



Update on Integrated Partnership and Communications Program

National Advisory Committee Fall 2018 Meeting

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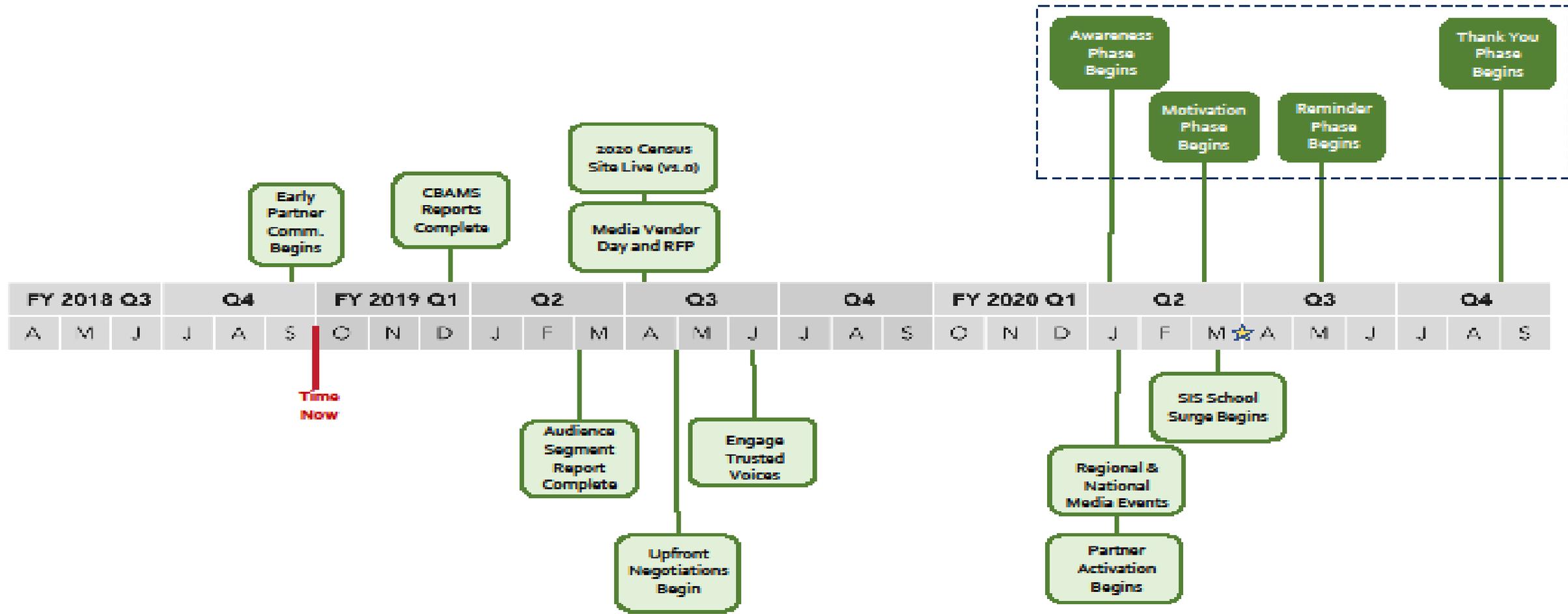
November 1, 2018

ICC Timeline

09.28.2018

Public-Facing Milestone Campaign Phases

Time Now ☆ Census Day





Community Partnership and Engagement Program

Community Partnership and Engagement Program (CPEP)

Goal: Count everyone once, only once and in the right place.

Purpose:

Engage community partners to increase participation of those who are less likely to respond or are often missed

- ✓ Encourage community partners to motivate people to self-respond, preferably by the Internet
- ✓ Educate people about the 2020 Census, motivate them to return their questionnaires, and encourage cooperation with enumerators
- ✓ Engage grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

Community Partnership and Engagement Program (CPEP)

Key Considerations:

- Early start and ongoing engagement
- Integration and continuous coordination of local and national partners engagement
- Coordinated, audience-focused approach to identifying partners and activities

Approach:

- Leverage trusted voices, both locally and nationally
- Tiers of support based on partner reach and interest
- Early engagement with national and corporate partners to accommodate longer planning cycles and maximize commitment
- Develop suite of customizable materials to increase reach and utility (digital and print)

Community Partnership and Engagement Program (CPEP)

Program Elements:

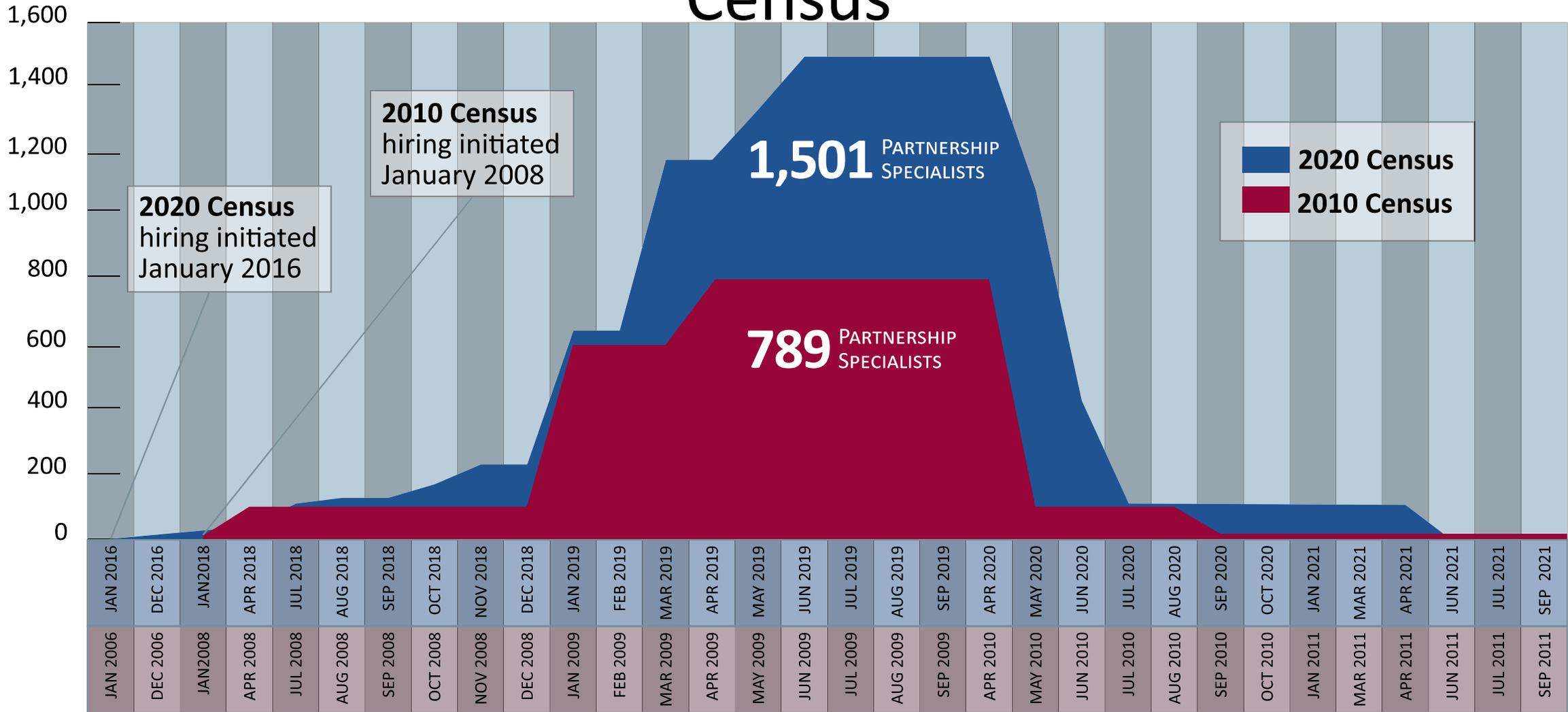
- State Complete Count Commissions
- Complete Count Committees
 - Counties and Municipalities
- American Indian and Alaska Native
- Community, State and Local Networks
- Faith-Based Community Outreach
- Higher Education
- Lesbian, Gay, Bisexual, Transgender & Questioning/Queer
- Veterans
- People Experiencing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

Local Partnership Specialists

They are:

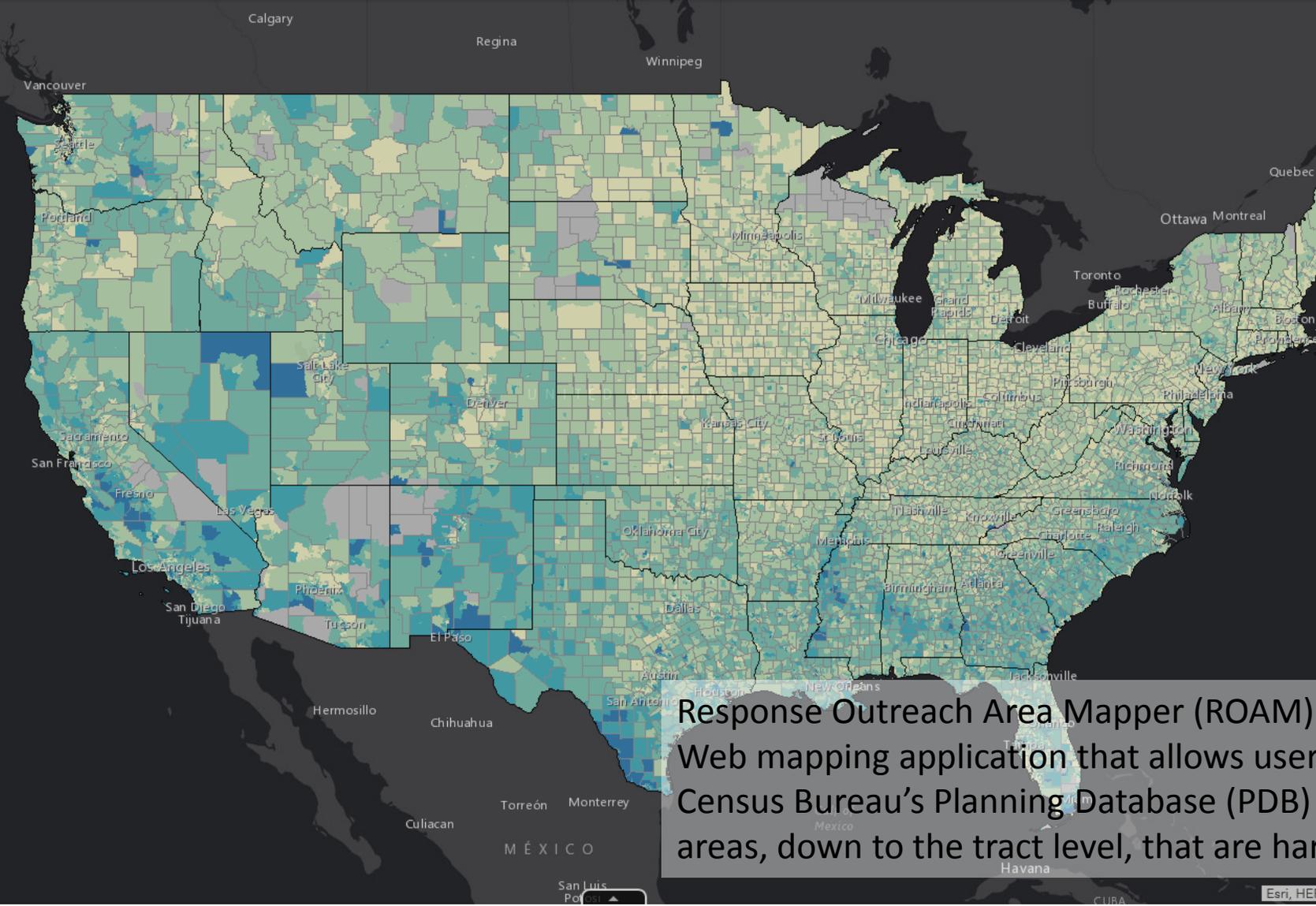
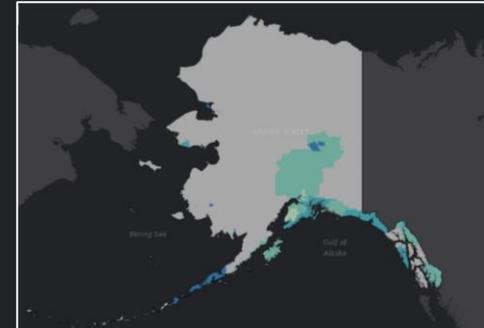
- The **Local** Census presence
- Placed **Locally** based on Low Response Score and Population Density
- Focused on **Local** Engagement and Outreach
- Specialized with Languages specific to Hard To Count populations which reflect the **Local** community
- The **Local** hands that implement CPEP key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

