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

- Atlanta: 278
- Chicago: 171
- Denver/Dallas: 295
- Los Angeles: 301
- New York: 186
- Philadelphia: 175

Data Current as of 11/1/19
## 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
- Congoese
- 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
- Congoese
- 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

### Atlanta–4
- Spanish
- Vietnamese
- Mandarin
- Haitian Creole

Data Current as of 11/1/19
**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 (NHOPIs), Polish Community, Portuguese Community, Renters/Complex Households, Russian Community, Rural, Seniors, SIS, Veteran/Active Duty

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**ATL**
- 58% General
- 17% Hispanic Community
- 9% CSLN
- 9% Government
- 4% Faith-Based

**CHI**
- 71% General
- 15% Asian Community
- 1% CSLN
- 1% Veteran/Active Duty
- 9% Other

**PHIL**
- 90% General
- 7% Congressional
- 2% CSLN
- 1% Media
- 1% Foreign-Born/Immigrant

**NY**
- 31% General
- 26% Hispanic Community
- 10% CSLN
- 8% Asian Community

**DEN/DAL**
- 44% Hispanic Community
- 8% General
- 18% Media
- 5% CSLN
- 11% Asian Community

**LA**
- 39% Hispanic Community
- 18% General
- 13% Media
- 17% Asian Community
- 4% CSLN
- 4% Other

Data Current as of 11/1/19
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

Total Partners - 86,148

- ATL: 13,869
- CHI: 10,742
- DN: 24,584
- LA: 20,001
- NY: 7,788
- PHI: 9,164

Data Current as of 11/1/19
Active Partners

Organization Sector - 86,148
Local Complete Count Committees
5,667

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

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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.