

# 2020 Census Integrated Communications Overview

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Decennial Communications Coordination Office

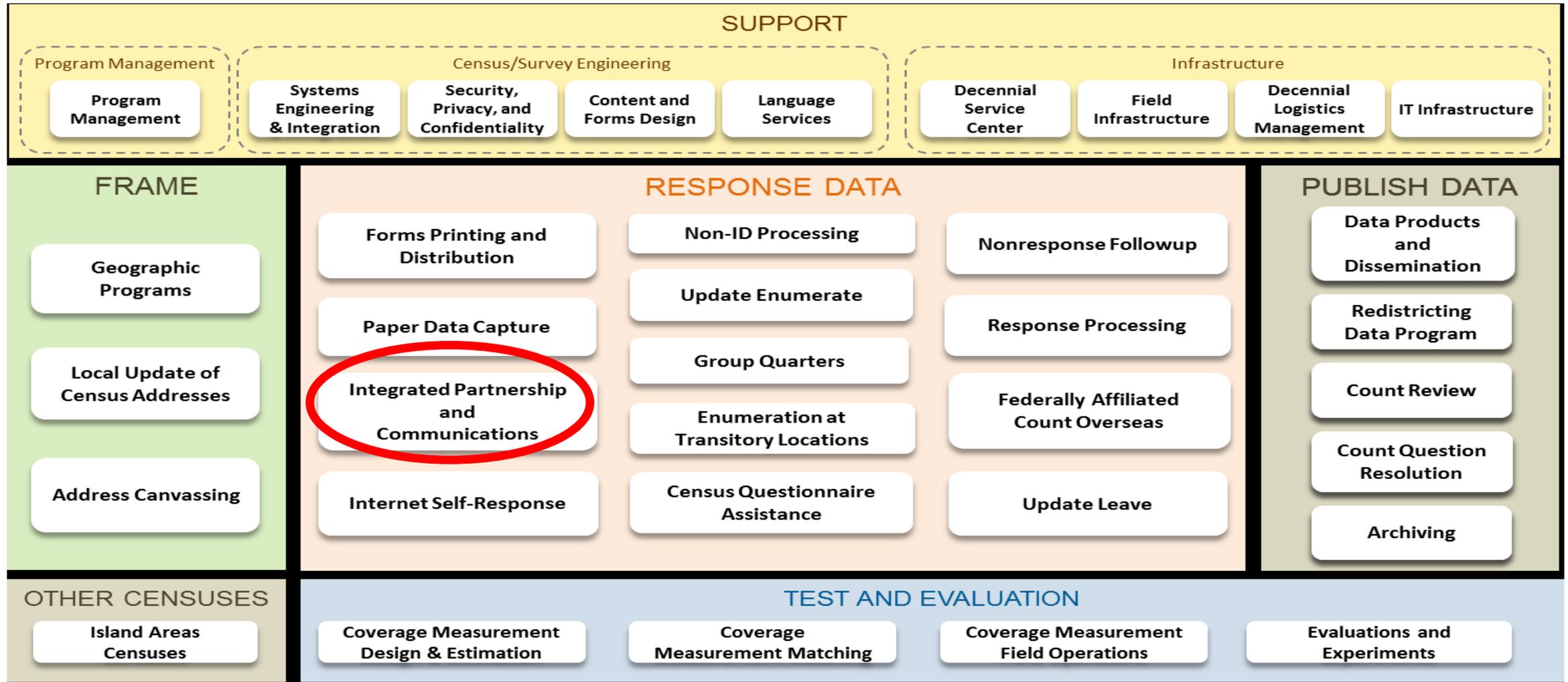
**Kendall Johnson**

Integrated Communications Contract Program Management Office

# Integrated Partnership and Communications Outline

- What is the IPC?
- Who is Involved in the IPC?
  - Young & Rubicam; Integrated Communications Contract (ICC)
  - National Partnerships
  - Community Partnership and Engagement Program (CPEP)
- Communications Research
- Upcoming Milestones