Partnership Specialist Staffing-2020 Census vs. 2010 Census

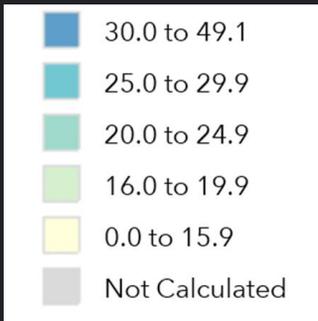


Use dropdown to search

Map navigation controls: Zoom in (+), Zoom out (-), Home, Fullscreen, Layers, Info, Share



Low Response Score by 2016 Census Tract (2018 Planning Database).

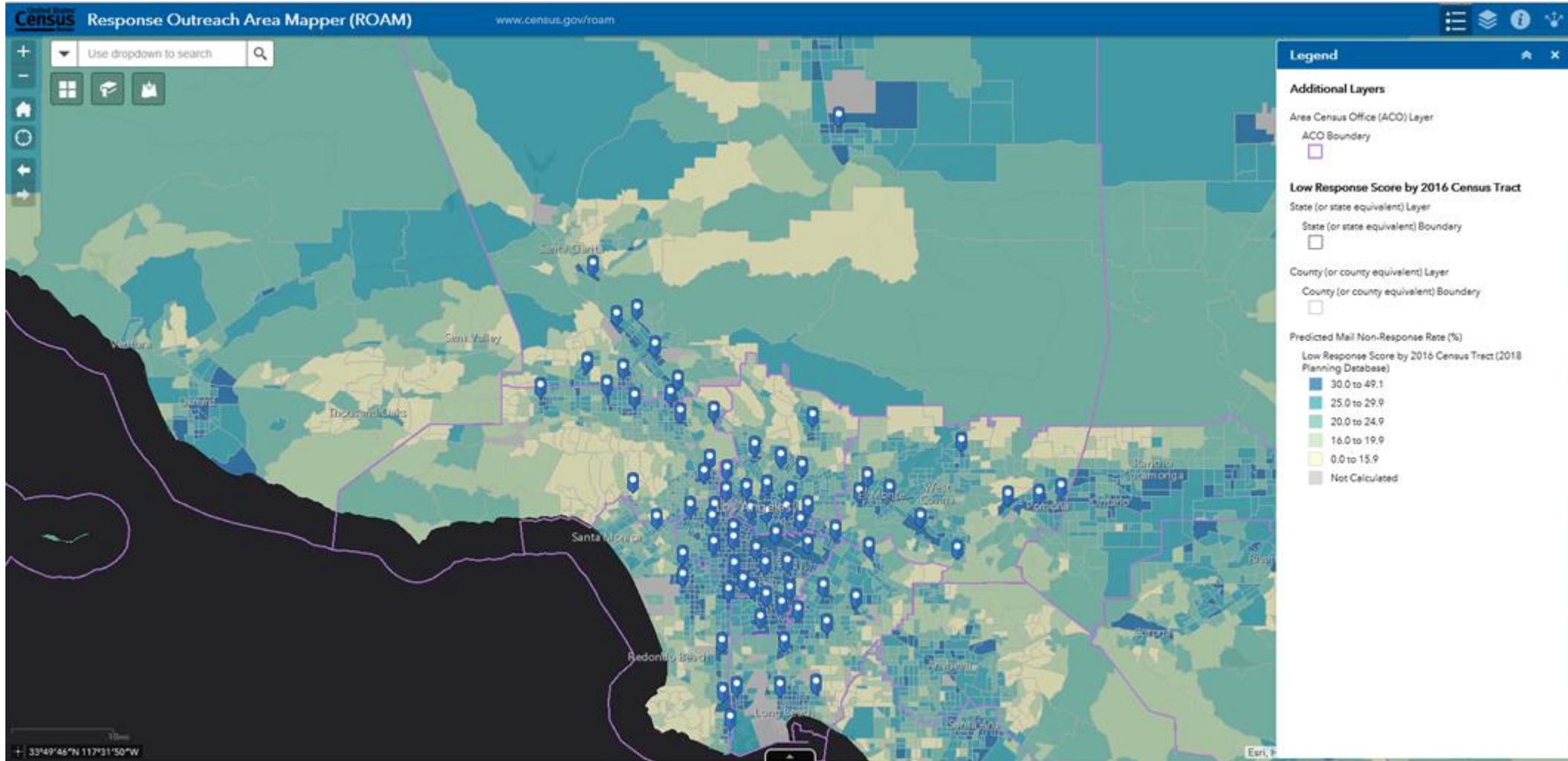


Response Outreach Area Mapper (ROAM) is an interactive Web mapping application that allows users to access the Census Bureau's Planning Database (PDB) to determine areas, down to the tract level, that are harder to count.

