

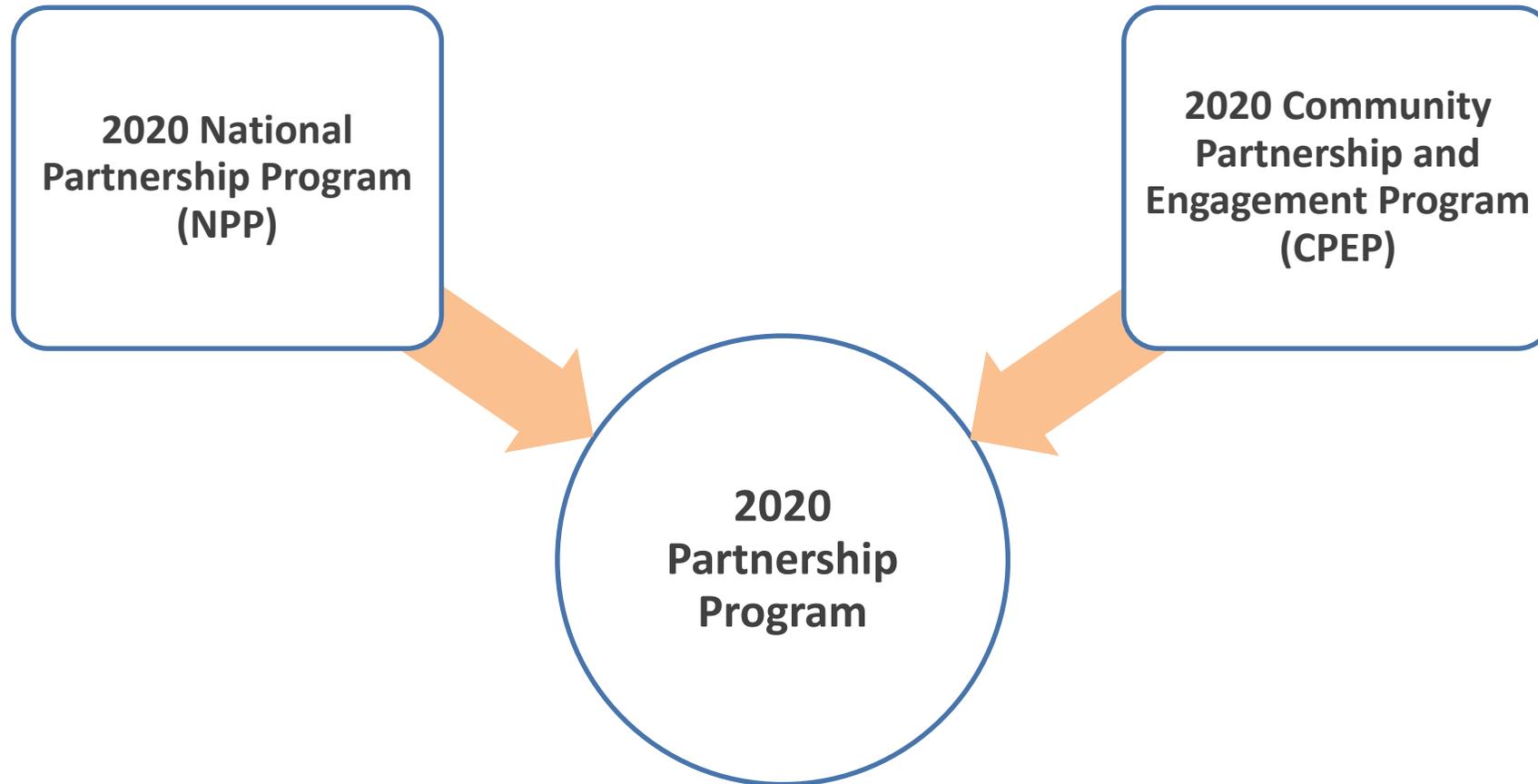
Update on National Partnerships

Raul Cisneros

Director of National Partnerships

Communications Directorate

Integrated Partnership and Communications 2020 Partnership Program



Highlights of 2010 Census Partnership Program

- Partners were **trusted voices**.
- More than 250,000 partners from Fortune 500 companies to local chambers, churches and governments at all levels.
- Critical support by state and local governments.
- Assisted with data collection support, recruitment, and promotion.
- Distributed and displayed promotional items, both in hard copy and online.
- Translated Census informational products into many languages.

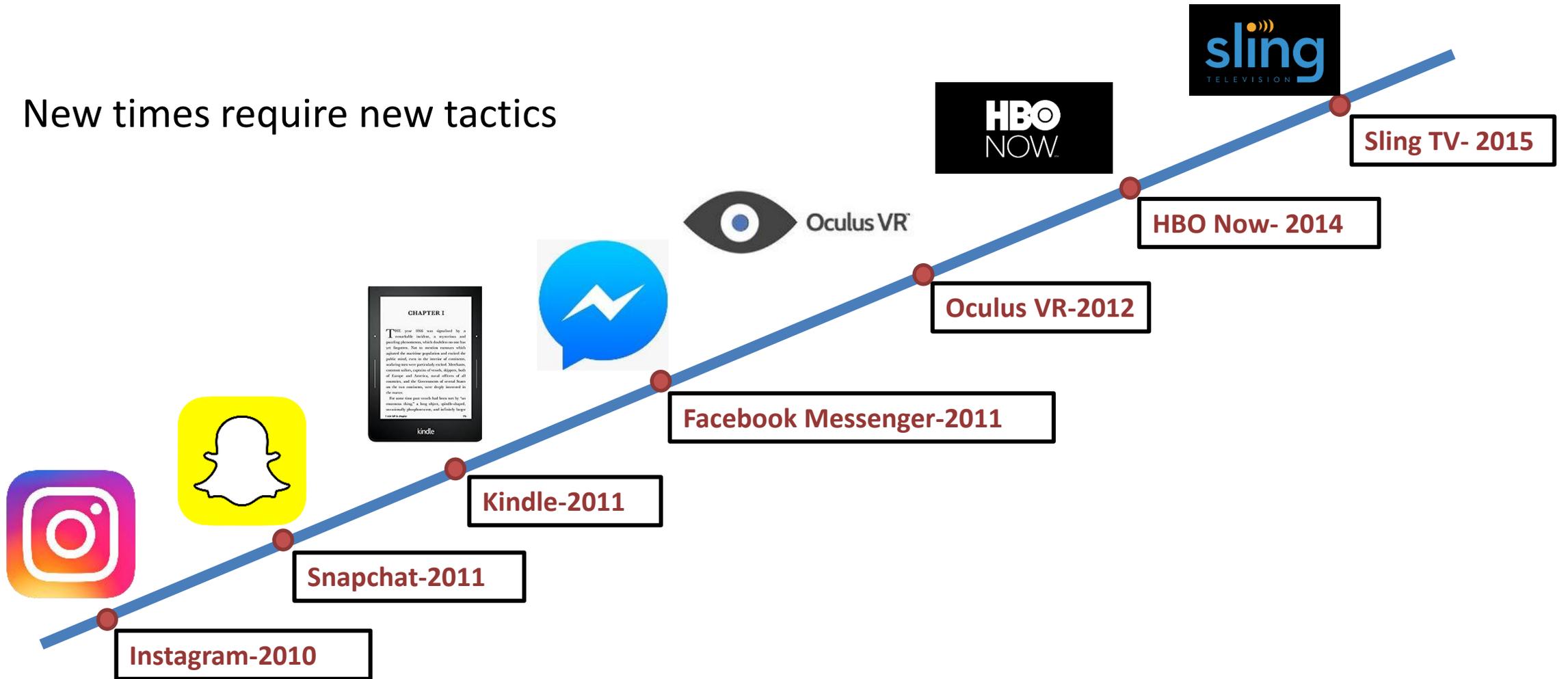
Highlights of 2010 Census Partnership Program (Cont.)

