

2020 Census: Integrated Partnership and Communications Update

May 19, 2017

The 2020 Census

Optimizing Internet Self-Response

**Motivate
people to respond
and assure that
data are secure**



**Tailored
Contact
Strategy**



**Partnership
Program**



**Notices
Encouraging
Self-Response**

**Make it easy to
respond from
any location at
any time**



**Multiple Modes and
Devices**



**Preassigned ID
Not Required***



**Online Forms in
Multiple Languages**

* Validate respondent addresses for those without a Census ID and prevent fraudulent submissions.

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

Integrated Communications Contract

Scope: Plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census

Importance: Supports the 2020 Census Program's mission to conduct a complete and accurate census in 2020

- The Partnership and Communications Program is the public face of the 2020 Census
- The Integrated Communications contract is a key foundation for a successful 2020 Census - we have learned a great deal from the last two decennial censuses and used that in planning for this contract

Integrated Communications Contract

Contract Team

- On August 24, 2016 the Census Bureau awarded the Integrated Communications Contract to Young and Rubicam (Y&R)
- Y&R was the Census 2000 vendor that helped the Census Bureau implement paid advertising for the first time
- Y&R brings extensive world-class marketing and communications expertise, team leadership, strategy development, dynamic creative development and execution, operational systems, and financial stewardship
- Y&R will work with partner agencies through the period of performance.
- Requirements contract with fixed price and time and materials orders.
- Period Of Performance (POP) 1 year Base + 5 option years through 2022, ceiling \$415m

Base Year: August 24, 2016 – August 23, 2017

Option Period 1: August 24, 2017 – August 23, 2018

Option Period 2: August 24, 2018 – August 23, 2019

Option Period 3: August 24, 2019 – August 23, 2020

Option Period 4: August 24, 2020 – August 23, 2021

Option Period 5: August 24, 2021 – August 23, 2022

Integrated Communications Contract

Team Young and Rubicam (TYR)

Young and Rubicam (Y&R) Partners:

- **Young and Rubicam** (prime contractor) **national advertising agency** overseeing full program integration
- **Bravo** expertise in **Hispanic in-language communications** and outreach
- **Burson-Marsteller** expertise in **earned media**
- **Hogarth** expertise in **non-English language adaptation** in more than 50 languages across 200 markets
- **Maxus** executes **paid media planning and buying**
- **Penn Schoen Berland** directs a **research and analytics** approach that drives strategic recommendations and measurement
- **Wunderman** expertise in **events and promotions**

Legend

- ▲ Small Business (SB)
- ★ Women-Owned Small Business (WOSB)
- ◆ Small Disadvantaged Business (SDB)
- ✦ Veteran-Owned Small Business (VOSB)
- ✦ Service Disabled Veteran Owned Small Business (SDVOSB)
- ✧ Hub-Zone Small Business

Subcontractors to Y&R:

- **Carol H Williams**▲✦✦ expertise in outreach to the **Black/African-American audiences**
- **Civis Analytics**▲ expertise in predictive models and data analytics for **large civic engagement campaigns**
- **Culture ONE World**▲✦✦ expertise in the **Hispanic market** for almost every branch of the federal government and private sector corporations
- **District Communications Group**▲✦✦ expertise in outreach to **service members and veterans**
- **g+g Advertising**▲✦ expertise in outreach to **American Indians and Native Alaskan audiences**, and a veteran of two previous decennial census advertising programs
- **Kālainoku Group**▲✦ a Honolulu-based communications firm, specializing in outreach to **Native Hawaiians and Other Pacific Islanders**
- **PwC** expertise in **program management support** and managing complex government projects
- **Reingold**▲ overall expertise in **civic engagement, digital marketing**, social media, graphic design, website development, video production, writing, and media relations.
- **TDW+Co**▲✦ expertise in tailored outreach to **Asian-American populations**
- **TMP Government** expertise in **recruitment** of federal employees

Integrated Communications Contract

Contract Milestones*

Contract Milestones	Target Date(s)	
Award Contract	August 24, 2016	✓
Kick-Off Meeting for Contract	August 31, 2016	✓
Census 101 Training for contractor	September 19 – 20, 2016	✓
Regional Offices Listening Tour	November 9, 2016 – January 12, 2017	✓
Stakeholders Listening Tour	Ongoing	
Delivery of 2020 Census Integrated Communications Plan Version 1.0	June 2017	
Census Barriers, Attitudes and Motivations Survey	October – December 2017 (planned)	

