The 2020 Census Integrated Partnerships and Communications Operation Overview

Maria Olmedo-Malagon

Program Manager,

2020 Census Integrated Partnerships and Communications Program

December 6, 2019
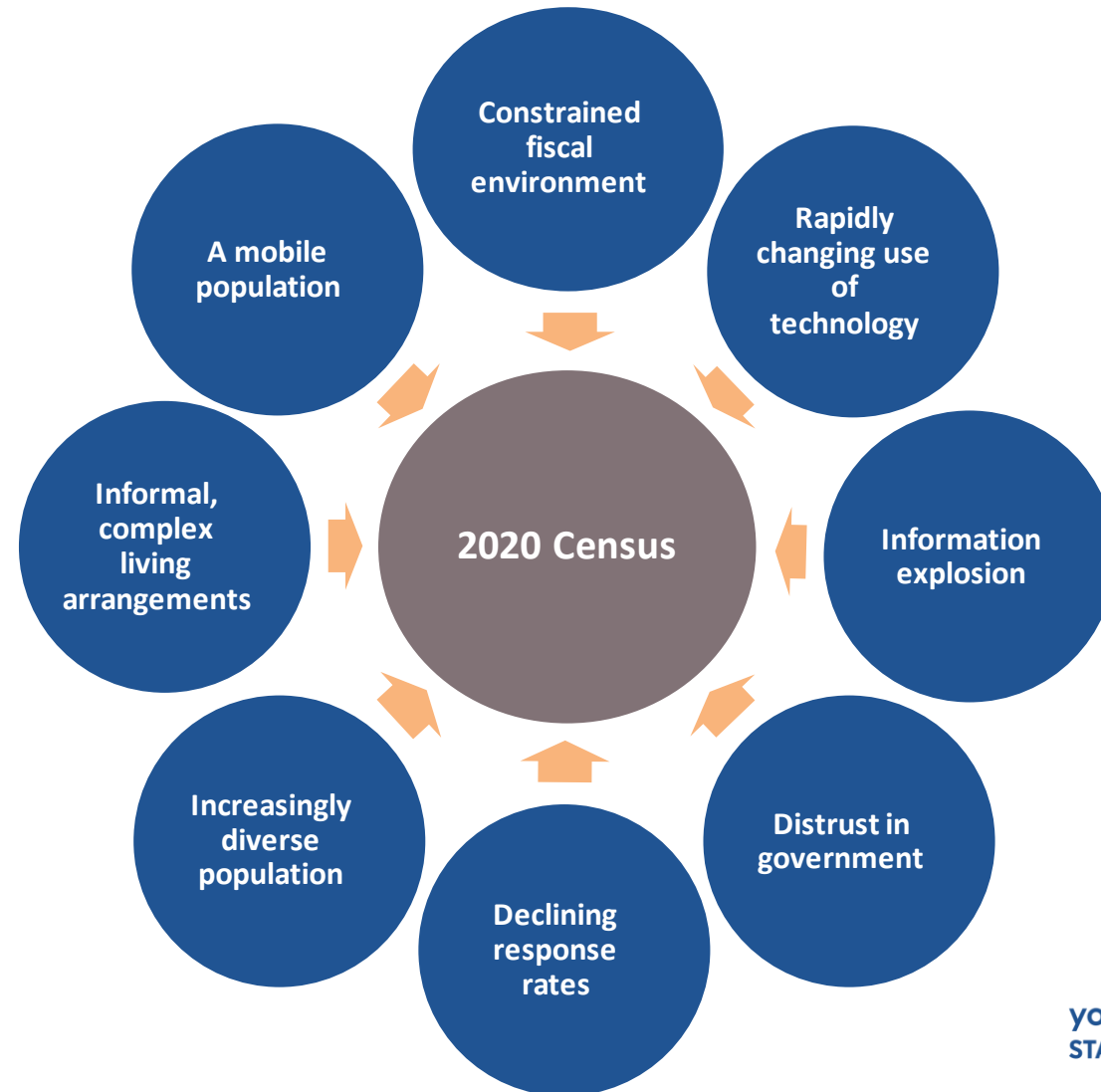
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A Complete and Accurate Count of the Population and Housing

SELF-RESPONSE

GROUP QUARTERS

MOTIVATE PEOPLE TO RESPOND

NONRESPONSE FOLLOWUP

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

Count everyone once, only once, and in the right place.