- Some examples of how national partners helped:
 - A major media network incorporated the Census into a soap opera story line
 - A major retailer included a Census message into their Sunday newspaper advertisement
- Placed drop-in articles in their newsletters, and developed co-branded products
- Offered speaking and presentation opportunities.

Post-2010 Census Learnings

- Based on the 2010 Census learnings, we did the following:
 - Implemented on evergreen national partnership program.
 - Started the partnership program earlier.
 - Increase the coordination among all the various levels of Census Bureau staff.
 - Develop an approach to determining a partner's value.

New times require new tactics



A Collaborative National Partnership Approach



CURRENT

One off / transactional

Quantity: how many partners can we acquire?

Indiscriminate selection of partners

One-by-one engagement of each partner

Census prescribes to partner what to do

Partners siloed by industry + sector

Tchotchkes and physical products

FUTURE

Enterprise-wide

Quality: high impact partners and engagements

Strategic engagement of high-value partners

Getting multiple partners in a room together

Partners codesign solutions together

Radical collaboration across silos

Transformative messages and digital products

2020 Census National Partnerships: Key Elements

- Census Solutions Workshops
- Account Manager Pilot
- Near-Term Activities

Census Solutions Workshops

The Census Solutions Workshop is a partner event that forges new cross-sector collaborations and commitments.

Workshop allows partners to:

- Identify new solutions
- Create shared buy in
- Make verbal/written commitments to solve some of our toughest challenges

HUMAN CENTERED DESIGN / DESIGN THINKING

The discipline of navigating complex problems and creatively designing effective solutions to meet people's real needs.

-United States Office of Personnel Management / Lab @OPM Lab

Census Solutions Workshops

REGION	CITY	HOST	DATE
Los Angeles	Mountain View, CA	Silicon Valley Community Foundation	12/11/17
Los Angeles	Los Angeles, CA	The Latino Coalition	06/18
Los Angeles	Los Angeles, CA	USC Annenberg Innovation Lab	06/16/17
New York	Providence, RI	National Urban League	04/13/18
New York	Boston, MA	Secretary of the Commonwealth	10/12/17
Philadelphia	Pittsburgh, PA	Greater Pittsburgh Nonprofit Partnership Summit 2017	10/05/17
Philadelphia	Baltimore, MD	Urban Institute NNIP Conference	05/19/17
Philadelphia	DC Metro Area	University of Maryland	05/18
Philadelphia	Hazard, KY	Hazard Community Technical College	4/26/18

Account Manager Pilot

“A new way of working with partners to create enterprise-wide impact and longer term buy in.”

Objectives

- Modernize and provide a structured enterprise approach to sustain and scale partner relationships.
- Integrate enterprise partner activities with complete count committees and other evergreen initiatives.

Criteria for Engaging National Partners

- REACH— What nationwide reach do they have?
- INFLUENCE— How trusted are they?
- ACCESS— Do they have access to hard to count and hard to reach communities?
- SECTOR— What sectors and are there collaboration opportunities?

National Partner Prospects and Segments

- Census Bureau compiled a starter list of potential partners.
- Communications contractor developed a point-of-view for national partnership program.
- Contractor offered a list of 53 potential partners in their POV.
- Segments are:
 - Non-governmental organizations
 - Media
 - Academic
 - Interest Groups
 - Technology
 - Retail
 - Advocacy

Near-Term Activities

- Account manager training – Ongoing
- National partner pitching – Ongoing
- Exploit technological and innovative solutions via sprints – Ongoing
- Launch of updated partner website with 2020-related content – April 2018
- Develop email communications strategy – Spring 2018 Start
- Host a prospective national partner webinar in the early Spring – May 2018

National Partner Considerations and Opportunities

- Build on 2010 Census successes.
- Collaborate and integrate with Field Partnership Program.
- Leverage partnerships into the future, beyond 2020.

Questions?

Integrated Partnership and Communications Update

Kaile H. Bower

Decennial Communications Coordination Office

Integrated Partnership and Communications Outline

- Overview
- Community Partnership and Engagement Program
- Field Recruitment Advertising and Communications
- Census Barriers Attitudes and Motivators Study
 - Survey
 - Focus groups

Integrated Partnership and Communications

Community Partnership and Engagement Program (CPEP)

Summary of Program:

CPEP focuses on building and engaging community or grassroots level partnerships throughout the United States.