**All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*

Integrated Partnership and Communications

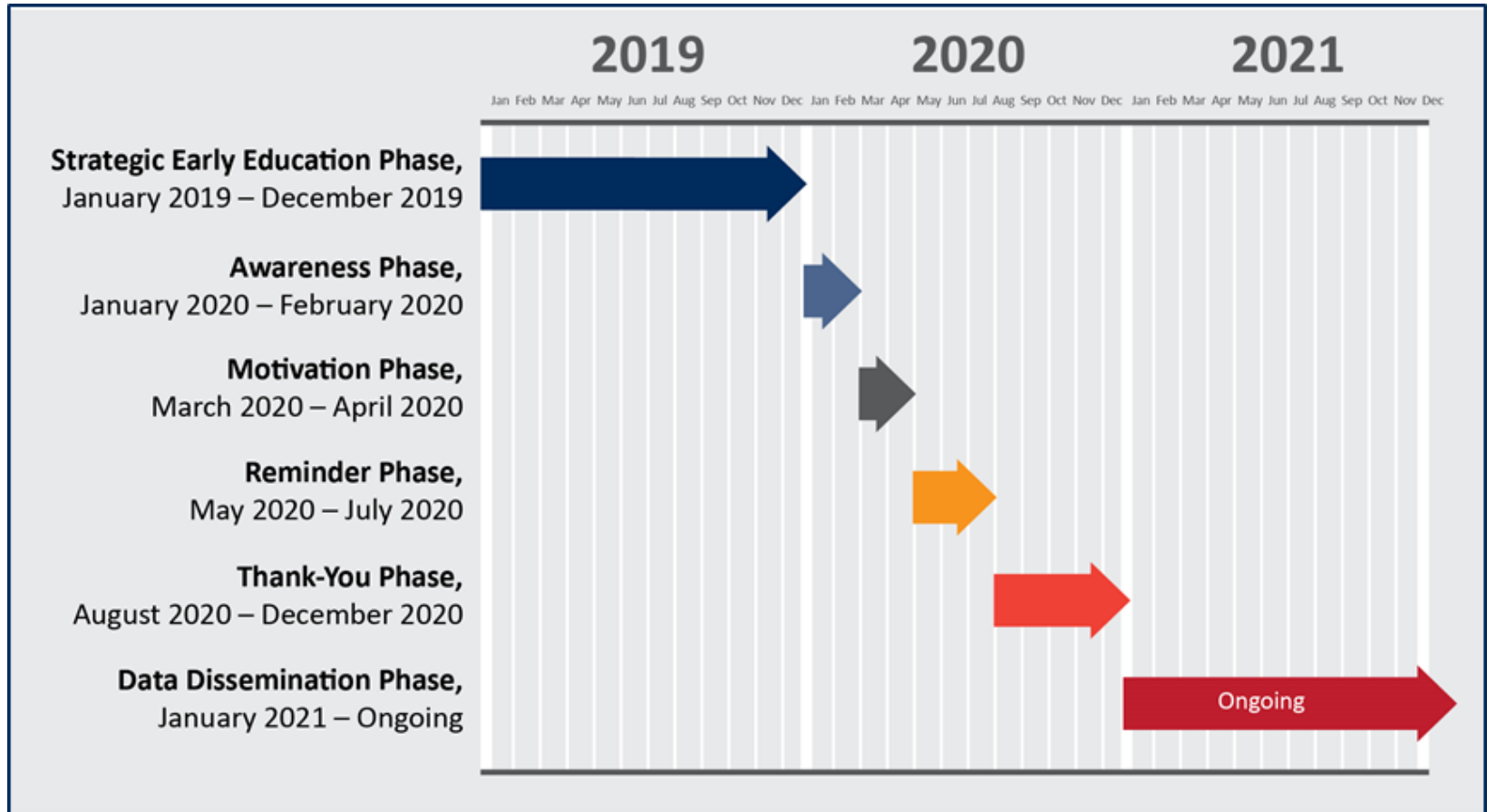
Regional Office Listening Tour Top Themes

Top Five Themes:

1. Extend stakeholder engagement early and often
2. Integration of the Partnership Program (local and national) into the fabric of ICC
3. Trusted Voices are key
4. Recruitment will be extremely challenging
5. Messaging is key, specifically to address the diversity within each target audience

Integrated Partnerships and Communication

Preliminary Phases of 2020 Census Communication*



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Integrated Partnerships and Communication

Hard to Count

Factors Contributing to Hard to Count Categorization

- Low income
- Not speaking English, or speaking it fluently, including limited English proficiency
- Renting a residence
- Being young and mobile
- Not having a high school diploma
- Residency in rural or geographically isolated areas
- Residency in places difficult for enumerators to access

Concentrated Outreach

- Media Buys
- Partnership Engagement

Integrated Partnership and Communications

2020 Partnership Program



Integrated Partnership and Communications

2020 National Partnership Mission

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy



Sponsorship
and Promotions



Message and Brand
Awareness



Activities and Events



Social and Digital Engagement



Increase Response
Rates



Data Use and
Feedback



Policy/Advocacy

Integrated Partnership and Communications

Community Partnership and Engagement Program Objectives

Enroll community partners to increase decennial participation of those who are less likely to respond or are often missed

- **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 are not motivated to respond to the national campaign

Integrated Partnership and Communications

Partnership Involvement

Share Information

Host Events

**Encourage
Participation**



Questions?