

2020 Census Integrated Partnerships and Communications Operation: An Integrated, Research-Based Approach



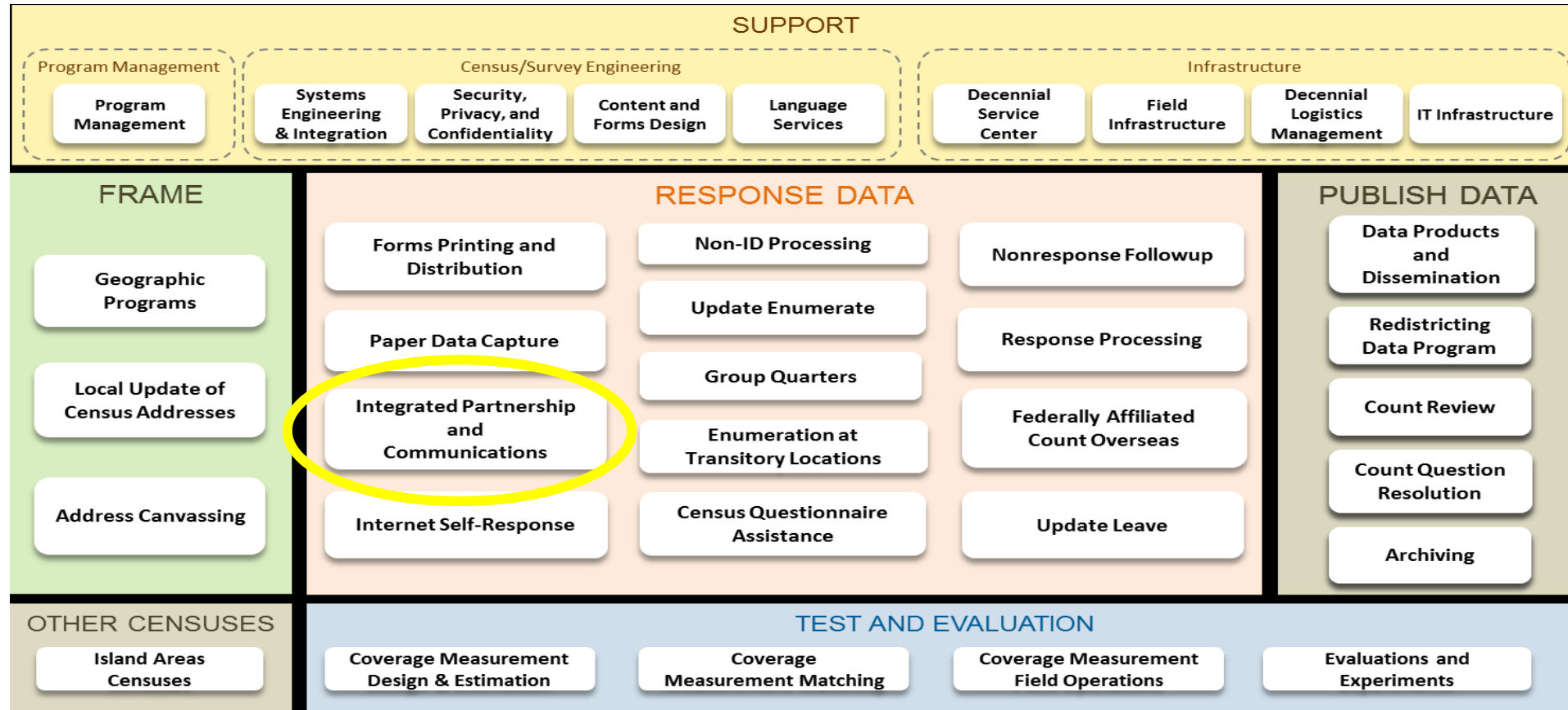
María Olmedo-Malagón
Chief, Office of Strategic Alliances
Former Program Manager 2020 Census IPC Operation
U.S. Census Bureau

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United States[®]
Census
2020

