

# 2020 Census Program Management Review

## 2015 Census Test Communication Activities

Tasha Boone  
Decennial Directorate

April 8, 2015

# Outline

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- 2015 Census Test Communications Research
- Landscape
- Timeline
- Partnership
- Road Tour
- Media
- Website
- Social Media
- Paid Advertising
- Campaign Tracking and Analysis
- 2020 Census Integrated Communications Contract

# 2015 Census Test Communications Research

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- **Goals:** Test insights will support these 2020 Census goals:
  1. Increase opportunities to engage hard-to-count populations.
  2. Increase self-response to reduce NRFU and related costs.
  3. Testing communication activities to inform the 2020 communication program.
  
- **Objectives:** Implement a comprehensive and integrated communications program in the Savannah media market to:
  1. Support the OSR test by increasing respondent preregistration within “Notify Me.”
  2. Motivate self-response, especially online.
  3. Answer communications research questions regarding the use and impact of micro-targeted digital advertising.

# 2015 Census Test Communications Research

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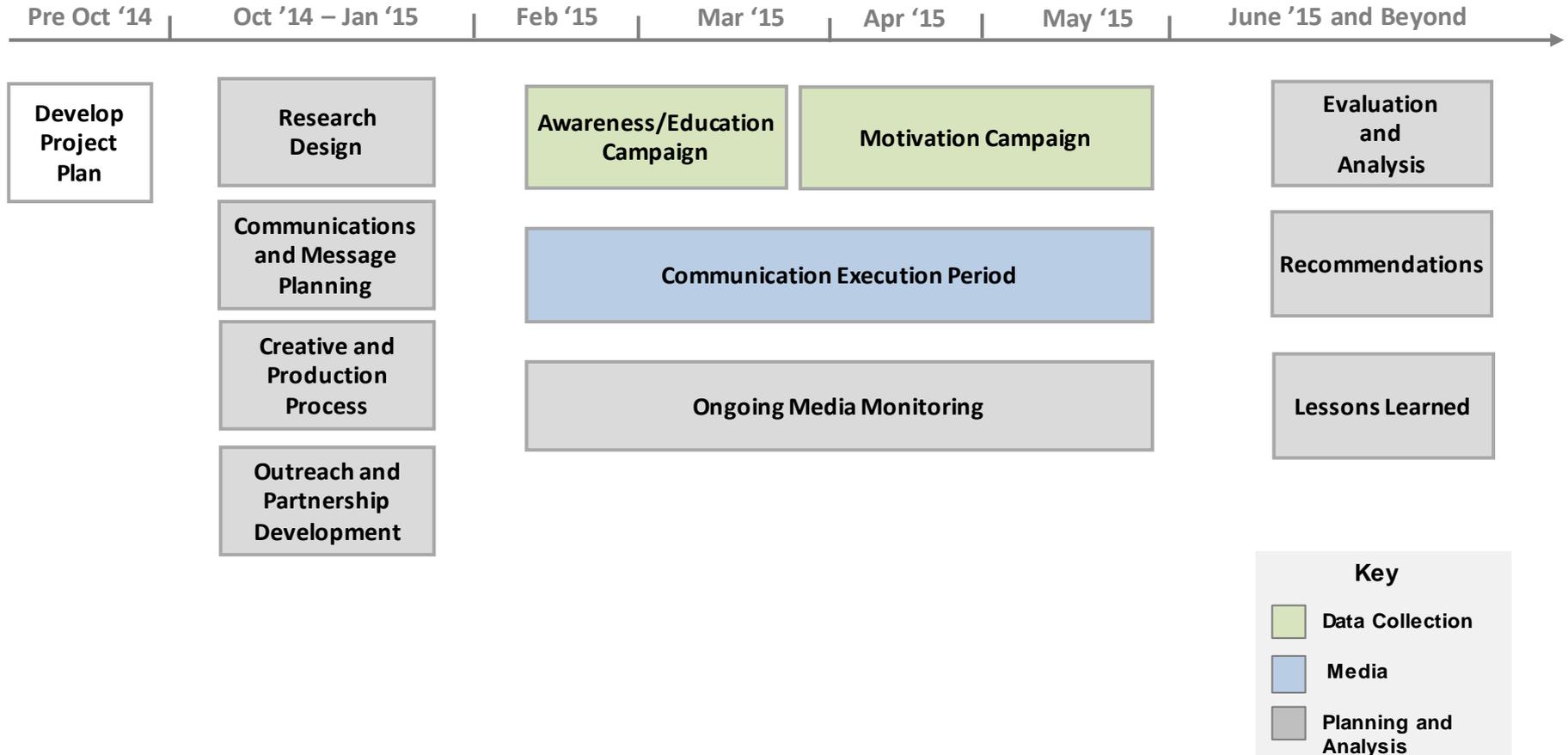
- What are the effects of integrating and combining **digital advertising** and **micro-targeted ads** with other traditional communications, such as mail postcards and letters, earned media coverage, computer-automated phone calls, broadcast and radio ads, and outreach through partnerships?
- Specifically, we will explore the effects on:
  - Internet and overall self-response rates
  - Internet and self-response rates of specific socio-demographic groups
  - Internet and self-response rates of housing units targeted by specific mail-out strategies
  - Preregistration rates