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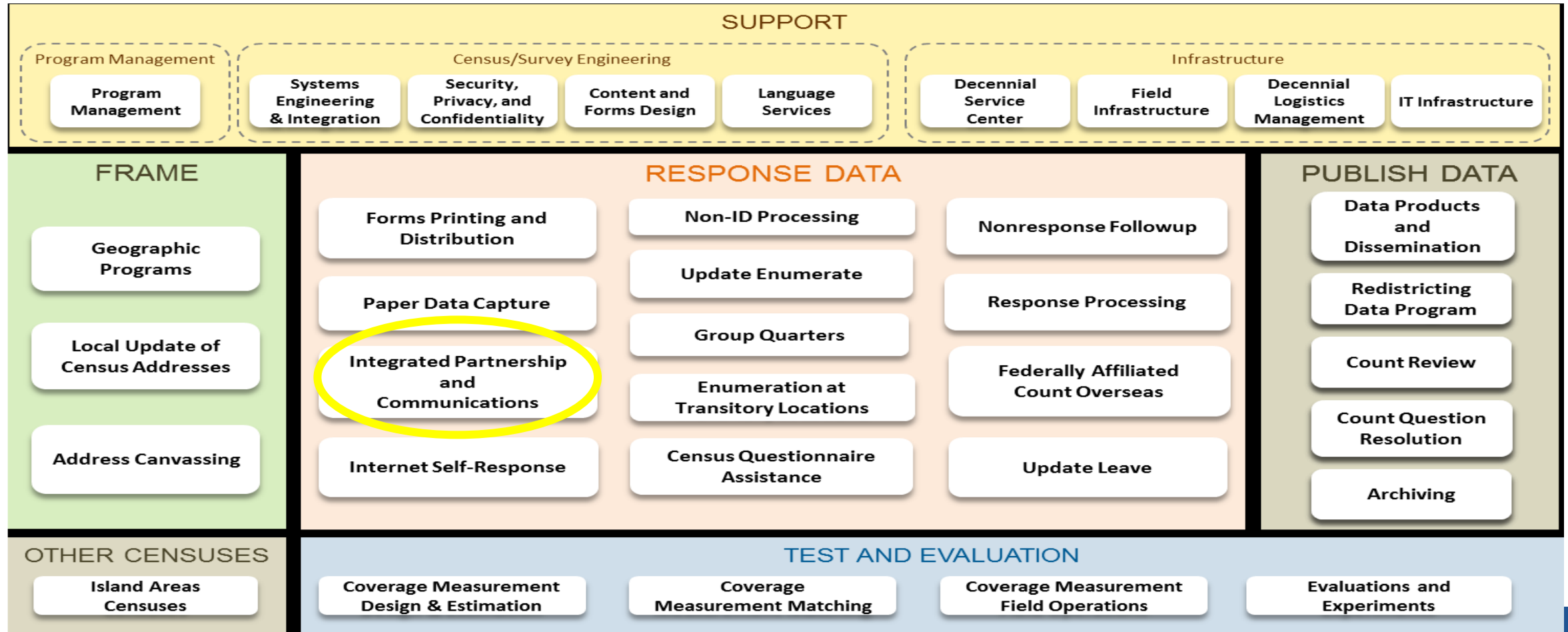
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2020 Census Challenges