One of the 2020 Census Operations



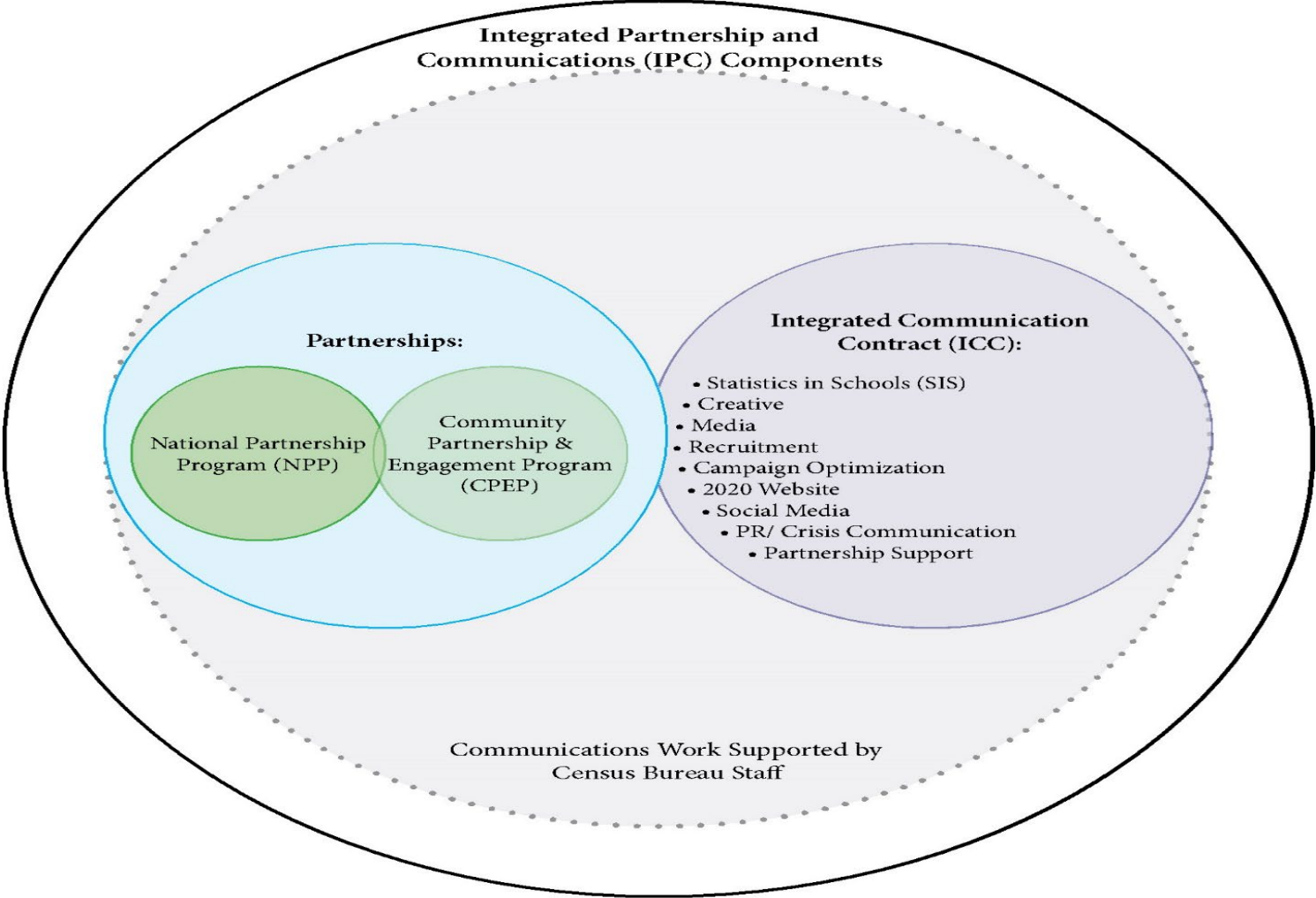
2020 Census Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicated 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:

- We engage and encourage people to auto-respond, preferably via the Internet
- Raised and kept awareness high throughout the 2020 Census to encourage response



Operation Components

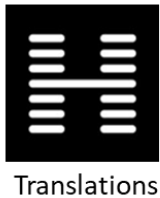


Integrated Communications Contract

The logo for Young and Rubicam (Y&R) is displayed in a large, bold, dark blue font. The letters 'Y' and 'R' are significantly larger than the ampersand '&' which is positioned between them.

- On August 24, 2016, the Census Bureau awarded the communications contract to Young and Rubicam (Y&R).
- Y&R brought extensive world-class marketing and communications expertise, team leadership, strategy development, dynamic creative development and execution, operational systems, and financial stewardship.
- Supported the 2020 Census Program's mission to conduct a complete and accurate census in 2020
- There were 17 contractors a part of the Y&R census team.
- IDIQ/fixed price, Base plus 5 option years through 2021, ceiling \$518m. Master Requirements contract with Firm-Fixed Price and Time and Materials Orders. Base plus 5 option years through 2022, with an estimated lifecycle value of \$700M

Team Y&R



Research; Modeling & Segmentation



carol • h • williams



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.

Languages Originally Covered

English

Spanish

Chinese (Mandarin and Cantonese)

Vietnamese

Korean

Russian

Arabic

Tagalog

Polish

French

Haitian Creole

Portuguese

Japanese

2020 Census IPC Original Phases

Strategic Early Education Phase (January 2019 – December 2019)

Goal: Build public trust of the Census Bureau among key audiences that may need more education about the Census Bureau, the decennial census, and why it is important that all residents participate.

Strategy: Utilize Community Partnership Engagement Program, Statistics in Schools as well as public relations outreach

Key Audience: Identified through campaign research

Awareness Phase (January 2020 – February 2020)

Goal: Notify broader audience about the upcoming 2020 Census and educate about the purpose of the decennial census, its importance, and ways to complete it

Strategy: Provide information on available means for completing the 2020 Census, where residents can access additional info and resources, and what they can expect from the Census Bureau and its partners.

Key Audience: People living in the United States

Motivation Phase (February 2020 – April 2020)

Goal: Drive census completion by informing residents that the 2020 Census is underway and that they should participate in one of the available models

Strategy: Deliver general and audience-specific messages that compel residents not only to complete their own census forms, but also to encourage others to do the same. Primarily emphasize online completion.

Key Audience: general population but focus on "fence-sitters" who are comfortable with responding via the internet but may not immediately complete their forms.

