

2020 Census Communications

Kendall B, Johnson, Program Manager
2020 Census Integrated Communications Contract (ICC)
Program Management Office (PMO)

June 2019

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2020 Shape Your Future – April 2019



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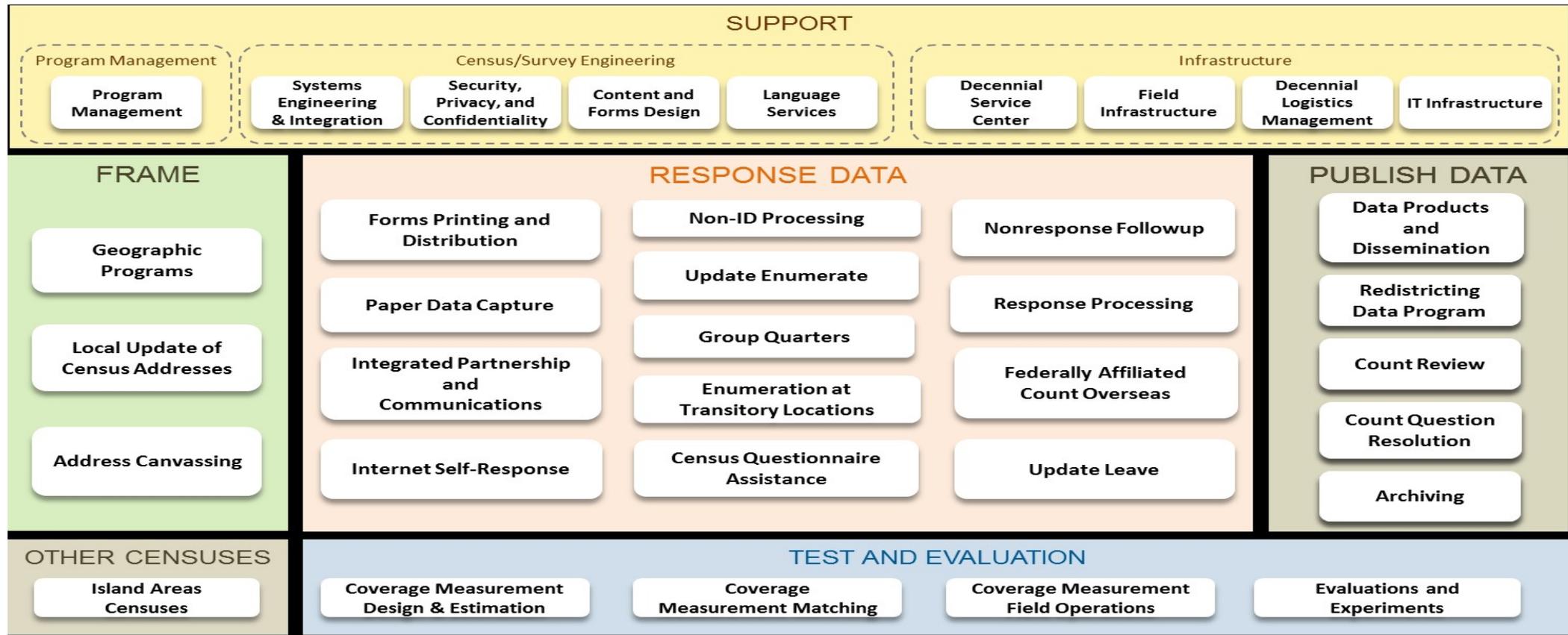
2020 Census Integrated Partnership and Communications Operation

