

2020 Census Community Partnership and Engagement Program

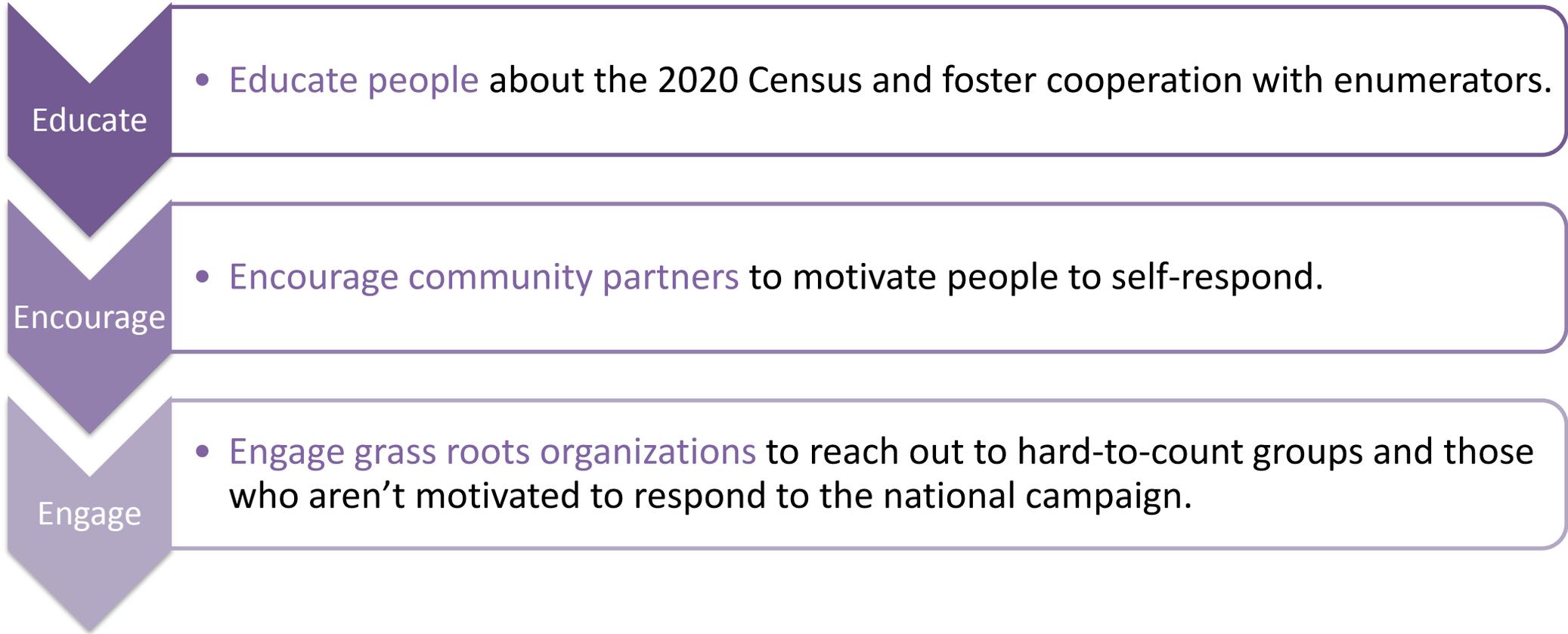


Dale Kelly
Field Division Chief

2020 Census

Community Partnership and Engagement Program (CPEP)

CPEP's purpose and mission is to enroll community partners to help increase participation in the census by those who are less likely to respond or are often missed by using what we call the 3 "E's".



2020 Census

CPEP-Partnerships Throughout the United States

Leveraging Trusted Voices throughout All Elements of the CPEP

- 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
- Foreign Born and non-English Speaking
- Lesbian, Bisexual, Gay, Questioning/Queer, Transgender Outreach (LBGQT)
- Renters in Rural and Urban Areas
- Children Under 5
- Statistics in School for School Age Children
- Higher Education (Census on Campus)

State Complete Count Commissions



Form State Complete Count Commissions with the highest elected officials for each state.

Complete Count Committees



Form Complete Count Committees at the county, municipal, and community levels.

