



Community Partnership and Engagement Program

Willette Allen
Program Manager
Community Partnership and Engagement Program

Shape
your future
START HERE >

United States[®]
Census
2020

2020 Census

A Complete and Accurate Count of the Population and Housing

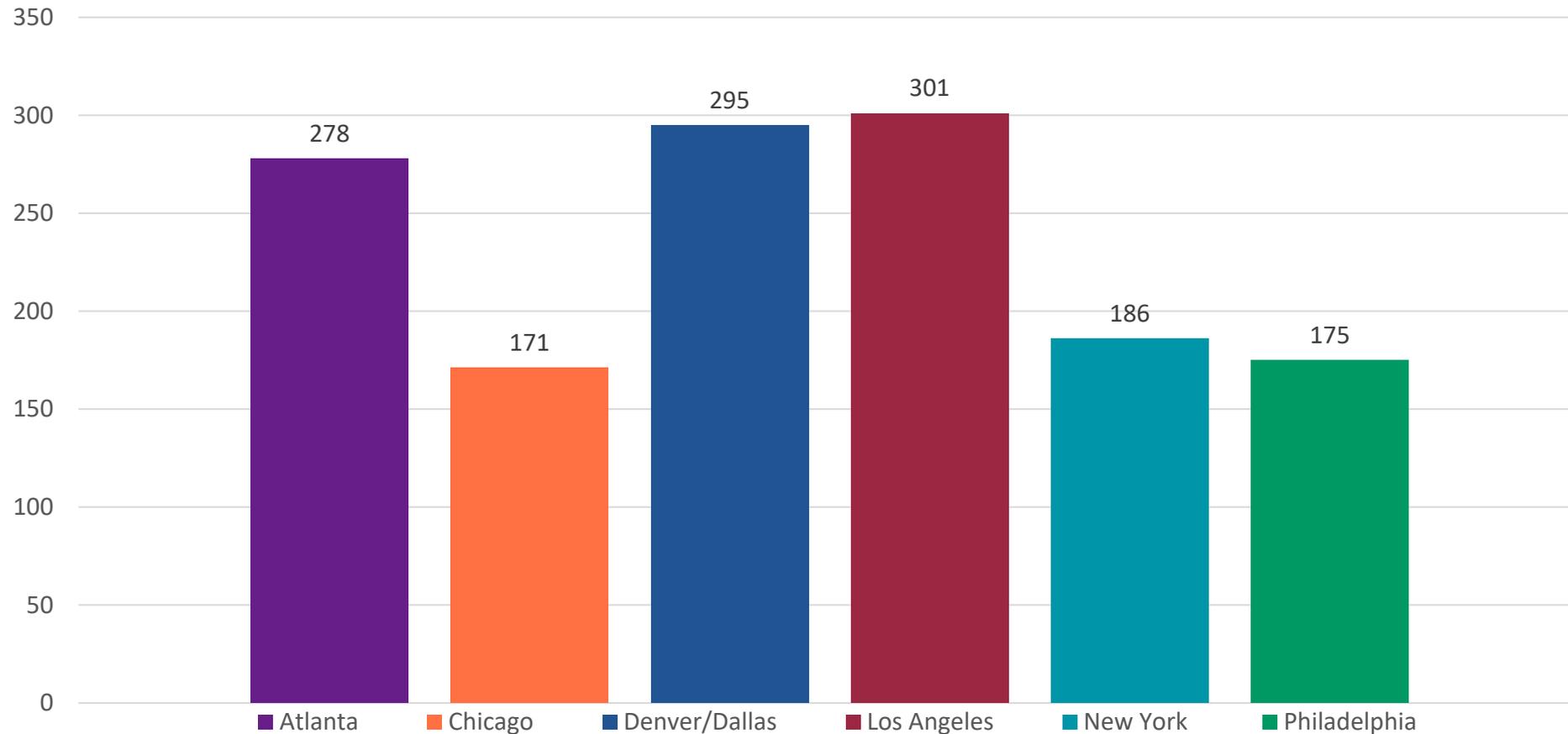


Count everyone once, only once, and in the right place.

