

2020 Census Community Partnership and Engagement Program

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Annual Meeting

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2010 Census Partnership Program

The goals of the 2010 Census Integrated Communication Program were:

- Improve the Mail Response Rate
- Improve Cooperation with Enumerators
- Improve Overall Accuracy and Reduce the Differential Undercount

2010 Census Partnership Program

- \$355,000,000 Budget
- \$97,000,000 in value-added to the 2010 Census
 - Space for Questionnaire Assistance Centers, Be Counted sites, job testing and training sites
 - Sponsoring local events, providing volunteers, printing local promotional materials, employing a local census liaison, and other activities
- American Recovery & Reinvestment Act
\$108,840,454

2010 Census Partnership Program

- 257,000 Partners
- 400,000 Outreach Activities
- 28 Languages Developed
- 3,000 + Staff
 - 1,000 Partnership Specialist
 - 2,000 Partnership Assistants
 - Speak, read, or write 145 languages

2010 Census Partnership Program

- Focus on Hard to Count Populations
 - Foreign Born
 - Recent Immigrants
 - Non-English Speaker
 - Renters
 - Children

2010 Census Partnership Program

Partnership Elements

Education

- Census in Schools
- Census on Campus

Complete Count Committees

Faith-Based

Foreign Born/Immigrant Outreach

American Indian and Alaska Native Program

National Partnership Program

March to the Mailbox

Portrait of America Road Tour

Be Counted/Questionnaire Assistance Center

Special Populations

Thank You Campaign



2020 COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM (CPEP) OVERVIEW



The CPEP is part of the larger 2020 Census Operational Plan



Count Everyone Once, Only Once and in the Right Place

Integrated Partnership and Communication



Increase Self Response

CPEP Objectives

-  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 aren't motivated to respond to the national campaign

Previous Target Demographics

- Veterans
- People with disabilities
- Farm workers
- Homeless
- Immigrants
- Senior citizens
- Non-English speakers
- Children under five

CPEP Elements

- State Complete Count Commissions (SCCCs)
- Complete Count Committees (CCCs)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Foreign Born/immigrant Program
- Leveraging Trusted Voices

State Complete Count Commissions

- Form SCCC with the highest elected officials for each state
 - Legislation
 - Census Outreach Budget
 - Partnership Agreement
- Beginning FY 17
- SCCC briefing and training materials
- Partnership Specialist Support



Complete Count Committees

- The county, municipal and community levels
 - Resources
 - Partnership Agreement
- Beginning FY 17
- CCC briefing and training materials
- Partnership Specialist Support



SCCC and CCC Subcommittee Types

BUSINESS

- Involving a community's business sector creates a unifying element that touches every household within the community.

COMMUNICATIONS, MEDIA AND TECHNOLOGY

- Assists community Organizations in utilizing Census toolkit materials enables them to innovate.

COMMUNITY ORGANIZATIONS

- Utilizing community orgs provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.

DATA AND MAPS

- Understanding where hard-to-count areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.

EDUCATION (PRESCHOOL - GRADE 12)

- Reaches U.S. households through schools and helps create a generation of future self-responders.

EDUCATION (POST SECONDARY)

- Works with university housing to obtain administrative records for group quarters, builds relationships with leadership to facilitate access.

EX-OFFENDER

- The ex-offender population is sizeable and is often disenfranchised from the community and hard to track..

FAITH-BASED

- Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.

GOVERNMENT

- Census can manage costs by leveraging the ability of local government to provide knowledge of the population, organizations., and institutions.

GROUP QUARTERS

- Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.

HOMELESS

- In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.

IMMIGRANT

- One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.

LIBRARY

- Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.

RECRUITING

- Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.

SENIOR CITIZEN

- Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.

SPECIAL HOUSING

- The rental population will exceed a third of the entire U.S. population by 2020.No matter the housing type, access is vital for an accurate count.

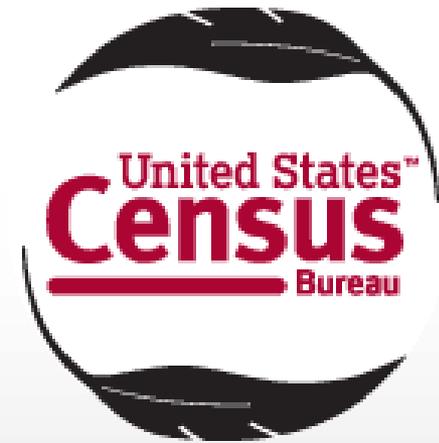
VETERANS

- Over 22 million veterans living in the United States present a sizeable bloc distributed throughout the 50 states.Former military personnel can provide leadership and excellent recruiting assistance.

STATE DATA CENTERS/CENSUS INFORMATION CENTERS

American Indian and Alaskan Native Program

- Census operational and outreach awareness among the AIAN population
 - Federal Recognized
 - State Recognized
 - Non Recognized
 - Off Tribal Land
- Materials and resources
- Partnership Specialists Support



American Indian and Alaskan Native Program



- Tribal Government Liaison
- Tribal Complete Count Committees (TCCCs)
- Urban Organizations

Community/Non-Profit/Social-Service Organizations

- Partnerships with organizations that support communities



- Provide messaging, materials, and resources for use at events



Faith-Based Community Outreach



- Trusted partners to provide education and outreach to a wide range of respondents.
- Provide messaging, materials, and resources for use at events

Higher Education (Census on Campus)

- Colleges and Universities
 - College school renters
 - Ages 18-24
 - Usual Residence Concept
 - Field Operations Activities
- Adult education programs, technology schools
- Provide messaging, materials, and resources for use at events