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantage of new technologies and data sources while minimizing risk to ensure a high quality population count.
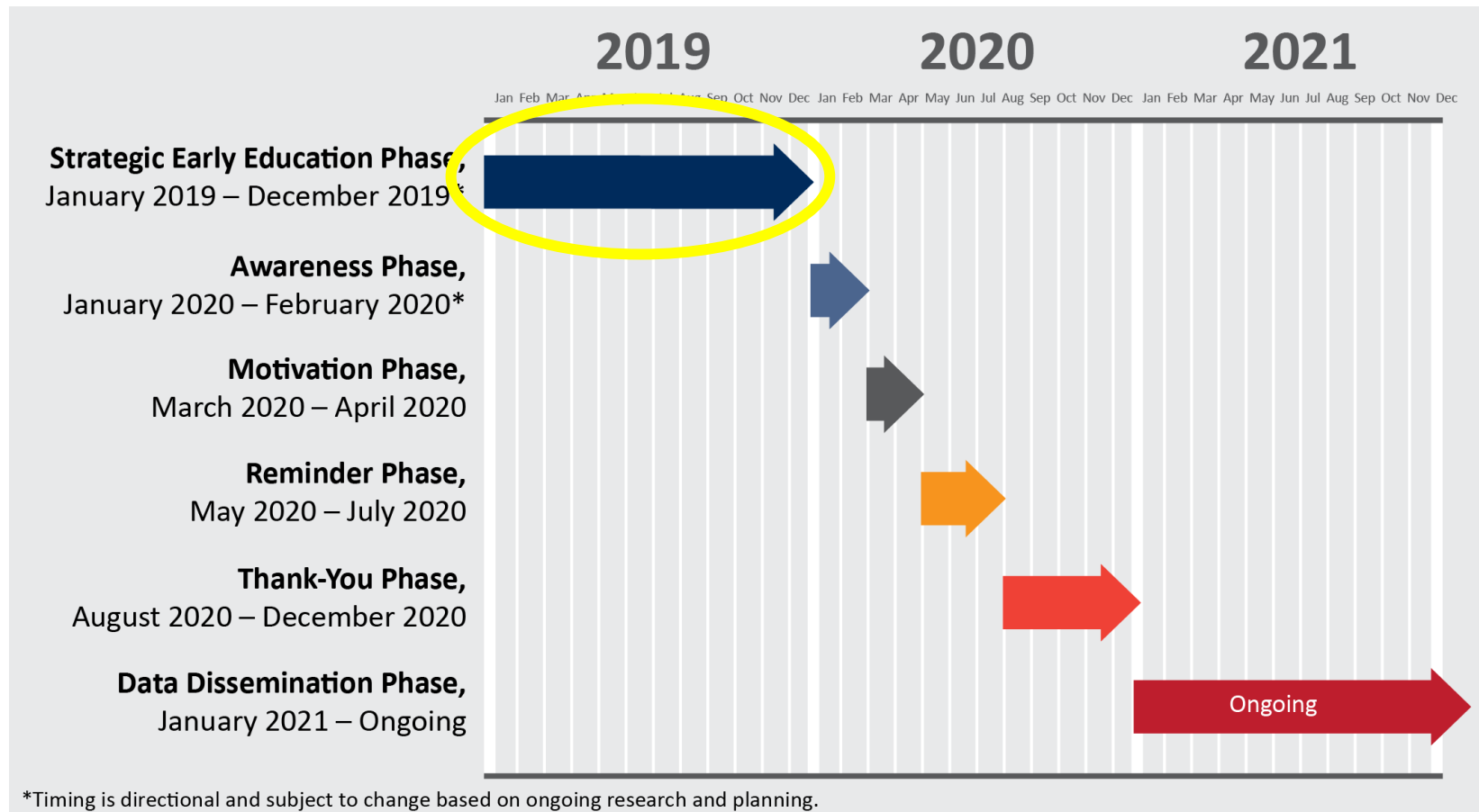

2020 Census

- Constrained fiscal environment
- Rapidly changing use of technology
- Information explosion
- Distrust in government
- Declining response rates
- Increasingly diverse population
- Informal, complex living arrangements
- A mobile population

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One of the 2020 Census Operations

SUPPORT

Program Management
- Program Management

Census/Survey Engineering
- Systems Engineering & Integration
- Security, Privacy, and Confidentiality
- Content and Forms Design
- Language Services

Infrastructure
- Decennial Service Center
- Field Infrastructure
- Decennial Logistics Management
- IT Infrastructure

FRAME
- Geographic Programs
- Local Update of Census Addresses
- Address Canvassing