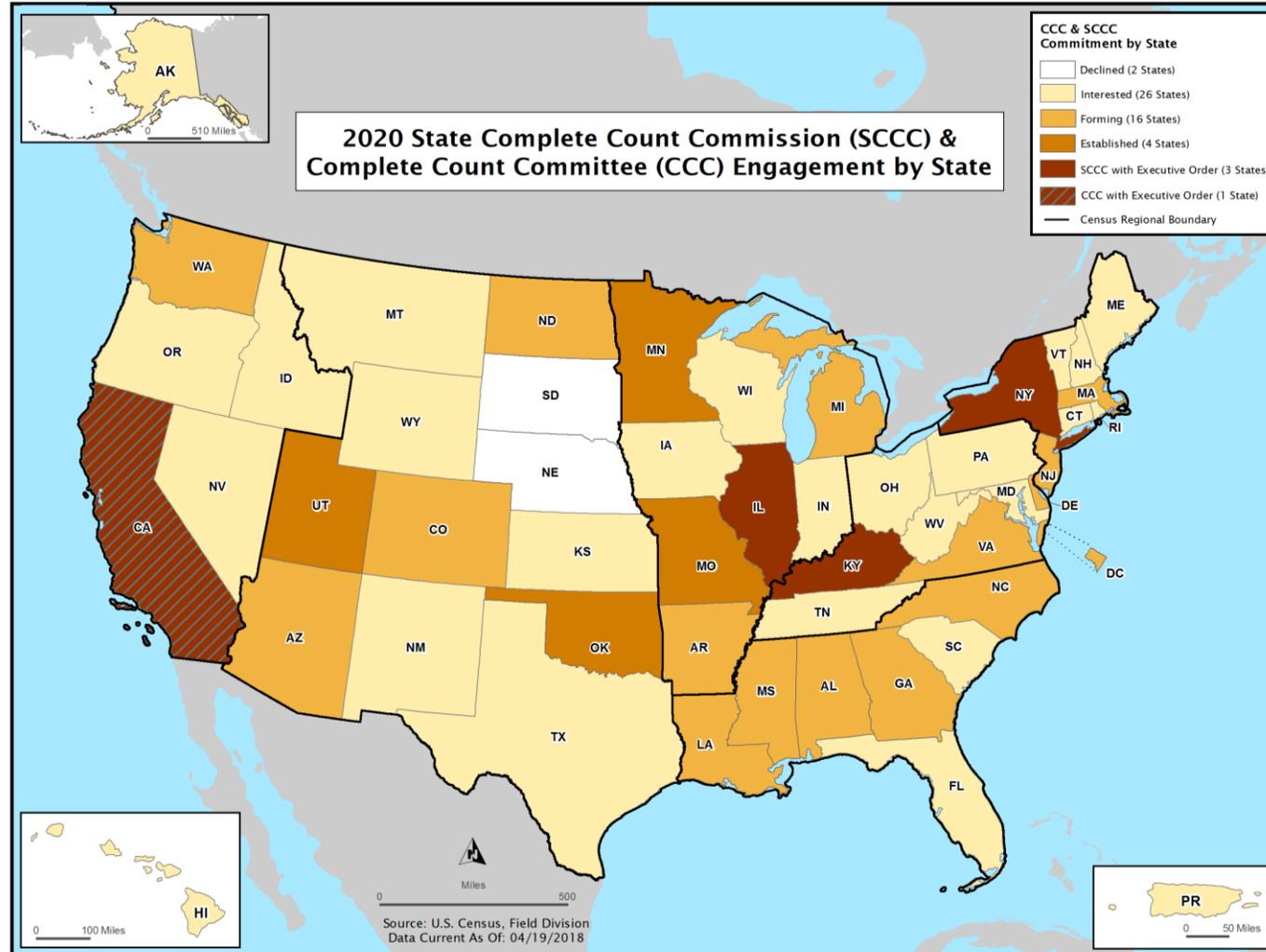
- Educate people about the 2020 Census and foster cooperation with enumerators
- Encourage community partners to motivate people to self-respond
- Engage grass roots organizations to reach out to hard-to-count groups and those who aren't motivated to respond

Key Accomplishments:

- FY18 44 Partnership Specialists in Total
- Regional CPEP Plans
- Completed Program Development - State Complete Count Commission and Complete Count Committee (SCCC/CCC) Program
- Completed SCCC/CCC Train the Trainer for all Partnership Staff
- Engaged over 1,526 Organizations
- Completed over 1,800 outreach events

Integrated Partnership and Communications

Community Partnership and Engagement Program (CPEP)



Integrated Partnership and Communications

Main Components

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the Island Areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Integrated Partnership and Communications

Field Recruitment Advertising and Communications

Summary of Program:

We will leverage various media channels, deploy hyperlocal and national campaigns, and develop one centralized recruiting resource—a 2020 Census jobs website—to hire the right people for the right geographic locations.

Key Accomplishments:

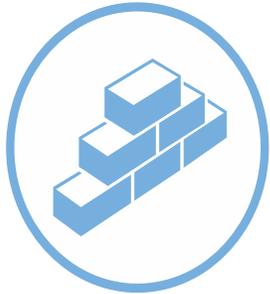
- Recruiting kick-off conference with regional leadership held on March 13 -15, 2018
- Industry Day for 2020 media planning and buys to support recruiting contract held on March 15, 2018
- Working with the Center for New Media & Promotion and Team Young & Rubicam to develop a 2020 recruiting website
- Working with AT&T to create a toll- free jobs line

Upcoming Milestones:

- September 4, 2018: Recruiting website activated
- September 4, 2018: Toll- free jobs line activated
- November 2019: recruiting advertisements and promotional materials developed

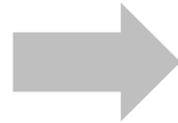
Integrated Partnership and Communications