Community Partnership and Engagement Program (CPEP)

Key Considerations:

- Early start and ongoing engagement
- Integration and continuous coordination with:
 - Local and national partners
 - Communications Campaign messaging

Approach:

- Leverage trusted voices, both locally and nationally
- Support provided based on partner reach and interest
- Develop a suite of awareness executions to increase reach and utility (digital and print)

Community Partnership and Engagement Program (CPEP)

Ways Partners Provide Support:

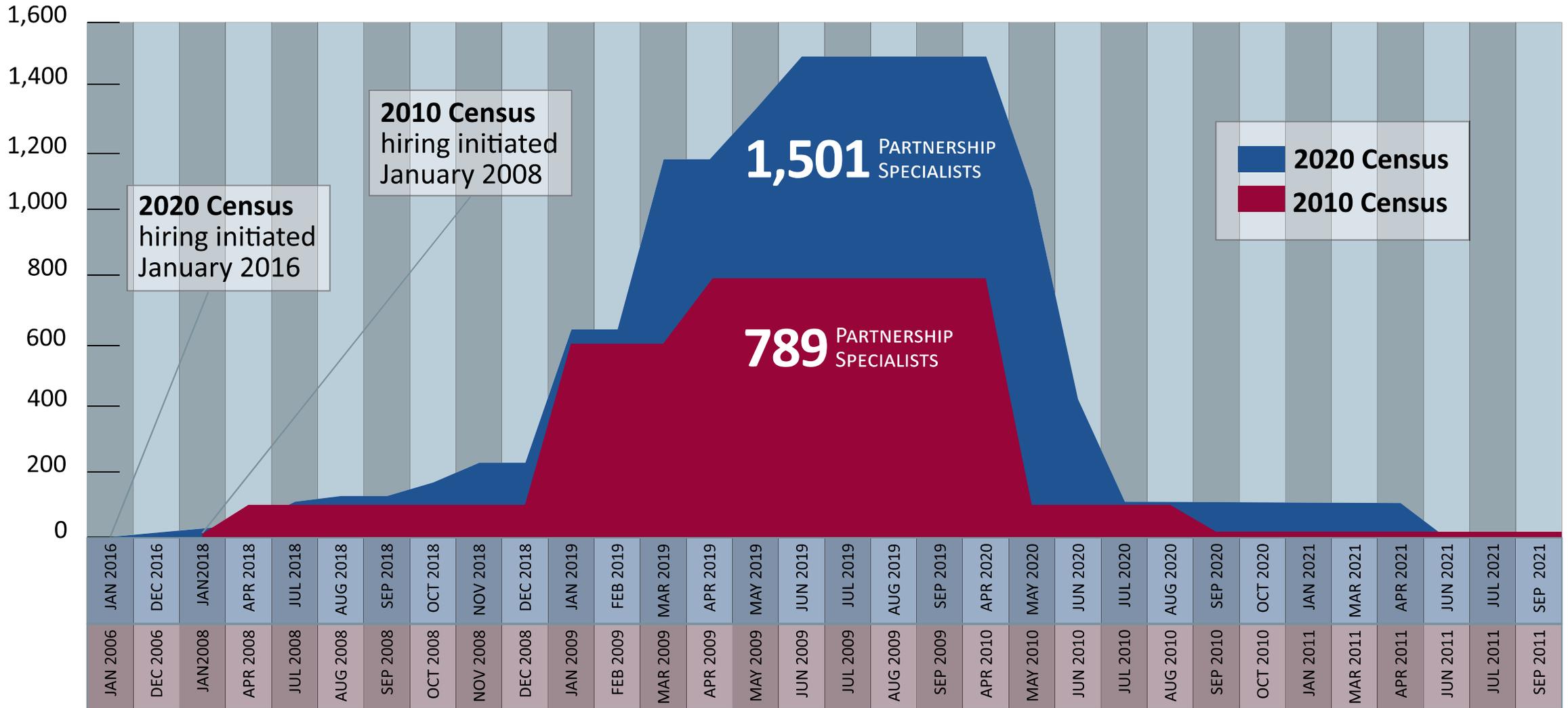
- Be that Trusted Voice
- Promote Census Jobs
- Include Census messaging in newsletters, websites, mailings
- Invite Census staff to participate in community events, festivals, parades
- Provide donated space for training
- Provide volunteers for local outreach efforts, such as canvassing neighborhoods with census messaging
- Provide language support for those spoken in their community