RESPONSE DATA
- Forms Printing and Distribution
- Paper Data Capture
- Integrated Partnership and Communications
- Internet Self-Response
- Non-ID Processing
- Update Enumerate
- Group Quarters
- Enumeration at Transitory Locations
- Census Questionnaire Assistance
- Nonresponse Followup
- Response Processing
- Federally Affiliated Count Overseas
- Update Leave

PUBLISH DATA
- Data Products and Dissemination
- Redistricting Data Program
- Count Review
- Count Question Resolution
- Archiving

OTHER CENSUSES
- Island Areas Censuses

TEST AND EVALUATION
- Coverage Measurement Design & Estimation
- Coverage Measurement Matching
- Coverage Measurement Field Operations
- Evaluations and Experiments

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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

EARNED, SHARED, AND OWNED MEDIA

PARTNERSHIP PROGRAM

2020 WEBSITE

CAMPAIGN OPTIMIZATION

MEDIA PLANNING AND BUYING

STATISTICS IN SCHOOLS

CREATIVE DEVELOPMENT

RESEARCH AND ANALYTICS

STAKEHOLDER ENGAGEMENT

FIELD RECRUITMENT

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IPC Phases

	2019	2020	2021

Strategic Early Education Phase,
January 2019 – December 2019*

Awareness Phase,
January 2020 – February 2020*

Motivation Phase,
March 2020 – April 2020

Reminder Phase,
May 2020 – July 2020

Thank-You Phase,
August 2020 – December 2020

Data Dissemination Phase,
January 2021 – Ongoing

*Timing is directional and subject to change based on ongoing research and planning.

All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.

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Language Support for the 2020 Census

99% ➡️ **Percentage of U.S. households able to respond in their language**

English	Arabic
Spanish	Tagalog
Mandarin	Polish
Cantonese	French
Vietnamese	Haitian Creole
Korean	Portuguese
Russian	Japanese

한국어

Polski

العربية

Français

Tiếng Việt

English

Русский

Kreyòl ayisyen

Español

Português

中文[1]

日本語

Tagalog

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Integrated Communications Contract

Y&R

- 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.

- IDIQ/fixed price, Base plus 5 option years through 2021, ceiling $518m

- Contract value is currently estimated at $461 million.

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TeamY&R

Y&R
Prime/ Overall Strategy / Creative

PSB TO THE POINT.
Research; Modeling & Segmentation

WAVEMAKER
Media Planning & Execution

BRAVO
Hispanic (support)

bcw
Public Relations

Translations

WUNDERMAN
Events

Guidehouse
Program Management

REINGOLD
Digital Media / Civic Engagement

carol · h · williams
Black / African American Diaspora

THE District Communications GROUP
Veterans
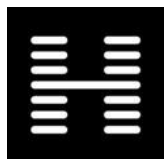
CULTURE ONE WORLD
Hispanic Audiences

TDW +Co
Asian Audiences

g+g ADVERTISING
American Indian Alaskan Native Audiences

THE Kālaimoku GROUP
Native Hawaiian Other Pacific Islanders Audiences

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Key Elements of Integrated Communications Contract Plan

