

Community Partnership and Engagement Program

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Community Partnership and Engagement Program: Program Overview

Community Partnership and Engagement Program (CPEP) works to engage, encourage, and educate both partners and communities to support the Census' goal of counting everyone once, only once, and in the right place.

CPEP does this by:

Engaging community partners to increase the participation of those who are less likely to respond or missed.

- ✓ Encouraging community partners to motivate people to self-respond, preferably by the internet.
- ✓ Engaging grassroots organizations to reach out to hard-to-count populations, and those who are not motivated to respond to the national campaign.
- ✓ Educating people about the 2020 Census, motivate them to respond, and encourage the public to cooperate with our Census Takers.

CPEP has eighteen distinct initiatives that further enhance focus on Hard-to-Count (HTC) populations.

Community Partnership and Engagement Program: Grassroots Initiatives with focus on Hard to Count Populations

- State Complete Count Commissions
- Complete Count Committees
 - Counties and Municipalities
- American Indian and Alaska Native
- Community, State and Local Networks
- Faith-Based Community Outreach
- Higher Education
- Lesbian, Gay, Bisexual, Transgender & Questioning/Queer
- Veterans
- People Experiencing Homelessness
- Rural Areas
- People with Disabilities
- Those with Limited English Proficiency
- Senior Citizens
- Mobile Response Program
- Foreign Born and Immigrant Program
- Other Populations at Risk for being Under-counted
- Thank You Campaign
- Children under Five (5) Years Old

Community Partnership Engagement Program: Improvements Since 2010

- **Early Hiring of Partnership Specialist (Oct 2016)**
- **Increase In Partnership Specialist Hiring**
 - 2010 789 Partnership Specialist Hired
 - 2020 1,501 Partnership Specialist To Be Hired
- **Ongoing Engagement with Data Dissemination Staff (DDS)**

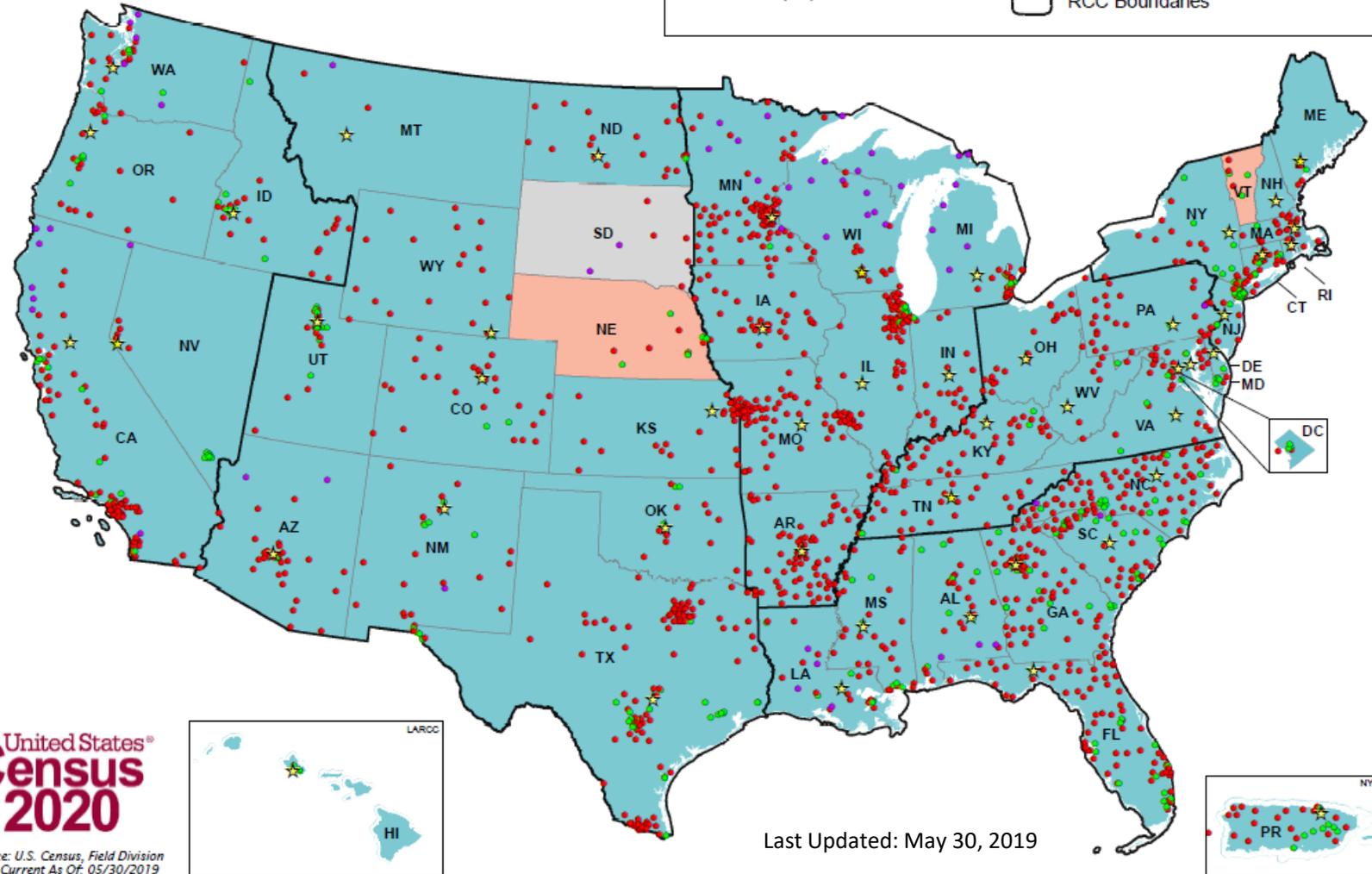
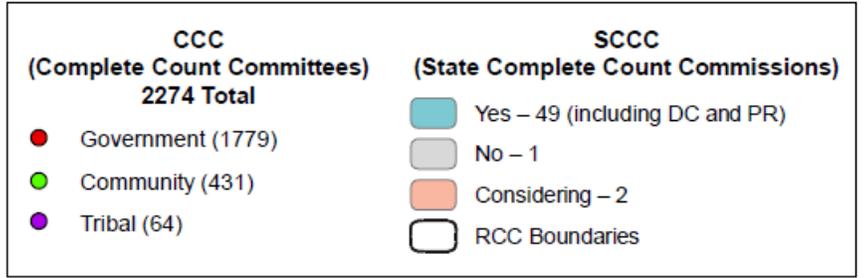
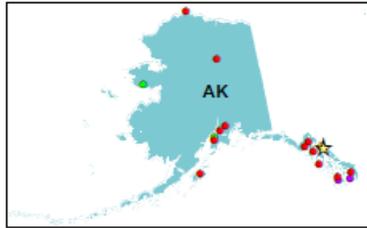
Community Partnership Engagement Program: Partnership Specialist