Phased Research Approach



Foundational

- Research to identify what audiences need to know and how



Creative Development & Testing

- Creative concepts and pieces
- Qualitative and quantitative testing

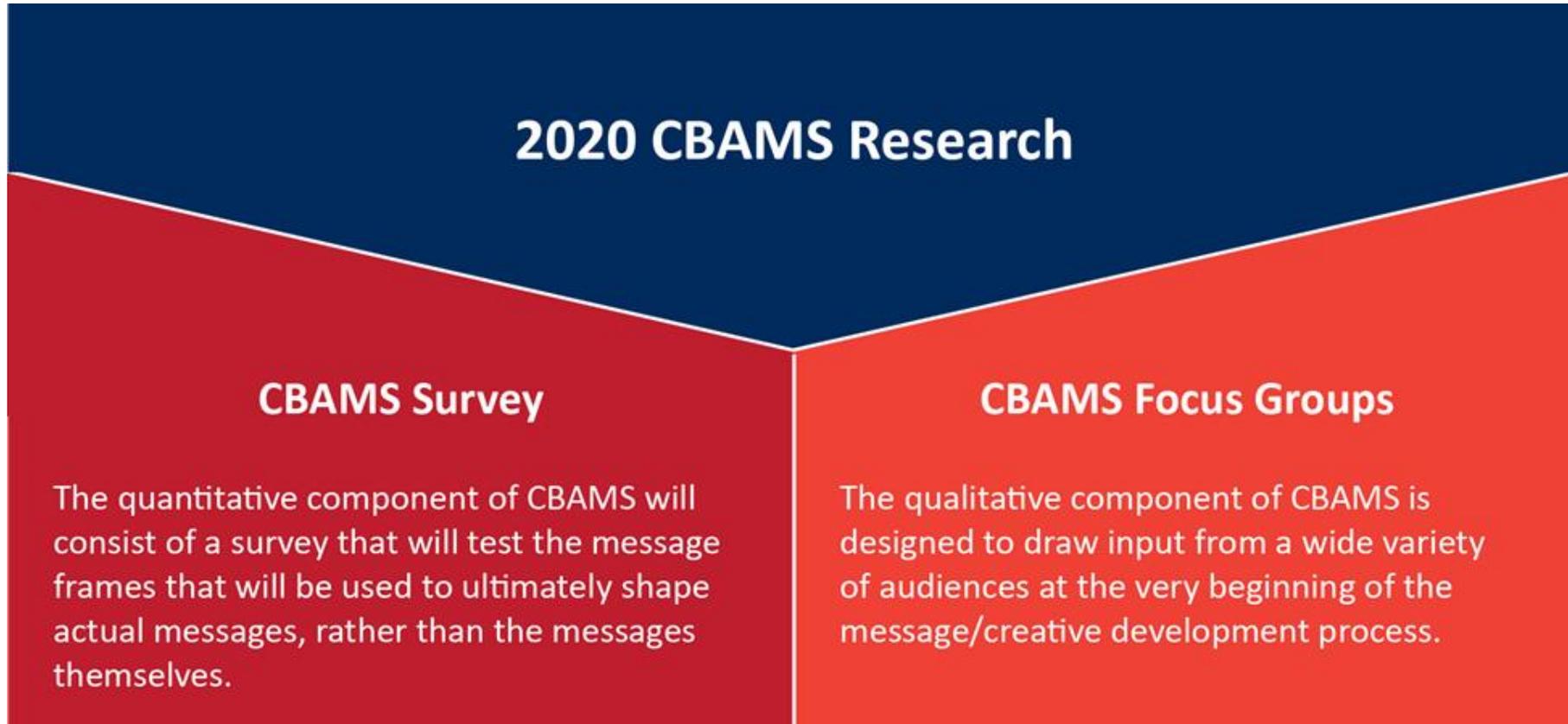


Refinement & Optimization

- Iterative refinement for strongest possible product

Integrated Partnership and Communications

CBAMS 2020



Integrated Partnership and Communications

2020 CBAMS Survey

Status:

● On Track

Data current as of:

April 18, 2018

Completion Date:

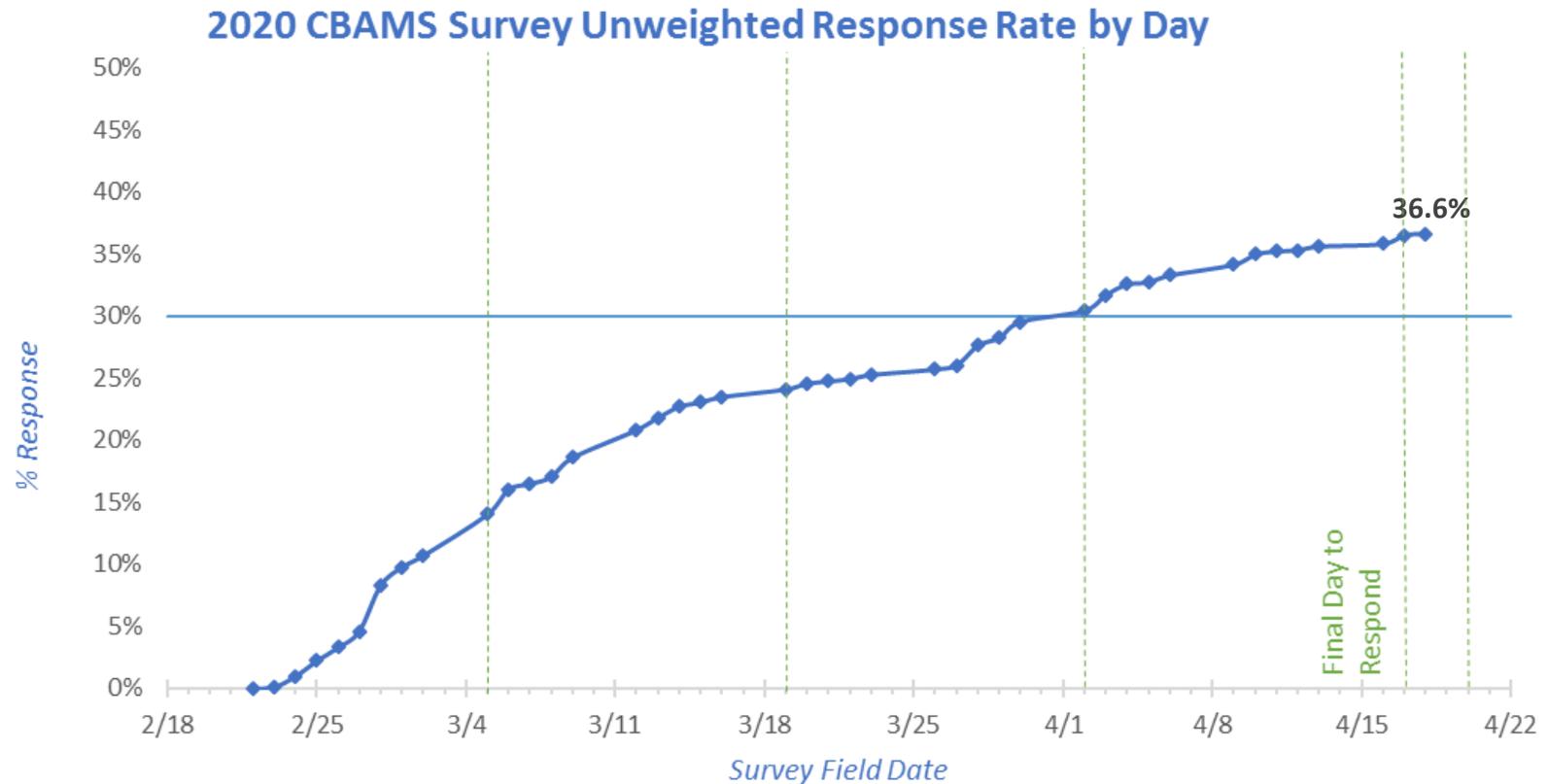
April 20, 2018

Sample Size:

50,000 Households

Notes:

Unweighted data



Integrated Partnership and Communications

2020 CBAMS Focus Groups

	Date	Location	Audience	Recruited	Showed	Seated	Date	Location	Audience	Recruited	Showed	Seated
Status: <i>Management Focus</i>	3/14	Albuquerque 1	AIAN (Female)	11	11	8	4/3	Houston 2	Spanish (Mainland)	14	11	8
	3/14	Albuquerque 2	AIAN (Male)	10	8	8	4/4	Los Angeles 4	MENA	14	10	8
Data current as of: <i>April 19, 2018</i>	3/15	Albuquerque 3	Low Internet Proficiency	12	11	8	4/4	Los Angeles 5	MENA	12	12	8
	3/15	Albuquerque 4	Low Internet Proficiency	12	12	8	4/4	Houston 3	Vietnamese	11	10	8
Completion Date: <i>April 19, 2018</i>	3/19	New York 1	Vietnamese	12	11	6	4/4	Houston 3	Vietnamese	11	9	7
	3/19	New York 2	Vietnamese	11	10	8	4/5	Los Angeles 6	NHPI	11	10	8
Total # of Focus Groups: <i>42 (w/6-8 participants)</i>	3/20	Memphis 1	Low Internet Proficiency	11	12	8	4/5	Los Angeles 7	NHPI	10	8	6
	3/20	Memphis 2	Low Internet Proficiency	12	10	7	4/9	Honolulu 1	NHPI	12	8	7
Total # Focus Groups Complete: 42	3/20	New York 3	Mandrian	12	11	8	4/9	Honolulu 2	NHPI	11	7	7
	3/20	New York 4	Cantonese	11	11	8	4/10	Chicago 1	Young & Mobile	11	4	4
Minimum # of Total Participants: 252	3/21	New York 5	Spanish (Mainland)	11	12	8	4/10	Chicago 2	Young & Mobile	13	7	6
	3/22	Bristol 1	Rural	14	9	7	4/11	Detroit 1	MENA	8	7	6
Current # of Total Participants: 308	3/22	Bristol 2	Rural	14	13	8	4/11	Detroit 2	MENA	14	12	8
	3/27	Anchorage 1	AIAN (Male)	14	8	6	4/12	Detroit 3	Black/African American	12	10	6
	3/27	Anchorage 2	AIAN (Female)	15	9	6	4/12	Detroit 4	Black/African American	12	9	8
	3/29	South Dakota 1	AIAN (Female)	15	12	7	4/16	Montgomery 1	Black/African American	12	8	7
	3/29	South Dakota 2	AIAN (Male)	12	6	6	4/16	Montgomery 2	Black/African American	12	11	8
	4/2	Los Angeles 1	Spanish (Mainland)	12	9	8	4/18	San Juan 1	Spanish (Puerto Rico)	14	10	8
	4/3	Los Angeles 2	Cantonese	11	11	7	4/18	San Juan 2	Spanish (Puerto Rico)	14	11	8
	4/3	Los Angeles 3	Mandrian	11	11	8	4/19	Cayey 1	Spanish (Puerto Rico)	14	9	8
	4/3	Houston 1	Spanish (Mainland)	14	12	8	4/19	Cayey 2	Spanish (Puerto Rico)	14	13	8

Integrated Partnership and Communications

Research and Communications Integration

STEP 1



Conduct the 2020 Census Barriers, Attitudes, and Motivators Survey (CBAMS)

STEP 2



Predictive Models

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising Campaign Messaging and Materials

STEP 6



Deliver Advertising

STEP 7



Optimize Resources

STEP 8

"Twenty-somethings' response is **7% less** than we predicted in LA."

Rapid Response

Questions?