2020 CENSUS INTEGRATED COMMUNICATIONS PLAN

Version 1.0
6/2/2017

United States Census 2020
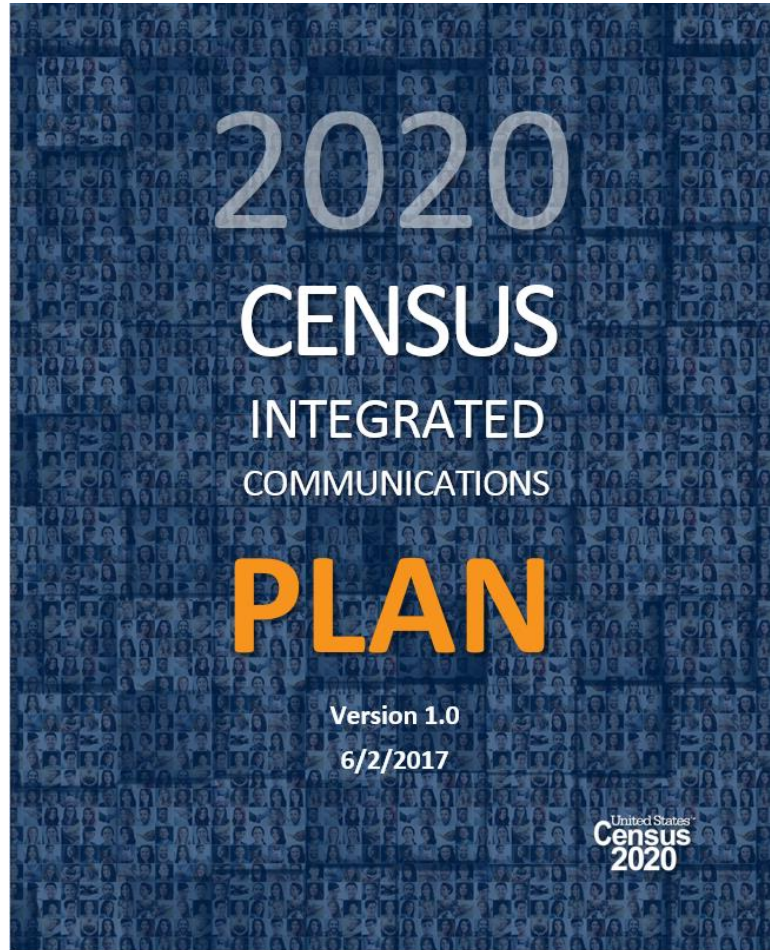
Advertising and Media Buying

Stakeholder Relations and Partnership Programs

Website Development

Social Media

Public Relations and Events and Crisis Communications

Campaign Optimization

Statistics in Schools Program

Field Recruitment Advertising and Communications

Data Dissemination

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A Campaign Based on Research

Respondent Data Sources

- Provides raw material for predictive modeling
- Integrates respondent data sources:
    - Census data – Planning Database, American Community Survey, National Content Test, and Master Address File
    - Third-party, commercially available data – National Household File

Predictive Models

- Creates models that predict tract-level low response scores for overall self-response and the proportion of self-response expected to occur online; also includes the creation of benchmarks to predict response timing (available for different geographic and demographic groupings)

Predictive Models Report: October 2018

Segmentation

- Identifies groups of tracts (segments) based on the similarity of low response scores, demographic characteristics, and other factors
- Brings together predicted response behaviors, media usage data, and 2020 CBAMS mindsets
- Segment profiles inform many aspects of the campaign including creative development, media planning, and partnership efforts

Segmentation Report: March 2019

2020 Census Barriers, Attitudes, and Motivators Study

- Identifies perceptions and knowledge that impedes or assists individuals in responding to the census
- Survey component: Fielded from February through April 2018; 17,283 respondents, 39.4% weighted response rate
- Focus Group component: Fielded from March through April 2018; 42 groups across the country with 308 participants
- Outputs: Mindsets to inform segmentation and granular data to support creative development

Final Survey and Focus Group Reports: December 2018

Quick Idea Platform Testing

- Team Y&R and the Census Bureau will select 3 potential campaign platforms (theme, tagline, etc.) using all available inputs including research results to date and lessons learned from the 2010 Census
- QIPT tests those platforms via online testing, focus groups, and discussions with cultural representatives
- Output: Final campaign platform

QIPT Report: February 2019

Creative Testing

- Ingests all QIPT inputs and final selected campaign details to develop culturally sensitive advertising that will resonate among varied audiences, encouraging self-response
- Iterative feedback process with creative teams using qualitative and online quantitative techniques to create and refine ads from initial sketches to pre-production to the final product

Creative Testing Iterative Results: Throughout 2019

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Modeling   Research   Creative

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
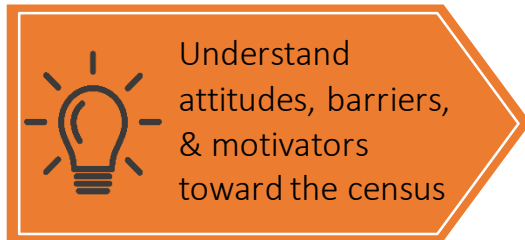
Research Questions