300mi
40°42'07"N 117°27'43"W

POWERED BY
Esri, HERE, Garmin, NGA, USGS | Esri, HERE esri

Focus is Local



Periodic Performance Management Reports

State Complete 2020 Census: State Complete Count Commissions

Status:

● On Track

Data current as of:

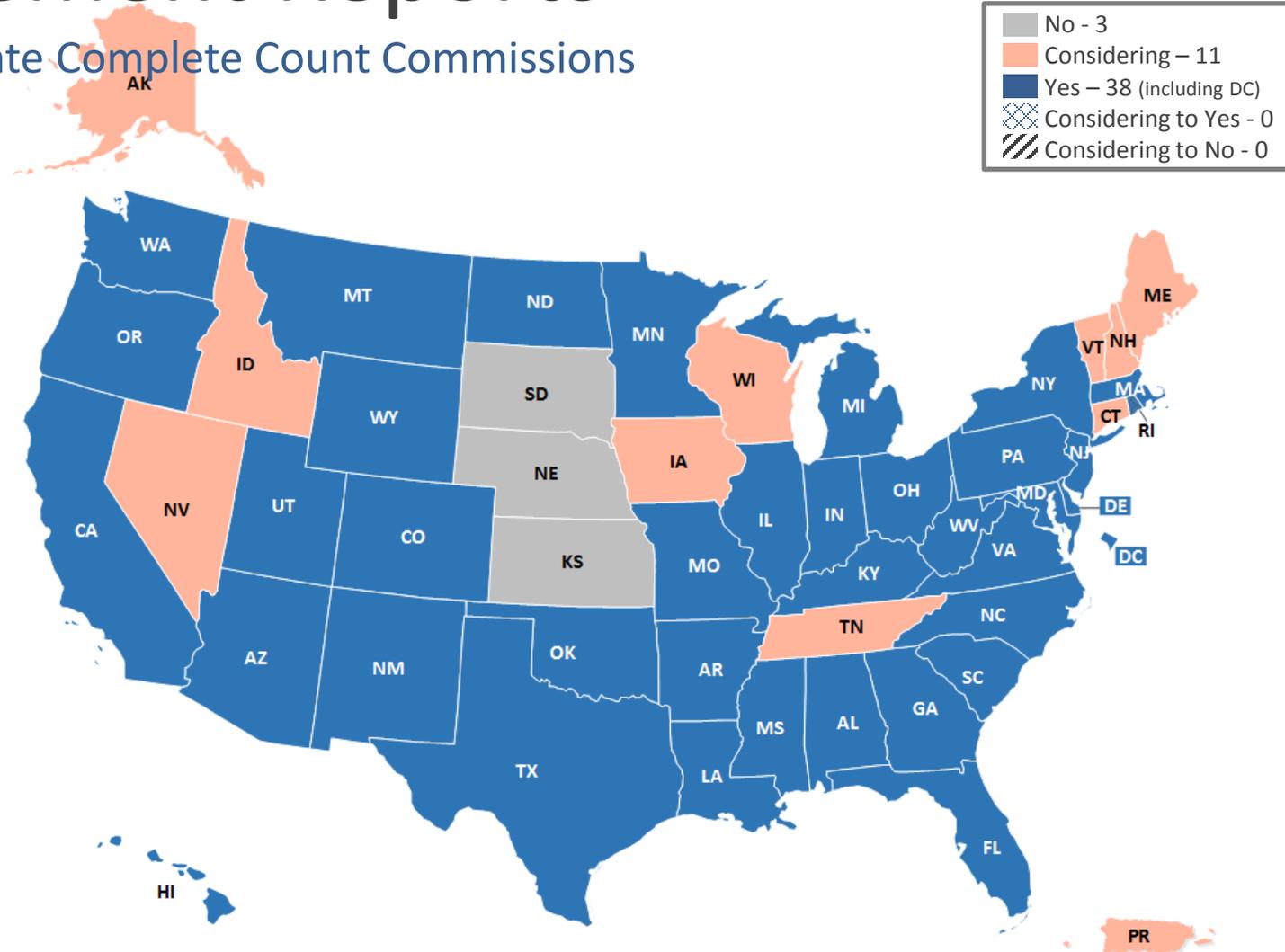
October 11, 2018

Completion Date:

December 2021

Notes:

Recently, Kansas has determined it will not establish a State Complete Count Commission at this time.



Key Accomplishments

Met with over 400 tribal delegates representing over 250 different tribes, corporations, and organizations in 17 consultations with federally- and state-recognized tribes and Alaska regional and village corporations.

Contacted 82 tribal governments to discuss Census operations on tribal lands

Met with officials in all 50 States, the District of Columbia and Puerto Rico to discuss statewide Census initiatives.