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



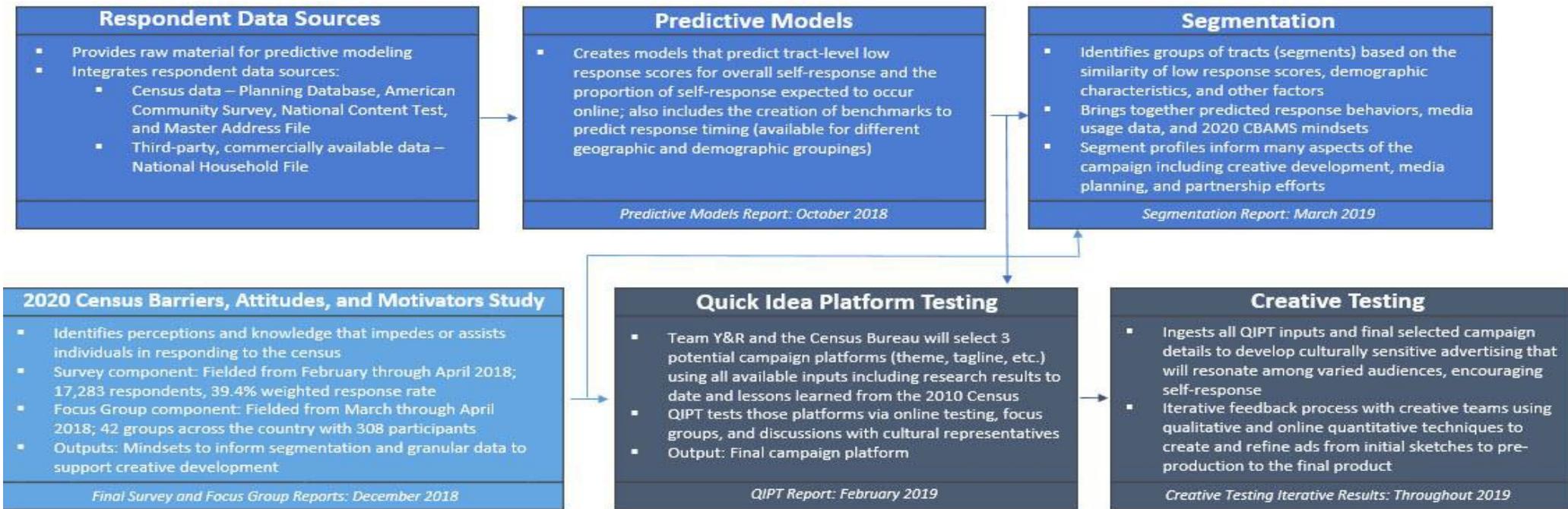
One of the 2020 Census Operations



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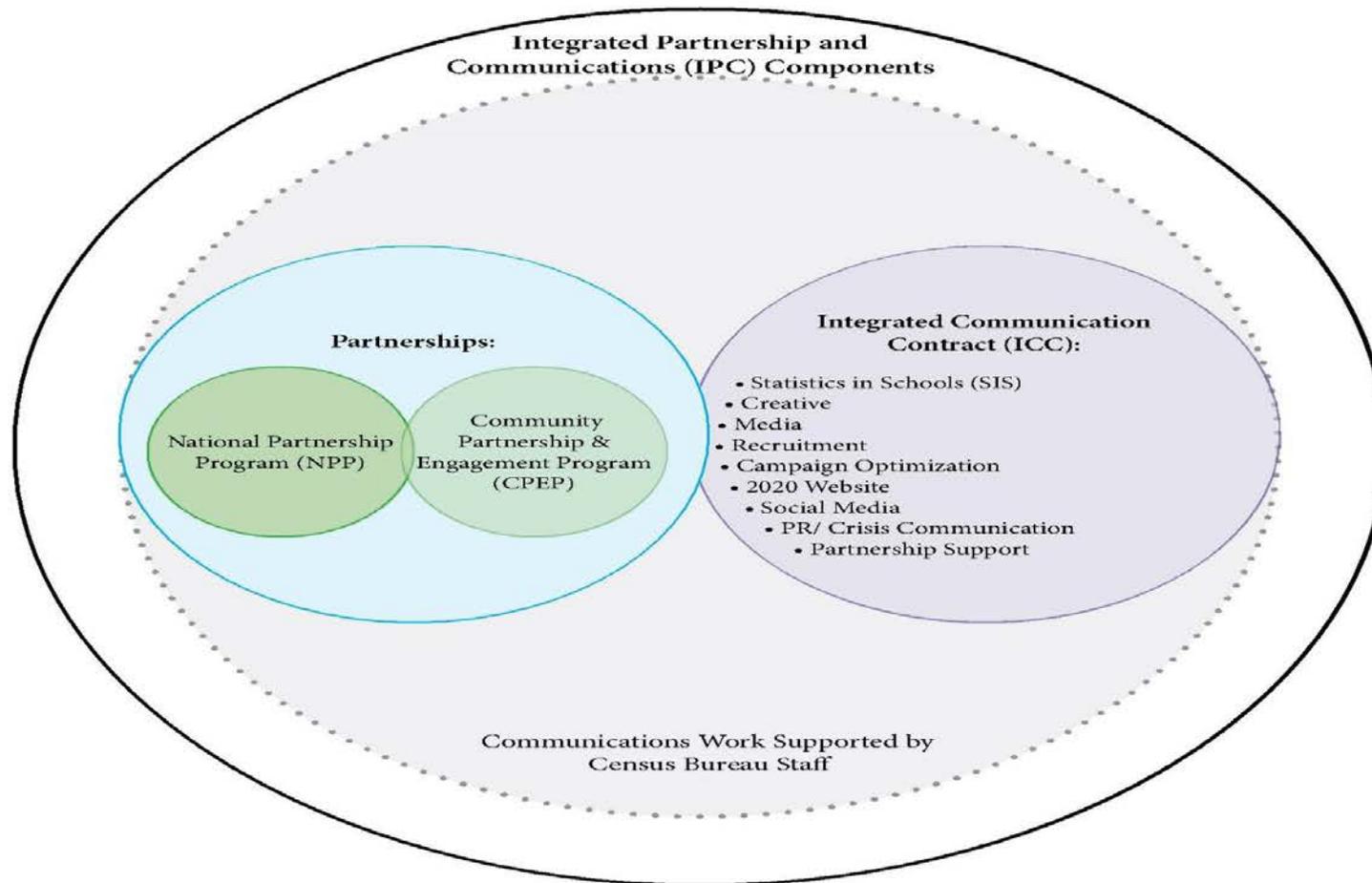
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A Campaign Based on Research



Modeling Research Creative

Operation Components



2020 Integrated Communication Contract (ICC)

Team Y&R

Y&R

Prime/ Overall Strategy / Creative

 **Guidehouse.**
Program Management

**CULTURE
ONE
WORLD**
Hispanic Audiences

**TDW
+CO**
Asian Audiences

 **PSB**
TO THE POINT.
Research; Modeling & Segmentation

WM
WAVEMAKER
Media Planning & Execution

 **REINGOLD**
Digital Media / Civic Engagement

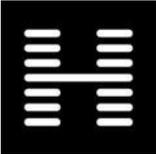
g+g
ADVERTISING
American Indian Alaskan Native Audiences

BRAVO
Hispanic (support)

bcw
Public Relations

carol • h • williams
Black / African American Diaspora


**THE
Kālainokū
GROUP**
Native Hawaiian Other Pacific Islanders Audiences


Translations

 **WUNDERMAN**
Events


**THE
District Communications
GROUP** Veterans

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2020 ICC Major Milestones Accomplished

Activity	Date
✓ Creative Strategy Workshop	October 2018
✓ Media 101 Workshop	October 2018
✓ Creative Platform Testing	November 2018
✓ Audience Segmentation	December 2018
✓ Creative Platform Selection	December 2018
✓ CBAMS Final Results Report/Presentation	January 2019
✓ 2020census.gov website Release 1 – Go Live	March 2019
✓ 2020 Census Recruitment Website (2020census.gov/jobs)	March 2019
✓ 2020 Census Day – One Year Out Event	April 2019
✓ Media Vendor Day (Stateside & PR)	April 2019

Upcoming Major Milestones (through December 2019)

Milestone	Date
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	March 2019 – May 2019
Audience Segmentation Final Report	June 2019
Creative Testing Results	July 2019
Approval of Final Creative for Production	August 2019
Production of Creative Materials and Content	August 2019 – December 2019
Media Plan v2.0 Finalization	October 2019
SIS Count of Young Children Campaign Begins	October 2019



Creative Tagline

English & Non-English

Selected Campaign Theme (English, AIAN, Puerto Rico)

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Limited applications

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Preferred

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Limited applications

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Preferred

Dale forma a tu futuro
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Censo[®]
2020
Puerto Rico

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EMPIEZA AQUÍ >

Censo[®]
2020
Puerto Rico

Dale forma a tu futuro
EMPIEZA AQUÍ >

Censo[®]
2020
Puerto Rico

Limited applications

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Censo[®]
2020
Puerto Rico

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EMPIEZA AQUÍ >

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2020
Puerto Rico

Connecting to All Audiences

Lead Agency

CULTURE ONE WORLD

carol • h • williams



THE Kālainmoku GROUP



Y&R



Audience

U.S. Hispanic

Black/African American

American Indian/Alaskan Native (AIAN)

Native Hawaiian/Pacific Islander (NHPI)

Asian American

Diverse Mass

Puerto Rico

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 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.