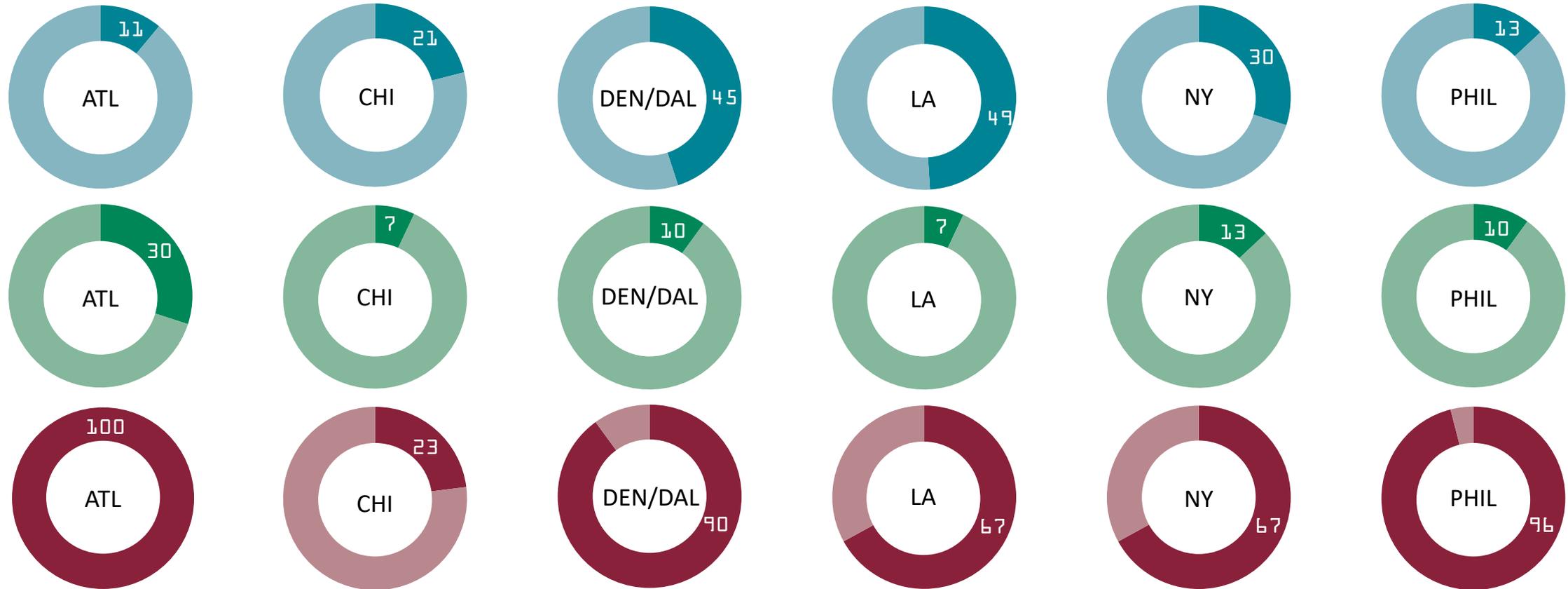
Partnership Specialists On Board

Total Partnership Specialists **1,406**

Total Partnership Managers **63**



Partnership Specialists Snapshot



■ % Bilingual
 ■ % Worked Previous Decennial
 ■ % Hired From Within the Community They Serve

Languages Spoken By Partnership Specialists

Denver/Dallas–22

- Spanish
- Chinese
- Vietnamese
- Arabic
- French
- Navajo
- Ute
- Urdu
- Tagalog
- Portuguese
- Oglala
- Lakota
- Kpelle
- Keres
- Hmong
- Hindi
- German
- Bengali
- Sioux
- Comanche
- Congolese
- French
- Cantonese

Los Angeles–22

- Spanish
- Chinese
- Vietnamese
- Arabic
- French
- Navajo
- Ute
- Urdu
- Tagalog
- Portuguese
- Oglala
- Lakota
- Kpelle
- Keres
- Hmong
- Hindi
- German
- Bengali
- Sioux
- Comanche
- Yoruba
- Ukrainian

New York–22

- Spanish
- Japanese
- Chinese
- Arabic
- Vietnamese
- Portuguese
- French
- Yiddish
- Twi
- Thai
- Tagalog
- Russian
- Punjabi
- Polish
- Nepalese
- Korean
- Khmer
- Igbo
- Hindi
- Hebrew
- Haitian Creole
- Gujarati