# Landscape

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- Test focused on Savannah designated market area (DMA)
  - 338,000 households
  - 20 counties (17 in Georgia and 3 in South Carolina)
  - 106 ZIP codes
- Attempt to replicate key census communications elements
  - Earned media
  - Partnership and outreach
  - Television and radio advertising
  - Print and out-of-home advertising
  - Digital advertising and social media
- Influencer phone calls (60,000 calls)
- Mailings to sample of households (90,000 HHs)
- No NRFU

# Timeline



# Partnership

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## Activities

- **Two local partnership staff** on the ground in the Savannah market area
- **280+ partners, including:**
  - West Broad Street YMCA; Chatham County, GA
  - Second Harvest of Coastal GA; Chatham County, GA
  - Savannah Chamber of Commerce; Chatham County, GA
  - Toombs-Montgomery Chamber of Commerce; Toombs County, GA
  - Hand to Hand, Heart to Heart; Toombs County, GA
  - Boys and Girls Club of Altamaha; Wayne County, GA
  - Sun City; Beaufort, SC
  - Allendale-Hampton-Jasper Regional Library; Hampton and Jasper Counties, SC
  - Metter Presbyterian Church; Candler Counties, GA
  - Goodwill of Jesup; Wayne County, GA
  - Region 1 Migrant Education Program Office; Bulloch County, GA
  - Long County Recreation Department; Long County, GA
- **Testimonials** - filmed nine area participants in support of the test for distribution via social hub and partnership activities
- **Champions program** - empowering individuals in rural communities with low Internet penetration to promote the test census

# Partnership

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Norberto López  
Beaufort, SC

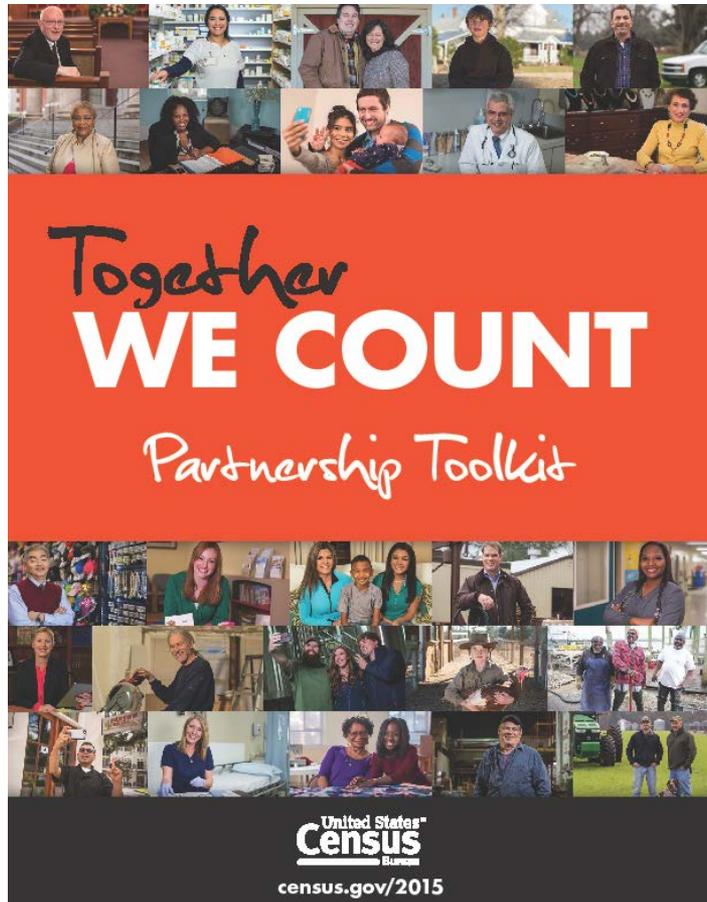
# Partnership

## Events

- **3/23/15** - Kickoff event to launch opening of data collection with Under Secretary Doms, Director Thompson, and Associate Director Blumerman
- **Census Day – April 1, 2015** (Events and related partnership activities)
  - **Book Mobile:** Stops in Hampton and Jasper County
  - **Second Harvest:** Stop in Candler County to deliver food at the Metter Presbyterian Church (400 attendees expected)
  - **Good Will Job Connection:** Event in Wayne County
  - **Event partners:**
    - City of Savannah; security and fire truck
    - Savannah-Chatham Public Schools; high school drum lines
    - E93 (WEAS) Radio; promotion, DJ, and live broadcast
    - 520 Wings; food and beverage
    - SeeSaw; large sidewalk chalk mural
    - YMCA; face painting
    - Wardlaw Brothers; live performances