Segmentation

Audience segments are essential as they serve as a roadmap for media planning and creative development for the 2020 Integrated Partnerships and Communications (IPC) Program. Every strategic and tactical aspect of the IPC Program hinges on having accurate and up-to-date segments.

Segmentation Goals

The goals of segmentation are to:

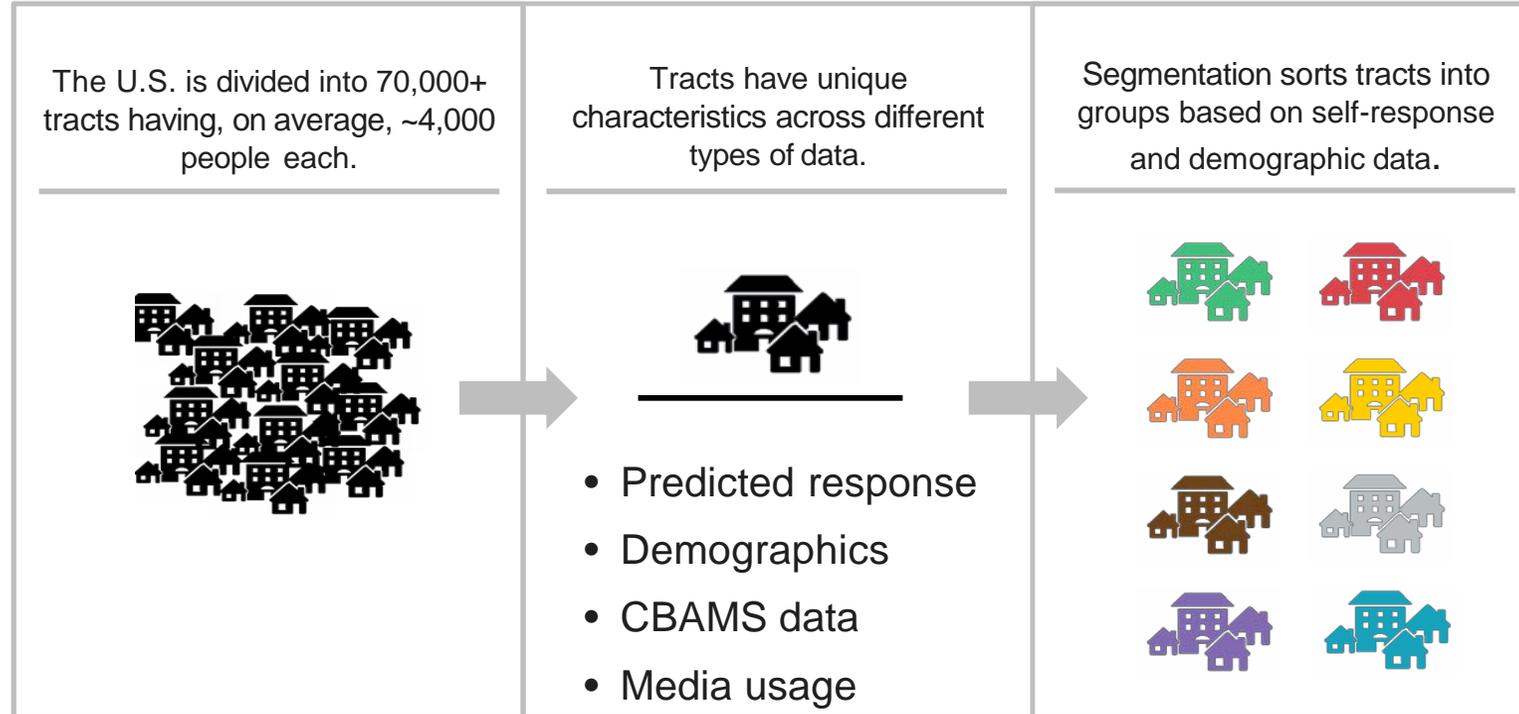
- Provide an overarching framework for understanding the country.
- Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.
- Simplify complex data by identifying key shared characteristics.

Segmentation will inform:

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

Tract-Level Segmentation

Segmentation uses 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 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:

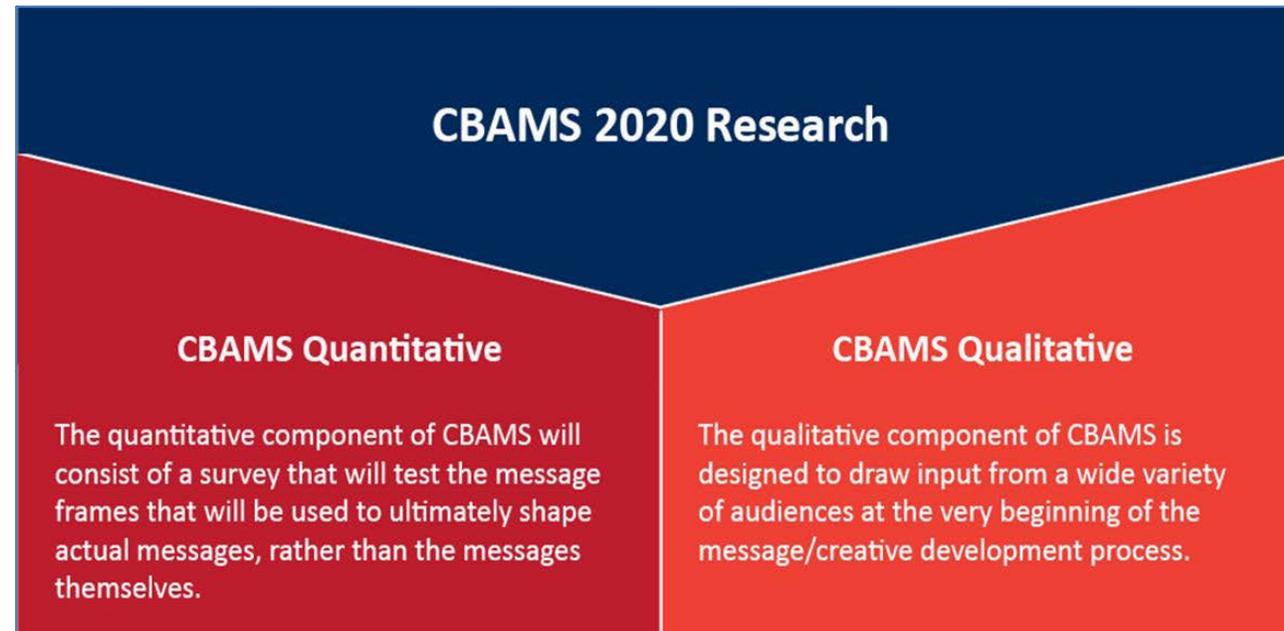
MRI created a custom tabulation of media behaviors for each segment based on the 2018 Survey of the American Consumer. Media estimates are weighted to reflect the demographics of each segment. For more information about the survey, visit

<https://mri.gfk.com/>.



Creative Research Updates

2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey



Completed 2020 CBAMS



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

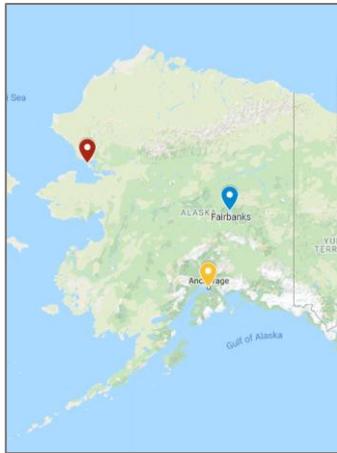
- *Similar to 2010:*
 - Privacy concerns
 - Distrust of government
- *Stronger than in 2010:*
 - Fear of repercussions



- ✓ 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

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.*

Testing Methodology for QIPT

Quick Idea Platform Testing (QIPT) explored how the audiences perceived the platforms and assessed whether each campaign platform was viewed as a relevant, motivating, and compelling idea.

The primary goal of QIPT was to select the single strongest platform based on direct feedback from audiences and community representatives.

Methodology



Focus Groups

8 American Indian and Alaskan Native
4 Native Hawaiian and Pacific Islander
2 Asian
2 Hispanic
2 Rural



Online Testing

N = 1,600 Gen Pop, including:
- LGBTQ
- HH with young children
- MENA
N = 400 Low Response



Community Representative Reviews

5 Black or African American
5 Puerto Rico

NOTE: Platforms were randomized within and across methodologies to mitigate order effects. Participants across all methodologies saw culturally relevant image adaptations. The platform images included in this presentation are Diverse Massversions.

NOTE: Sample sizes for Online Testing exceeded minimum target thresholds.

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Methodology (cont'd)

Audience	# of Groups	Locations
American Indian and Alaska Native (AIAN)	8	Alaska Arizona Michigan Oregon
Native Hawaiian and Pacific Islander (NHPI)	4	Washington Hawaii
Asian	2	California
Hispanic	2	Texas
Rural	2	Missouri

Quantitative Testing Metrics



ONLINE TESTING

Metric	Question	Measurement	Data Presented
Importance	<i>With this in mind, how important is it for you to fill out the 2020 Census?</i>	5-point scale	% Very important + Somewhat important
Taught me something new	<i>Please indicate whether you believe the following statements apply to this draft advertisement idea.</i>	5-point scale	% Strongly agree + Somewhat agree
Clarity	<i>How clear is this draft advertisement idea to understand?</i>	5-point scale	% Completely clear + Mostly clear
Believability	<i>Coming from the Census Bureau, this draft advertisement idea is... ?</i>	5-point scale	% Completely believable + Mostly believable
Tagline Clicks	<i>Click on the words that are MOST / LEAST APPEALING with a thumbs up - down.</i>	Not Applicable	Number of thumbs Up / Number of thumbs Down 

Term	Definition
Click Test	<i>Respondents were asked to click on words that were MOST and LEAST appealing with a thumbs up and/or thumbs down, up to ten clicks per platform</i>
Open-Ends	<i>After the click test, respondents were given the opportunity to provide an explanation for their thumbs up or thumbs down; if they were offended by any platform, they were asked to provide an explanation as well</i>

Campaign Testing Overview

Purpose

The primary goal of Campaign Testing is to evaluate the creative originals (storytelling techniques) developed by Team Y&R.

Process



Campaign Testing Overview (cont.)

Audiences – specific groups of people who share demographic characteristics



26 Audiences

Methodology



Focus Groups



Online Testing



Community Representative
Reviews

Time Frame



8 Weeks

March to May 2019

Target Audiences

Audience Group	Audience	Language
Diverse Mass		
Wavemaker (Traditional) Reingold (Digital)	Diverse Mass	English
AIAN	<u>American Indian</u>	<u>English</u>
g&g advertising	Alaska Native	English
Asian American	<u>Chinese</u>	<u>Mandarin</u>
TDW+Co	<u>Chinese</u>	<u>Cantonese</u>
	<u>Korean</u>	<u>Korean</u>
	<u>Japanese</u>	<u>Japanese</u>
	<u>Vietnamese</u>	<u>Vietnamese</u>
	<u>Filipino</u>	<u>Tagalog</u>
Black	<u>African American</u>	<u>English</u>
Carol H Williams	<u>Afro- Caribbean</u>	<u>English + Haitian Creole</u>
	<u>Sub-Saharan African</u>	<u>French</u>
Latino	<u>Mainland Hispanic</u>	<u>Spanish</u>
Culture ONE World	<u>Brazilian</u>	<u>Portuguese</u>
	<u>Puerto Rico Residents</u>	<u>Spanish</u>