# 2020 Census Operations



# Integrated Partnership and Communications

## About the Operation

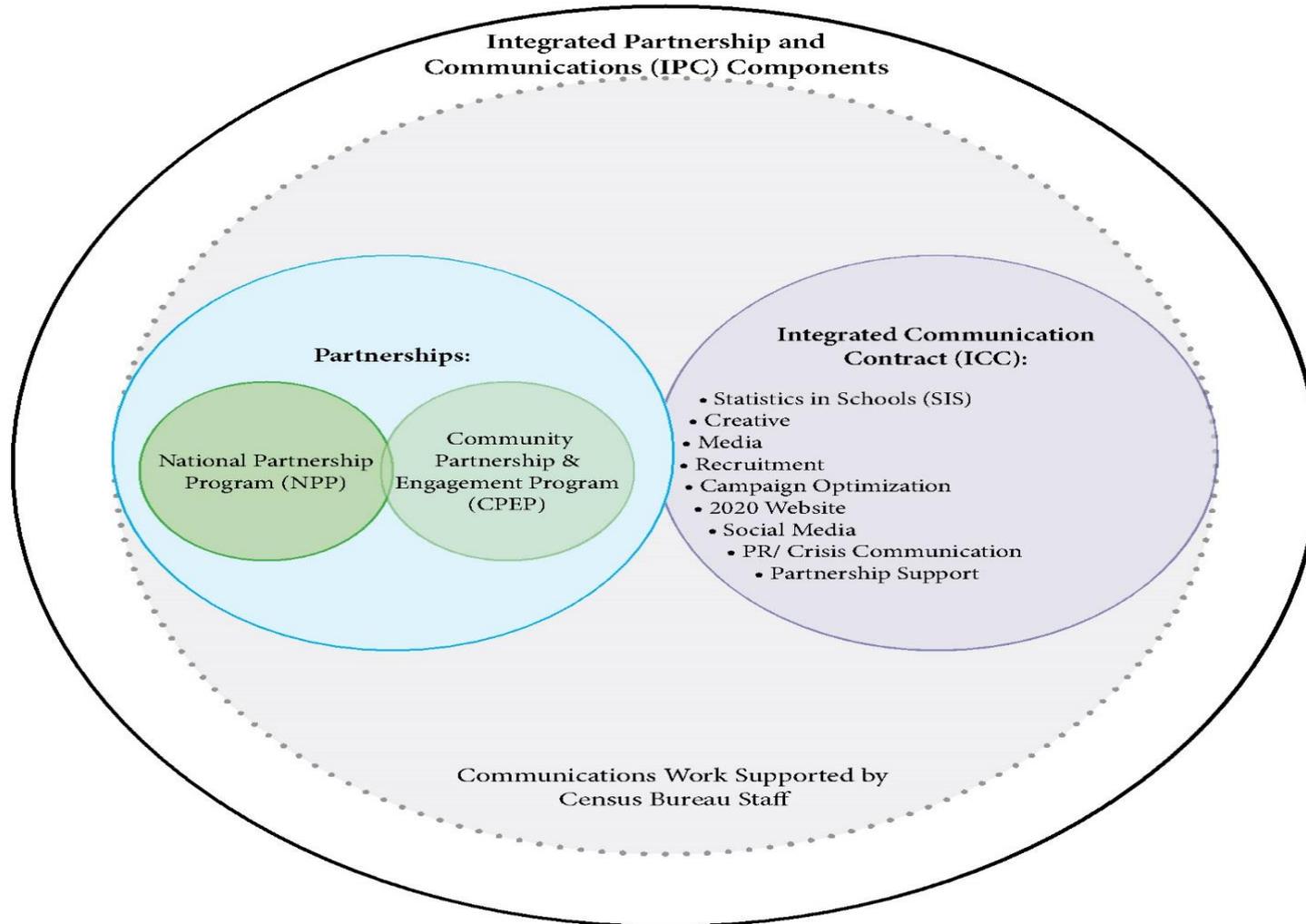
**Focus:** To ensure the integration of the communications campaign and national and local partnership activities in support of the 2020 Census

**Importance:** Increased awareness of and participation in the 2020 Census will reduce costly in-field follow-up for non-responding households.