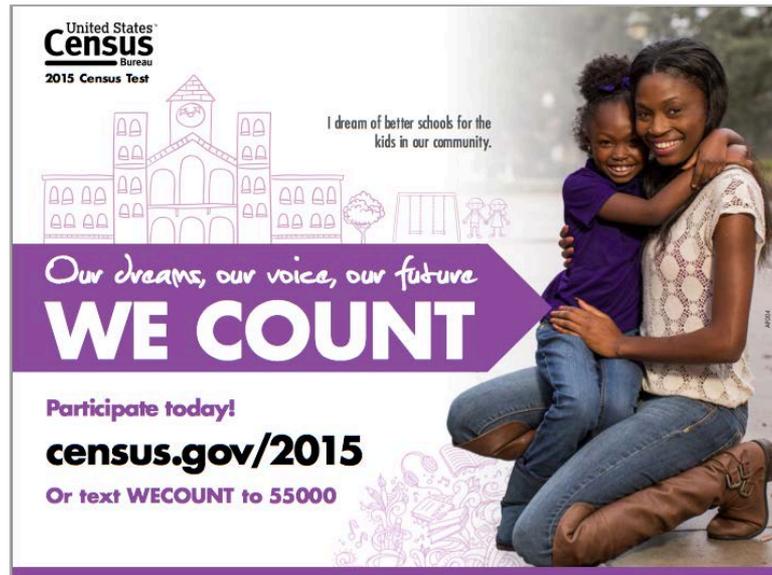
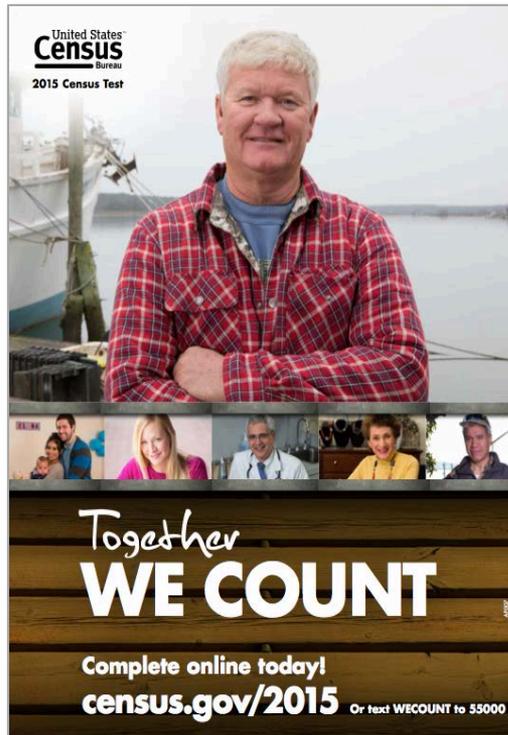
# Partnership



## Toolkit will include:

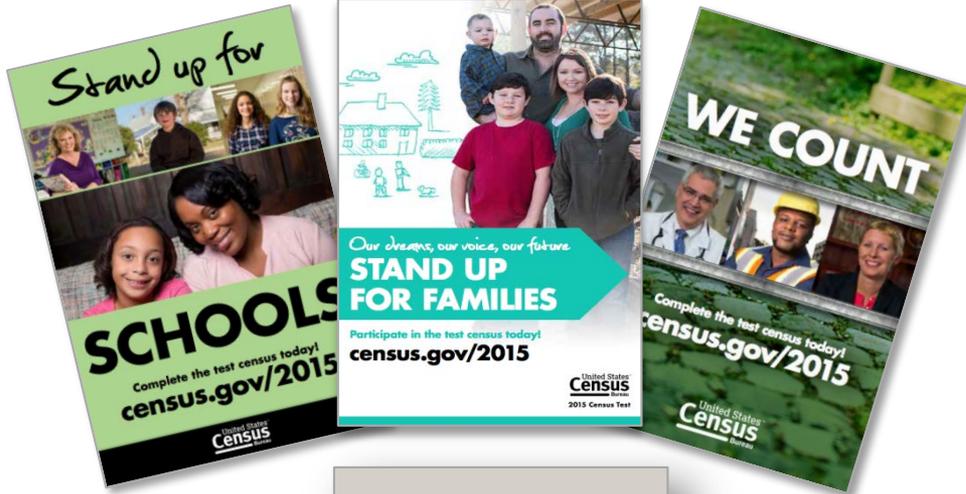
- Information to inform partners about the 2015 Census Test: Brief points about the census test, its importance, and your role
- Information geared toward the concerns of various communities
- FAQs about the census and this census test
- An explanation of the items on the census test
- Email samples of notes partners can tailor to send to members of their community
- Article samples of a story partners can post on their website or in their newsletter
- List of places people can go to fill out the census test form online
- List of ways to organize a successful community-based gathering for the census test

# Examples of Posters (Non-Paid)



# Outreach materials

(front)



(back)

**WHY SHOULD I PARTICIPATE?**  
Savannah and the surrounding counties have been selected as the site of the 2015 Census Test, which will explore new ways to respond online. Everyone counts, so go online to complete the test census today.