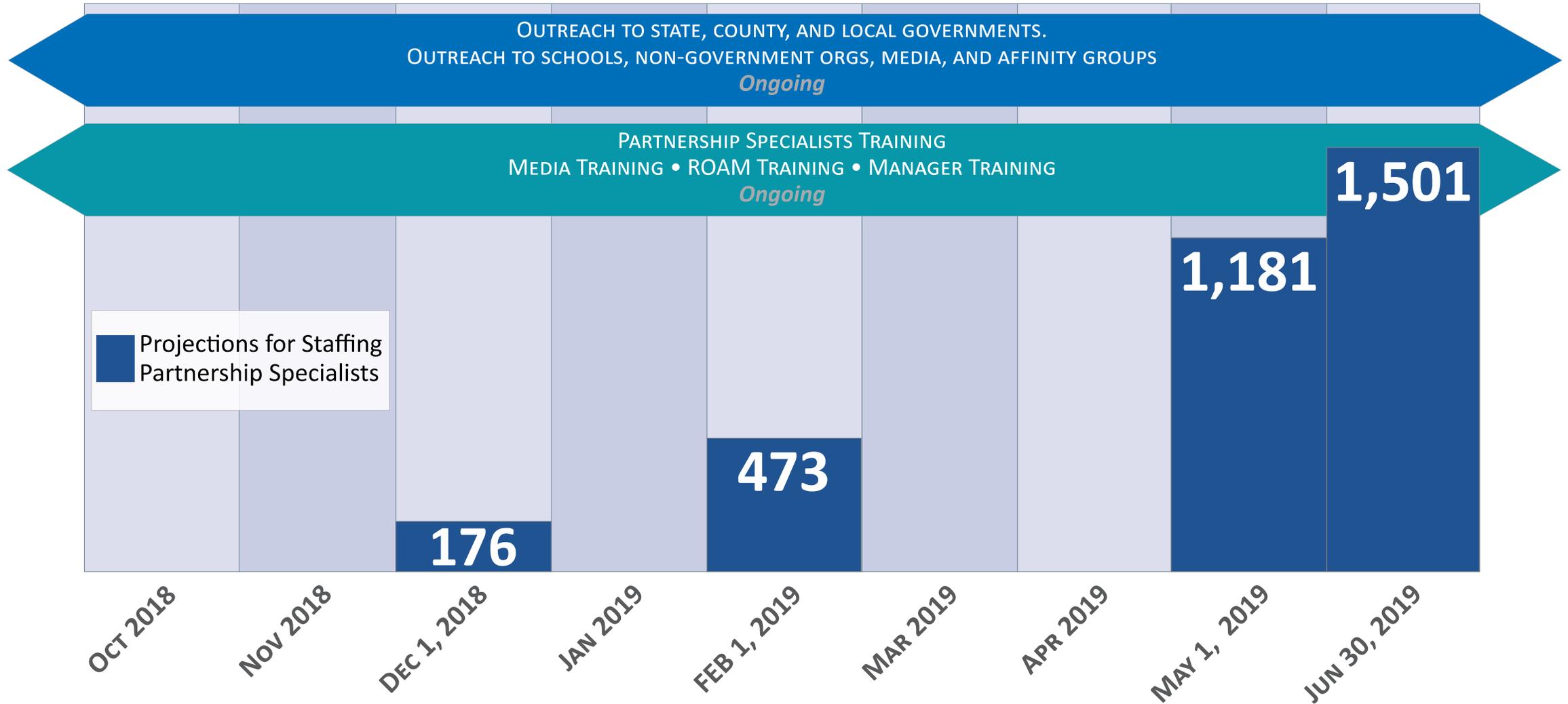
411 local CCCs have been established nationwide.

3,619 organization contacted

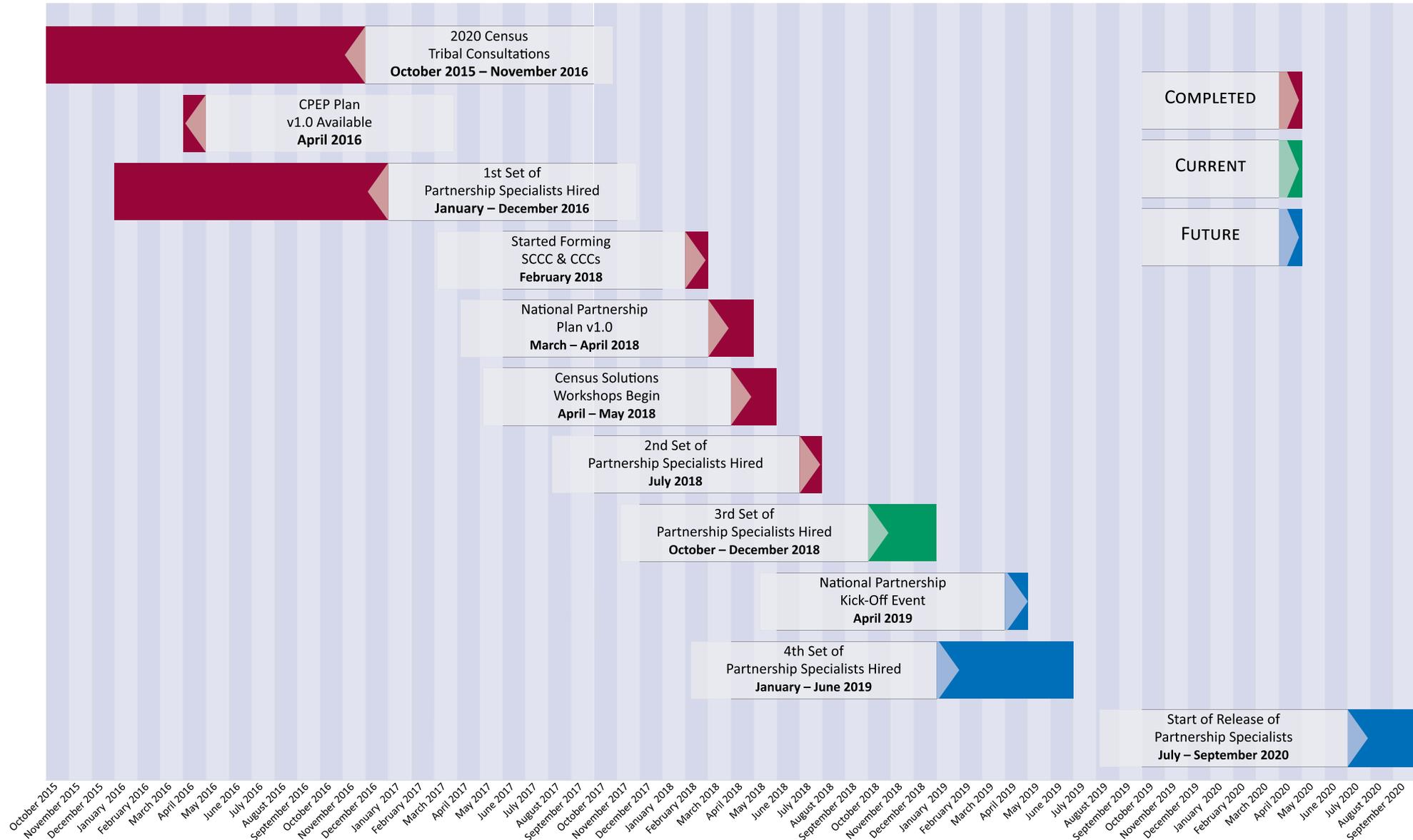
4,855 outreach events successfully completed