20 Audiences

14 Languages

Audience & Language by Methodology



Focus Groups

English-Language Groups

- Alaska Native
- American Indian
- Black/African American
- Middle Eastern or North African (MENA)
- Native Hawaiian or Pacific Islander (NHPI)
- People living in rural locations
- People with young children living in household
- People living in rural locations

Non-English-Language Groups

- Arabic
- Brazilian (Portuguese speaking)
- Chinese (Cantonese speaking)
- Chinese (Mandarin speaking)
- Filipino (Tagalog speaking)
- Haitian Creole
- Japanese
- Korean
- Middle Eastern or North African (MENA)
- Polish
- Russian
- Spanish, Puerto Rico (island residents)
- Spanish, U.S. mainland (mix of country of origin)
- Sub-Saharan African descent (French speaking)
- Vietnamese

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Expanded Creative Testing in 2020

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2020

United States[™]
Census
2010



Focus Groups

122 Focus Groups

- 22 Audiences

78 Focus Groups

- 16 Audiences

37 Groups added by ARRA

- 10 Audiences



Online Testing

130 Participants

- 50 Diverse Mass
- 16 Black/African Americans
- 16 Hispanic
- 16 LGBTQ
- 16 HH with young children
- 16 Young and Mobile

Not utilized in 2010



**Community
Representative
Reviews**

35 Interviews

- 9 Audiences

Not utilized in 2010

Focus Groups



Purpose

Evaluate creative originals based on their relevance, appropriateness, and efficacy to motivate self-response to the 2020 Census among the original's target audience.

Timing

March to May 2019

Participant Experience

Team Y&R will recruit between 14 and 16 participants, to seat six to eight participants per focus group.

Each focus group will last 90 minutes, during which participants will evaluate and discuss a variety of creative originals as a group with the aid of a demographically appropriate moderator.

Interpreters will assist focus group observers by providing real-time translations of non-English language groups.

Participants will receive an honorarium to offset the costs of participating.

Online Testing



Purpose

To gain insights into up to 35 creative originals that will be randomly tested among Diverse Mass and select English-speaking audiences.

Timing

April 2019

Participant Experience

Participants will be recruited via online panels to participate in a three-day online qualitative session during which a virtual moderator will post discussion topics and activities for participants to complete.

Participants will log on for a minimum of three days within a five day period to provide their views.

All activities will be individually based; participants cannot see others' responses or discuss responses with one another.

Participants receive an honorarium to offset the costs of participating

Community Representative Reviews



Purpose

To gather feedback from community representatives who can speak on behalf of identified audiences about how creative originals resonate with the audience's cultural perspectives, motivations, and concerns

Timing

March and April 2019

Participant Experience

Team Y&R and multicultural partners will elicit input from community representatives on creative originals specific to that group.

Community representative reviews will be based on an informal conversation framework to prompt useful context and feedback relative to creative original messages and executions.

Discussions will be conducted in a one-on-one setting, and may take place in person or via web conference, as needed.

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Applying the Findings and Insights

Team Y&R will highlight:

- Areas of **convergent** findings
- Areas of **complementary** findings
- Areas of **divergent** findings

Team Y&R researchers, multicultural experts, and strategists will **review all data and feedback** and work with creative teams to **provide recommendations for refining each storytelling approach**.



Moving toward creative distribution:

- Conduct creative campaign revisions
- Final creative presentations
- Creative production

Phase 2 Recruitment Advertisement



Online Testing*

- Diverse Mass
- Black/African Americans
- Hispanic, English preferred
- Households with young children
- LGBTQ
- South Asian