- The Partnership and Communications operation is the public face of the 2020 Census
- Maximize the percentage of the population that self-responds by:
  - Educating people on the value of the decennial census
  - Explain the available means for responding
  - Communicate with audiences through communication channels and languages most appropriate for reaching them

# Integrated Partnership and Communications

## Components



# Integrated Partnership and Communications

## 2020 National Partnership Mission

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

# Integrated Partnership and Communications

## Community Partnership and Engagement Program

State Complete Count  
Commissions (SCCCs)

Complete Count  
Committees (CCCs)

American Indian and  
Alaska Native (AIAN)  
Program

Community Based  
Organizations and  
Regional/Local  
Businesses

Faith-Based  
Community Outreach

Higher Education  
(Census on Campus)

Lesbian, Gay, Bisexual,  
Transgender and  
Questioning/Queer  
Outreach

Foreign  
Born/Immigrant  
Program

Leveraging Trusted  
Voices

Mobile Response  
Tables

Thank You Campaign

# Integrated Partnership and Communications

## Lessons Learned from 2010

- **Begin communications planning earlier**
- **Early engagement** for recruiting, national partners, and HTC audiences
- **Incorporate ever-advancing technology** in the planning process
- **Integrate Census Subject Matter Experts** in all phases of planning
- **Develop a single, actionable, data-driven, and consumer-centric planning framework** to guide communications activities
- **Ensure research insights are actionable** and can be integrated into advertising and outreach planning outputs
- **Establish specific program metrics** for evaluation and assessment
- **Engage stakeholders** early and often

# Integrated Communications Contract Team

**Scope:** *Plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census*

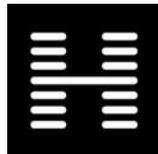


- On August 24, 2016 the Census Bureau awarded the communications contract to Young and Rubicam (Y&R).
- Y&R brings extensive world-class marketing and communications expertise, team leadership, strategy development, dynamic creative development and execution, operational systems, and financial stewardship.
- 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.

# Young & Rubicam Group

# Y&R

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# Team Y&R

Project Management



The logo for Guidehouse, featuring a stylized 3D cube icon with yellow and black faces, followed by the word "Guidehouse." in a bold, sans-serif font.

Digital and Civic Engagement



The logo for Reingold, featuring a stylized red and grey circular graphic element followed by the word "REINGOLD" in a spaced-out, uppercase, sans-serif font.

Multicultural



The logo for Carol H. Williams, featuring the name "carol • h • williams" in a lowercase, sans-serif font with colored dots between the words, positioned above a row of five colored rectangular blocks.



The logo for Culture One World, featuring the words "CULTURE ONE WORLD" in a white, sans-serif font inside a blue rectangular box.



The logo for g+g Advertising, featuring the lowercase letters "g+g" in a stylized font above the word "ADVERTISING" in a smaller, uppercase font.



The logo for TDW + Co, featuring the letters "TDW" in a bold, blue font above "+ Co" in a smaller, red and blue font, with a stylized bracket graphic.

