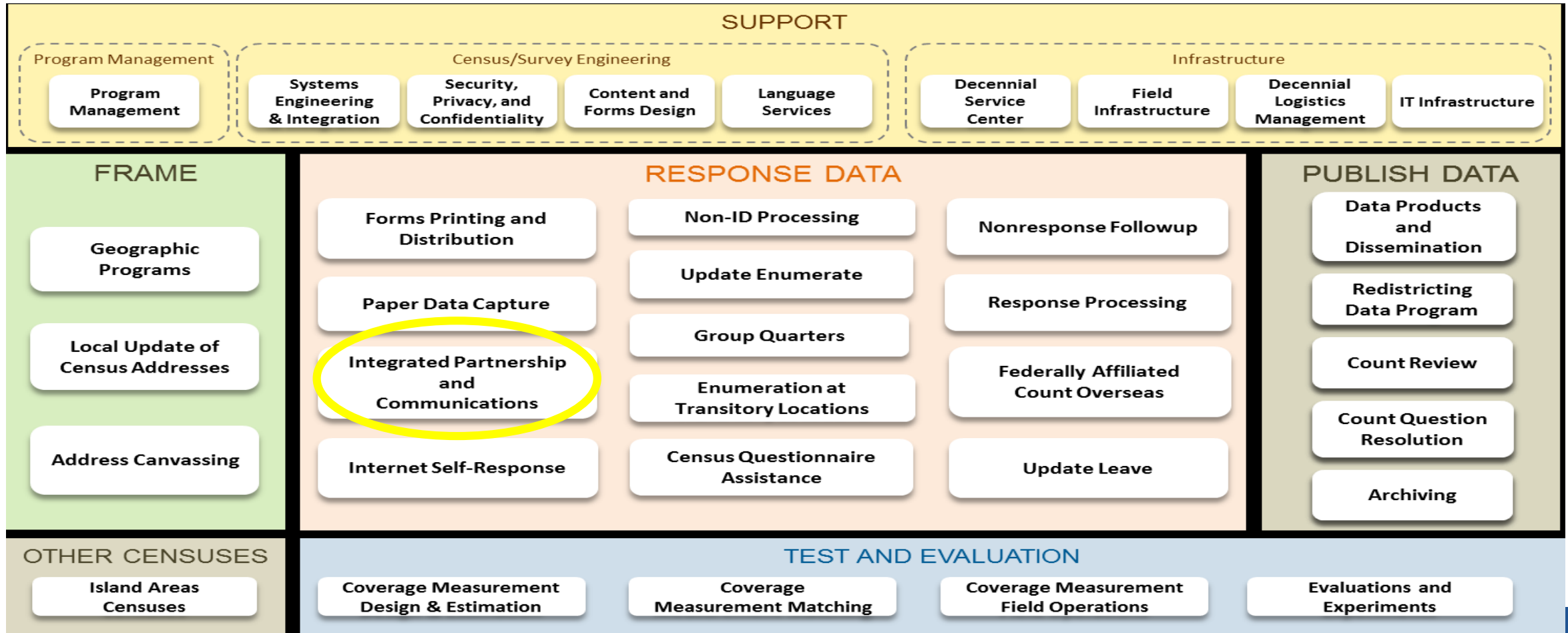
Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