Local Partnership Specialists

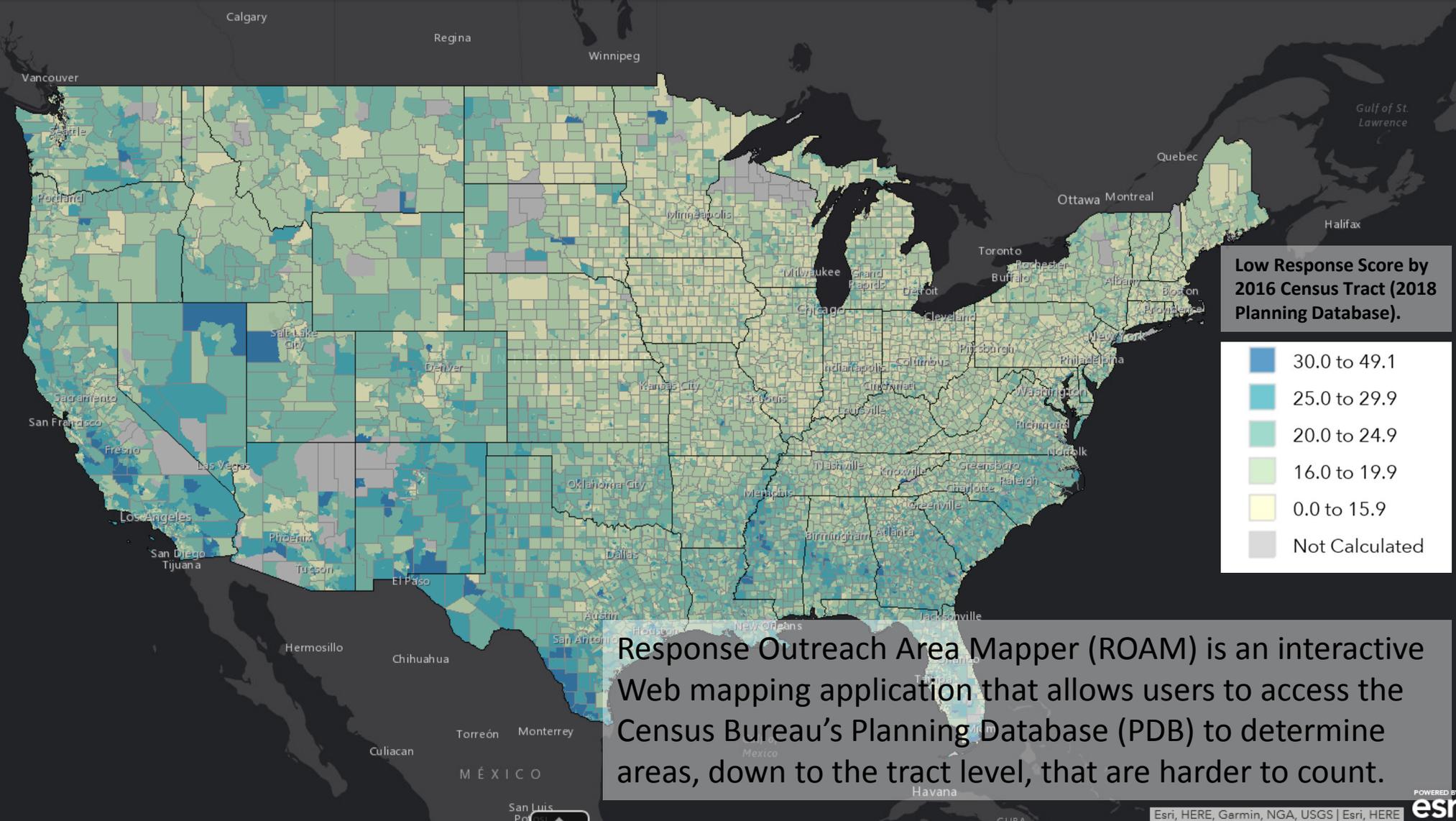
They are:

- 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

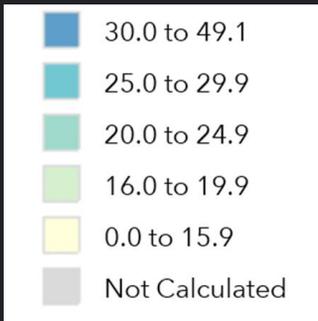
Partnership Specialist Staffing - 2020 Census vs. 2010 Census



Map navigation controls including zoom in (+), zoom out (-), home, and a search bar with the text "Use dropdown to search" and a magnifying glass icon.