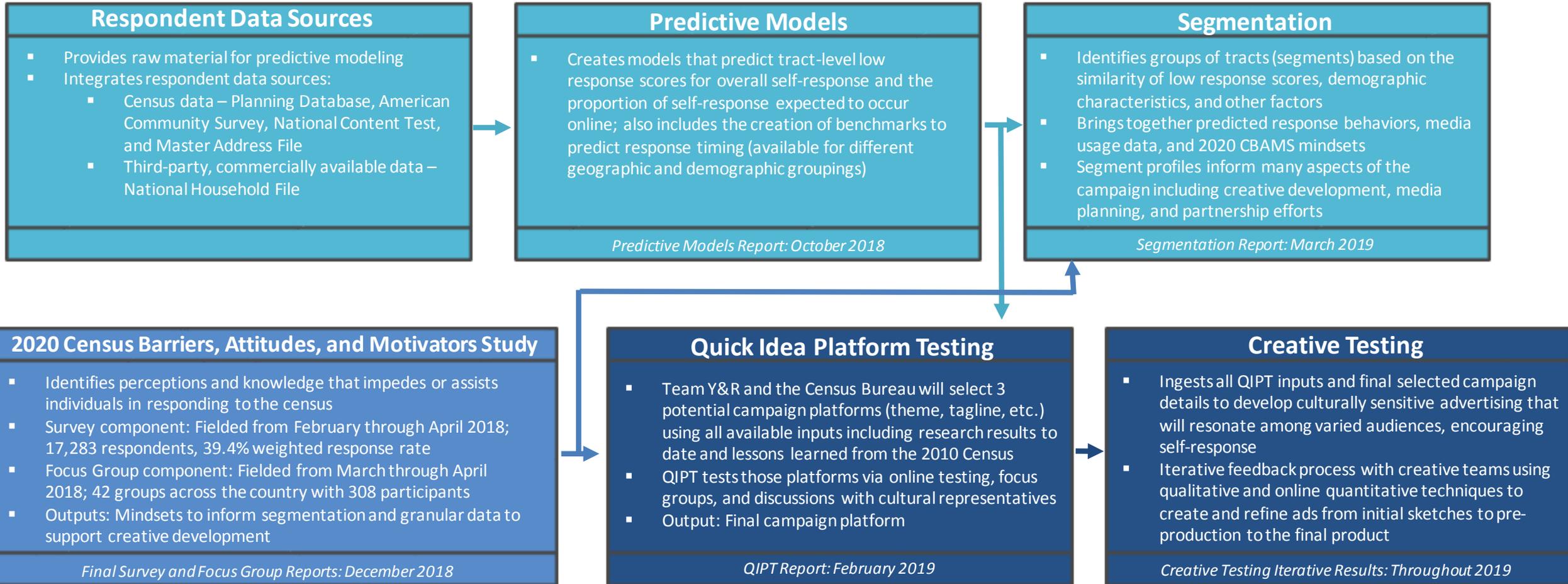


The logo for The District Communications Group, featuring a stylized wave graphic in blue and red above the text "THE District Communications GROUP" in a sans-serif font.

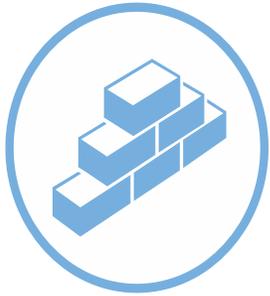


The logo for The Kalamoku Group, featuring a stylized graphic of a person's head and shoulders above the text "THE Kalamoku GROUP" in a sans-serif font.