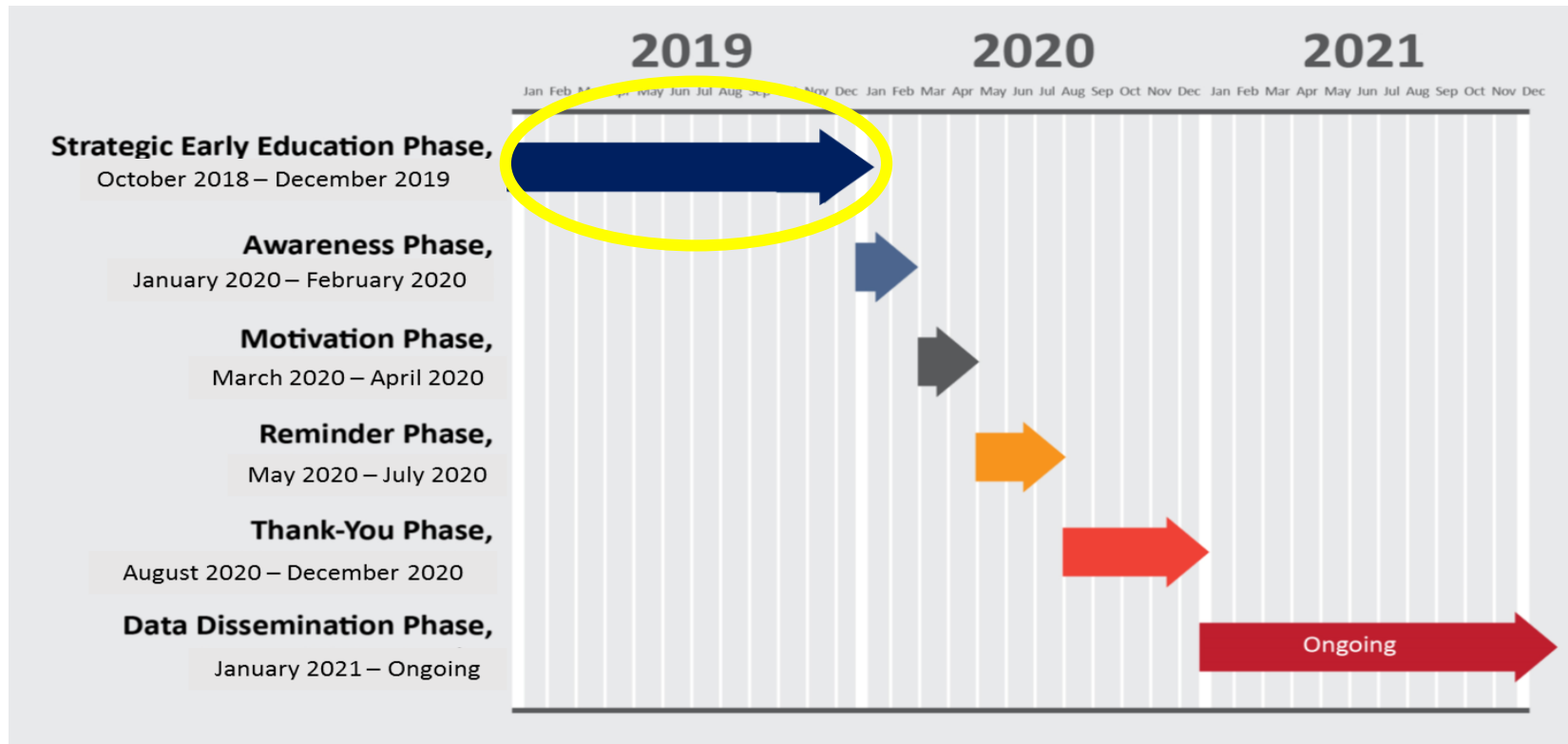
Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