Chicago–9

- Spanish
- Hmong
- Arabic
- Korean
- Vietnamese
- Somali
- Polish
- Igbo
- Chinese

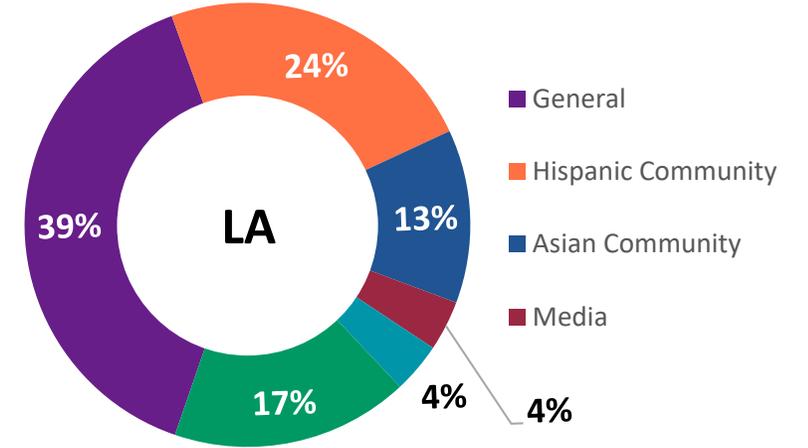
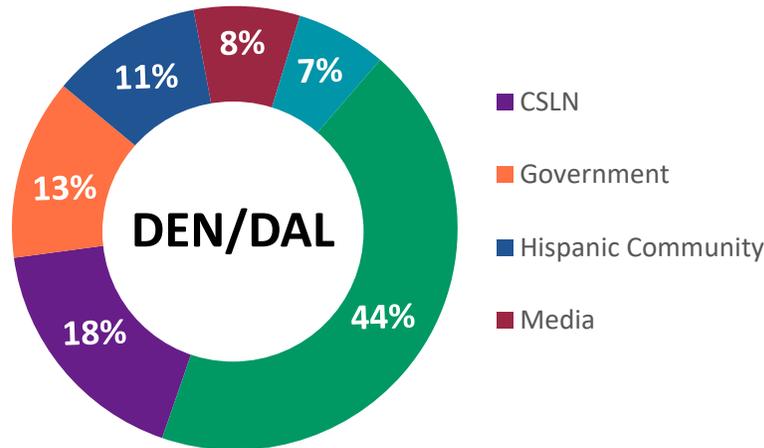