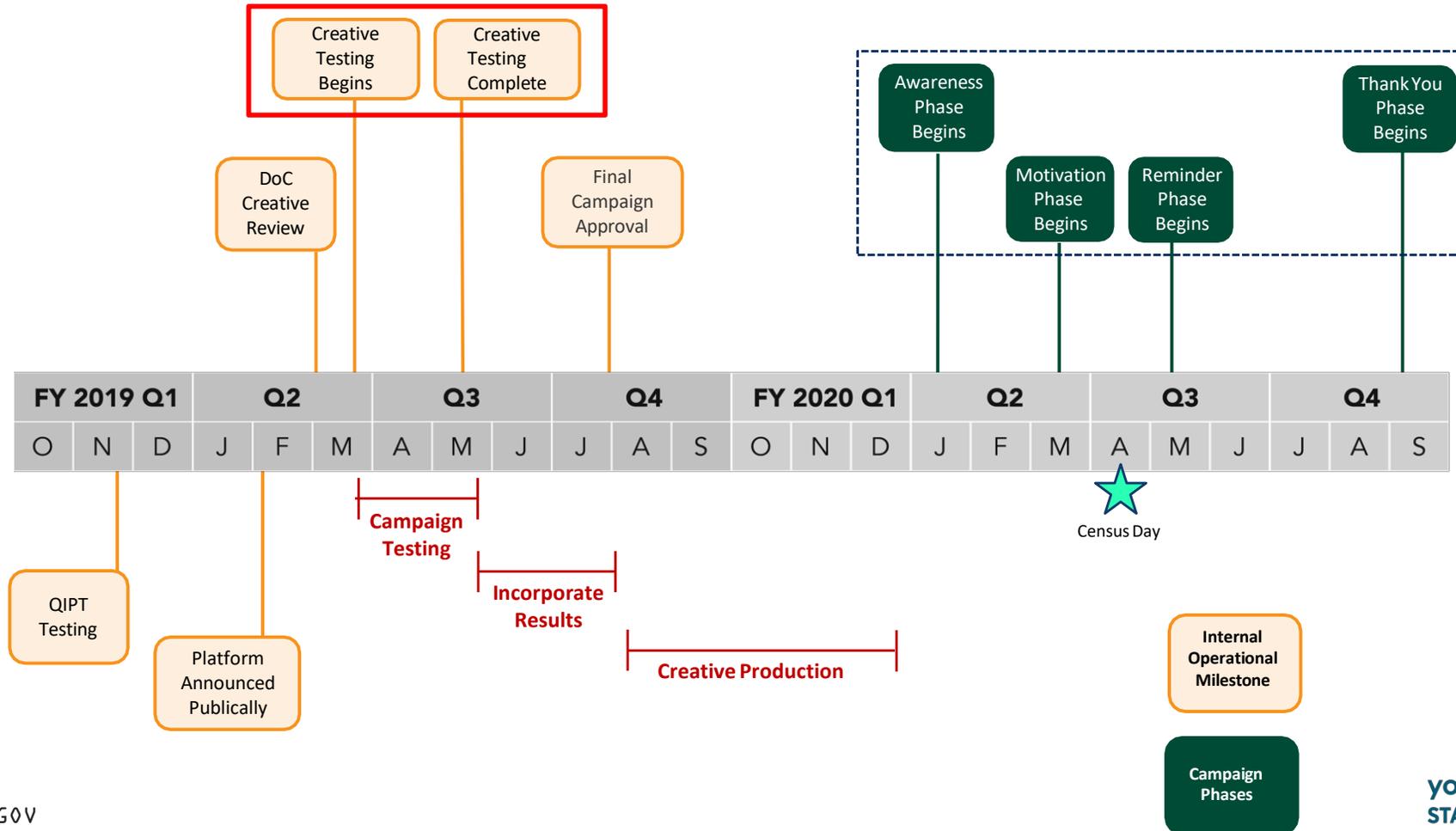
*All conducted in English



Community Representative Reviews

- Afro-Caribbean (English & Haitian-Creole speaking)
- Brazilian (Portuguese speaking)
- Diverse Mass: South Asian (English speaking)
- Japanese (Japanese speaking)
- MENA (Arabic speaking)
- Polish speakers (reliant or preferred)
- Russian speakers (reliant or preferred)
- Sub-Saharan African Immigrants (English or French speaking)
- Undocumented Immigrants (Hispanic, African/Caribbean, Asian)

High Level Timeline – Creative Development



Campaign Component Updates



Completed Phase 1 Recruitment Advertising

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

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/ASCB | www.gsa.gov/fedrelay
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**WE CAN
BE CENSUS TAKERS**



APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

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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 ofrecen:
- ✓ 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

con el número de documentación:
1-800-877-8339 TTY/ASCB
o www.gsa.gov/fedrelay

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



**SOY
MAMÁ, Y
SOY CENSISTA**

**¡ÚNASE AL CENSO DEL 2020!
COMPLETE LA SOLICITUD
POR INTERNET
2020census.gov/jobs**

- Los trabajos del Censo del 2020 ofrecen:
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Recruitment Phase 2 – Video



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Recruitment Phase 2 – Print Ads.



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 1-855-458-3333.

Federal Relay Service: 1-800-877-8339 TTY: (ASL) | www.gsa.gov/relayservice
The U.S. Census Bureau is an Equal Opportunity Employer. 2-1581 | April 2019

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2020 Census 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 1-855-458-3333.

Federal Relay Service: 1-800-877-8339 TTY: (ASL) | www.gsa.gov/relayservice
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Recruitment Phase 2 – Brochure

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.

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

The U.S. Census Bureau is an Equal Opportunity Employer.

Be A Census Taker

Apply Online
2020CENSUS.GOV/JOBS

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

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D-1567 | April 2019

How Do I Apply For A 2020 Census Job?

Applying is easy.

Click on Apply Now at
2020CENSUS.GOV/JOBS

As part of the application process, you will be asked to respond to questions that relate to your educational, work, and other experience.

If you need help, just call 1-855-562-2020 or use the Federal Relay Service at 1-800-877-8339 for TTY/ASCII.



JOIN THE
2020 CENSUS TEAM AND
BE A CENSUS TAKER

What Will The Work Be Like?

What can I expect my work schedule to be like?

If hired, your work schedule will depend on your position. Generally, hours for field positions are flexible. Some field positions require you to work during the day. Other positions require evening and weekend work interviewing the public.

Supervisory positions require employees to be available for certain day, evening, and/or weekend shifts.

Where will I work?

The Census Bureau is committed to hiring census takers to work in their own communities.

How Will I Get Paid?

How often will I be paid?

Employees are paid weekly and can expect to receive their first paycheck approximately ten to fourteen days after their first day of work.

Will I be reimbursed for work-related expenses?

Field employees will be reimbursed for authorized work expenses, like mileage, incurred while conducting Census work.

Will I be paid during training?

You will be paid during training at a slightly lower rate than your regular hourly rate.

