2020 Census Update

Federal Depository Library Program

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2020 Census National Partnerships Program

July 9, 2020
Operational Update

Adjustments in Response to the Virus

Service Based Enumeration/Targeted Non-Shelter

Outdoor Locations

Enumerating College Students

Nonresponse Follow-up

Mobile Questionnaire Assistance (MQA)
Operational Adjustments

On March 18, in light of the COVID-19 outbreak, operations were adjusted to:

• Protect the health and safety of the public and Census Bureau employees

• Implement guidance from federal, state, and local authorities

• Ensure a complete and accurate count of all communities

*The Census Bureau continues to monitor the changing conditions at the state and local level.*
SBE/TNSOL Overview: Feedback from Stakeholders

Consistent and a nearly unanimous recommendation to conduct these operations in the Fall.

- Seasonality and weather are big concerns for homeless service providers. Late September closely mirrors where people would have been in March.

- Summer is more difficult to count people experiencing homelessness -- fewer people use shelters and are more spread out.

- Coronavirus impacts are significant in the homeless community. Late-July would be too close to the current outbreak, and issues about a possible second wave are unknown.

- Service providers say ready conducting SBE in July is too challenging. End of September allows time to fully regroup.

Operational Decision based on stakeholders, Census Bureau experts and team leads:

SBE and TNSOL will be conducted September 22-24.
2020 Census Enumeration of College Students

College students living in student housing owned by the college/university are counted in the our **Group Quarters Enumeration (GQE)** operation.

Students living off campus are enumerated with **Self-Response** operation.
2020 Census Enumeration of College Students

On-Campus

• The majority of student housing owned by the college/university selected Electronic Response Data Transfer (eResponse). We have contacted those that chose an in-person method to reconsider, and many are now converting to eResponse.

• Collaborated with the Department of Education and other non-Federal partners, to encourage schools to change to eResponse or Paper Data Response Data collection.

• GQE operation began on July 1, and we continue to work to obtain complete and timely information. Thus far, we have received data for more than 50-percent of student housing facilities.

Off-Campus

• Since mid-June. The Census Bureau Director and staff are reaching out to 1,360 college administrators, asking for off-campus student administrative records. This helps ensure their count at the correct location.
Mobile Questionnaire Assistance (MQA)

MQA Objectives:

• Increase self-response in the lowest-responding tracts

• Provide additional language support
Mobile Questionnaire Assistance (MQA)

MQA Program Modifications

- Staffing MQA sites to drive self-response in places where people routinely go when away home: libraries, grocery stores, pharmacies, food distribution sites, etc…as opposed to large public gatherings.

- Work with Regional partnership staff to engage people in lowest self-response neighborhoods. Examples: direct response options during neighborhood car parades, and canvassing neighborhoods with flyers to promote self-response.

- Beginning the week of July 13, MQA will provide response assistance in low-response areas -- contingent upon safety considerations and local guidelines.

- MQA runs through mid-September, and ramps down after NRFU begins through mid-September.
Non-Response Follow-Up (NRFU)

- **Soft Launch** currently underway in six (6) Area Census Offices (ACO)
- **Phase 2 Soft Launch** Later This Month
- **NRFU in all ACOs**: August 11 – October 31,
- **Adjustments as necessary**: depending on local conditions and Guidelines

*NRFU Operations revolve around safety of 2020 Census Staff and the Public.*
Communications Update

July – Regional Push

Additional Languages

Regional Schedule

August-September Campaign

Mobile Questionnaire Assistance (MQA)
July Push

Integrated Two-Week Partnership and Communications Campaign Across Key Cities in Each Region

Emphasis on Earned Media, Partnership and Digital/Social Media
- 380,00 Local Partners
- 985 National Partners

Paid Media in Local Venues Across Every DMA. Emphasis on Digital, Print, Radio and Limited Television (Includes Paid Search, SMS/Email)
- Focus on venues we have not yet leveraged
- 45 Languages
Paid media campaign grows to support at least 45 of the 59 languages in the 2020 Census expanded language program.

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<thead>
<tr>
<th>Core ICC Languages: Paid + ISR + CQA</th>
<th>2020 Census Expanded Language Program Supported with language guides and videos at 2020census.gov/languages</th>
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# July Regional Push – High-Level Timeline

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### Chicago
- **Push Week**
- **Post Push Week**

### Denver/Philadelphia/Atlanta
- **Pre-Push Week**
- **Push Week**

### New York/Los Angeles
- **Pre-Push Week**
- **Push Week**

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<td>Planning, outreach, and execution of earned media (All Regions)</td>
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<th>Creative</th>
<th>Regional meetings and video outreach (All Regions)</th>
<th>Video outreach and creative asset production (All Regions)</th>
<th>CHI/PHI/ATL asset traffic NY/LA asset production</th>
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<th>Partnership</th>
<th>Tactics planning meetings with regions (All Regions)</th>
<th>POV development and outreach support (All Regions)</th>
<th>Outreach/activation support, POV development (All Regions)</th>
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<th>Statistics in Schools</th>
<th>Planning meetings and outreach (All Regions)</th>
<th>Plans and ambassador lists development (All Regions)</th>
<th>Targeted DOE outreach and ambassador webinars (All Regions)</th>
<th>DOE outreach and ambassador support (All Regions)</th>
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| Website                   | Tactics planning and coordination (All Regions) | Publish updated media buy list (All Regions) | Personalized regional and InFocus pages live (CHI/DEN/PHI/ATL) | Personalized regional and InFocus pages live (NY/LA) | All personalized regional and InFocus pages live (All Regions) | |
Integration to Increase Self Response Before NRFU

*Intentional Push in Lowest Responding Communities and Neighborhoods*

- MQA
- July Regional Push
- Early August National Media Blitz

2020CENSUS.GOV
August-September NRFU Campaign

Heavy Emphasis on Digital/Print, Radio, Some TV, Ongoing Paid Search…Text/Email TBD

**August 3-10**
Major blitz with new Creative
- National TV and Local Advertising in select DMAs
- Highest Weight (“Motivation” Level)

**August 10 – September 13**
Local Advertising at Mid-Level Weight (“Reminder” Level)
- Top Two Quartiles for NRFU Workload
Questions and Answers

Thank You!

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