**HOW CAN I PARTICIPATE?**

- 1 Go to [census.gov/2015](http://census.gov/2015) to complete the 2015 Census Test.
- 2 Fill out the short test census and press "Submit."
- 3 Spread the word! Make sure your friends know about the 2015 Census Test. Visit the social hub and share content at [census.gov/2015socialhub](http://census.gov/2015socialhub).

#WeCount2015

Go to [census.gov/2015](http://census.gov/2015) and fill out your test census today! You can also scan this QR code to go directly to the Web page.



**COMPLETE THE 2015 CENSUS TEST**  
Savannah and the surrounding counties have been selected to shape how the nation responds to the next census in 2020.

**HERE'S HOW TO PARTICIPATE**

- 1 Go to [census.gov/2015](http://census.gov/2015).
- 2 Fill out the short test census and press "submit."
- 3 Spread the word! Make sure your friends know about the test census. Visit the social hub and get engaged at [census.gov/2015socialhub](http://census.gov/2015socialhub).

#WeCount2015

Go to [census.gov/2015](http://census.gov/2015) or text WECOUNT to 55000 to fill out your test census today! You also can scan this QR code to respond.



8M001

(Bookmark)

**census.gov/2015**

United States  
**Census**  
Bureau

**Key Dates**

- February 23:** Online registration open for Notify Me service
- March 23:** 2015 Census Test available at [census.gov/2015](http://census.gov/2015)
- April 1:** Census Day events
- May 31:** Deadline for residents to complete the 2015 Census Test questionnaire.

**WE COUNT.** Show your support at [census.gov/2015socialhub](http://census.gov/2015socialhub)

(Wallet Card)

# Road Tour

- 2 partnership specialists
- 2 GSA rented cars w/signage
- iPads to fill out the census onsite
- Distribute promotional materials
- Target areas and events where people congregate, where there is low connectivity and hard to reach populations

Complete the  
test census today!  
[census.gov/2015](http://census.gov/2015)

Together  
**WE COUNT**



Together  
**WE COUNT**



United States™  
**Census**  
Bureau  
[census.gov/2015](http://census.gov/2015)

# Media

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- There have been two media events to kick-off the 2015 Census Test:
  - “Notify Me”, February 27
  - Test Launch, March 23
- **February 23 – April 1, 2015**
  - Total media mentions (including reprints): 1068

# Website



## Stand up and be counted.

Be a voice for your community and the nation. The Coastal Empire and the Lowcountry are paving the way for a digital census in 2020. Don't miss your chance: Take action now.

The information you provide will remain completely confidential.

Begin

Comience la Encuesta



## Why participate?

The Census Bureau is testing new, updated methods of conducting the census. The goal is to improve the accuracy and completeness of the count for all, and in a more cost-effective way.

An accurate census count means that your community — and others in the nation — can receive the funding, services, and business support they deserve and need. You can help make improvements to the census process for the whole country.

If you live in one of the Georgia or South Carolina counties listed below, please [participate now](#)



# Social Media

## 2015 Census Tests

About these Tests

Maricopa Test Site

Savannah Area Test Site

Address Validation Test

National Content Test

### Help Promote the 2015 Census Test



The 2015 Census Test in the Savannah area will pave the way for a reengineered and more cost effective 2020 Census. We are relying on you — residents, local governments, faith-based and community organizations, schools, media, businesses, and others — to help this effort succeed. Use this social hub to share and download social media and partner materials to show your support and learn how you can share a photo for our #WeCount2015 photo campaign. [\[Learn More...\]](#)

REGISTER NOW ▶

### 2015 Census Test Timeline

Timeline of 2015 Census Test events:

- February: 2/23: Notify Me
- March: 3/23: 2015 Census Test Opens
- April: 4/1: Census Day
- May: 5/31: 2015 Census Test Closes

Timeline image showing various people participating in the census test, including a woman in a black blazer, a man in a white lab coat, a couple taking a selfie, and a group of people in a community setting. The image includes the United States Census Bureau logo and the hashtag #WeCount2015.

Buttons below the timeline:

- Share Census Content
- Download Partner Materials
- Share a photo

### Your Share Can Make a Difference

The 2015 Census Test in Savannah and 20 nearby counties in Georgia and South Carolina were chosen to test ways to encourage residents to respond online. Use #WeCount2015 to tell your friends about the survey on your social networks. Together, we can educate

# Social Media

Share Census Content

## Image Gallery

Images to share on social media.



