

2020 Census Partnership Program

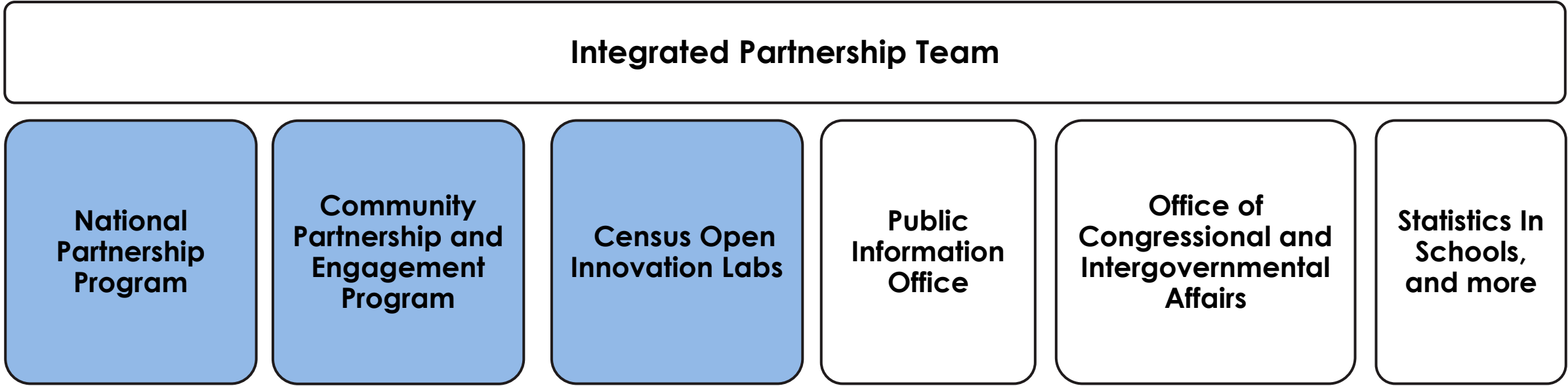
National Academy of Sciences

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The **2020 Census Partnership Program** enlisted and engaged national, regional, and local organizations as trusted voices to support the 2020 Census and encourage their audiences to respond.



With Team Young and Rubicam Support

What We Accomplished

- The **National Partnership Program (NPP)** and the **Community Partnership and Engagement Program (CPEP)** exceeded 2020 Census goals of securing 300,000 community partner organizations and 900 national participating organizations by the week of April 20, 2020. CPEP and NPP also exceeded 2010 Census partner numbers.
- CPEP ultimately established partnerships with **396,204 local organizations**, and NPP established relationships with **1,090 national organizations** during the 2020 Census.
- Collectively, CPEP partner organizations formed **8,470 Complete Count Committees**, hosted **493,748 events**, and completed **732,266 commitments** to support the 2020 Census.
- To support partners' outreach, **more than 250 materials** were developed **across 15 languages** and posted on the 2020 Census website. The partnership team also regularly engaged our email marketing list of **more than 65,000** organizations.
- Local Partnership Specialists educated partners and stakeholders on operational updates and supported activities that encouraged households to respond to the 2020 Census.
- CPEP and NPP partners and participating organizations hosted in-person and virtual events and activities, including digital weekends of action, recruiting events, Mobile Questionnaire Assistance events, Get Out the Count activities like block parties and caravans, phone banks, and text messaging campaigns. Partners highlighted the census in their internal and external communications and invited us to speak at their events.

Audiences and Initiatives

General Audiences		Multicultural Audiences
Corporate/Business	Consulates/Embassies	American Indian and Alaska Native (AIAN)
Faith Communities/Faith-based	Federal Agencies	Asian/Asian American
Health Care	Good Government	Black/African American
Highly Mobile/Renters/People Experiencing Homelessness	Intergovernmental	Hispanic/Latino
Households with Young Children	Individuals with Disabilities	Native Hawaiian and Pacific Islander (NHPI)
LGBTQ+	Academic/Libraries	Middle Eastern and North African (MENA)
Military and Veteran	Rural	Foreign-born/New Immigrants
Nonprofit	Technology	
Seniors		

2020 Census: Partners and Participating Organizations

*Participating organizations that serve more than one audience are tallied against multiple audiences served as appropriate, so the sum total is more than 1,090.