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

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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

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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

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Integrated Partnership and Communications
2020 CBAMS Focus Groups

Completion Date:
April 19, 2018

Total # of Focus Groups:
42 (w/6-8 participants)

Total # Focus Groups Complete: *42*

Minimum # of Total Participants: *252*

Current # of Total Participants: *308*

Date	Location	Audience	Recruited	Showed	Seated	Date	Location	Audience	Recruited	Showed	Seated
3/14	Albuquerque 1	AIAN (Female)	11	11	8	4/3	Houston 2	Spanish (Mainland)	14	11	8
3/14	Albuquerque 2	AIAN (Male)	10	8	8	4/4	Los Angelese 4	MENA	14	10	8
3/15	Albuquerque 3	Low Internet Proficiency	12	11	8	4/4	Los Angelese 5	MENA	12	12	8
3/15	Albuquerque 4	Low Internet Proficiency	12	12	8	4/4	Houston 3	Vietnamese	11	10	8
3/19	New York 1	Vietnamese	12	11	6	4/4	Houston 3	Vietnamse	11	9	7
3/19	New York 2	Vietnamese	11	10	8	4/5	Los Angelese 6	NHPI	11	10	8
3/20	Memphis 1	Low Internet Proficiency	11	12	8	4/5	Los Angelese 7	NHPI	10	8	6
3/20	Memphis 2	Low Internet Proficiency	12	10	7	4/9	Honolulu 1	NHPI	12	8	7
3/20	New York 3	Mandrian	12	11	8	4/9	Honolulu 2	NHPI	11	7	7
3/20	New York 4	Cantonese	11	11	8	4/10	Chicago 1	Young & Mobile	11	4	4
3/27	New York 5	Spanish (Mainland)	11	12	8	4/10	Chicago 2	Young & Mobile	13	7	6
3/22	Bristol 1	Rural	14	9	7	4/11	Detroit 1	MENA	8	7	6
3/22	Bristol 2	Rural	14	13	8	4/11	Detroit 2	MENA	14	12	8
3/27	Anchorage 1	AIAN (Male)	14	8	6	4/12	Detroit 3	Black/African American	12	10	6
3/27	Anchorage 2	AIAN (Female)	15	9	6	4/12	Detroit 4	Black/African American	12	9	8
3/29	South Dakota 1	AIAN (Female)	15	12	7	4/16	Montgomery 1	Black/African American	12	8	7
3/29	South Dakota 2	AIAN (Male)	12	6	6	4/16	Montgomery 2	Black/African American	12	11	8
4/2	Los Angeles 1	Spanish (Mainland)	12	9	8	4/18	San Juan 1	Spanish (Puerto Rico)	14	10	8
4/3	Los Angeles 2	Cantonese	11	11	7	4/18	San Juan 2	Spanish (Puerto Rico)	14	11	8
4/3	Los Angeles 3	Mandrian	11	11	8	4/19	Cayey 1	Spanish (Puerto Rico)	14	9	8
4/3	Houston 1	Spanish (Mainland)	14	12	8	4/19	Cayey 2	Spanish (Puerto Rico)	14	13	8

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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:*
  - o Privacy concerns
  - o Distrust of government

- *Stronger than in 2010:*
  - o Fear of repercussions

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Platform Research
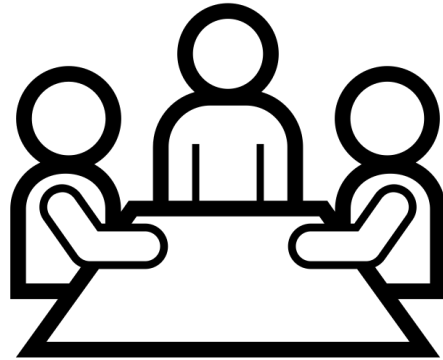
Focus Groups
18 Audience Specific