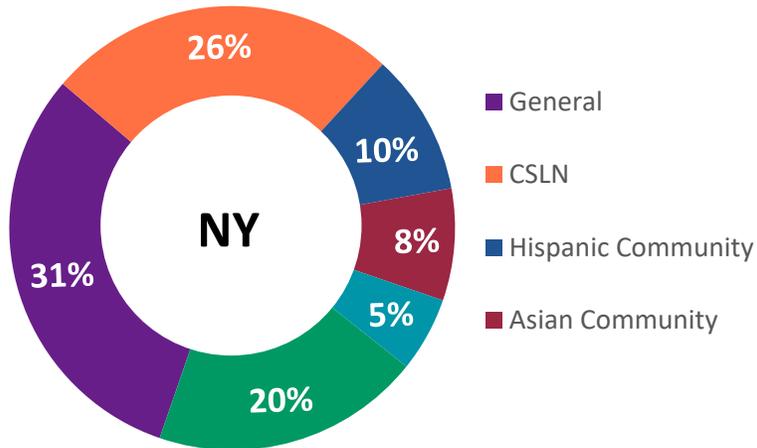
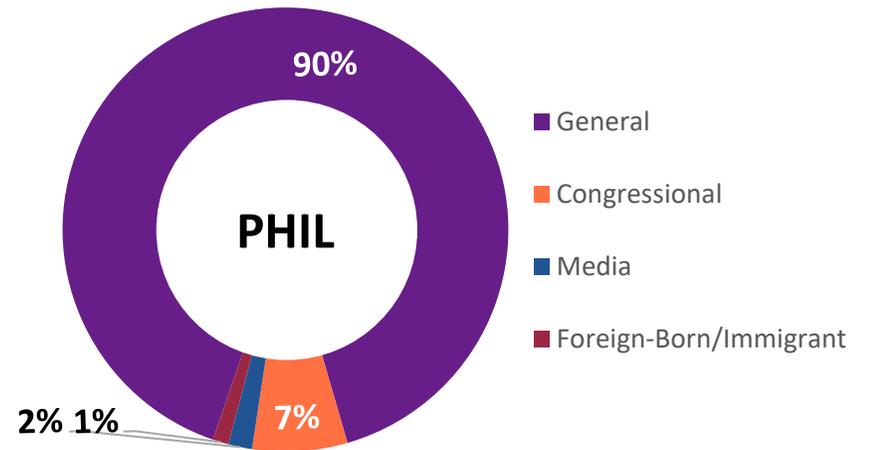
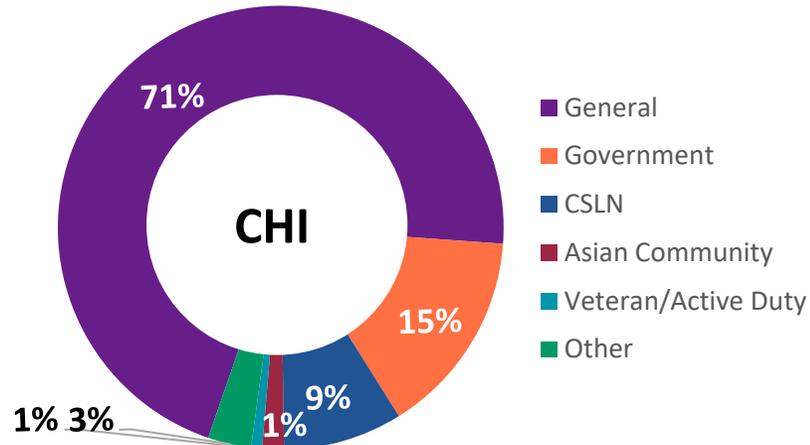
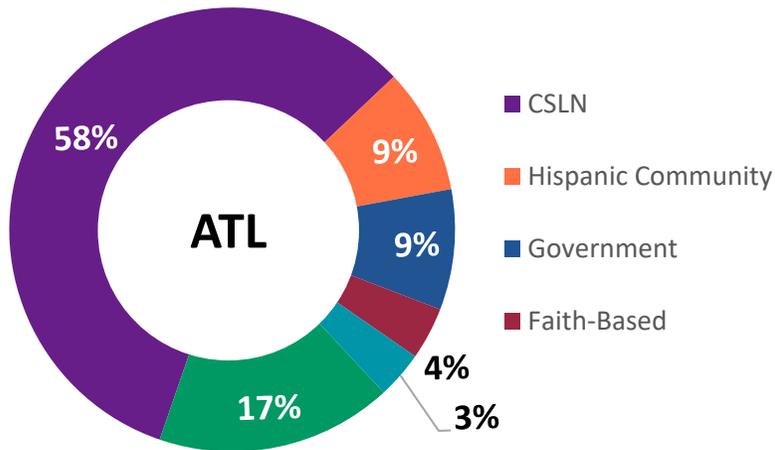
Philadelphia–9