Download Partner Materials

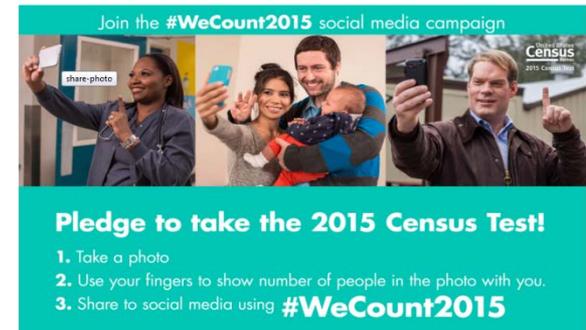
## Partnership Materials

Toolkits, sample materials, social media content, press material, maps ...



Share a photo

## Hashtag Gallery



# Social Media

Social media content for partners to help spread the word about the test.

Facebook Post	Tweet	Image (Images require 23 characters on Twitter)
<p>Coastal Empire and Lowcountry residents! You have the chance to tell the @U.S. Census Bureau how you prefer to be notified to participate in the 2015 census test. Learn how, and like this post if you support #WeCount2015: <a href="http://go.usa.gov/3cUGH">http://go.usa.gov/3cUGH</a></p>	<p>Opt in to Notify Me to receive a reminder when the test census opens on 3/23. #WeCount2015: <a href="http://go.usa.gov/3cUGH">http://go.usa.gov/3cUGH</a></p>	
<p>We're partnering with the @U.S. Census Bureau to spread the word about the 2015 Census Test because it will help our nation's communities receive the funding and services they need. Like this post if you'll join #WeCount2015! <a href="http://go.usa.gov/3cEWE">http://go.usa.gov/3cEWE</a></p>	<p>We're partnering w/ @uscensusbureau for #WeCount2015 to promote 2015 Census Test. Learn more: <a href="http://go.usa.gov/3cEWE">http://go.usa.gov/3cEWE</a></p>	
<p>Why do #WeCount2015? Visit the 2015 Census Test social hub to learn why Coastal Empire and Lowcountry residents should join us in supporting the @U.S. Census Bureau's mission: <a href="http://go.usa.gov/3cEZx">http://go.usa.gov/3cEZx</a></p>	<p>RT if you'll join us to support &amp; participate in @uscensusbureau's #WeCount2015 test census! <a href="http://go.usa.gov/3cEZx">http://go.usa.gov/3cEZx</a></p>	

# Social Media

## Instagram



# Paid Advertising

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Paid advertising for the 2015 Census Test includes:

- Digital
- Television (Broadcast and Cable)
- Radio
- Print
- Out-of-Home

# Paid Advertising

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## New Communication Mechanism: Digital Advertising

- What is digital advertising?

The promotion of products or brands using one or more forms of electronic media. For example, advertising mediums that could be used include the Internet, social media, mobile phones, and electronic billboards, as well as via digital and television (broadcast and cable) and radio channels.

- Benefits:

- Less expensive entry costs
- Scalable budgets
- Greater targeting precision
- Real-time feedback
- Data collection yields rich insights
- Ability to efficiently pilot and test
- Ability to quickly adjust strategies

# Paid Advertising

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## Types of Digital Micro-Targeted Advertising

- **Demographic:** age, sex, race, device type used
  - Example: We will target those 65+ in Beaufort County, SC.
- **Behavioral:** past online behavior and/or lifestyle data
  - Example: We will target those in select ZIP codes in Chatham County, Georgia, who have visited Spanish-language websites in the past.
- **Geographic:** location (ZIP code, block group)
- **Contextual:** content with which users are currently engaging