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

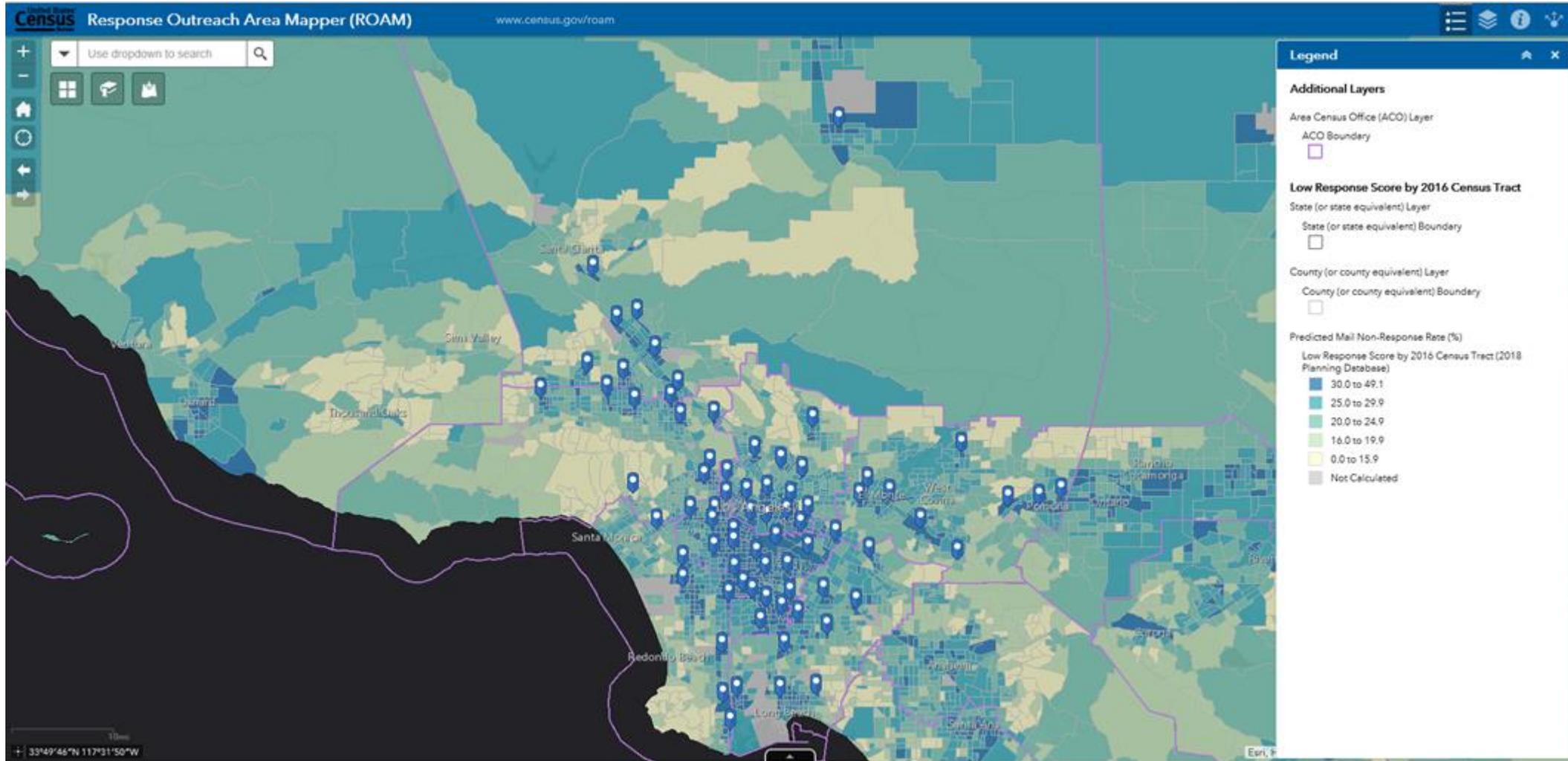


Response Outreach Area Mapper (ROAM) is an interactive Web mapping application that allows users to access the Census Bureau's Planning Database (PDB) to determine areas, down to the tract level, that are harder to count.