Geographic Programs Update

Deirdre Dalpiaz Bishop

Chief

Geography Division

Geographic Support System (GSS) Program

Continual Research and Updating

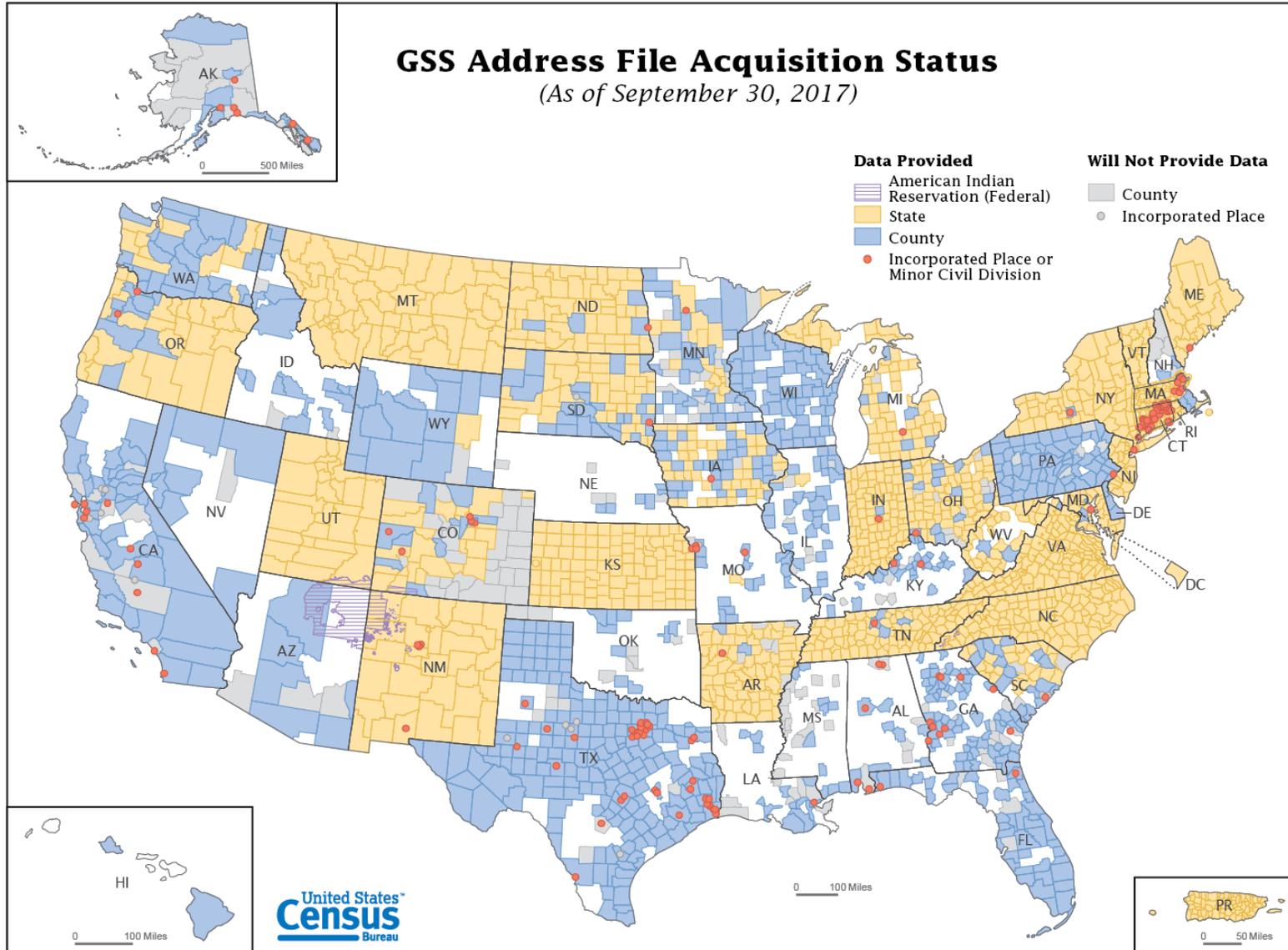
- An integrated program of improved address coverage, continual spatial and feature updates, and enhanced quality assessment and measurement
- The GSS Program supports and maintains the geographic and cartographic infrastructure necessary for the Census Bureau's data collection, processing, tabulation, and dissemination programs for the United States and Puerto Rico
- Continual updates throughout the decade to support current surveys and the 2020 Census
 - United States Postal Service
 - Tribal, State, and Local Governments

GSS Program

Partner File Processing Results

	Total Number of Records	Percent of Total Records
Total Number of Records Received	118,492,401	100%
Total Number of Records Accepted	94,023,370	79.35%
Total Number of Records Matched to the MAF	93,514,622	99.46%
Total Number of New Records Created	508,748	0.54%
Total Number of Records Rejected	24,469,031	20.65%
Records Received with a Distinct XY Coordinate	110,700,172	93.42%
Total Number of New MSPs Created	70,639,833	75.13%

Geographic Support System Acquisition Status, by Data Provider



Prepared by the Geography Division (4/19/18)

GSS Program

Partner File Update Goals

The GSS Program goal for Fiscal Year 2018 is to attempt to acquire address and spatial files for 15,000 tracts in the United States and Puerto Rico.

Acquisition of Information About Availability of Files by Census Tract			
	GSS Goal	Attempted to Acquire to Reach Goal*	Acquired
2018	15,000	15,726	13,056
Total	15,000	15,726	13,056

*This number is the total number of tracts within the jurisdictions that were contacted in an attempt to reach the GSS goal

In-Office Address Canvassing

Interactive Review – Initial Pass of the Nation

- The goal of In-Office Address Canvassing is to manage as much of the review, validation, and updating of the address list as possible in the office, allowing resources to be focused on areas in which fieldwork is necessary to assure a complete and accurate address list
- 100 percent review in the office
- Started Execution: September 2015
- Completed Initial Pass of the Nation: June 8, 2017

- **Status in June 2017:** 11,155,486 - All US Blocks reviewed

Status	Block Counts	Percent of Blocks
Active	1,893,310	17.0%
Passive	7,921,288	71.0%
On Hold	1,340,888	12.0%
Total	11,155,486	100%

In-Office Address Canvassing

Interactive Review – Current Status

Status	Block Counts	Percent of Blocks
Active	1,452,614	13.02%
Passive	8,799,322	78.88%
On Hold	478,781	4.29%
Triggered	424,769	3.81%
TOTAL	11,155,486	100%

Triggered Blocks:

- A trigger is an “event” that provides information and/or data that suggest the need to send a block, or area of blocks, back through Interactive Review (IR)

Triggers:

- To date, 26 trigger events have resulted in blocks returning to IR. For example:
 - Ungeocoded trigger where ungeocoded addresses are geocoded to blocks and result in a change in the number of addresses in those blocks results in the block(s) returning to IR
 - Boundary and Annexation Survey (BAS) trigger where changes to a city’s boundary results in blocks returning to IR

Ungeocoded Resolution

The Ungeocoded Resolution (UR) project geocodes addresses to census block, resolving addresses that previously were not associated to a specific census geography.