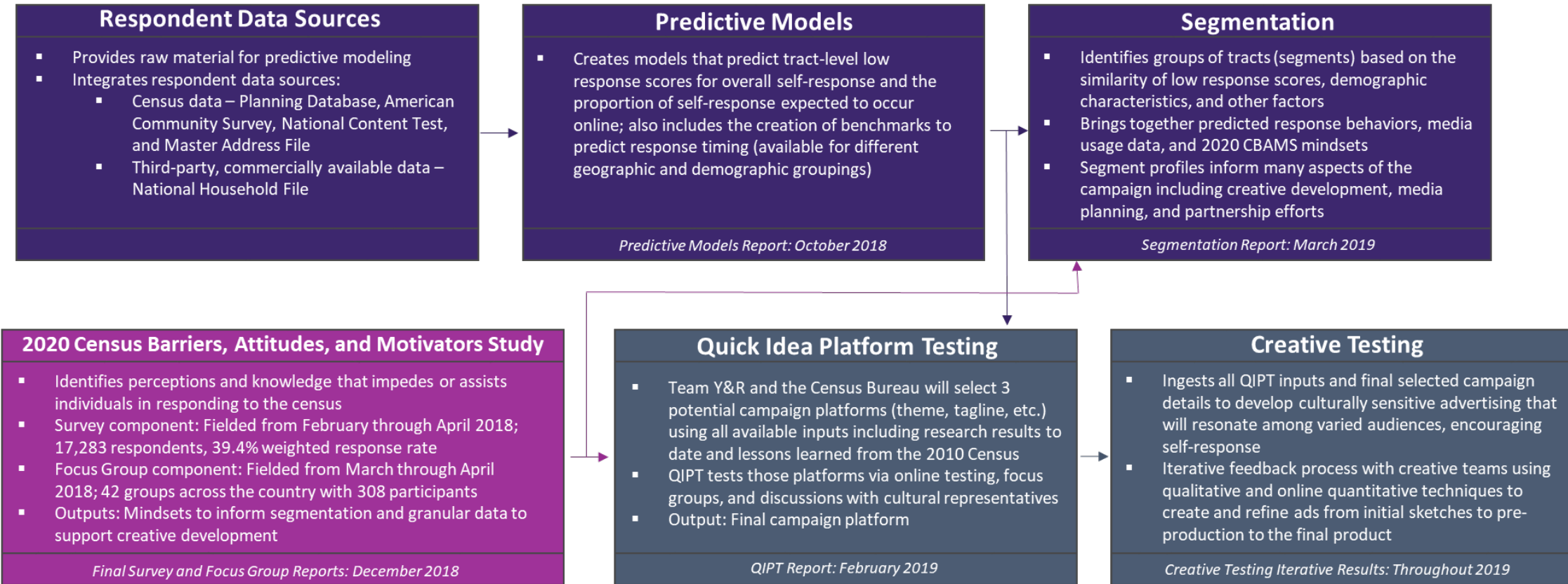
Reminder/NRFU Phase (May 2020 – August 2020)

Goal: Remind residents that the 2020 Census is taking place and encourage them to participate if they have not done so already.

Strategy: Messages during this phase will be contingent on the availability of response modes

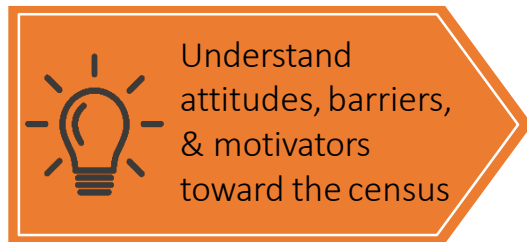
Key Audience: Residents who have not yet completed the census questionnaire

2020 Census Integrated Partnership and Communications: Research Flow



Census Barriers Attitudes and Motivators Survey (CBAMS) Overview

Purpose



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 Methodology Overview

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

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 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

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



Selected Campaign Theme/Tagline



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

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

Segmentation Goals and Applications

The goals of segmentation are to:

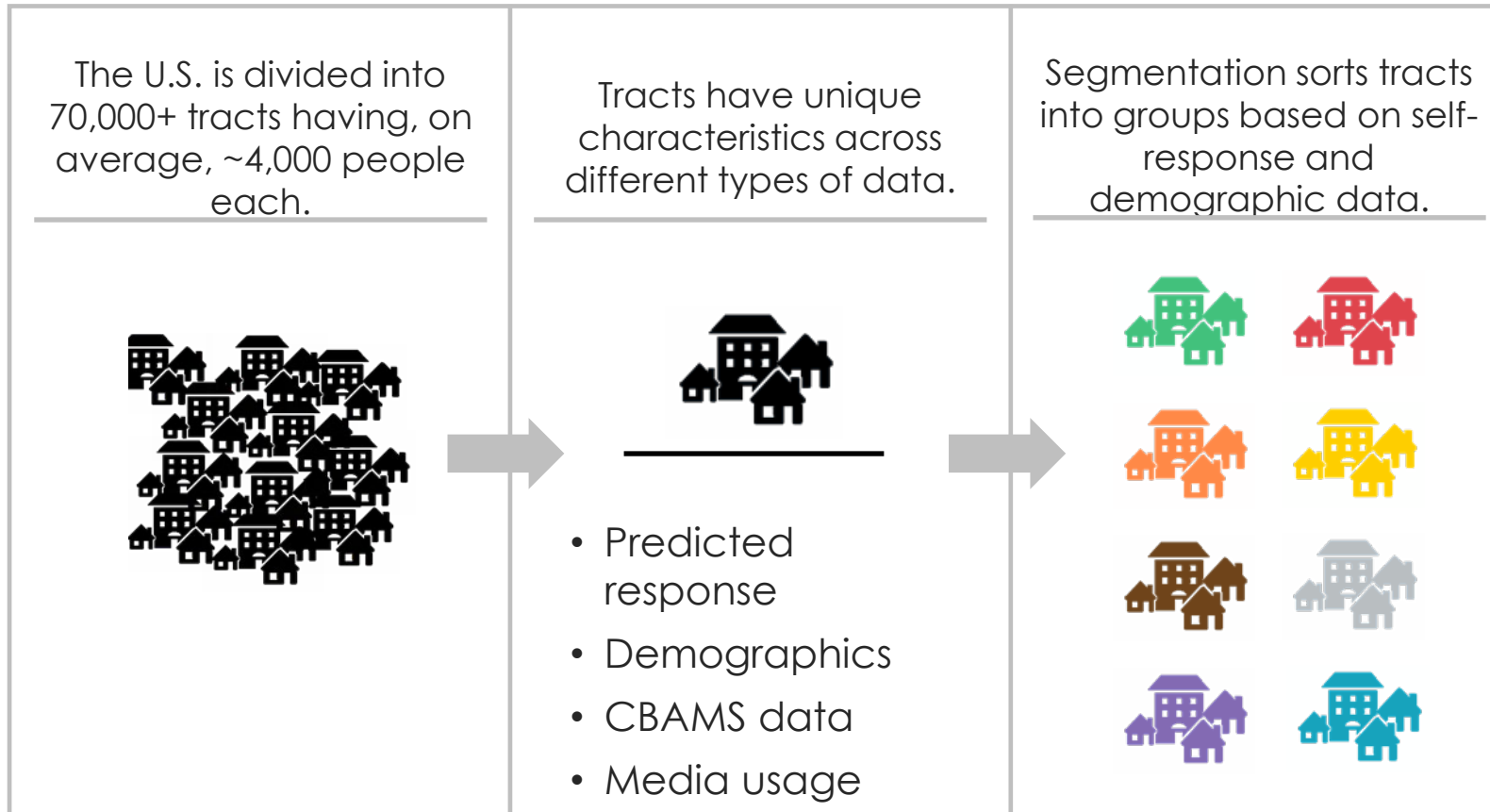
- Provided an overarching framework for understanding the country.
- Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.
- Simplify complex data by identifying key shared characteristics.