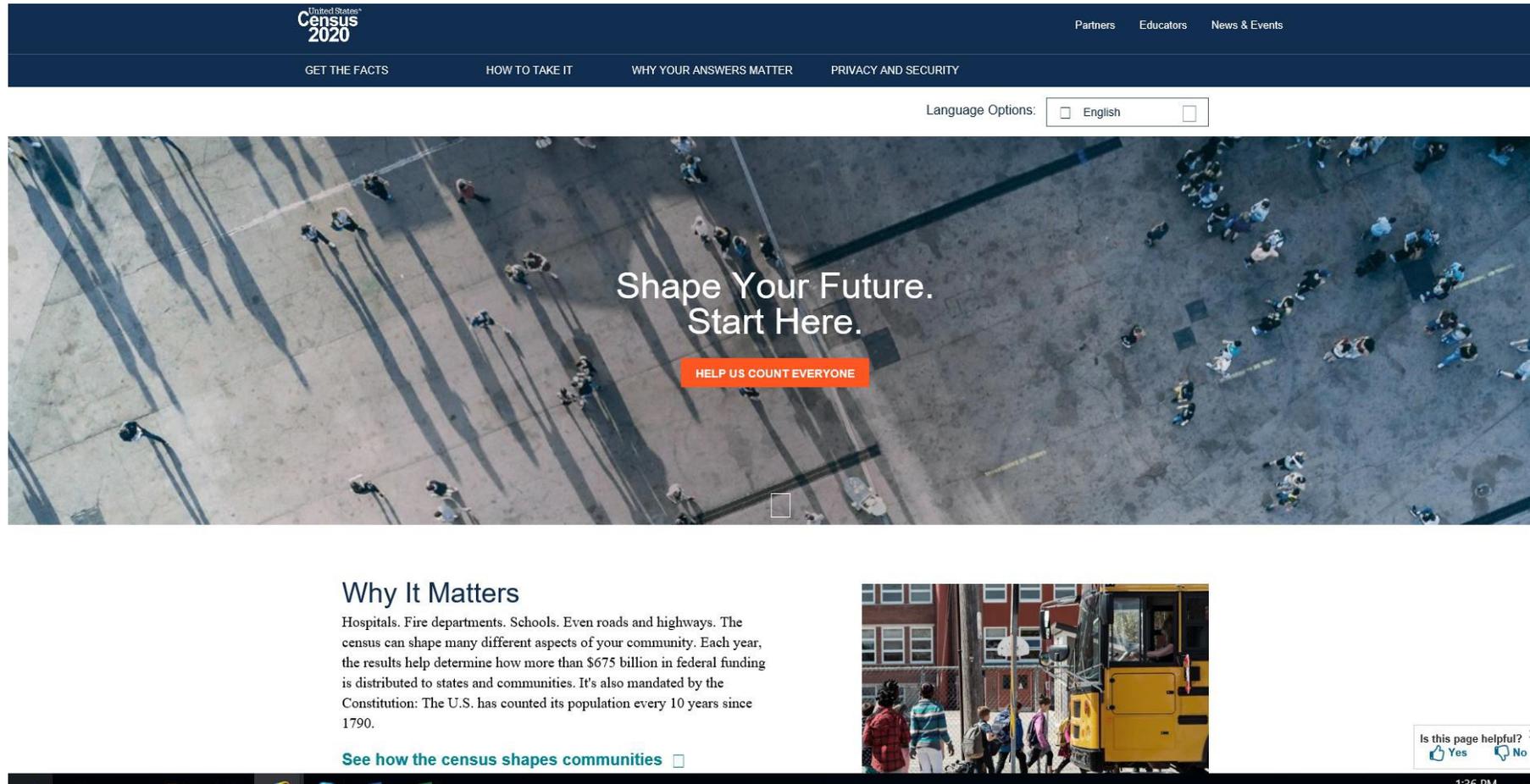
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Social Media



Launched the NEW 2020Census.gov



Implementing 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

Completed Several Earned, Shared and Owned Media Initiatives

Crisis Communications Plan – January 2019

2019 Social Media Strategy and Content – March 2019

Media Relations Strategies for Diverse/Multicultural Audiences – March 2019



Media Vendor Day (MVD) Metrics

The purpose of Media Vendor Day was to allow Team Y&R the opportunity to present background information on the upcoming 2020 Census Paid Media Campaign, important information relevant to the Paid Media RFP process, and timing for the RFP process, to media vendors and the general public.

Media Vendor Day was attended both in person, in New York and Puerto Rico, and via live-stream for the New York sessions. Eventbrite invites were available for each session, with a total capacity of 150 per in-person session in New York, and 60 in Puerto Rico. There was no capacity set for the live stream.

Key Indicator	New York, AM	New York, PM	Puerto Rico
Registered for In-Person Session	150	138	66
Attended In-Person	107	95	46
Unique Livestream Views <i>Individuals who viewed the livestream video</i> <i>*Livestream video is no longer public</i> <i>**Excludes repeatviewers</i>	533	568	N/A
Final Posted Video Views as of 5/22/19 <i>Total views since posting date</i> <i>*Includes repeat viewers</i>	2,089		236