One of the 2020 Census Operations



Preliminary Phases of the 2020 Census Communication Plan



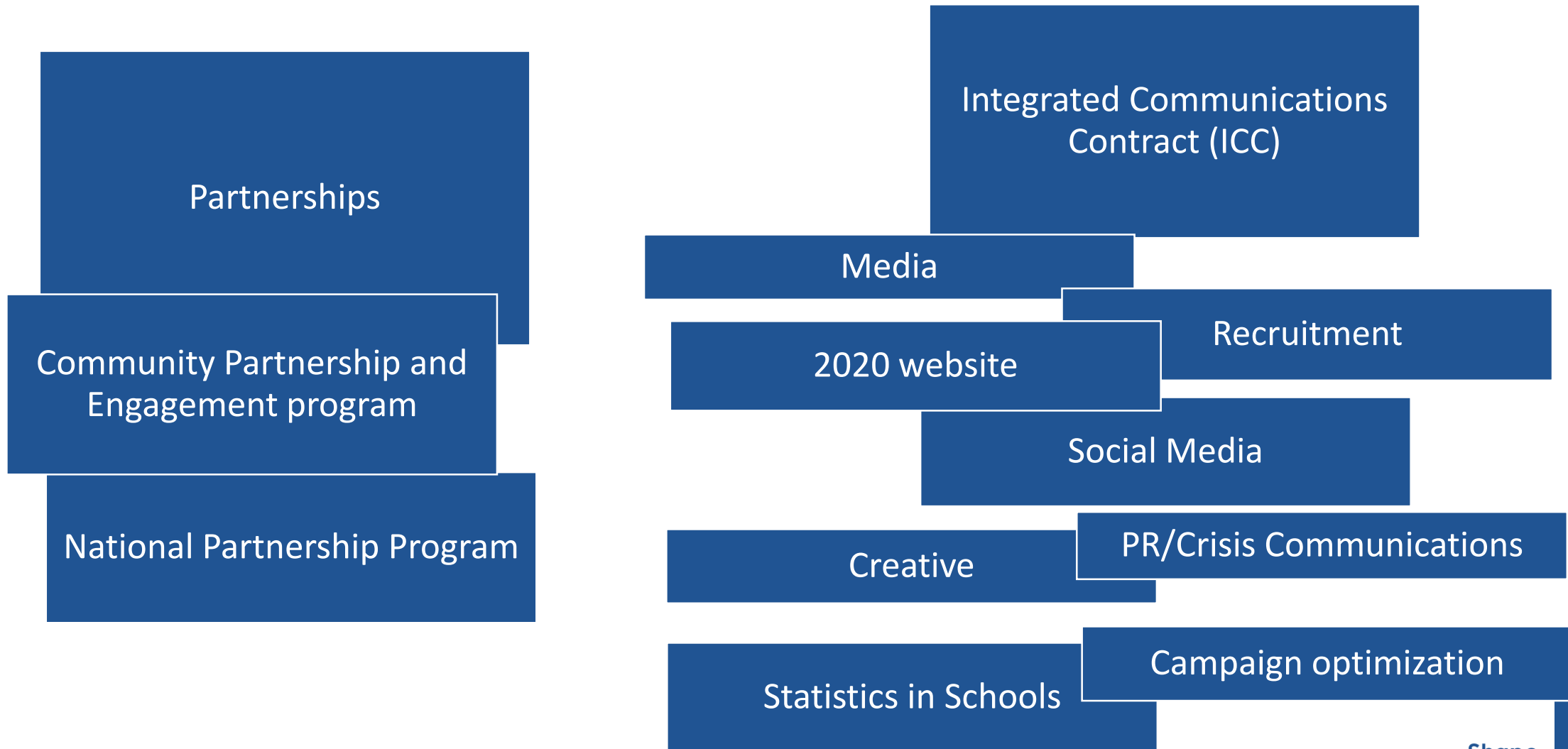
2020 Census Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Integrated Partnership and Communications Components



National Partnerships Program

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy



Sponsorship
and Promotions



Message and Brand
Awareness



Activities and Events



Social and Digital Engagement



Increase Response
Rates



Data Use and
Feedback



Policy/Advocacy

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Community Partnership and Engagement Program

Enroll community partners to increase decennial participation of those who are less likely to respond or are often missed

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign

Local Partnership Involvement

Get Involved With a Complete Count Committee or Census Partner Near You

Add your voice to the groups already working to ensure a complete and accurate count in 2020. Complete Count Committees and partner organizations play a key role in raising awareness, answering questions, and encouraging their community members to participate.

Complete Count Committees are volunteer committees established by tribal, state, and local governments along with community leaders or organizations. They can include representatives of businesses, schools, community-based organizations, and faith-based groups.

2020 Census Integrated Communications Contract (ICC)

Scope

- The contractor will plan, design, integrate, produce, implement, monitor, and assess an integrated communications program for the 2020 Census