Segmentation informed:

- Planning for messaging, advertising, partnership activities and other communications
 - Strategy
 - Creative
 - Media

Tract-Level Segmentation Approach

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



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 used 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/>.


Introduction to Tract Segments



Responsive Suburbia

71% Predicted Self-Response **24%** Of the U.S. Population


- High predicted rate of response, with a high percentage of that response coming online.
- Found in suburban neighborhoods of single-family homes.
- High % college educated, high % married, and high median household incomes.



Main Street Middle

67% Predicted Self-Response **21%** Of the U.S. Population


- High predicted rate of response, with an above-average percentage of that response coming online.
- Found in small towns and less densely populated areas surrounding urban centers.
- Low diversity and a higher % 65 or older than the national average.



Country Roads

60% Predicted Self-Response **16%** Of the U.S. Population


- Slightly below-average predicted rate of response, with a below-average percentage of that response coming online.
- Found in rural areas predominantly in the eastern United States, surrounding small towns and outside the suburbs of major cities.
- High % owner-occupied housing, low % college educated, and below-average median household incomes.



Downtown Dynamic

59% Predicted Self-Response **9%** Of the U.S. Population


- Slightly below-average predicted rate of response, with a high percentage of that response coming online.
- Found in densely populated metro centers.
- High % college educated, above-average % foreign-born, high % 25-44 compared to the nation as a whole, and high median household incomes.



Student and Military Communities

56% Predicted Self-Response **2%** Of the U.S. Population


- Below-average predicted rate of response, with a high percentage of that response coming online.
- Found in communities around college campuses or military bases.
- A majority 18-24, high % college educated, and high % renter-occupied housing.



Sparse Spaces

49% Predicted Self-Response **5%** Of the U.S. Population


- Below-average predicted rate of response, with below-average internet response.
- Found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan's Upper Peninsula.
- High % owner-occupied housing and below-average levels of internet access.



Multicultural Mosaic

45% Predicted Self-Response **14%** Of the U.S. Population

- Low predicted rate of response, with a below-average percentage of that response coming online.
- Found in California's Central Valley and parts of New Mexico, Texas, Florida, as well as concentrations in urban areas.
- High % foreign-born, low % college educated, and majority Hispanic.



