

2020 Census Update

Federal Depository Library Program

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2020 Census National Partnerships Program

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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)

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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.

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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.

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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)

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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

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Paid media campaign grows to support at least 45 of the 59 languages in the 2020 Census expanded language program.

Core ICC Languages: Paid + ISR + CQA	2020 Census Expanded Language Program Supported with language guides and videos at 2020census.gov/languages			
Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	



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July Regional Push – High-Level Timeline

	Jun 22 - Jun 28	Jun 29 - Jul 05	Jul 06 - Jul 12	Jul 13 - Jul 19	Jul 20 - Jul 26	Jul 27 - Aug 02
Paid Media				Chicago Push Week Post-Push Week		
				Denver/Philadelphia/Atlanta Pre-Push Week Push Week		
					New York/Los Angeles Pre-Push Week Push Week	
Earned Media			Planning, outreach, and execution of earned media (All Regions)	Planning, outreach, and execution of earned media (All Regions)	Planning, outreach, and execution of earned media (All Regions)	Planning, outreach, and execution of earned media (All Regions)
Creative	Regional meetings and video outreach (All Regions)	Video outreach and creative asset production (All Regions)	CHI/PHI/ATL asset traffic NY/LA asset production	CHI/PHI/ATL asset live NY/LA asset traffic	CHI/PHI/ATL asset live NY/LA asset live	NY/LA assets live
Partnership		Tactics planning meetings with regions (All Regions)	POV development and outreach support (All Regions)	Outreach/activation support, POV development (All Regions)	Outreach/activation support (All Regions)	Outreach/activation support (All Regions)
Statistics in Schools		Planning meetings and outreach (All Regions)	Plans and ambassador lists development (All Regions)	Targeted DOE outreach and ambassador webinars (All Regions)	DOE outreach and ambassador support (All Regions)	DOE outreach and ambassador support (All Regions)
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



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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

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Questions and Answers

Thank You!

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