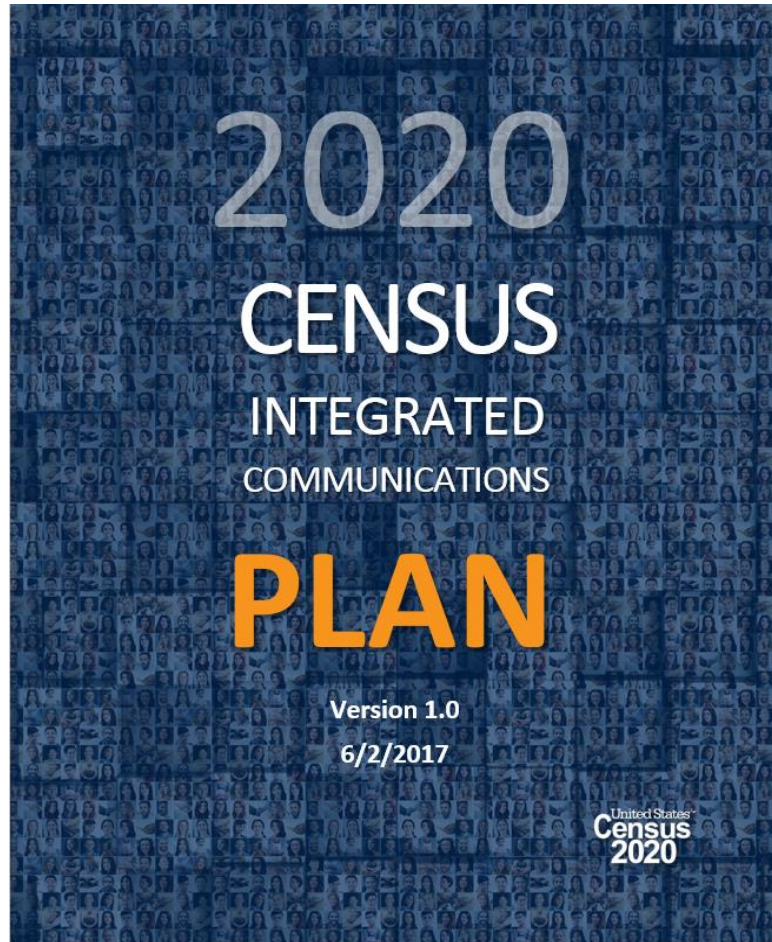
Importance

- Supports the 2020 Census Program's mission to conduct a complete and accurate census in 2020

Purpose

- The partnership and communications program is the public face of the census.
- This contract is a key foundation for a successful census - we have learned a great deal from the last two censuses and used that knowledge in planning for this contract.

Key Elements of Integrated Communications Contract Plan



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Advertising and Media Buying
Stakeholder Relations and Partnership Programs
Website Development
Social Media
Public Relations and Events and Crisis Communications
Rapid Response Activities
Statistics in Schools Program
Field Recruitment Advertising and Communications
Data Dissemination

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Integrated Communications Contract



- On August 24, 2016 the Census Bureau awarded the communications contract to Young and Rubicam (Y&R).
- Y&R brings extensive world-class marketing and communications expertise, team leadership, strategy development, dynamic creative development and execution, operational systems, and financial stewardship.
- Supports the 2020 Census Program's mission to conduct a complete and accurate census in 2020
- There are currently 15 contractors a part of the Y&R census team.

Y&R Team Y&R

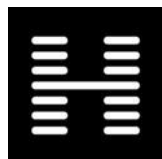
Prime/ Overall Strategy / Creative



Research; Modeling & Segmentation



Hispanic (support)



Translations



Media Planning & Execution



Public Relations



Events



Hispanic Audiences



Asian Audiences



carol • h • williams



Black / African American Diaspora



American Indian
Alaskan Native
Audiences



Native Hawaiian Other Pacific
Islanders Audiences



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Languages Covered

English

Spanish

**Chinese (Mandarin and
Cantonese)**

Vietnamese

Korean

Russian

Arabic

Tagalog

Polish

French

Haitian Creole

Portuguese

Japanese

Connecting to All Audiences

Lead Agency	Audience
	U.S. Hispanic
	Black/African American
	American Indian/Alaskan Native (AIAN)
	Native Hawaiian/Pacific Islander (NHPI)
	Asian American
	Diverse Mass
	Puerto Rico

Census Barriers Attitudes and Motivators Survey (CBAMS) Overview

Purpose



Understand attitudes, barriers, & motivators toward the census



Inform & inspire creative strategy



Increase self-response to the 2020 Census

Research Questions

1. Who intends to respond to the census?
2. Where do gaps in knowledge about the census exist?
3. What barriers would prevent people from completing the census?
4. What would motivate people to complete the census?

Methodology



Quantitative Survey



Qualitative Focus Groups

CBAMS Survey

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses** in all **50 states and Washington, D.C.**



Questionnaire consisted of **61 questions**



Adults 18+ were eligible to participate via mail or web



Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate



Oversampled Asians, Blacks, Hispanics, and other small-sample races.



Roughly **17,500 people** responded to the survey

CBAMS Focus Groups

2020 CBAMS Focus Groups were held in March and April 2018.



42 focus groups conducted with **11 audiences** across **14 locations**



16 focus groups were **non-English**



Focus group transcripts went through a rigorous process to ensure intercoder reliability



Transcripts were analyzed **to identify themes** among response barriers and motivators

2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups Report Findings

Barriers

-  Apathy & Efficacy
-  Concerns about data confidentiality & privacy
-  Fear of Repercussions
-  Distrust in Government
-  Few Perceived Personal Benefits

Motivators

-  Hospitals and healthcare — 94%
-  Fire departments — 94%
-  Police departments — 92%
-  Roads and highways — 92%
-  Enforcement of civil rights laws — 86%
-  Schools and education system — 85%
-  Civic duty — 82%
-  Contributing to a better future for community — 81%

This research helped to inform the 2020 Census communications campaign's message.