- Spanish
- Urdu
- Punjabi
- Polish
- Nepalese
- Hindi
- Gujarati
- Chinese
- Bengali

Atlanta–4

- Spanish
- Vietnamese
- Mandarin
- Haitian Creole

Partnership Specialists' Primary Initiatives



Primary Initiatives include: American Indian Alaska Native (AIAN), Asian Community, Black/African American Community, Caribbean American, Children Under 5, Congressional, Community State & Local Networks (CSLN), Disabilities, Faith-Based Foreign Born/Migrant, French Community, General, Government, Haitian Community, Healthcare, Higher Ed (18–24), Hispanic Community, Homeless, Indian Community, Jewish Community, LGBTQ+, Media, MENA, National, Native Hawaiian & Other Pacific Islanders (NHOPI), Polish Community, Portuguese Community, Renters/Complex Households, Russian Community, Rural, Seniors, SIS, Veteran/Active Duty

CPEP: Partnership Specialist Training

- Census 101
- 11 Elements of Partnership
- Building Relationships & Conflict Management
- Cultural Engagement & Awareness
- Census Operations
- HTC Communities
- ROAM
- CRM
- 2020 Census Partner Site
- Undercount of Young Children
- Visual Graphics /Email Marketing
- CCCs
- CSW
- Congressional
- SIS
- Media /Social Media/ Talking Points
- Census Questionnaire
- CPEP Initiatives

CPEP: Regional Action Plans

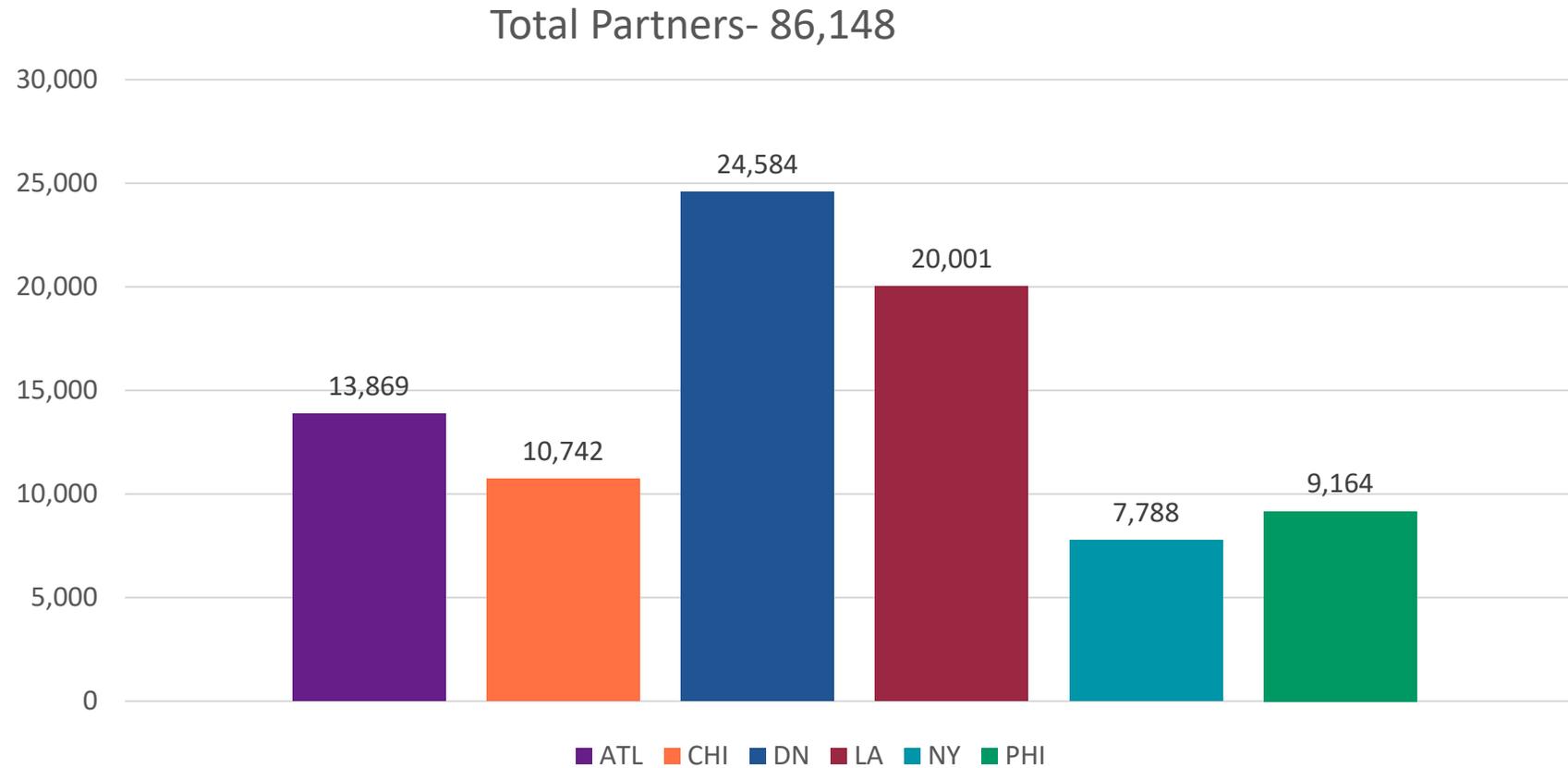
Purpose:

- Defines how partnership outreach will be conducted in each region.
- Outlines specific strategies and tactics.
- Utilizes data driven research and tools like ROAM, to identify where to secure partnerships and partner events.
- Identified strategies for how Partnership and ACOs will collaborate in support of operations
- Identifies how National and Local partnerships will be managed.
- Identifies how national programs such as Statistics In School and Undercount of Young Children will be localized in the regions.
- Aligns regional outreach timelines with national media timeline and FLD operational timeline to ensure a cohesive and integrated partnership program.

CPEP: Measures of Success

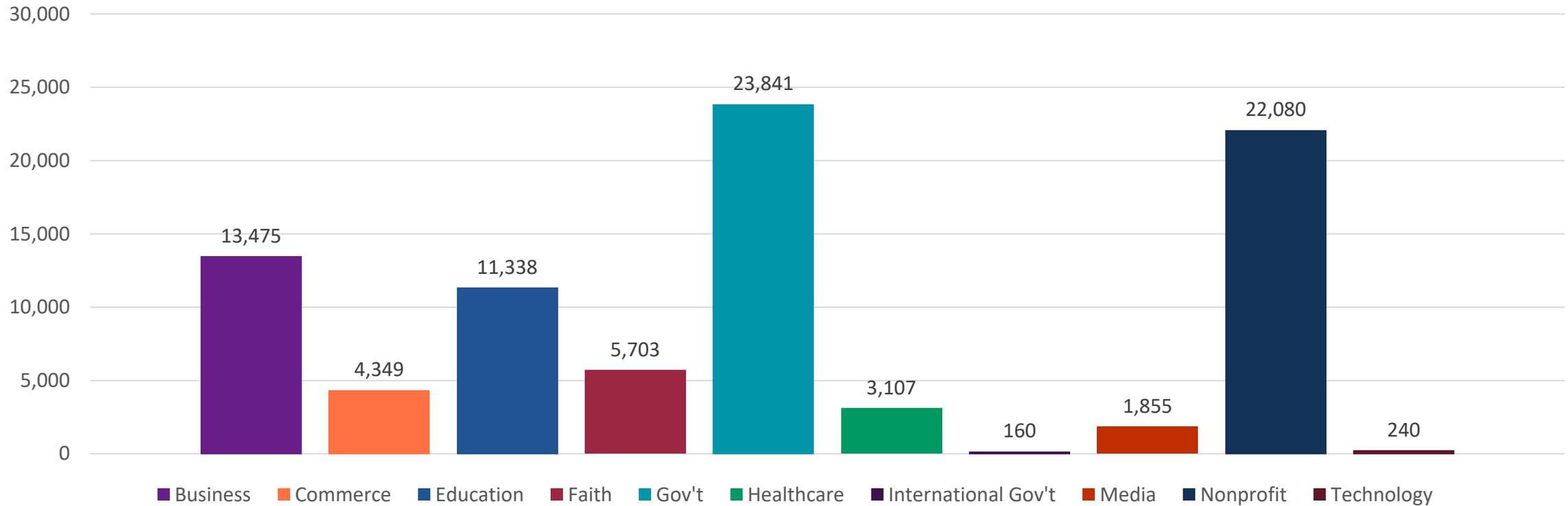
- Securing the right partners in the right places.
- Mobilizing partners at critical peak times to activate their communities.
- Establish committed partnerships with 300,000 partners by March 2020.
- Establish high quality and high impact partners based on Low Response Rate.
- Facilitate the formation of CCCs in all 50 states, District of Columbia, Puerto Rico and cities with a population of 200,000 or more by January 2020.

