

2020 Census Household Level Messaging via SMS and Email

Census Integration Group

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Overview

- Team Y&R (TYR) contracted with Granicus to execute SMS and email outreach to households in low responding geographies using their GovDelivery application. We will message all households within those geographies that have an email and/or cell phone number match.
- SMS/email delivery will occur between July and September (excluding opt-outs) with an option to send additional messages through October. July launch is a priority to support regional surges and reduce NRFU workloads. Planned date of first delivery is July 20th.

Targeting Assumptions

- Outreach includes all 50 states, the District of Columbia, and Puerto Rico (in Spanish).
- Message all contacts for households within block groups that have a response rate of <50%, which represents:
 - ~25% of all **non-responding** households (~12.6M HHs)
 - ~16% of all households (~21.6M MAFIDs)
- This balances the goal of reaching as many non-responding households as possible while avoiding sending too many unnecessary SMS/email contacts to households that have already responded.
- Targeting in later emails and texts will be determined based on performance of the initial messages, re-evaluation of threshold analysis, and consideration of soft launch NRFU areas.

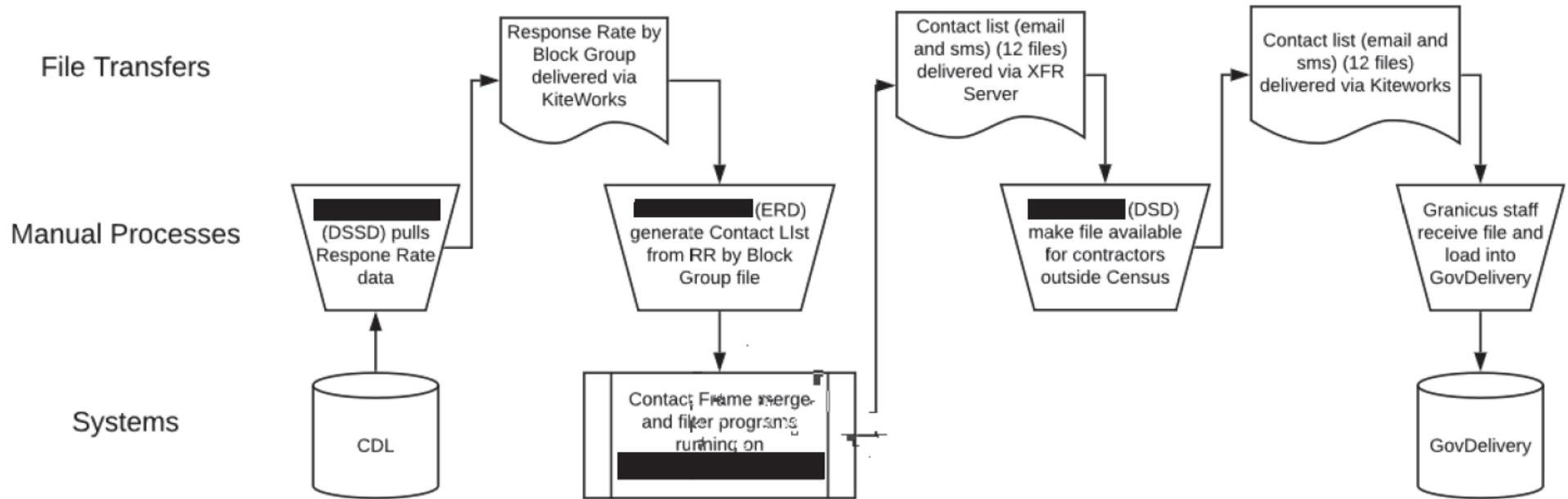
Contact List Building

- Census and TYR provided requirements to ERD for development of the email/SMS lists to be transferred to Granicus.
- Four Input Files:
 1. MAF Contact Frame Extract
 2. Block-group response rates
 3. Census regional office crosswalk at state-level (provided within requirements)
 4. Time zone crosswalk at county-level (provided as an Excel file with requirements)
- 12 Output Files: Two files (one with telephone numbers and one with email addresses) for each of the six regional office locations. Each file includes two variables, either telephone number or email address along with the original address's associated time zone (to accommodate delivery during appropriate time windows across the country).

Contact List Building

- Core requirements:
 1. Geographic response rate cutoff: retain block groups in areas with response rates <50.0%. Remove MAFIDS in block groups with response rates > 50.0%. Use most recently available response rates, which are updated every Wednesday. Note: the same contact lists will be used for all July deliveries.
 2. After removing landlines, retain up to four cell phone numbers and three email addresses for each MAFID.
 3. Deduplicate so that a single phone number or email can only appear on one list

File Transfers



Contact List Estimates

- ~21.6M households in target low-response geographies
- ~12.6M non-responding households
- ~50M total emails
- ~50M total cell phone numbers

	SMS				EMAIL		
	Messages	Texts/Msg	Cell Phone Numbers	Total SMS	Messages	Email Addresses	Total Email
July	2	2	50,000,000	200,000,000	2	50,000,000	100,000,000
NRFU - Aug	2	2	45,000,000	180,000,000	2	45,000,000	90,000,000
NRFU - Sept	1	2	40,000,000	80,000,000	1	40,000,000	40,000,000
NRFU - Oct					1	20,000,000	20,000,000
Total				460,000,000			250,000,000

Granicus/Security Approval

- Census currently uses the acquired application for this effort called GovDelivery.
 - The application is ATO'd and required additional steps to incorporate these emails/phone numbers:
 1. Update and integrate additional controls to support emails and phone numbers which are ingested into GovDelivery. Segregated environment from the enterprise GovDelivery platform and reviewed this with security.
 2. Complete a Security Impact Assessment and reviewed additional controls – Approved the SIA which resulted in an update to the security baseline to include this architecture, process, and inclusion of emails and phone numbers.
- Operating environment: GovDelivery account dedicated to this effort and accessible only by Census staff and contractors with SSS. Additionally, Census staff serve as account administrators able to control contractor access.
- Delivery method: GovDelivery directly sends emails while texts are sent using a secure API integration with Twilio.

Additional Considerations

- Managing Opt-outs:
 - Email – When a user clicks the unsubscribe link, their email address will be permanently suppressed from receiving future messages from this GovDelivery account. If another contact frame is uploaded containing an email that has been unsubscribed, that email address will be suppressed. In addition to unsubscribe records, we will also have record of delivery failures (bad email addresses).
 - Text – When a user replies STOP to one of our messages, they are unsubscribed from future text message outreach from this account. We can also securely share this information with ERD afterwards.
- What if a recipient responds to the email?
 - We do not collect inbound emails from users, which eliminates additional Title 13 risk. If a user does reply, Gov Delivery will send them an auto-response message indicating that the user must contact the Census Bureau directly with questions or for more information.

Thank You