- UR is an in-office activity designed to resolve ungeocoded records by adding or editing features and address ranges in the MAF/TIGER System
- Timeline:
 - Implementation and monitoring - April 2017- March 2020
- Universe:
 - 2,406,428 ungeocoded addresses in the MAF as of Summer 2017
 - Ungeocoded addresses in may increase after every USPS update

Original Universe	Address Records Worked	Address Records Geocoded	Percent of Address Records Geocoded
2,406,428	807,856	618,296	77%

The Boundary and Annexation Survey

The Boundary and Annexation Survey (BAS) is conducted annually and is used to update information about the legal boundaries and names of all governmental units in the United States.

The Census Bureau uses the boundary information collected in the BAS to tabulate data for the decennial and economic censuses, and for annual estimates and surveys such as the American Community Survey (ACS) and the Population Estimates Program.

Entity	Number Eligible	Number of Responses	Percentage
State	11	10	90.91%
County	3,048	2,615	85.79%
Places	19,485	13,461	72.62%
Consolidated Cities	8	8	100%
Minor Civil Divisions (MCDs)	16,242	9,359	57.62%
American Indian Areas (AIAs)	339	169	49.85%
Total	39,133	26,310	67.23%

Local Update of Census Addresses

The Local Update of Census Addresses (LUCA) is the only opportunity offered to tribal, state, and local governments to review and comment on the Census Bureau's residential address list for their jurisdiction prior to the 2020 Census.

Phase	Description
Registration and Review Materials	<ul style="list-style-type: none"> ❖ 11,537 Entities have registered to participate in LUCA and require registration packages <ul style="list-style-type: none"> ➤ As of April 13, all materials had been created and shipped ➤ Puerto Rico packages will be shipped by June 1
LUCA Registration Coverage	<ul style="list-style-type: none"> ❖ 98.1% of the population and 98.1% of the housing covered by at least one LUCA participant ❖ 98.8% of the population and 98.7% of the housing covered in tracts with the lowest response scores in the hardest to count areas
Process LUCA Submissions March 2018	<ul style="list-style-type: none"> ❖ Received first LUCA responses in early March. Most will be received in June-August, 2018. LUCA response processing began in April 2018 ❖ Total LUCA responses received 514 <ul style="list-style-type: none"> ➤ 347 responses with changes ➤ 167 responses with no changes
Feedback Provided August 2019	Feedback materials offered to participants with the results of Address Canvassing

Participant Statistical Areas Program

- The Participant Statistical Areas Program (PSAP) allows invited participants to review and update selected statistical area boundaries following Census Bureau guidelines and criteria.
- The Census Bureau will use the statistical areas defined for the 2020 Census to tabulate data for the annual American Community Survey estimates and the Economic Census.
- There are two types of statistical geographies available for review under the PSAP:
 - Standard Statistical Geography
 - Tribal Statistical Geography

PSAP Geographies

- Standard Statistical Geographies include:
 - Census tracts
 - Block groups
 - Census designated places (CDPs)
 - Census county divisions (CCDs), in selected states
- Tribal Statistical Geographies include:
 - Tribal census tracts (TCTs)
 - Tribal block groups (TBGs)
 - Census designated places (CDPs)
 - Alaska Native village statistical areas (ANVSAs)
 - Oklahoma tribal statistical areas (OTSAs)
 - OTSA tribal subdivisions
 - Tribal Designated Statistical Areas (TDSAs)
 - State Designated Tribal Statistical Areas (SDTSAs)

PSAP High Level Schedule

Date	Activity
March–May 2018	The Census Bureau contacts 2010 Census PSAP participants to inquire about 2020 Census PSAP participation
July 2018	The Census Bureau sends an official letter to PSAP participants and state, county, or local points of contacts
Fall 2018	List of local planning agencies, councils of governments, and organizations published on the PSAP Web site
January 2019	PSAP participants receive materials to provide input on the 2020 PSAP plan for statistical boundaries
February 2019	PSAP webinar training begins
January 2020	PSAP participants receive an updated 2020 PSAP plan in order to verify that the statistical boundaries are correct. PSAP verification phase begins.

Questions?

Redistricting Data Program

James Whitehorne

Census Redistricting & Voting Rights Data Office

Redistricting Data Program

Mission: Provide the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State an opportunity to identify the geographic areas for which specific tabulations of population are desired and to deliver those tabulations in a timely manner.