182 tentative planned events

Look Ahead

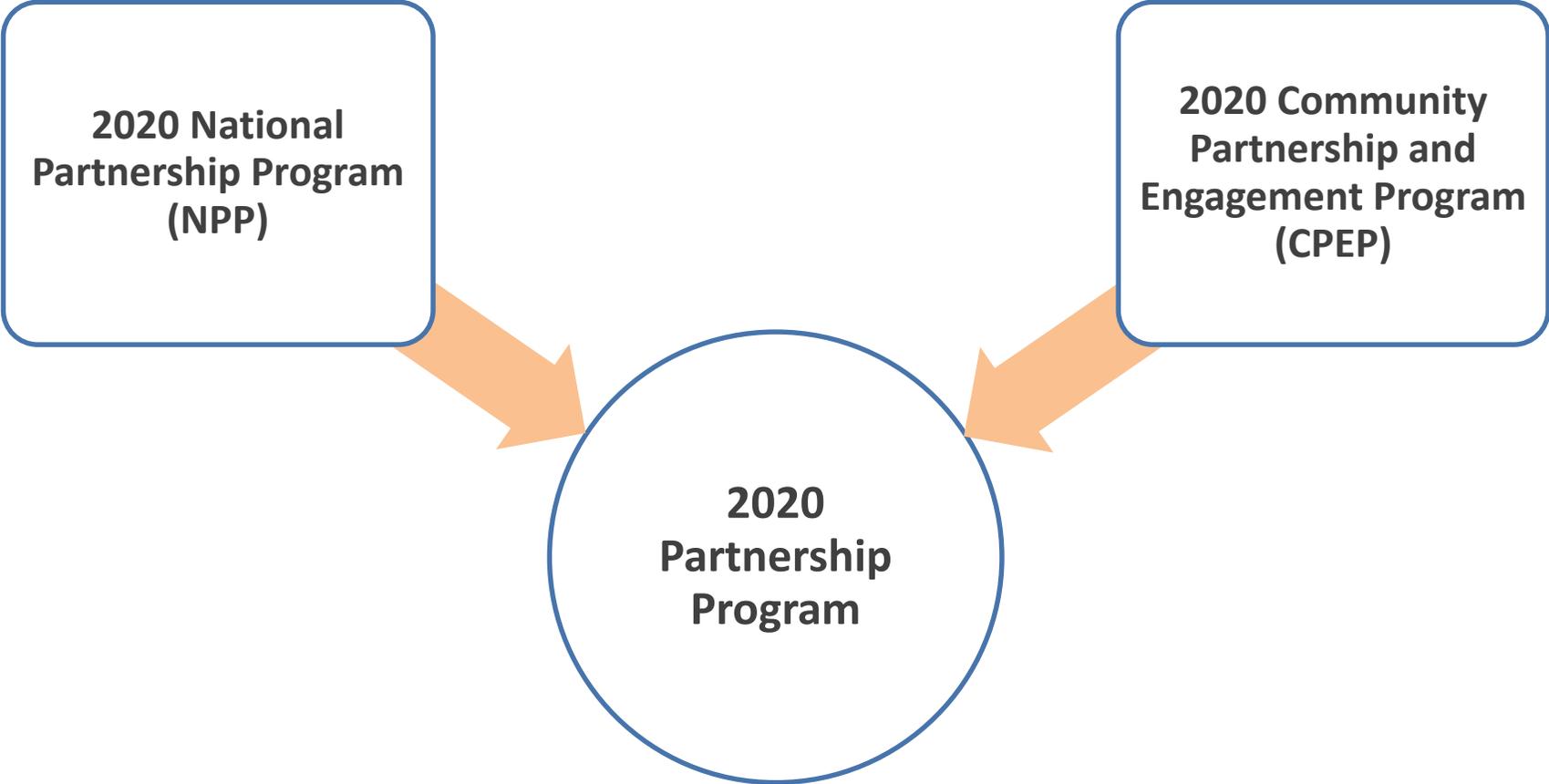


Partnership Timeline



National Partnership Program

Integrated Partnership and Communications 2020 Partnership Program



2020 National Partnership Program Overview

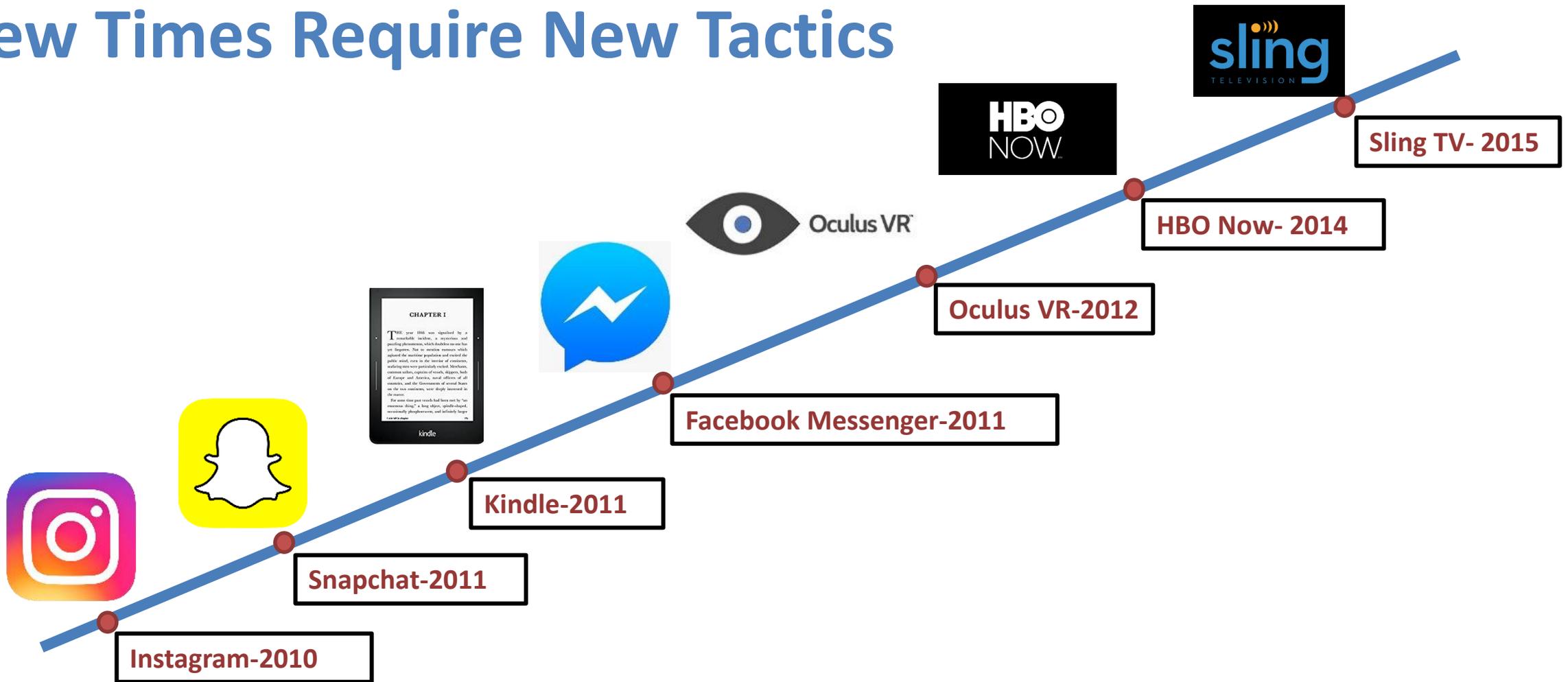
- **2010 Lesson Learned and Research**
- **Program Goals and Approach**
- **Current Engagement with National Organizations**