The primary take-away is that people are more motivated to participate in the census when they realize funding for local services is one outcome of the decennial census.

<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/final-analysis/2020-report-cbams-study-survey.html>

2020 CBAMS Results

Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

Knowledge Gaps

- Lack of knowledge about Census' scope, purpose, and constitutional foundation
- Important subgroup differences
- General apathy toward the Census

Concerns

- *Similar to 2010:*
 - Privacy concerns
 - Distrust of government
- *Stronger than in 2010:*
 - Fear of repercussions

How can local governments help?

- ✓ **Connect Census participation to support and resources for their *local* communities**
- ✓ **Educate the public on Census' scope, purpose, and process**
- ✓ **Engage trusted voices to address concerns that have led many to question their participation**

Selected Campaign Theme



Of all the things you can help shape in life, the most important may be the shape of things to come.

In your family. In your community. The schools your kids will attend. The jobs that may come your way.

But before you can help them take shape, it helps to know where to start:

Census data starts the conversation.

How big does our town's hospital need to be?
How much more cell coverage can our county use?
What kind of bridge will our town need five years down the road?

When you complete your 2020 Census, you can shape your future.

And there's no better place to start.

Shape your future. Start here.

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Selected Campaign Tagline

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Limited applications

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Overview of Selected Theme

A Data Driven Decision:

- **Strong performance in both quantitative and qualitative testing**
- **Aspirational, informative and relatable**
- **Interpreted positively as forward-looking**
- **Mixture of community-oriented concept and benefits motivates interest in participation**
- **Ability to emphasize key motivators and address barriers identified in CBAMs**

Example: Connecting With The Hispanic Audience

- Platform will evoke unifying Hispanic motivators including: aspiration, opportunity, family, future and community infrastructure.
- Language and cultural reference will drive message appeal and tone will be critical to successful engagement.
- This platform amplified by trusted local voices via Partnership programs will be as important as advertising to Census' messaging efforts.

Bringing it to Life

Examples of how key messages might connect to the concept and tagline

Theme	Shape Your Future. Start Here.			
Key Message	Data Confidentiality	Under Count of Young Children	Community Funding	Constitutional
Example of copy	Your response to the 2020 Census is safe and confidential because it is protected by law. That means that it cannot be shared with anyone, including other government agencies. So you can confidently help shape the future of your family, your community and your country by filling out your 2020 Census.	When you fill out the 2020 Census, you are helping shape the future of this country. That is why it is vital that everyone who lives in your household on April 1 st be counted. Be sure to include all young children, including babies.	Did you know you can help shape the future of your community by responding to 2020 Census? Start here to help ensure your family, community, and country understand what resources are needed by filling out the 2020 Census.	Since 1790 the constitution has required a count of all people living in the United States. It is the foundation of our unique democratic experience and response is required. So start here, and help shape your future.

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2020 Testing: All 50 States + Puerto Rico

All Focus Group Locations – 180 Total Groups
CBAMS, QIPT, & Campaign Testing`



Focus Group Locations – 180 Total Groups

-  Campaign Testing – 122 Focus Groups
-  QIPT – 18 Focus Groups
-  CBAMS – 42 Focus Groups

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**Note: Where locations overlap, not all instances are visible.*



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Phase 1 Recruitment Advertising

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

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2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY:ASCI | www.gsa.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. D-1040

WE CAN
BE CENSUS TAKERS

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APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

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I CAN
BE A CENSUS TAKER

APPLY ONLINE!
2020census.gov/jobs

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SOMOS
ABUELOS, Y

SOMOS CENSISTAS

¡ÚNASE AL CENSO DEL 2020!

COMPLETE LA SOLICITUD
POR INTERNET

2020census.gov/jobs

Los trabajos del Censo
del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda para completar la solicitud,
por favor llame al 1-855-JOB-2020

o use el medio de comunicación:
1-800-877-8339 TTY:ASCI
www.gsa.gov/fedrelay

La oficina del censo de su área es un área igualitaria de
oportunidades de empleo.