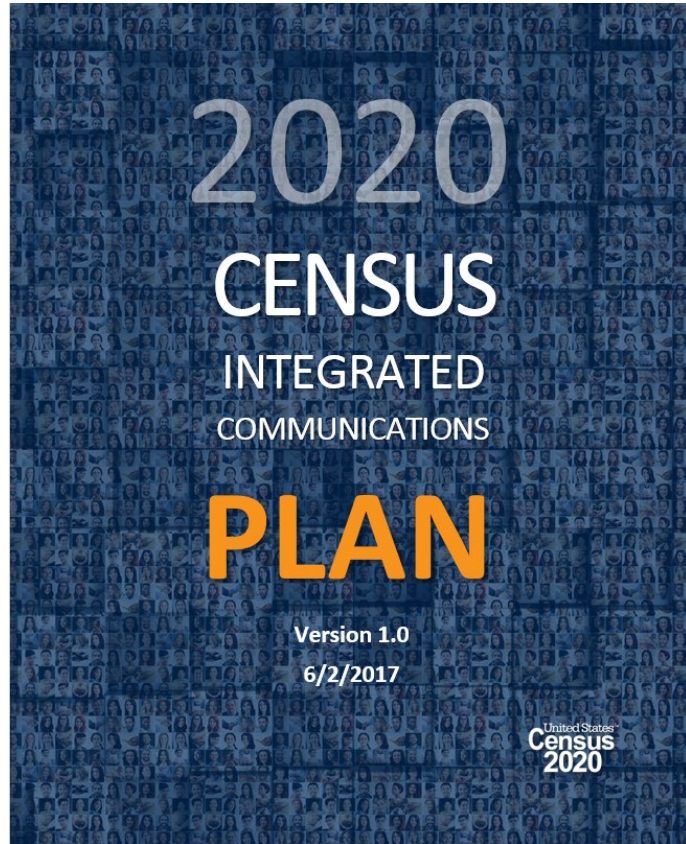
Rural Delta and Urban Enclaves

43% Predicted Self-Response **7%** Of the U.S. Population

- Low predicted rate of response, with the lowest percentage of that response coming online.
- Found in rural parts of the southeastern United States, as well as concentrations in urban areas.
- Low % college educated, low median household incomes, below-average levels of internet access, and majority non-Hispanic African American.

Note: U.S. population percentages do not add up to 100% due to tracts with no ACS mailout and, therefore, no tract segment assigned.

Key Elements of Integrated Communications Contract Plan



- 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

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/ASL: www.gsa.gov/fedrelay
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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 inscribirse, llama al 1-855-562-2020
Servicio Federal de Relevé: 1-800-877-8339 TTY/ASL: 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
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Shape our future and more! APPLY NOW >

Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
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Apply Online 2020CENSUS.GOV/JOBS

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Shape your future APPLY NOW >

Paid Advertisement

Diverse Mass



U.S. Hispanic



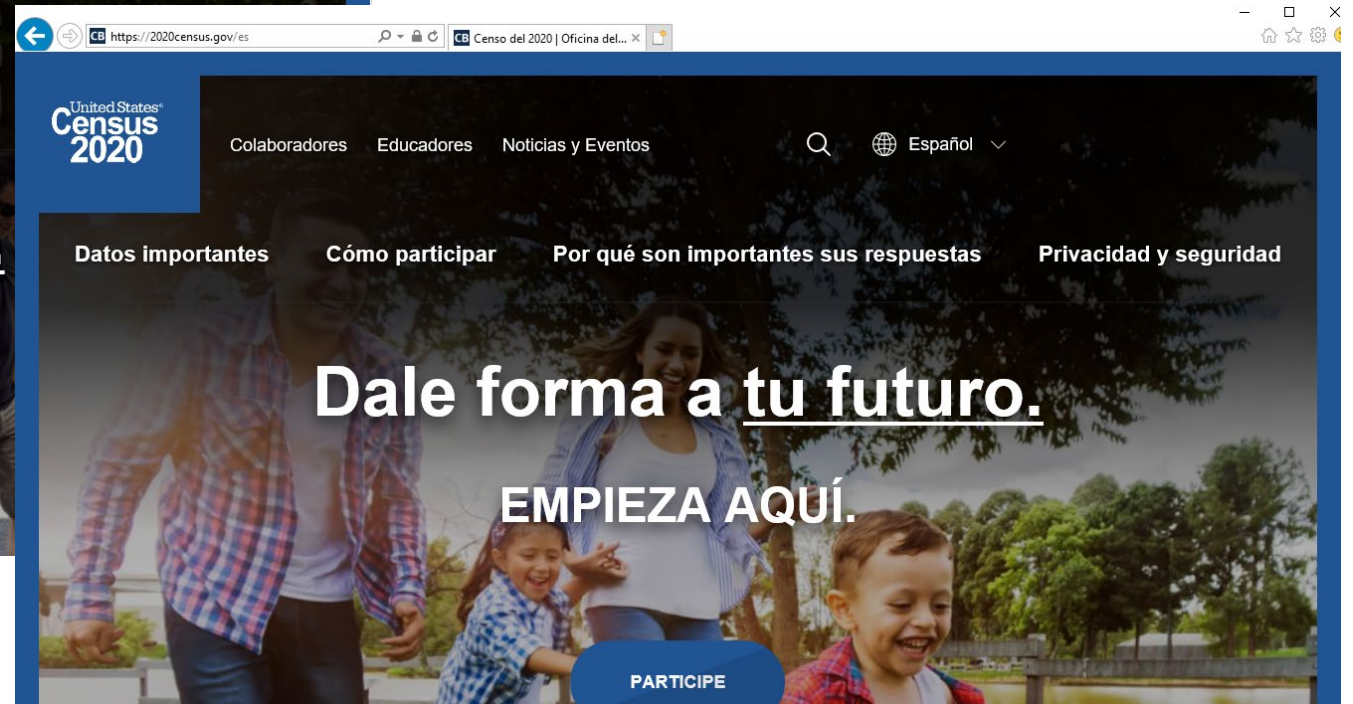
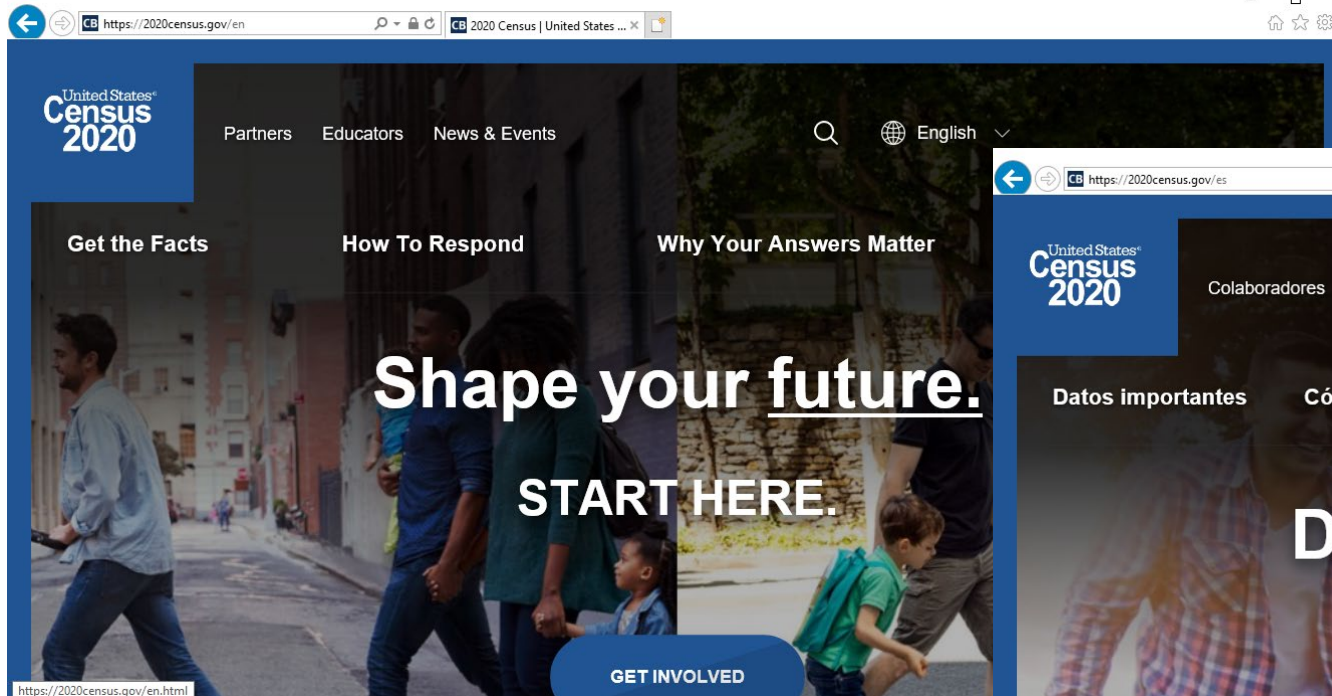
Black/African American