300mi
40°42'07"N 117°27'43"W

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

Focus is Local

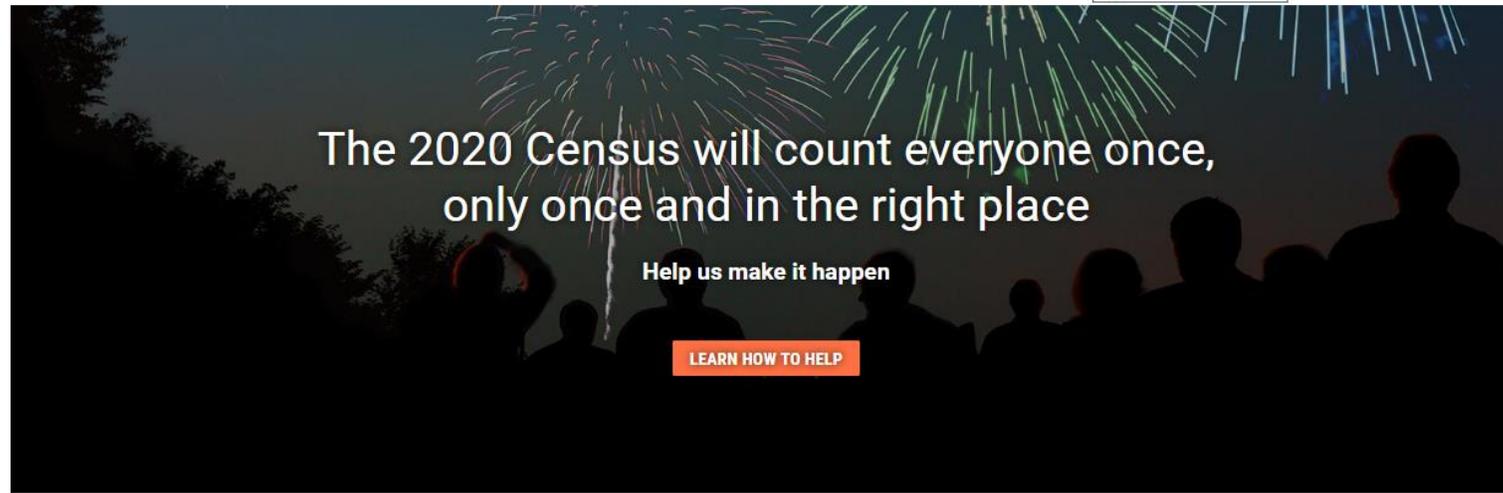


Our Ask To Help Make The 2020 Census An Accurate Count Of Our Nation's People

- Actively support an accurate 2020 Census count of all people living in the United States. <https://2020census.gov>
- Form or join a Complete Count Committee and use the Census Bureau's Response Outreach Area Mapper to inform strategy to reach every resident in a community. <https://www.census.gov/roam>
- Spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020. <https://2020census.gov/jobs>
- Urge everyone to self-respond to the census in late March and April 2020.
 1. The Census is Important
 2. The Census is Easy
 3. The Census is Safe

2020census.gov

Language Options:  English 



Why It Matters

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HERE'S A CTA

Partnership Portal

Get Involved

What You Can Do Now

- Sign-up and join our email list
- Host a Census Solutions Workshop
- Establish or join a Complete Count Committee
- Share content about Census online—blogs, news stories, social media, websites
- Help recruit for 2020 Census jobs
- Use our mapping tools to identify your hard-to-count areas
- Participate in training opportunities—Data Dissemination Workshops or talk to a data expert 1-844-ASK-DATA

census.gov/partners



ASK

Any suggestions of organizations that would be interested in becoming a partner or the Census Bureau should engage with at the local and regional level?