2010 Census National Partnership Program

Key Lessons Learned

- Partnership approach moving from transactional to transformative and moving from quantity to quality.
- Partners want to play a more active and engaged role in the partnership program.
- Partners want electronic tools and other resources to make communication more efficient and effective.

New Times Require New Tactics



2020 National Partnership Program Goals

- Leverage trusted voices in the public and private sectors to increase response to the 2020 Census and to “develop sustaining and transformational engagements”.
- Educate partners about the 2020 Census, other surveys and advocate on behalf of the Census Bureau and its mission.
- Coordinate with the local partnership program and the other communication campaign components to support the 2020 Census.

National Partnership Approach

- Revalidating existing national partners
- Identify keystone partner list and identify segments
- Partner-oriented initiatives and communications

Criteria for Engaging Partners

REACH— Do they have national reach?

INFLUENCE— How trusted are they in their segment?

ACCESS— Do they have access to hard to count populations?

Managing Partner Accounts

- Partner prospects divided into the following segments:
 - Affinity Groups (Chambers of Commerce, etc.)
 - Non-governmental/Advocacy Groups
 - Media
 - Technology
 - Business/Retail
 - Academic
 - Intergovernmental Groups
 - Federal Government

Examples of Partnership Opportunities

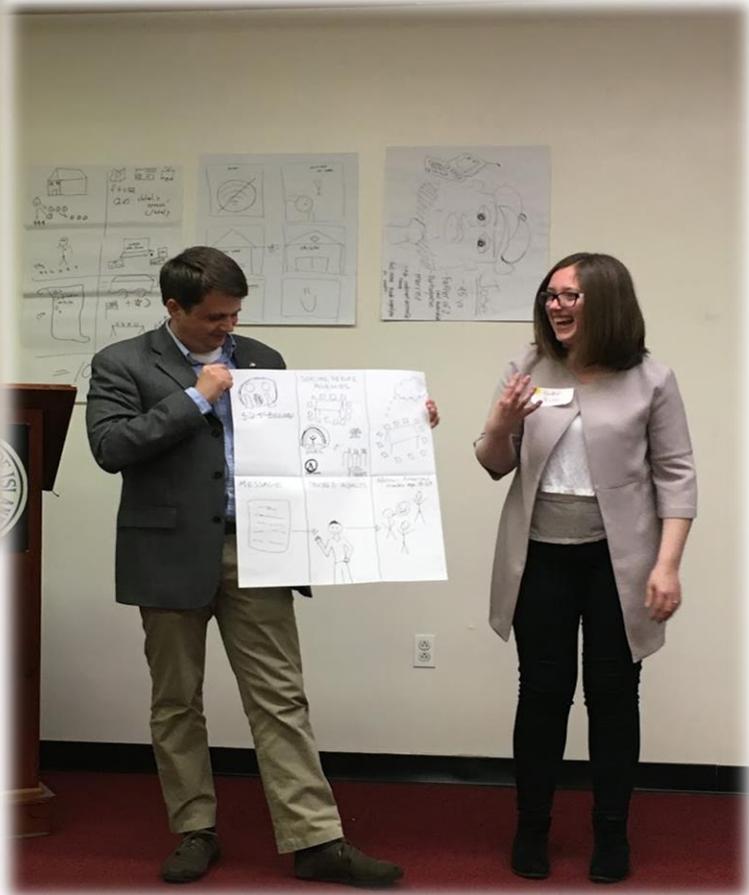
- Host a Census Solutions Workshop
- Use tools, information and messaging
- Inform employees/customers/audiences
- Provide information via traditional or new channels
- Invite staff to present at conferences
- Provide access to computers to respond and apply for jobs