> 2 NHPI, 2 Hispanic
> 2 Asian, 2 Rural
> 4 NHPI, 8 AIAN

Online Testing
1,600 General Population*
400 Low Response*
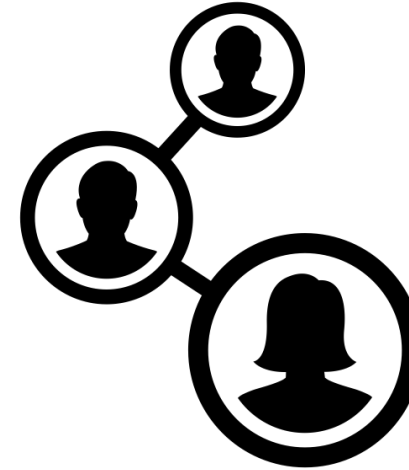
Community Representative Reviews
5 Black/African American
5 Puerto Rican

Mon., November 12 – Mon., November 19

Sample sizes for Online Testing exceeded minimum target thresholds.

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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

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Selected Campaign Theme/Tagline

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**
Examples 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 1st 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 Groups + Online Testing:
Coverage in all 50 States + Puerto Rico

Focus Group Locations – 180 Total Groups

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

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

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Tract-Level Segmentation Approach

Segmentation uses a mathematical approach to balance similarity within segments and diversity between segments.

The U.S. is divided into 70,000+ tracts having, on average, ~4,000 people each.

Tracts have unique characteristics across different types of data.

- Predicted response
- Demographics
- CBAMS data
- Media usage

Segmentation sorts tracts into groups based on self-response and demographic data.

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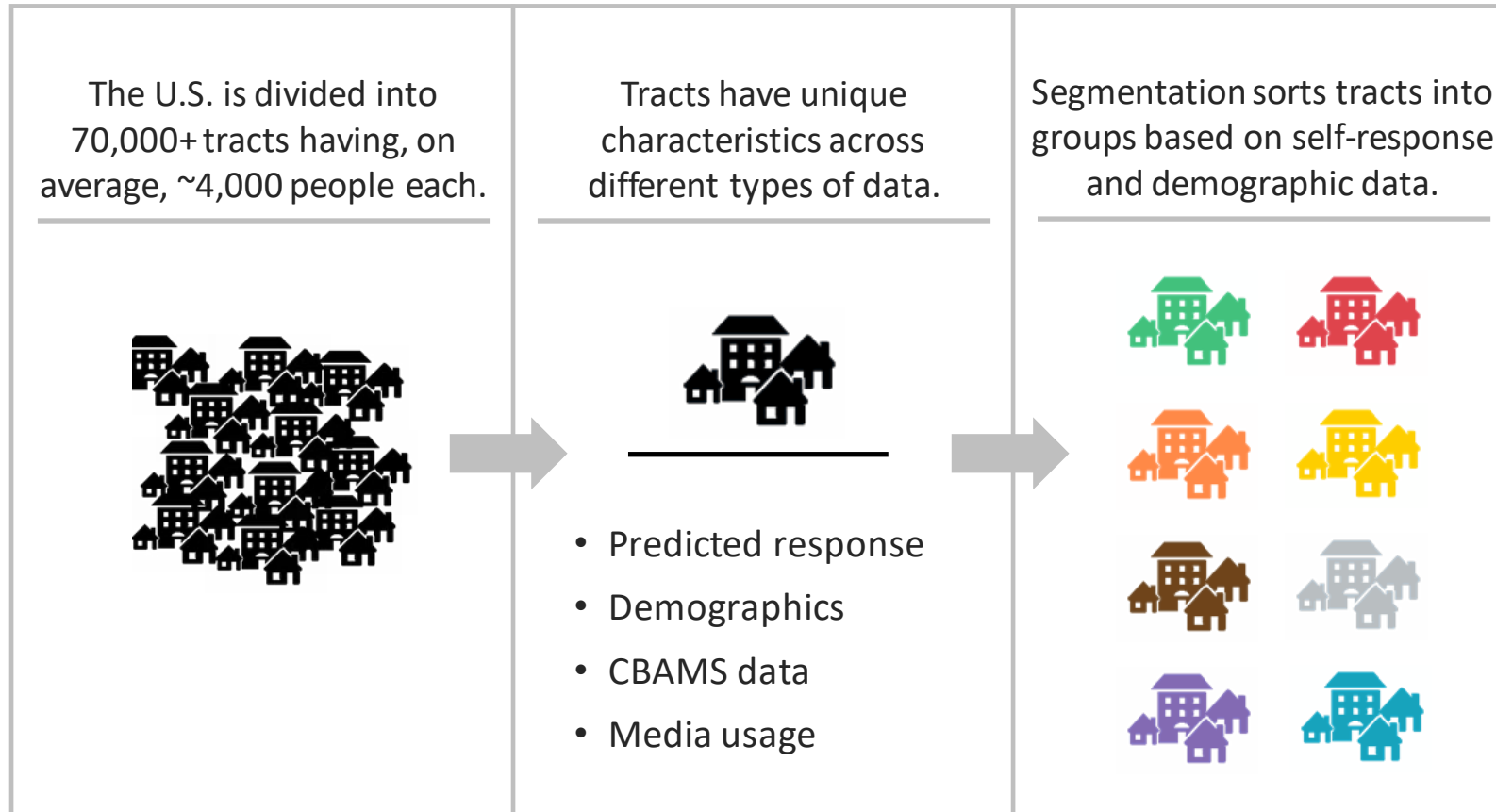
Media Usage Data for Tract-Level Segments