CPEP: Active Partners

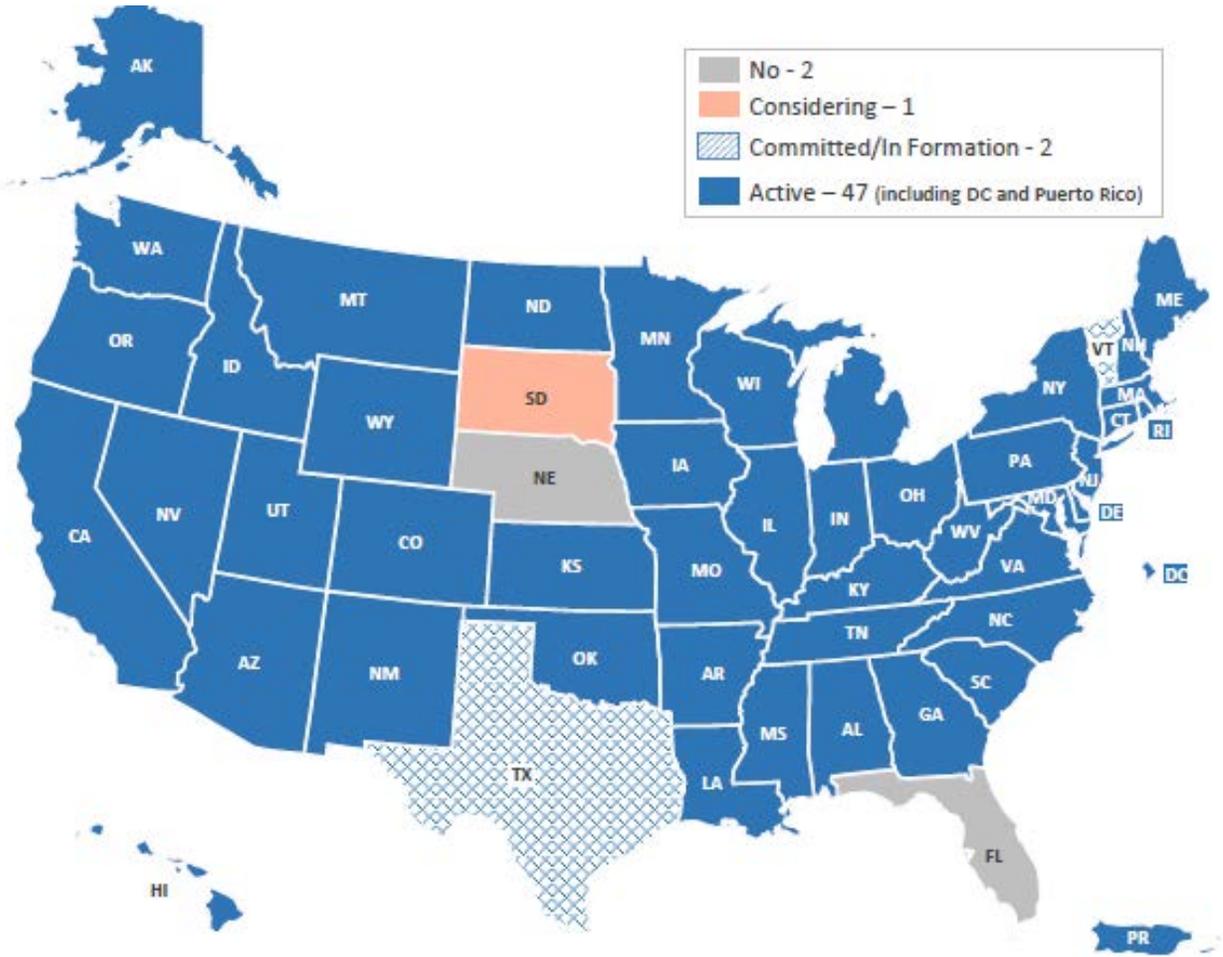


Active Partners

Organization Sector- 86,148



State Complete Count Committees



Local Complete Count Committees

5,667

- Tribal 137
- Government 3,899
- Community 1,631

State	Government	Community	Tribal	Total
Florida	176	64	0	240
Nebraska	15	11	0	26
South Dakota	9	0	2	11
Texas	343	158	0	501
Vermont	9	6	0	15
Total	552	239	2	793

CPEP: Regional Highlights

- Atlanta
- Chicago
- Dallas
- Philadelphia
- New York
- Los Angeles

CPEP: Program Challenges

- 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

National Advisory Committee Member and Ally Engagement

- Assist in identifying mobile QAC sites in HTC areas.
- 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?