# Paid Advertising

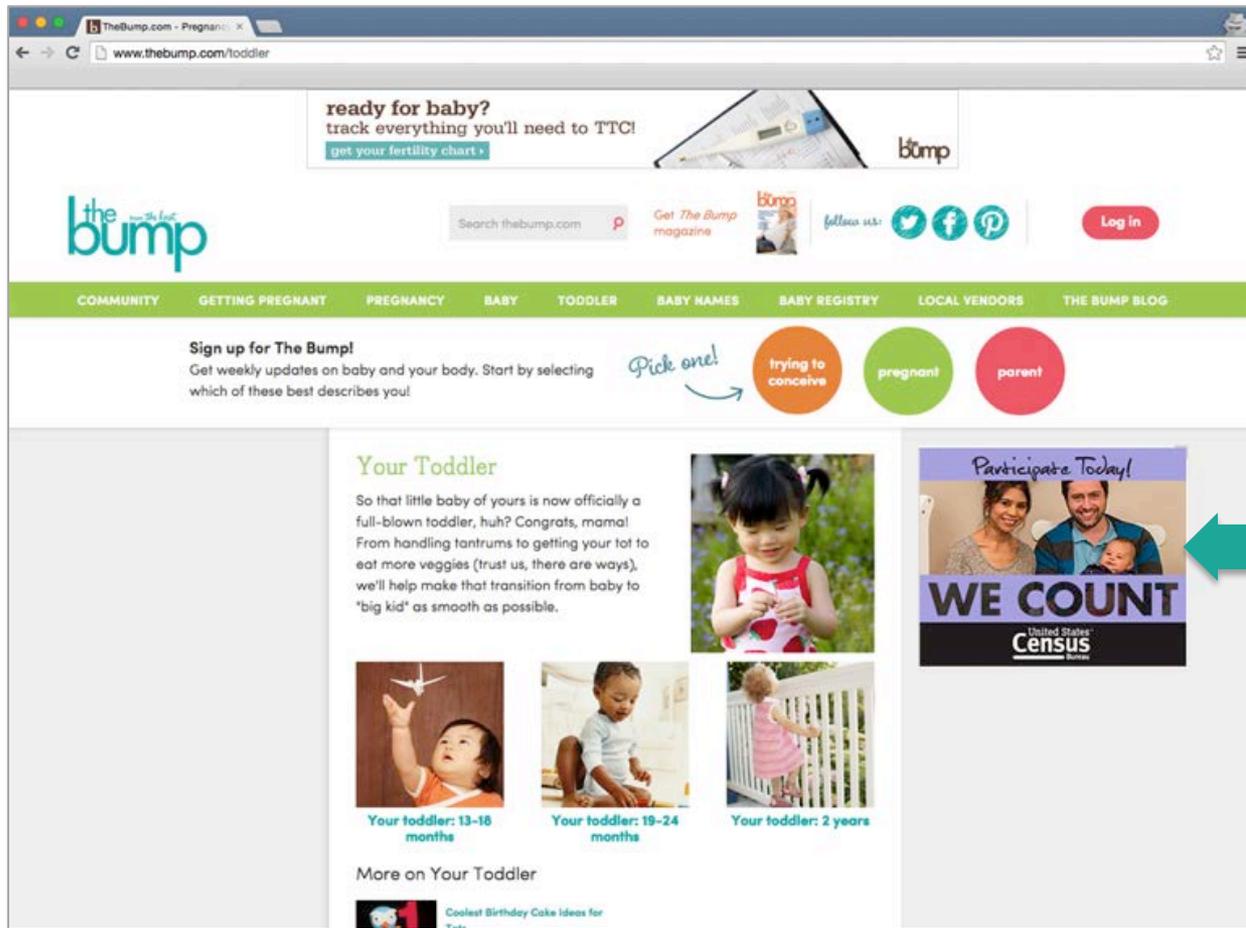
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## Overview of Digital Media Buy

- Digital advertisements run from February 23 through May 31, 2015.
- Digital advertisements in-market for both pre-registration and online response periods.
- Two types of ads:
  - Mobilization ads will drive visits to the landing page.
  - Awareness ads will increase the name recognition and general understanding of the 2015 Census Test.

# Paid Advertising

## Example of Digital Advertising – Display Ad



# Paid Advertising

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## Overview of Broadcast TV Media Buy

- Heaviest rotation during the first two weeks of the test period and in the final two weeks before it closes.
- 30-second spots to run continuously throughout test period.
- 60-second spots will run in heavy rotation during the test's first three weeks to build a strong basis of understanding for the test.
- 15-second spots will be deployed during the final two weeks to remind already-familiar audiences of the 2015 Census Test and the upcoming deadline for completion.

# Paid Advertising

## Examples of Broadcast TV Programs

*\* Spots will appear on all five networks (ABC, Fox, NBC, CBS, CW) during these programs:*

20/20	Ellen	Law & Order: SVU	Revenge
60 Minutes	Extra	Live! with Kelly and Michael	Saturday Today
ABC World News	Family Feud	Maury	Scandal
Blacklist	First News at 5 pm	Meet the Press	Shark Tank
Castle	Fox News at 10 pm	The Meredith Viera Show	Steve Harvey
CBS Afternoon Block	General Hospital	Mid Morning Live	Sunday Today
CBS Early Show	Good AM Savannah	Nashville	The Talk
CBS Evening News	Good Morning America	NBC Nightly News	The Today Show
CBS Saturday Early Show	The Good Wife	NCIS	The Tonight Show
Chef Jeff	Grey's Anatomy	NCIS: LA	The View
The Chew	Hawaii Five-O	NCIS: New Orleans	Wendy Williams
Chicago Fire	Inside Edition	News 3 Tonight	Wheel of Fortune
Chicago P.D.	Jeopardy	News at Daybreak	WSAV News 3
Coastal Sunrise News	Judge Judy	Person of Interest	WTOC News at 5:30 pm
Dateline	Judge Maybelline	The Price is Right	WTOC News at 6 pm
Days of Our Lives	Late Night with Seth Myers	The Queen Latifah Show	
Dr. Oz	Late Show with David Letterman	Rachael Ray	
Dr. Phil			

# Paid Advertising

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## Overview of Cable TV Media Buy

- To obtain the most efficient rates, cable spots will be purchased during blocks of time, not during specific programs.
- Heaviest rotation to occur during the first two weeks of the test period and in the final two weeks before closing.
- 30-second spots to run continuously throughout test period.
- 60-second spots will run in heavy rotation during the test census's first week to build a strong basis of understanding.
- 15-second spots are not available for cable advertising in the market.