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SOY
MAMÁ, Y

SOY CENSISTA

¡ÚNASE AL CENSO DEL 2020!

COMPLETE LA SOLICITUD
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La oficina del censo de su área es un área igualitaria de
oportunidades de empleo.

Censo
2020
Puerto Rico



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Phase 2 Recruitment Advertising



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020.

Federal Relay Service: 1-800-877-8339 TTY/ASCI: www.gsa.gov/fedrelay
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- Flexible hours
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- Paid training

For more information or help applying, please call 1-855-JOB-2020.

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Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

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Solicite por Internet en 2020CENSUS.GOV/JOBS

Hay miles de empleos disponibles en todo el país. Contribuye con tu comunidad. Conviértete en censista.

- ✓ Mejores ingresos
- ✓ Pago semanal
- ✓ Horario flexible
- ✓ Formación paga

Dale forma a tu futuro SOLICITE YA >

Censo 2020 Puerto Rico

Para obtener más información o ayuda para inscribirte, llama al 1-855-562-2020

Servicio Federal de Relevé: 1-800-877-8339 TTY/ASCI: www.gsa.gov/fedrelay

La Oficina del Censo de los EE. UU. es un empleador que ofrece igualdad de oportunidades.

-  **Apply If:**
- You are at least 18 years old.
 - You have a valid Social Security number.
 - You are a U.S. citizen.
 - You have a valid email address.
 - You are registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after Dec. 31, 1959.

-  **If Offered A Job:**
- You must pass a criminal background check and review of criminal records (including fingerprinting).
 - You must be available to work flexible hours, including days, evenings, and weekends.

-  **Most Jobs Require Employees To:**
- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
 - Have access to a computer with Internet (to complete training).



Become a Census Taker and Get Paid to Help Your Community

Learn how you can help collect important data that will determine your state's representation in Congress, as well as how funds are spent in your community on things like roads, schools, and hospitals.

For more information or to apply online, visit 2020census.gov/jobs or call 1-855-JOB-2020.



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020.

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Statistics in Schools

[ACTIVITIES](#)[RESOURCES](#)[STANDARDS](#)[ABOUT](#)

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources

Social Media



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Social Media Resources on 2020CENSUS.GOV

As a 2020 Census partner, you can help ensure that the people in your community are accurately counted and represented. Social media is a great way to reach your audiences and share helpful information about the 2020 Census.

Here are sample posts you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community. In 2019, we recommend that you share at least one post per month. The long-form posts are best suited for Facebook, LinkedIn, and Instagram. The short-form posts should be used for Twitter. Additionally, don't forget to share posts and photos from any 2020 Census events you attend or host.

Long Form (Facebook/LinkedIn/Instagram)	Short Form (Twitter)	Suggested Image
We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov. For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You'll still be able to respond by mail. To learn more about what to expect, visit 2020census.gov. #2020Census	We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov. For the first time, you can respond to the census online. Responding by mail will still be an option. Get more information: 2020census.gov. #2020Census	