# 2020 Census Integrated Partnership and Communications: Research Flow

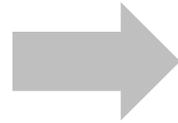


# Integrated Partnership and Communications Phased Research Approach



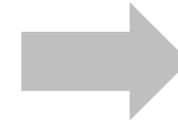
## Foundational

- Research to identify what audiences need to know and how



## Creative Development & Testing

- Creative concepts and pieces
- Qualitative and quantitative testing

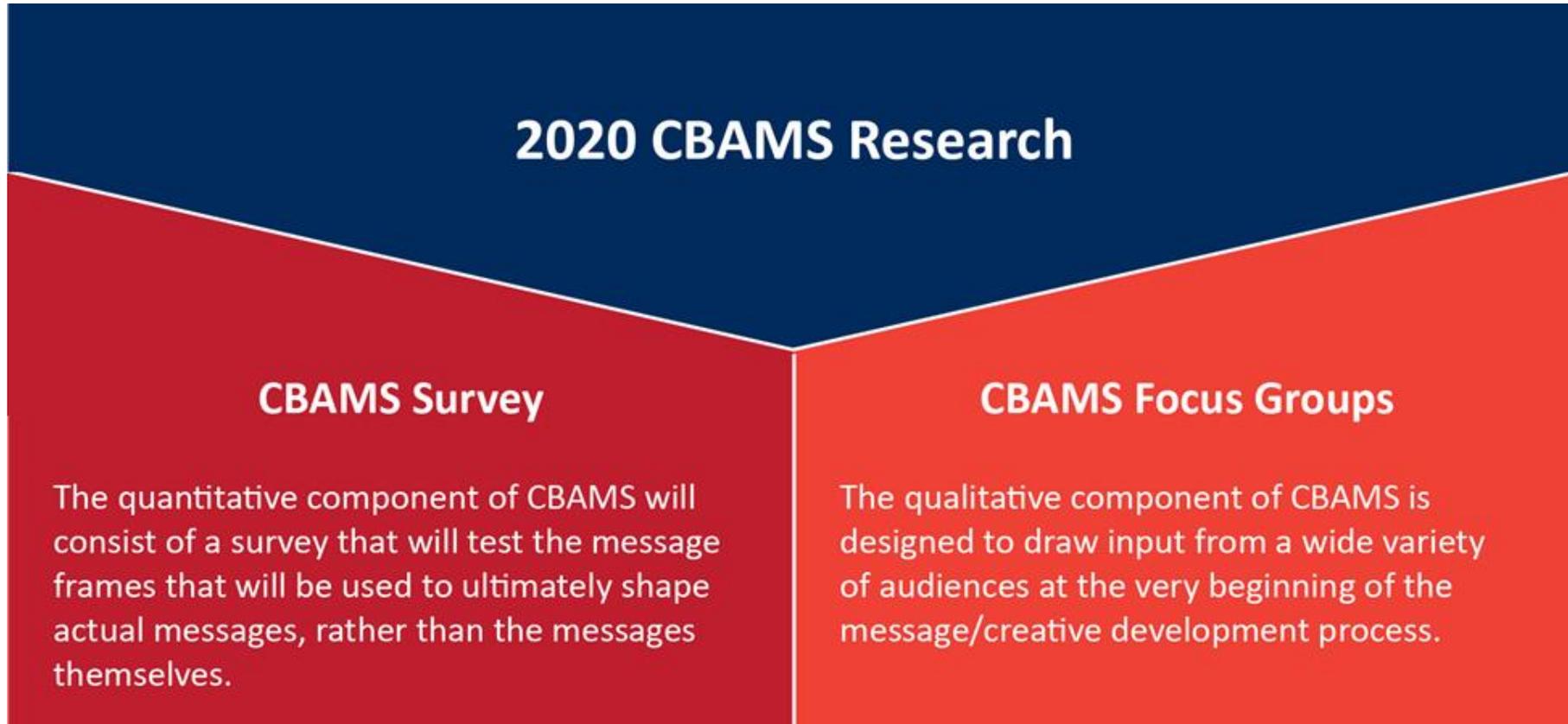


## Refinement & Optimization

- Iterative refinement for strongest possible product

# Integrated Partnership and Communications

## Integrated Communications Contract: 2020 CBAMS



# Integrated Partnership and Communications

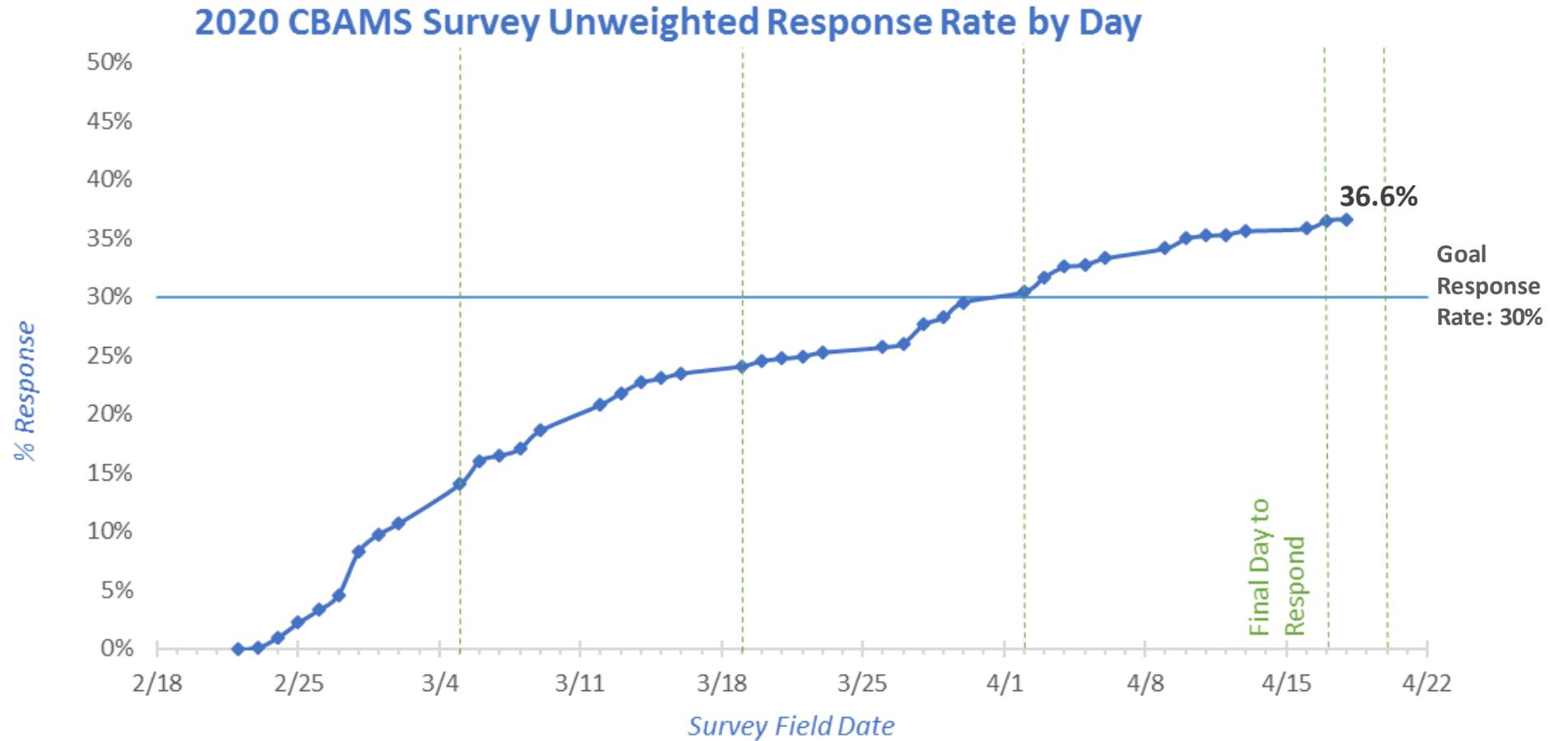
## 2020 CBAMS Survey

Data current as of:  
April 20, 2018

Completion Date:  
April 20, 2018

Sample Size:  
50,000 Households

Notes:  
Unweighted data



# Integrated Partnership and Communications

## 2020 CBAMS Focus Groups

- Insight into the hard to count groups underrepresented in the CBAMS quantitative survey
- Better way to reach small and hard to count communities
- Deeper insights that will further inform message development and creation
  - Topics include:
    - Meaning of Community
    - Familiarity and Experience with Census
    - Motivators and Barriers
    - 2020 Census Process: Self Response Alternatives
- 42 focus groups
- 6 to 8 participants each