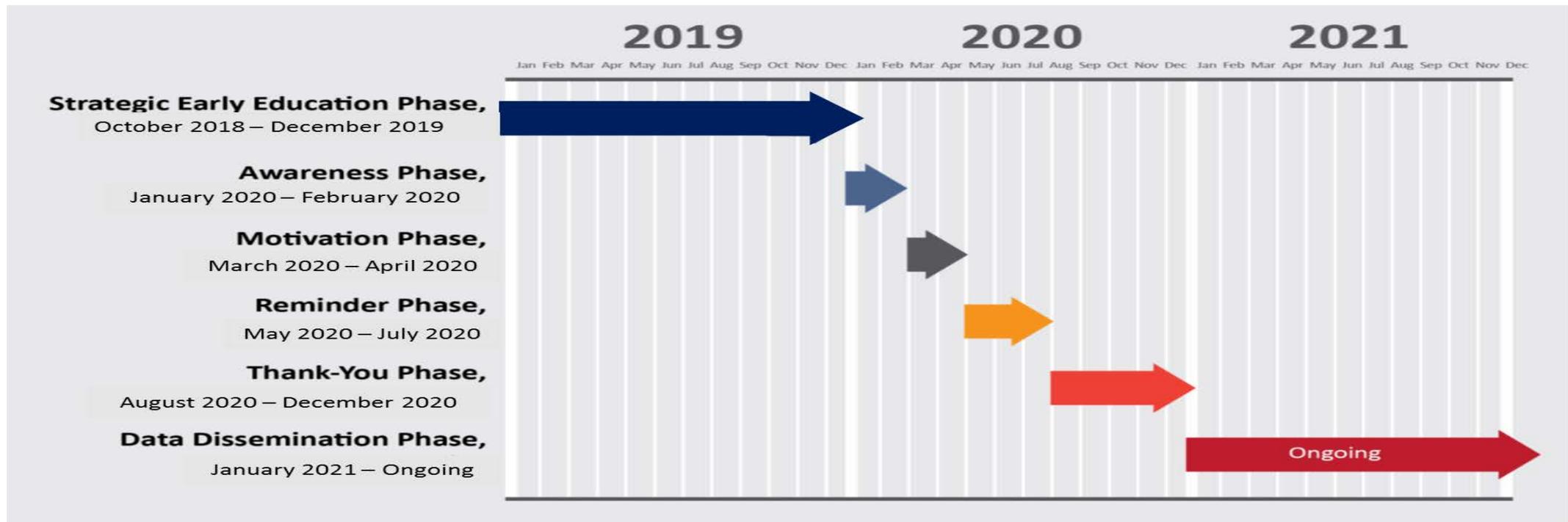
Secured Several Partnerships



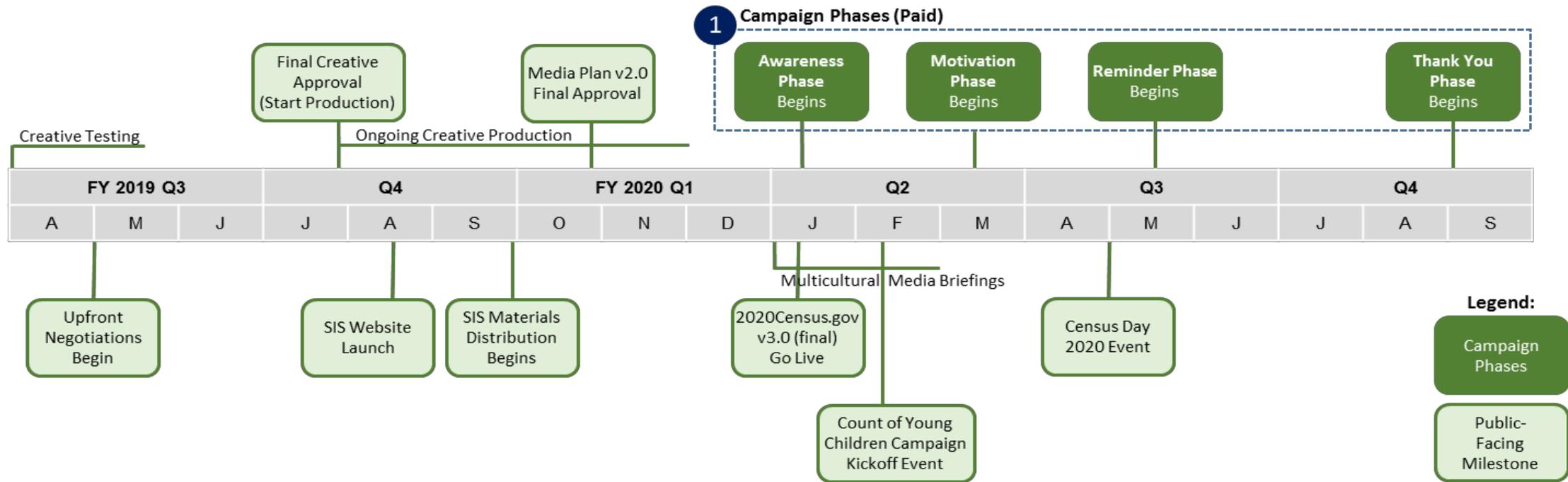
Campaign Timeline and Next Steps



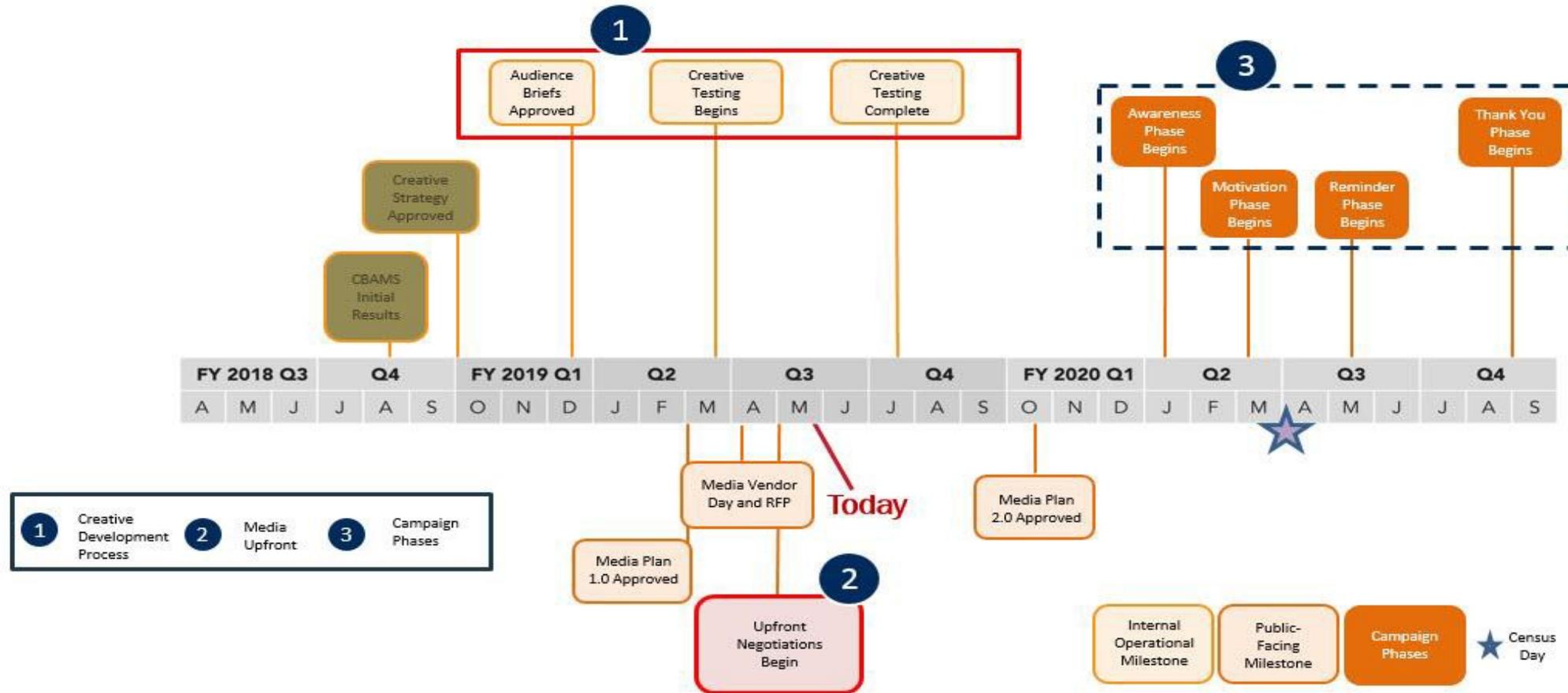
2020 Integrated Communications Contract Preliminary Phases of 2020 Census Communication



Executive Timeline and Next Steps



High Level Timeline – Creative and Media



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Questions

Kendall B. Johnson

2020 Census Integrated Communications Contract

Program Management Office

U.S. Census Bureau

Office: (301) 763-4238

Kendall.B.Johnson@census.gov