Asian American



2020Census.gov



Webpage can be viewed in English and Spanish

Statistics in Schools



United States Census Bureau

ACTIVITIES RESOURCES STANDARDS ABOUT

STATISTICS IN SCHOOLS

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

This is a screenshot of the 'Statistics in Schools' website. At the top, it features the 'United States Census Bureau' logo and a navigation menu with 'ACTIVITIES', 'RESOURCES', 'STANDARDS', and 'ABOUT'. Below the navigation is a large image of a row of colorful pencils. To the left of the pencils is the 'STATISTICS IN SCHOOLS' logo, which includes a globe icon. Below the image is a paragraph of text: '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.' At the bottom of the screenshot, the text 'Classroom Resources' is displayed.



Public Relations and Events



U.S. Census Bureau @uscensusbureau
 Director Dillingham stopped by Wade Park Elementary School. During his visit, he met with the student ambassadors and read Everyone Counts to a classroom of kindergarteners. #2020Census #Cleveland



12:18 PM · Feb 21, 2020 · Twitter for iPhone



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.
-  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**

Shape your future
START HERE >

United States
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2020

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

United States
Census
2020



2020年人口普查将塑造您的未来。

每十年，美国会算上在4月1日住在这个国家的每一个人，不论他们来自哪里，说什么语言，或为什么住在这个国家。这个人数包括了儿童和新生儿、公民和非公民以及临时居民。

调查对您的家庭和社区至关重要。

-  人口普查收集的信息会影响每年超6,750亿美元的联邦资金的分配。这些资金将影响关键的服务，包括教育、医保、老年中心以及公共交通。
-  社区依赖于人口普查数据来计划各项需求，包括新的道路、学校以及紧急救援服务。
-  商业会用人口普查数据决定在哪里建造工厂、办公室以及商店。

调查是简单的。

从2020年3月中旬开始，美国的每个住户会收到通过在线、电话或邮寄方式完成2020年人口普查的通知。这份表格会问几个基本的问题，会提供多种语言版本。从2020年5月至7月，人口普查员会访问还没有回复的住户。如果需要，人口普查员可以帮助您完成问卷。

调查是安全的。

您的个人信息是完全保密的和受法律保护。您的回答只能用于统计数据的产生。它们不能被用于执法目的或用于判断您是否符合政府福利的条件。

想了解更多信息，请访问：
2020CENSUS.GOV/zh-hans

你我未来
由此展开 >

United States
Census
2020

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



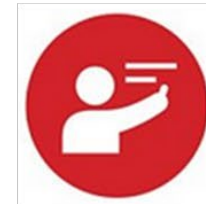
Social and Digital Engagement



Increase Response Rates



Data Use and Feedback



Policy/Advocacy

Community Partnership and Engagement Program (CPEP)

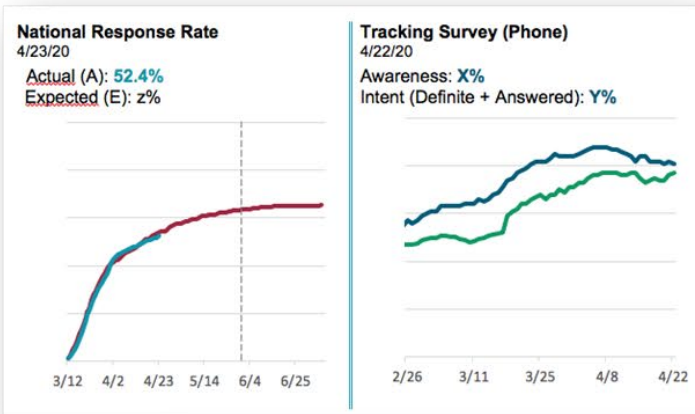
Enrolled community partners to increase decennial participation of those who are less likely to respond or are often missed

- **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

What happened on March 2020?