Brown University



Lesbian, Gay, Bisexual, Transgender and Questioning/Queer

- Partnerships with organizations that support LGBTQ communities
- Trusted Voices
- Provide messaging, materials and resources for use at events



Foreign Born/Immigrant Program

- Focus on diverse non-English speakers, recent immigrants, undocumented residents, refugees, migrant and seasonal farm workers.
- Provide messaging, materials, and resources for use at events



Leveraging Trusted Voices

LEVERAGING TRUSTED VOICES



The 'trusted voices' fall into two categories:

- Commission/Committees are comprised of 'trusted voices'
- 'Trusted voices' will be secured and deployed for CPEP events

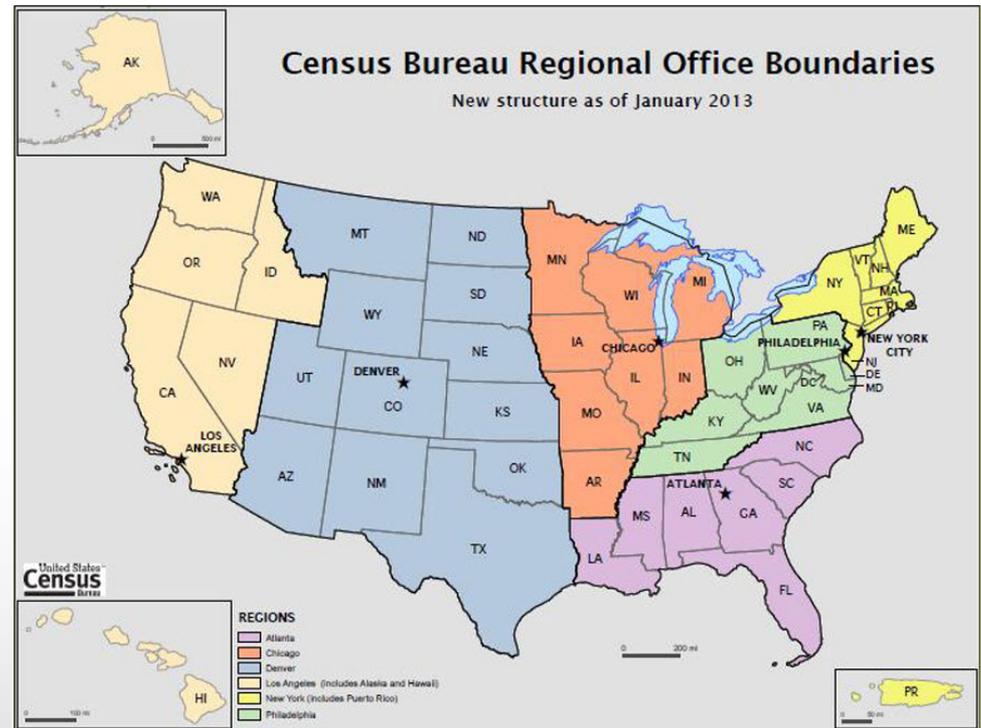
- Respected spokespersons who can influence targeted populations to articulate the importance of the 2020 Census and encourage self response.
- Sources vary

Field Operations

- CPEP
- Recruiting
- Geography
 - Local Update of Census Addresses (LUCA)
 - Boundary and Annexation Survey (BAS)
- 2020 Census Manager Training
- Operations
 - Address Canvassing
 - Group Quarters
 - Update Enumerate
 - Nonresponse Follow up (NRFU)
- Current Surveys and Econ Surveys

Role of Regions in the CPEP

- Develop individual regional CPEP plans
- Identify key access points (elected officials, tribal leaders influencers, community organizers, trusted voices, etc.) to make initial contact and develop relationships
- Prioritize efforts towards areas and populations where historical and predictive data show lower response rates
- Work closely with partners by providing guidance and materials, and monitoring progress



Regional CPEP Timeline

2015-2017

Identify & Analyze

Tribal Consultation

- Support national efforts

Tribal One on Ones

- Engage to gain commitment

Complete Count Commissions and Committees

- Engage to gain commitment

Additional CPEP Planning

- Conduct low response tracts research
- Identify partnership opportunities and points of contact
- Develop Regional CPEP Implementation Plan

2018

Strategize

Additional CPEP Planning

- Assess State Complete Count Commission commitment levels
- Assess Complete Count Committee commitment levels
- Identify additional element effort levels
- Update Regional CPEP Implementation Plan

2018-2020

Implement

Complete Count Commissions and Committees

- Participate in events
- Monitor commitment level
- Provide support & materials

Additional CPEP Implementation

- Engage and gain commitment
- Participate in events
- Monitor commitment levels
- Adjust based on government and tribal commitment levels

2021

Close Out

Thank You Campaign

- Conduct events
- Share early data

CPEP Success Factors

Partnership events and activities scheduled in areas with concentrations of low response areas result in increased response rates

Governments and partners are aware and supportive of the 2020 Census

Over time, the contact reasons shift from legitimacy concerns (what is this?) to operational concerns (how do I respond?)

Partnerships educate people about the 2020 Census to motivate self response and encourage cooperation with enumerators

CPEP events and materials result in increased self response rates

The number of people accessing the website for information increases as activities, messages and partnership permeate each community

Success Factor Measurement

METRICS

- Number of committed SCCCs, CCCs, TCCCs
- Number of partners with signed agreements
- Amount of partner provided space or products (e.g. signage, advertising)
- Increased self response related to partner events

MEASUREMENT METHODS

- Tracking of partners, partner events, and partner provided resources
- Use of vanity URLs to track responses resulting from specific partnership materials
- Registering of partner IP addresses to monitor responses driven by partners
- Monitoring of response rates prior to and after events

2020 COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM (CPEP)

Thank You