# 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	Shown	Seated	Date	Location	Audience	Recruited	Shown	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 Angeles 4	MENA	14	10	8
3/15	Albuquerque 3	Low Internet Proficiency	12	11	8	4/4	Los Angeles 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	Vietnamese	11	9	7
3/19	New York 2	Vietnamese	11	10	8	4/5	Los Angeles 6	NHPI	11	10	8
3/20	Memphis 1	Low Internet Proficiency	11	12	8	4/5	Los Angeles 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

# Integrated Partnerships and Communication Segmentation

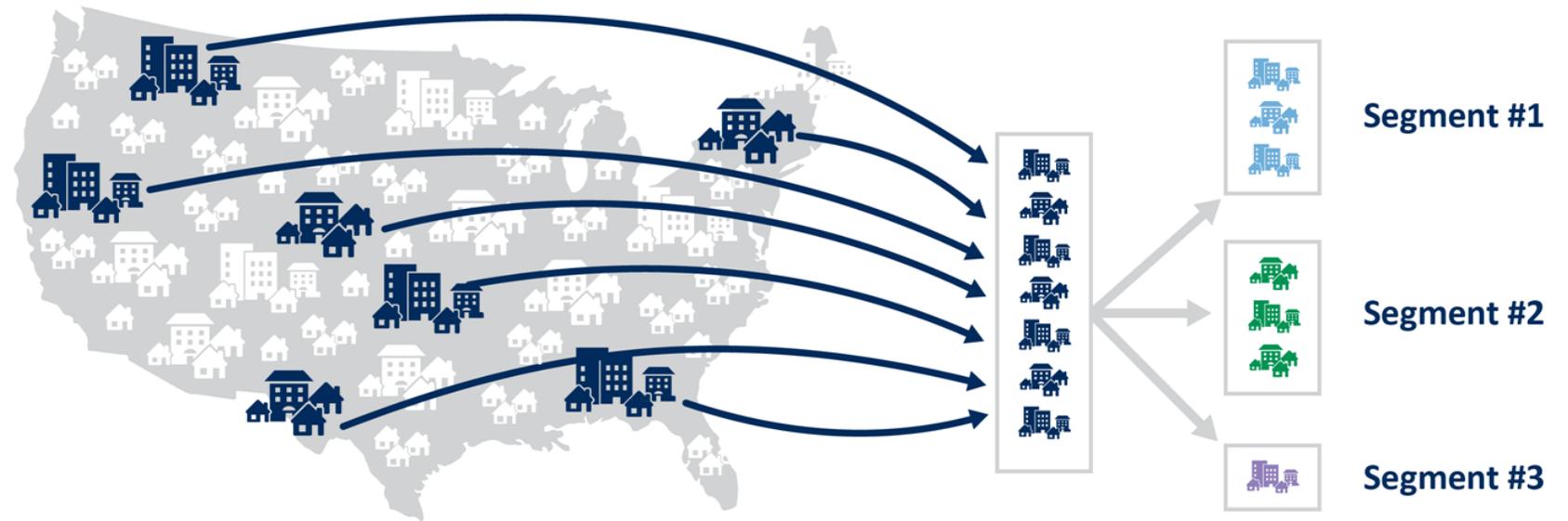
## Key inputs

- Census data
- Research insights
- 3<sup>rd</sup> party data
- Media usage data

## Predictive modeling

- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging

## Segmentation Sorts Low-Response Tracts into Distinct Clusters



# Sneak Peak at Recruitment Advertising

I'M A  
MOM,  
AND I CAN

## BE A CENSUS TAKER

**APPLY ONLINE!**  
[2020census.gov/jobs](https://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/ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

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I'M A  
STUDENT,  
AND I CAN

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**Census  
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I'M A  
RETIREE,  
AND I CAN

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# JOIN THE 2020 CENSUS TEAM

# BE A CENSUS TAKER

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WE'RE  
STUDENTS,  
AND WE CAN

# BE CENSUS TAKERS

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Questions?