Partner-Oriented Initiatives and Communications

Census Solutions Workshops

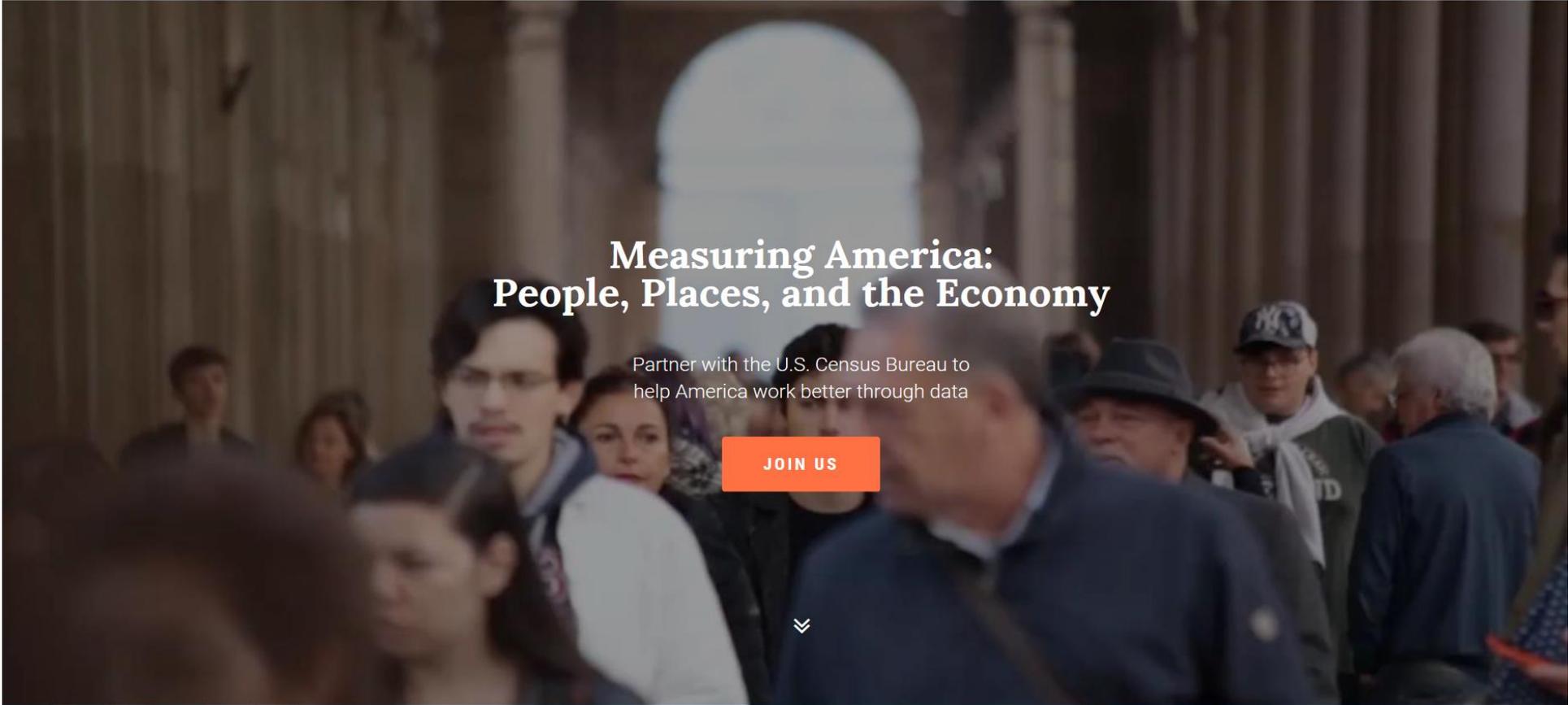
The Census Solutions Workshop is a partner led event that forges new cross-sector collaborations in a creative and structured way.

- **Design-thinking workshops allow partners to ideate around a specific challenge or problem and come up with creative solutions that benefit multiple sectors or audiences in more than one way:**
 - **Identify new solutions**
 - **Create shared buy-in & sense of ownership**
 - **Generate verbal/written contributions to solve some of our toughest challenges**
 - **Activate and scale quickly & cost-effectively**
 - **Increase adoption by other potential partners by co-creating solutions on their own terms, rather than being prescribed what to do**



Partner Website

Census.gov/partners



Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to help America work better through data

JOIN US



National Partner Communication

Creating Partnerships to Better Serve Our Communities

Thu Apr 26 2018

WRITTEN BY: DR. RON JARMIN, PERFORMING THE NON-EXCLUSIVE FUNCTIONS AND DUTIES OF THE DIRECTOR OF THE U.S. CENSUS BUREAU

SUBSCRIBE



To conduct a complete count in 2020, we need to work with national and local community leaders, elected officials, and foundations, elected



Community Partners + Technology = 2020 Census Success

Partners in communities across the country are trusted voices who convey the importance of the 2020 Census and encourage people to respond.

Final Census Test Proves Successful



The U.S. Census Bureau has nearly completed its 2018 Census Test in Providence, Rhode Island, the final large-scale test of 2020 Census operations, procedures, systems and field infrastructure. Results showed a slightly higher than expected self-response rate with 61.2% of self-responders using the internet, 7.5% using the telephone, and 31.3% responding via paper questionnaire.

Income, Poverty & Health Insurance Coverage

On Sept. 12, the U.S. Census Bureau announced that real median household income in the U.S. in 2017 increased by 1.8%, the official poverty rate decreased 0.4 percentage points, and the number of people without health insurance coverage and the uninsured rate were not statistically different from 2016.

[Read More](#)

Libraries Get Ready for the 2020 Census



In the run up to the 2020 Census, the Census Bureau will conduct the most robust marketing and outreach effort in its history. Part of this effort includes calling on community partners to help increase participation in the 2020

Your Support is Critical to Our Efforts

Leading up to the 2020 Census, our goal is to share the latest information and resources you need to support an accurate and complete count in your community.

We look forward to hearing from you and hopefully working with you!

- Raul Cisneros, Director of National Partnerships

Census Partnership

Current Engagement with National Partners

Engagement Highlights

- Significant effort to count children 0-4



- Census Solutions Workshops continue and offer an excellent way to engage partners



- Intergovernmental outreach is another key engagement effort



Organizations We've Engaged to Date



Look Ahead

- **Staffing up and contractor support**
- **Continued national partner engagement**
- **Federal outreach**
- **Planning one-year-out kickoff event**

To learn more about the National Partnership Program,
please visit: www.census.gov/partners

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Questions?