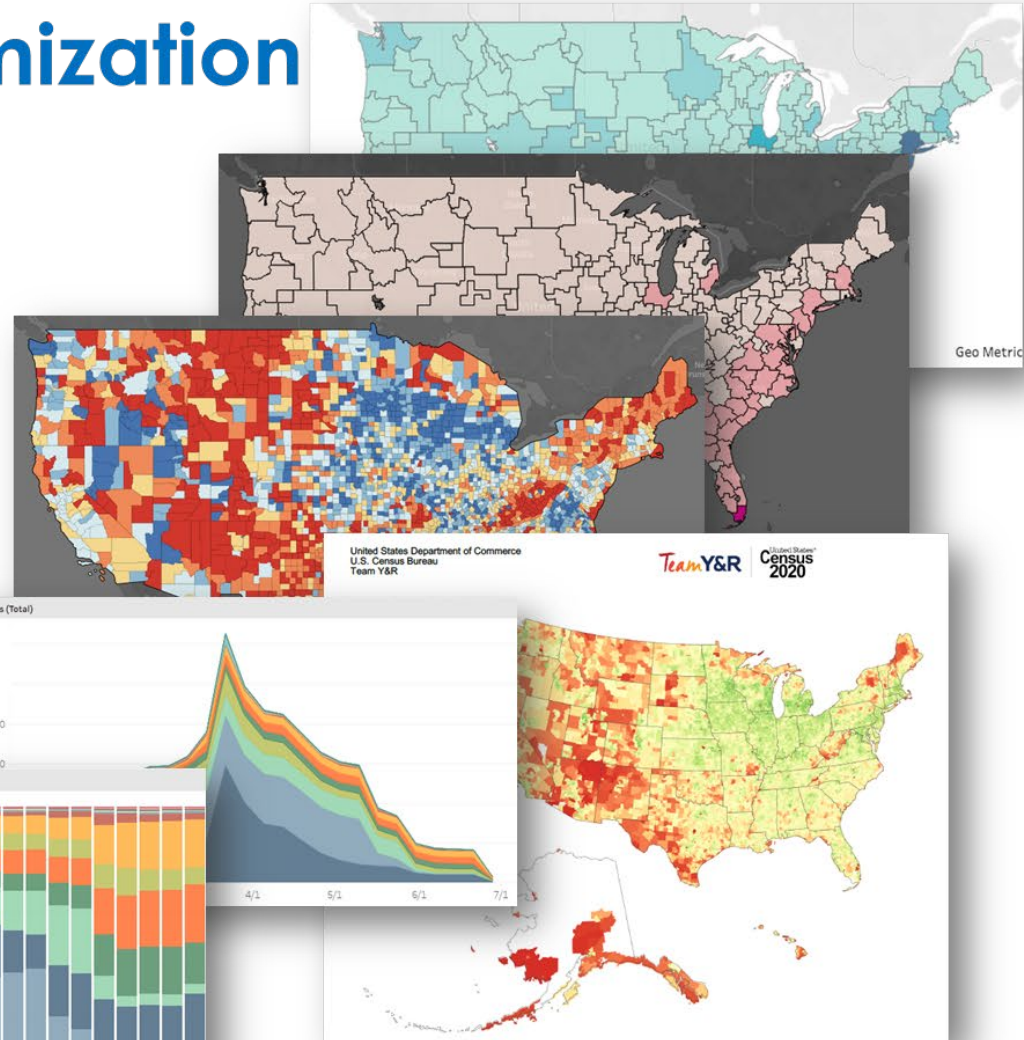
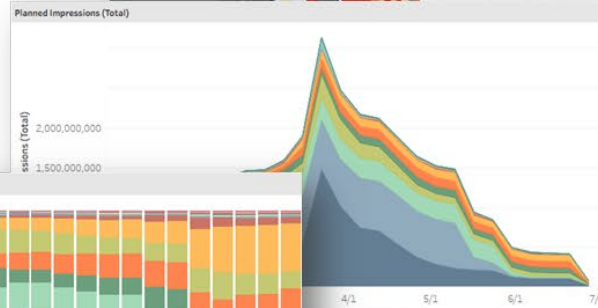
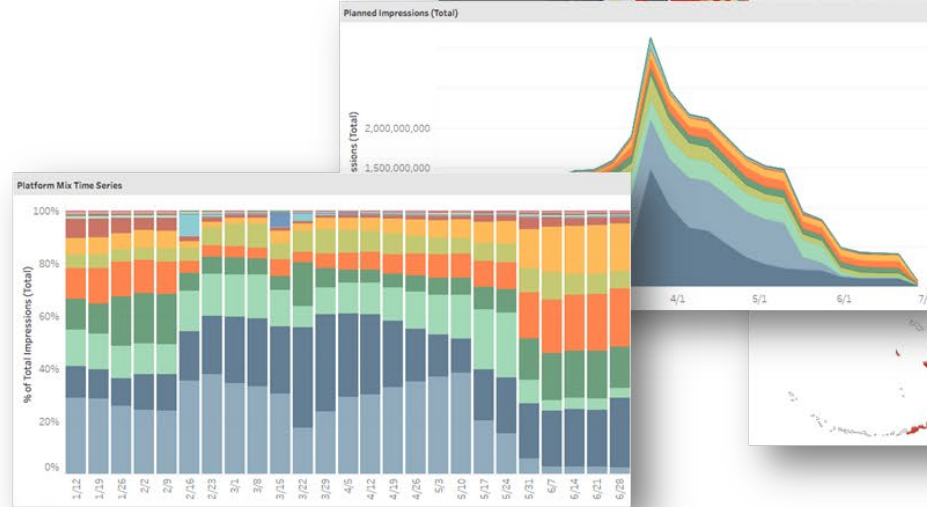
Data-Driven Campaign Optimization