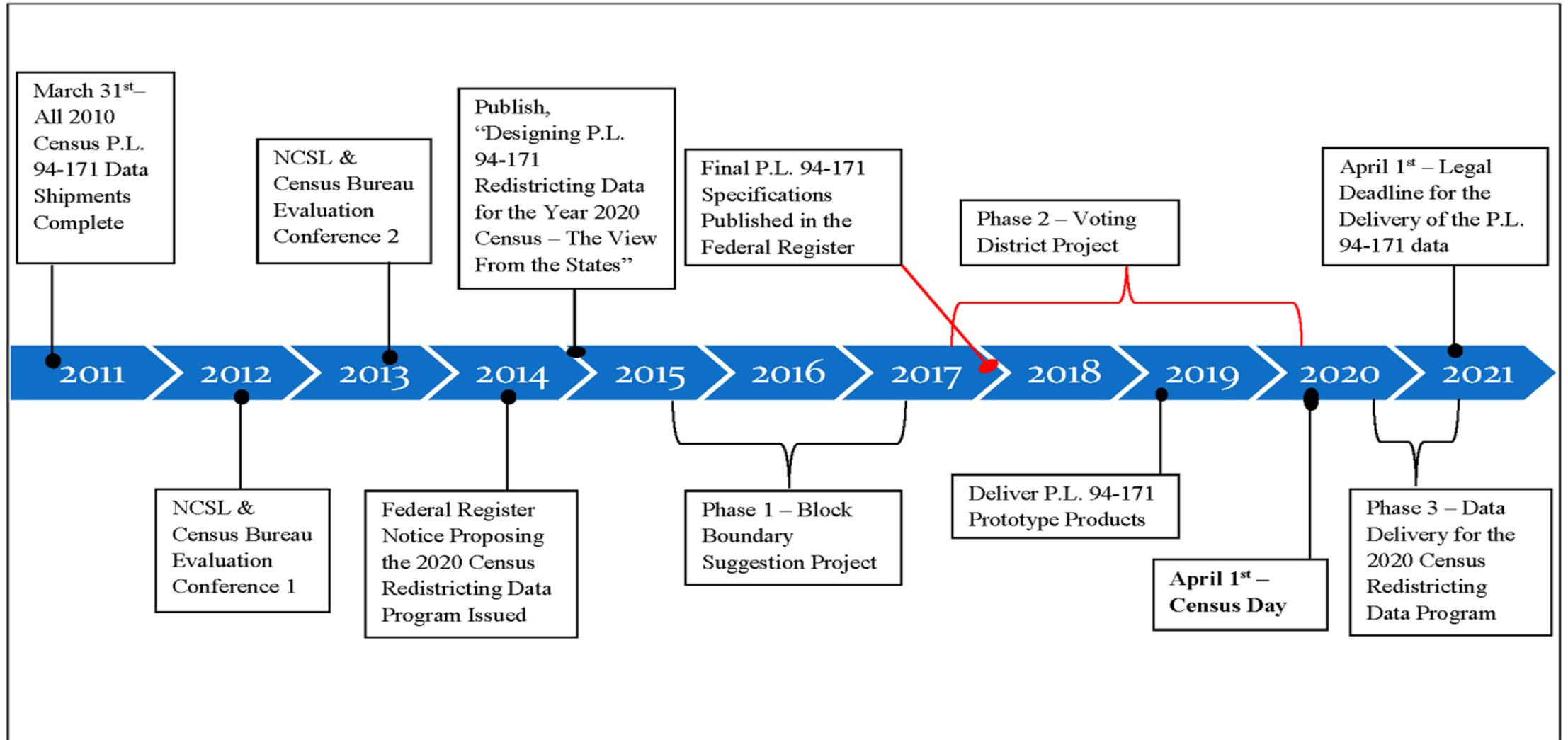
Identified “geographic areas desired”:

- Census Tabulation Blocks
- Voting Districts (e.g. precincts, wards, etc.)
- Legislative and Congressional Districts

Requirements:

- Establish program criteria
- Identify required tabulations
- Conduct the program in a non-partisan manner
- Deliver the tabulations to the governor and the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State no later than 1 year from Census Day (April 1, 2021)

Redistricting Data Program



Redistricting Data Program

Phase 1 – Block Boundary Suggestion Project (BBSP)

Activity	Date
Initial Delineation	December 2015 – May 2016
Verification	December 2016 – May 2017

Phase 1 - BBSP Participation

State	BBSP Initial	BBSP Verification
States Participating	36	34
States with changes for all counties	11	7
States with BAS Updates	17	19
County		
Participated – Submitted Updates	1150 (36% of nation)	966 (30% of nation)
Participated – No Updates	882 (27% of nation)	903 (28% of nation)
Did Not Participate	1188 (37% of nation)	1351 (42% of nation)

Redistricting Data Program

Phase 2 – Voting District Project (VTDP)

Activity	Date
Initial Delineation	December 22, 2018 – May 31, 2018
Verification I	January 2, 2019 – May 31, 2019
Verification II*	January 2, 2020 – March 31, 2020
<i>*Added a short second round of verification for those states who participate in both the Initial Delineation and the first round of Verification</i>	

Redistricting Data Program

Phase 3 – Data Delivery

Activity	Date
Prototype geographic support products	January 2019 – February 2019
Prototype P.L. 94-171 Redistricting Data	March 2019
Geographic support products	November 2020 – February 2021
P.L. 94-171 Redistricting Data	February 2021 – March 31, 2021

Geographic Support Products

- Shapefiles
- Maps (PDF only)
- Block Assignment Files
- Block to Block Relationship Files

Redistricting Data Program

Phase 3 – Data Delivery (continued)

P.L. 94-171 Redistricting Data

2018 Prototype P.L. 94-171 Redistricting Data File

Table P1 – Race

Table P2 – Race for the Population 18 Years and Over

Table P3 – Hispanic or Latino, and not Hispanic or Latino by Race

Table P4 – Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 and Over

Table H1 – Occupancy Status (Housing)

New Table

Table P42 – Group Quarters Population by Group Quarters Type

Redistricting Data Program

Phase 4 – Congressional and State Legislative Districts Collection

Activity	Date
115 th Congress and 2016 State Legislative Districts	November 2015 – April 2016
116 th Congress and 2018 State Legislative Districts	November 2017 – April 2018
117 th Congress and 2020 State Legislative Districts	No Collection
118 th Congress and 2022 State Legislative Districts	November 2021 – April 2022

117th Congress and 2020 State Legislative Districts

- Evaluating need and ability to collect these changes should many happen between April 2018 and November 2019
- No retabulation data product produced due to proximity to the decennial census.

Redistricting Data Program

Milestones

Activity	Date	
FRN announcing the 2020 Census Redistricting Data Program	July 15, 2014	✓
Publish “The View From the States” for the 2020 Census	January 5, 2015	✓
Establish 2020 Redistricting Data Program liaisons	April, 2015 to February, 2016	✓
FRN announcing Phase 1 – Block Boundary Suggestion Project (BBSP)	June 26, 2015	✓
BBSP Invitation to participate	August 31, 2015	✓
Collect boundaries for the 115 th Congress and 2016 State Legislative Districts	November, 2015 to April, 2016	✓
BBSP Completed	July 31, 2017	✓
FRN announcing Phase 2 – Voting District Project (VTDP)	June 28, 2017	✓
VTDP Invitation to participate	September 29, 2017	✓
FRN for comment on prototype data design from 2018 Census Test	October, 2017	✓
Collect boundaries for the 116 th Congress and 2018 State Legislative Districts	November, 2017 to April, 2018	✓
FRN final prototype data design from 2018 Census Test	April, 2018	
Deliver prototype data and geographic files from the 2018 Census Test	March, 2019	
VTDP Completed	March, 2020	
Deliver official P.L. 94-171 Redistricting Geographic Files	November, 2020 to February, 2021	
Deliver official P.L. 94-171 Redistricting Data Summary Files	February, 2021 to March, 2021	

Questions?