# Paid Advertising

## Examples of Cable TV Programs

\* Spots will appear on various cable channels as shown below:

A&N

BET: Black Entertainment

Television

Bravo

Comedy Central

E!: Entertainment

ESPN2

FXNC: Fox News Channel

Golf

Hallmark

HGTV

HLN

Lifetime

MTV: Music Television

Spike

TLC

TOON: Cartoon Network

TRU: Tru TV

USA

VH1

# Paid Advertising

## Example of TV Advertisement - “My Census”



# Paid Advertising

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## Overview of Radio Media Buy

- Stations selected based on cost, demographics of listeners, and input from the Atlanta Regional Office and 2015 Census Test partnership specialist.
- Ads to run in English and Spanish.
- Produced ads – 60 seconds in length – will run during the entire period that the test census is open.
- “Live read” ads – a radio host reads a tailored Census Bureau message – to air during the first and last two weeks of the test period.
- 30-second and 15-second spots are not cost effective for radio.

# Paid Advertising

## Examples of Radio Programs

**\* Spots will appear on the following stations:**

### General Market:

WAEV-FM (Top 40)  
WGCO-FM (Country)  
WIXV-FM (Classic Rock)  
WJCL-FM (Country)  
WRHQ-FM (Alternative)  
WTKS-AM (News/Talk)  
WUBB-FM (Country)  
WBMQ-AM (News/Talk)

### African-American:

WEAS-FM (Urban Contemporary)  
WLVH-FM (Urban Contemporary)  
WSOK-AM (Gospel)  
WTYB-FM (Urban Contemporary)  
WQBT-FM (Urban)

### Spanish Language:

WNFO-AM (Spanish)

# Paid Advertising

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## Example of Radio Advertisement – “Rural”



Bob Kicklighter  
Claxton, GA

# Paid Advertising

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## Overview of Print Media Buy

- Print placements largely concentrated during the beginning and end of the test census period.
- Ads to run as full pages.
- Placements chosen based on:
  - Circulation (e.g., Savannah Morning News)
  - Impact on rural communities (e.g., The Darien News)
  - Appeal among hard-to-count and minority populations (e.g., Savannah Herald, Savannah Tribune, La Isla Magazine)
- **Papers:** Savannah Morning News, Beaufort, Savannah Herald, Savannah Tribune, The Gullah Sentinel, La Isla Magazine, Darien News, The Advance

# Paid Advertising

## Examples of Print Ads

We are the Lowcountry

United States Census Bureau

**WE COUNT**

Savannah and the surrounding counties have been selected to shape how the nation responds to the next census in 2020. Everyone counts, so go online to complete the test census today!

Complete the test census today  
**census.gov/2015**

Beaufort Gazette, Beaufort Co., SC

The Lowcountry Can "Speak Up" With Test Census

Ashana Jones Larry Toomer

Lowcountry residents Ashana Jones and Larry Toomer represent the region's great diversity — but also share a mission. It's a mission that drives their support for the area's participation in the 2015 Census Test.

Jones, attracted by the natural beauty of the waterside community, moved to Beaufort from Brooklyn about 20 years ago to provide a better life for her first child.

"I believe the more in touch you are with nature, the better — the more grounded you are as a human being," Jones says.

Today, the single mother works three jobs while also volunteering at a domestic abuse shelter and to help teenage mothers. It's a struggle, but she does it to create a brighter future for her two children and other families in the region.

Toomer, with deep roots in the area, also feels driven to work for the betterment of his community.

Toomer's family has been in the seafood business in the Bluffton area since the early 1900s, and he and his wife own the popular Bluffton Seafood House and successful Bluffton Oyster Company. In November 2013, the father of five was elected to the Bluffton Town Council — a position he sought to protect the May River and help ensure the town's residents "don't lose that quality of life that so many people are attracted to."

Now both Jones and Toomer see another chance to make good on their mission to strengthen their families and communities — and ultimately the nation — by supporting and participating in the 2015 Census Test.

**Who Should Complete the 2015 Census Test**

Every household in the following counties must complete the online questionnaire. In South Carolina: Beaufort, Hampton and Jasper. In Georgia: Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Screven, Tattnall, Toombs and Wayne.