They are:

- The **Local** Census presence
- Placed **Locally** based on Low Response Score and Population Density
- Focused on **Local** Engagement and Outreach
- Specialized with Languages specific to Hard To Count populations which reflect the **Local** community
- The **Local** hands that implement CPEP key initiatives

Community Partnership and Engagement Program: Key Milestones

- **April 2019-** Finalize 2020 Partnership Plan
- **June 2019-** Hire 1,501 Partnership Specialists
- **Ongoing-** Conduct Training: Partnership, Media, Operations, Multicultural
- **Ongoing-** Finalize Regional Action Plans & Initiate Program Initiatives
- **Ongoing-** Initiate and Support CCCs
- **Ongoing-** Continue Tribal Liaison Training

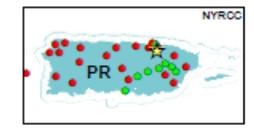


Complete Count Committees

**United States[®]
Census
2020**
Source: U.S. Census, Field Division
Data Current As Of: 05/30/2019



Last Updated: May 30, 2019



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2020**

Community Partnership and Engagement Program: Upcoming Events

April 2019

- State CCC Executive Order signing and Kick-Off Event, State of Kansas Government, Topeka, Kansas
- AIAN Recruiting - MN- White Earth, White Earth Band of Chippewa, White Earth, New Mexico

May 2019

- Year Out Activity-Levy County CCC Launch, Levy County Board of County Commissioners, Bronson, Florida
- New York Annual Conference of the First Episcopal District, New York City
- El Paso City/County CCC Census Solutions Workshop and Media Showcase, El Paso, TX

June 2019

- Exhibit, LA Pride Festival, West Hollywood, CA, June 8-9
- Census 2020 Digital Inclusion Summit, Baldwinsville, NY, June 12
- National Conference of State Legislatures Redistricting Seminar, Providence, RI, June 21

Community Partnership and Engagement Program: Upcoming Events

July 2019

- Allegany County Health Planning Coalition Meeting, Cumberland, MD, July 12
- Puerto Rican Parade of Fairfield County, Inc. Exhibit, Bridgeport, CT, July 14
- State of Texas Head Start Conference, El Paso, TX, July 22

August 2019

- The Road to 2020, Pacific Northwest Library Association, Spokane, WA Aug. 7-9
- Presentation and Exhibit, One Community Food and Cultural Festival, Omaha, NE, Aug. 11
- Exhibit, Celebracion del Mundo Maya, Los Angeles, Aug. 12

Community Partnership and Engagement Program: Program Challenges

- Public increasing distrust of government
- Respondent's increasing unwillingness to share personal information
- Decreased confidence in security and confidentiality of collected data
- Concerns of digital divide in HTC, low response communities
- Informal complex living arrangements
- Increase in immigrant and diverse populations

Community Partnership and Engagement Program: Measures of Success

- Establish committed partnerships with 300,000 partners by March 2020.
- Establish high quality and high impact partners based on Low Response Rate.
- Facilitate the formation of CCCs in all 50 states, District of Columbia, Puerto Rico and cities with a population of 200,000 or more by January 2020.

Community Partnership and Engagement Program: State Data Centers and Census Information Centers Engagement

- Assist in being trusted voices in your local communities to amplify the message of importance and security of the 2020 Census.
- Identify trusted voices in communities with high levels of distrust in the government.
- Assist in identifying information needed by HTC populations to understand the importance of the 2020 Census.

Questions?