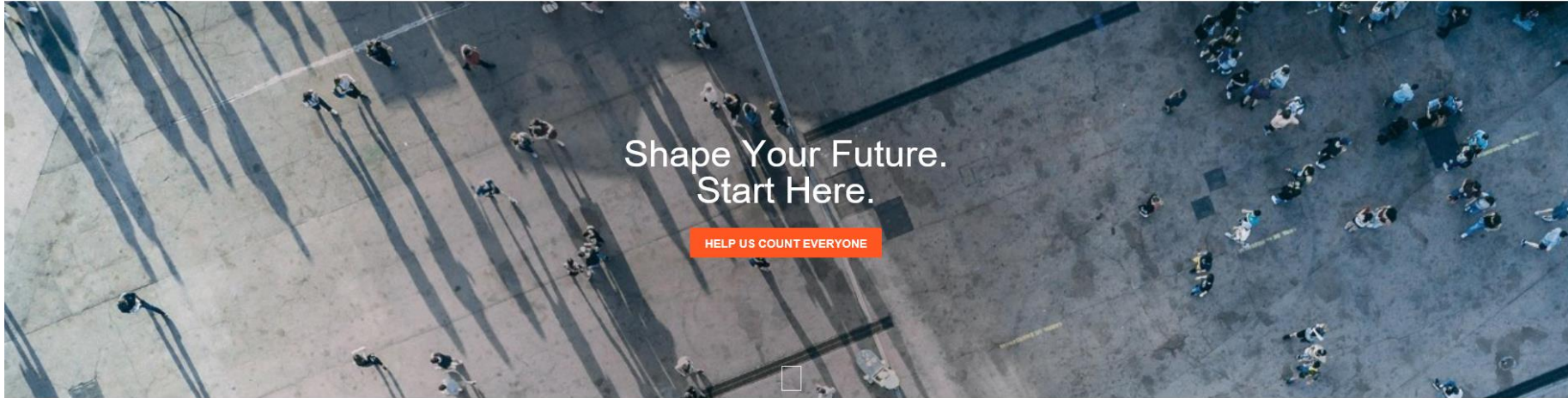
Launch of New 2020Census.gov

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PartnersEducatorsNews & Events

GET THE FACTSHOW TO TAKE ITWHY YOUR ANSWERS MATTERPRIVACY AND SECURITY

Language Options: ☐ English ☐



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HELP US COUNT EVERYONE

Why It Matters

Hospitals. Fire departments. Schools. Even roads and highways. The census can shape many different aspects of your community. Each year, the results help determine how more than \$675 billion in federal funding is distributed to states and communities. It's also mandated by the Constitution: The U.S. has counted its population every 10 years since 1790.

[See how the census shapes communities](#)



Is this page helpful? ×
☒ Yes ☐ No

1:36 PM

We invite you to use the materials below in your outreach. Resources will continue to be added as they become available.

[EXPAND ALL](#) | [COLLAPSE ALL](#)

^ **Overview Materials**

Overview Materials

-  [Census Partnerships: 2020 Census at a Glance](#) [[<1.0 MB](#)]
-  [Partnership Fact Sheet](#) [[<1.0 MB](#)]
-  [Partnerships at a Glance](#) [[<1.0 MB](#)]
-  [Partnership Frequently Asked Questions](#) [[<1.0 MB](#)]
-  [Press Kit: 2020 Census](#)
-  [Fact Sheet: The 2020 Census and Confidentiality](#)
-  [Hoja Informativa: El Censo del 2020 y la Confidencialidad](#)

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^ **Guides and Toolkits**

Guides and Toolkits

-  [2020 Census Recruitment Toolkit](#) [[7.1 MB](#)]
-  [Partner Social Media Content](#) [[<1.0 MB](#)]
-  [Social Media Graphics](#)
-  [2020 Census Complete Count Committee Guide](#) [[<1.0 MB](#)]

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^ **Audience-Specific Materials**

^ **Related Materials**

<https://2020census.gov/en/partners/promotional-materials.html>

Key 2019 Milestones

2019

Media plan v1.0 Finalization – March 2019



Media Upfront Negotiation – April 2019 – August 2019

Census Day 2019: Press Conference & Social Media Launch – April 1, 2019



Creative Testing – April – June 2019

Creative Testing Results – July 2019

Approval final Creative for Production – August 2019

Production of Creative Materials and Content – August – December 2019

Media Plan v2.0 Finalization – October 2019

SIS Count of Young Children Campaign Begins – October 2019



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What You Can Do To Help Make The 2020 Census An Accurate Count Of Our Nation's People

Actively support an accurate 2020 Census count of all people living in the United States.

<https://2020census.gov>

Form or join a Complete Count Committee in your area and use the Census Bureau's Response Outreach Area Mapper to inform your strategy to reach every resident in your community.

<https://www.census.gov/roam>

Spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020.