"I know how important the census is for businesses, communities, families and government," Toomer says. "We really need to seize this chance to have an impact."

Jones says, "With this opportunity, I can speak for myself, and speak up for my children's benefit. We can count toward how things are done."

That's an opportunity the test census is providing to everyone in an area that includes three counties in South Carolina — Beaufort, Hampton and Jasper — and 17 in Georgia. This area is one of only two places in the country selected for the 2015 Census Test, which means this is a special chance for Lowcountry households to lead the way for the nation.

The Census Bureau is conducting the test census here from March 23 to May 31, trying out new methods for publicizing and completing the questionnaire. It uses when counting the entire U.S. population every 10 years. The test census in this area includes asking everyone to complete the test census questionnaire online, using a desktop computer, laptop, tablet or smartphone.

**How to Complete the 2015 Census Test**

To complete the 2015 Census Test, anyone living in the test census area can go online to [census.gov/2015](http://census.gov/2015). This is accessible on the internet from a desktop computer, laptop, tablet or smartphone, and people can use computers at public libraries. All information provided on the test census is kept confidential, so it is safe and secure.

More information about the 2015 Census Test is available online at [census.gov/2015socialhub](http://census.gov/2015socialhub). This site includes a video of Jones sharing her story.

Lessons learned from the Lowcountry and the Georgia counties can be applied to the nation in 2020, when the national census takes place. The results could help the U.S. save billions of dollars on future collection efforts while obtaining a complete count of the nation's population.

A complete count is critical, not only for determining how many representatives a state has in Congress, but for many other things that have an impact at the local level. For example, census statistics affect how the federal government distributes over \$400 billion every year, for needs such as health care, housing, education and rural development.

At the local level, policymakers often use census statistics to help them make decisions on issues such as school construction, health care services, roads and bus routes. And businesses use the statistics to help them decide where to open stores.

The importance of the 2020 Census is why Jones and Toomer, and who are devoted to the mission of speaking up — to make sure every resident is counted.

Complete the test census today  
**census.gov/2015**

Bluffton Breeze, Beaufort Co., SC

United States Census Bureau

Together WE COUNT

Savannah and the surrounding areas, including Toombs County, have been selected to shape how the nation responds to the next census in 2020. Everyone counts, so go online to complete the test census today!

Complete the test census today  
**census.gov/2015**

The Advance, Toombs Co., GA

# Paid Advertising

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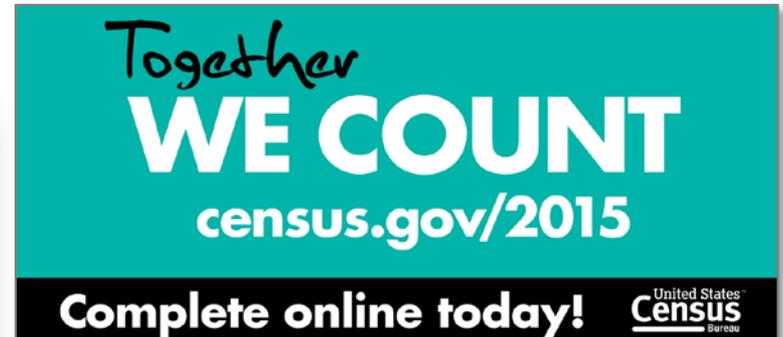
## Overview of Out-of-Home Media Buy

- Out-of-home ads will be limited to billboards.
- Billboards offered in multiple sizes based on available inventory.
- Placements chosen to:
  - Reach rural audiences (providing supplement for the lower rates of digital advertisements)
  - Provide some city-center coverage

**Markets:** Beaufort County, SC, Hampton County, SC, Jasper County, SC, Jeff Davis County, GA, Long County, GA, McIntosh County, GA, Montgomery County, GA, Chatham County, GA

# Paid Advertising

## Examples of Out-of-Home Ads



# Campaign Tracking and Analysis

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- Real-time optimization of digital media spend
- Weekly reporting of insights, priorities, and next steps
- Customer Experience Management (CEM) Dashboard
  - Customized set of dashboards specific to 2015 Census Test
  - Includes website metrics from Site Catalyst
  - Incorporates daily inputs across digital advertising, social media, traditional media, earned media, and partnership outreach
  - Includes tracking of 2015 Census Test survey response data

# 2020 Census Integrated Communications Contract

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- October 1, 2014 – Request for Information (RFI) posted
- October 31, 2014 – All responses to RFI received
  - 32 total received: 19 small and 13 large businesses
- Currently in the process of reviewing RFI responses and developing requirements for the draft Request for Proposal (RFP)
- Anticipate contract award one year earlier than done for the 2010 Census

# Questions

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[census.2020.program.management.review@census.gov](mailto:census.2020.program.management.review@census.gov)