- Campaign optimization team evaluates daily tract-level response rates, tracking survey results, and other data sources to evaluate campaign performance.
- Data scientists use interactive dashboards and custom analyses to uncover issues and inform decisions.



Segment ⁴	RR	Projected	% of OHU
Main Street Middle			
Responsive Suburbia			
Country Roads			
Downtown Dynamic			
Multicultural Mosaic			
Rural Delta & Urb. Enclaves			
Sparse Spaces			
Student & Mil. Communities			
No ACS Mail Out			

Actual vs. Projected Response By Audience Segment



Creative Developed Post-COVID-19



Media channel and strategy has also adapted to the COVID-19 media environment

- **Shifting media weights** in traditional dayparts as people have been viewing more news, early morning, late night, and entertainment programming
- **Adjusting digital media** mix as people have been consuming more digital news, streaming audio, interacting on social networks, and using more apps on their mobile devices
- **Increased weight in Free Episode Player (FEP)** platforms such as Hulu and major TV networks
- **Launching digital out-of-home** placements specifically at grocery and convenience stores, gas stations, and other locations still open while stay at home orders are in place
- **Implementing innovative media placements**, such as flyers on pizza boxes and other carry out dining food, to leverage the changing consumer behavior due to COVID-19
- **Executing media placements during virtual events**, such as at-home concerts and iHeartMedia Commencement, which have taken the place of live events
- **Leveraging influencers and trusted voices** to carry Census messaging to those audiences who are historically hard to count



The paid media campaign has expanded to support at least 45 of the 59 languages included in the 2020 Census expanded language program

Core ICC Languages:
Paid + ISR + CQA

2020 Census Expanded Language Program
Supported with language guides and videos at 2020census.gov/languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	



Now supported by paid search, digital, or print advertising

Partnerships Changes

- Secured **1,064 national participating organizations** as of Sept. 25, 2020. More than 446,000 national and community partnership events were held as of August 2020.
- Created hundreds of downloadable and printable materials for partners to use in various languages on the 2020 Census website—including fact sheets, posters, social media toolkits and more.
- Shared information, resources and operational updates with partners via an email list with nearly 80,000 subscribers.

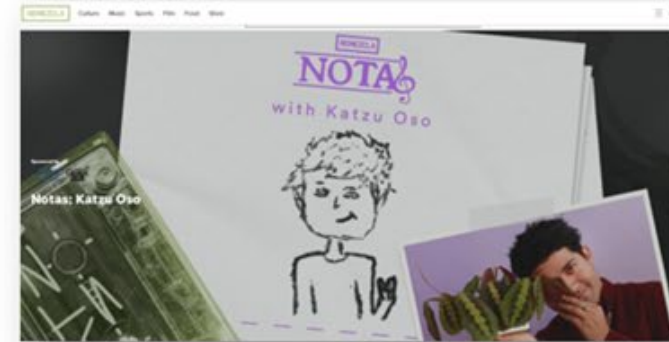
Examples of Partner Engagement:

- Sesame Workshop created a PSA with characters The Count, Elmo and Rosita to remind households to count kids in the census. They also created a 2020 Census toolkit and sent characters to a Census Bureau event focused on counting young children.
- United Way Worldwide gave census promotional items to food bank clients.
- Uber sent an email reminder in both English and Spanish to 46.7 million riders and drivers as well as Uber Eats customers and employees encouraging them to complete the census online.
- NASCAR sent an email to its subscribers encouraging fans to respond to the census.
- Walmart ran the Census Bureau's "Recovery" ad on its TV display walls in stores.
- The Asian Pacific American Labor Alliance hosted a virtual dance party promoting census response.
- Ring coordinated 2020 Census push notifications through its app, Neighbors.

July Push Influencer Content



[Click Here to Watch Thalia Twitter Video Post](#)



ESO Strategy Overview



Media Materials

- Developed **145 city profiles** and **custom pitches**, and **pitch templates** to notify local media about data related to trends in response rates.
- Wrote a set of drop-in articles for direct distribution to media and partners.



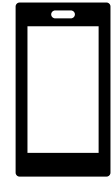
Local Coordination

- Coordinated with Regions to establish media targets, identify appropriate spokespersons, and synchronize pitching.
- Supported tie-ins with select cities/regions' existing campaigns.
- Supported virtual Wonderama concert series.



Earned Media

- Conducted **270 English and Spanish radio/television interviews** with Census spokespeople over a period of four weeks across 143 high-priority markets.
- Conducted **23 virtual media briefings** for multicultural outlets.
- Placed coverage in major regional, local, and hyperlocal media outlets.
- Amplified **21 Trusted Voices videos and radio spots**.



Social Media

- Created local content for partners to post on their own channels.
- Created six region-specific toolkits.

Q&A

For additional information

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