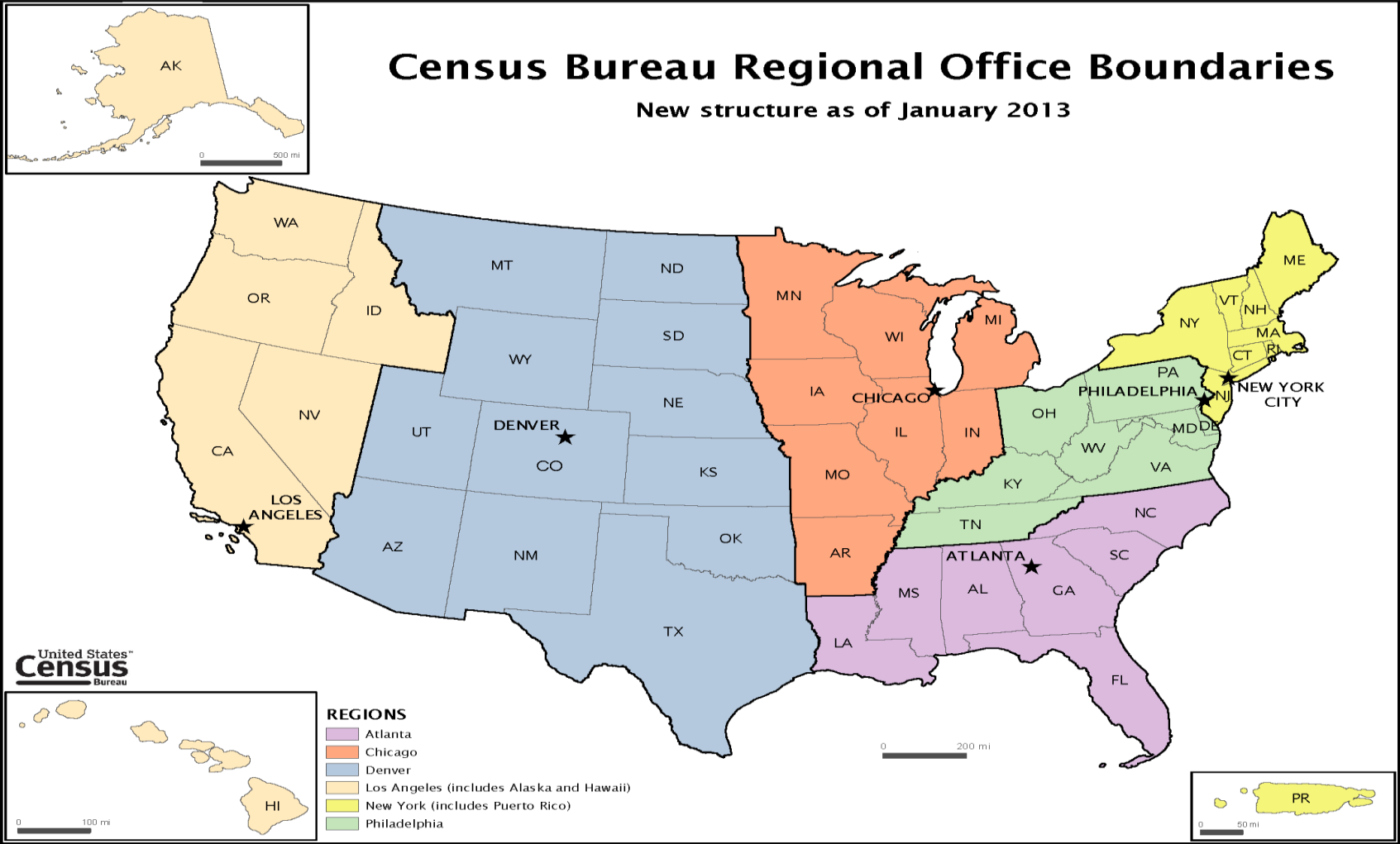
<https://2020census.gov/jobs>

Urge everyone you know to self-respond to the census in late March and April 2020.

1. The Census is Important
2. The Census is Easy
3. The Census is Safe

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Regional Offices



Regional Office Contacts

Atlanta:

AL, FL, GA, LA, MS, NC, SC

Marilyn Stephens

Assistant Regional Census Manager

404-323-0594 (Cell)

Marilyn.E.Stephens@census.gov

Chicago:

AR, IA, IN, IL, MO, MI, MN, WI

Ellisa Johnson

Partnership Coordinator

312-579-1518 (Office)

Ellisa.Johnson@2020census.gov

Denver:

AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY

Vicki McIntire

Assistant Regional Census Manager

720-962-3700 (Office)

Vicki.A.Mcintire@census.gov

Los Angeles:

AK, CA, HI, ID, NV, OR, WA

Celeste Jimenez

Assistant Regional Census Manager

213-314-6500 (Office)

Celeste.Jimenez@2020census.gov

New York:

CT, ME, MA, NH, NJ, NY, PR, RI, VT

Allison Cenac

Assistant Regional Census Manager

212-584-3400 (Office)

Allison.A.Cenac@census.gov

Philadelphia:

DE, DC, KY, MD, OH, PA, TN, VA, WV

Philip Lutz

Deputy Regional Director

267-780-2243 (Office)

Philip.M.Lutz@2020census.gov

Questions



Thanks!

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