- At the highest level, average media behavior in each tract-level segment is compared to the national average across six channels:

	Newspaper		Radio
	Magazine		Television
	Out-of-Home		Internet

- The communications team will use more detailed information about specific channels and programs to inform the media planning process. That information will not be publicly disseminated.

About the Media Data:

MRI created a custom tabulation of media behaviors for each segment based on the 2018 Survey of the American Consumer. Media estimates are weighted to reflect the demographics of each segment. For more information about the survey, visit https://mri.gfk.com/.

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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

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Census Open Innovation Labs

Census Solutions Workshops

Create-a-thons

Bay Area

Rhode Island

Los Angeles

Seattle

LOCATION-BASED, OPPORTUNISTIC
GOALS: connections, ideas, awareness

January — Mobile Millennials — Portland

March — Rural — Kentucky

September — Native American — WA or NM

AUDIENCE + TIME-BASED
GOALS: content generation, build library + amplify to fill data voids and counter disinfo

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Statistics in Schools

Some SIS Classroom Resources Available

English and Spanish Materials:
- Student Storybook
- And more…

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

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Promotional & Outreach Materials

English and Spanish Speaking Outreach Materials and Promotional Items

Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

Count every person living or staying in your home.

April 1 — Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over $675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:
2020CENSUS.GOV

D-OP-RE-EN-121

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The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—*they cannot be used against you in any way.* By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

United States Census 2020

D-1254

Cómo el Censo del 2020 invitará a todos a responder

Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

El 95% de los hogares recibirán su invitación del censo por correo.

Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

A menos del 1% de los hogares los contará un censista en persona, en vez de invitárseles a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

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Earned, Shared and Owned Media Initiatives

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New 2020Census.gov

Webpage can be viewed In English and Spanish

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Recruitment Advertising

Mobile Response Initiative = M-QACs

- The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative.

- We are now calling this the Mobile Questionnaire Assistance Operation (M-QAC).

- We're in the planning stages now, developing a detailed operational plan and schedule.

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Dynamic Deployment of Census Staff

- Census employees would be deployed to hard-to-count locations to take responses and answer questions.

- Initial deployment would use locations identified in advance using predictive models. Thereafter, resources will be redeployed based on response data.

- This ability to target resources dynamically towards areas experiencing lower response rates is one of the principal benefits of the MQAC model.

- If we target the 20% of tracts with the lowest projected self-response, we would potentially reach over 23M housing units.

- Potential locations include street fairs, community libraries, ethnic grocery stores, houses of worship, public transit hubs, etc.

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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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https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:
http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

More information on the 2020 Census:
http://www.census.gov/2020Census

American Community Survey

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

pinterest.com/uscensusbureau

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