Participating Organizations by Sector		
Sector	National	Community
Business	129	95,225
Education	137	83,309
Nonprofit	409	72,238
Government	91	71,610
Faith-based	55	40,743
Health Care	51	14,920
Chamber of Commerce	111	10,736
Media	50	8,722
Consulates/ Embassies	20	360
Technology	37	341
Total:	1,090	396,024

Participating Organizations by Audiences Served*		
Audiences Served	National	Community
Mass Appeal (Local Governments + Organizations that Serve Multiple Audiences)	572	328,251
Children Under 5	120	5807
Rural	72	14,399
Hispanic/Latino	104	25,970
Black/African American	120	17,923
Asian	82	10,262
Veterans	47	3,388
Native Hawaiian and Pacific Islander	56	688
People Experiencing Homelessness and Highly Mobile	30	4,376
American Indian/Alaskan Native	29	3,604
MENA	34	102
Individuals with Disabilities	35	3130
LGBTQ+	30	1,279
Seniors	32	8,853

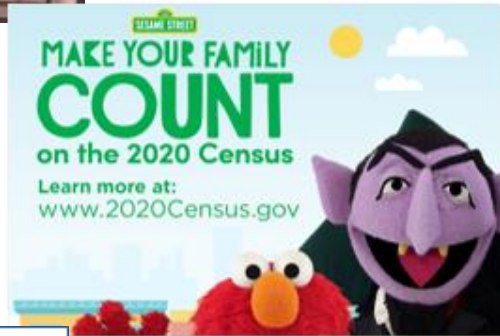
National Partnership 2020 Census Successes



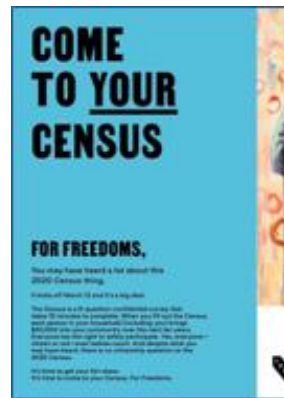
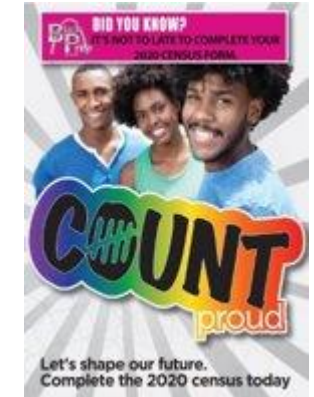
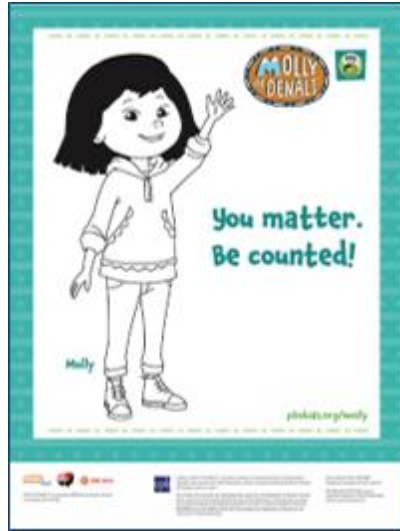
Message from the U.S. Census Bureau on the 2020 Census
Video
Kathleen Styles from the U.S. Census discusses the Bureau's partnership with NAR.



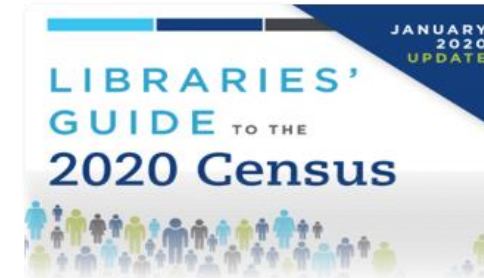
Message from NAR's 2020 Leadership Team on the 2020...
Video
Hear firsthand from NAR's 2020 Leadership Team about what this year's census means for REALTORS®, communities, and families across the country.



National Partnership 2020 Census Successes



ANNOUNCEMENTS
 Data Coalition Announces New Partnership with U.S. Census Bureau
 THURSDAY, JUN 4, 2019 By: Data Coalition



Census Open Innovation Labs: CENSUS ACCELERATE and CREATIVES FOR THE COUNT



- Over 100 workshops with 700+ attendees
- Generates 1000+ pieces of shareable content
- Worked with 40+ national partners and 200+ local partners
- Gained 200+ creative ambassadors
- Reached every traditionally hard-to-count community

A new model for partnerships that complemented the national advertising and partnerships strategy by focusing on catalyzing grassroots content developed by trusted voices from hard-to-count communities.

Used human-centered design principles to create a toolkit for in-person and virtual create-a-thons.

Developed powerful content-generating program models that yielded meaningful community lead content and messaging.

Case Study
Univision



Who: USC Annenberg Innovation Lab, CA Census 2020, LA Regional Office, U.S. Census Bureau, NALEO, LA Mayor's Office, Latino Community Foundation

What: Create-a-thon

Where: Los Angeles, CA

When: August 3rd, 2018

How: Design concepts for innovative digital outreach and content targeting the hispanic population for Census

Case Study
Georgetown
Civic Entrepreneurship Class



Who: Students from Walsh School of Foreign Service

What: Design for Democracy: Civic Entrepreneurship for a Changing World

Where: Georgetown University, Walsh School of Foreign Service

When: Spring Semester, 2020

How: Census Accelerate partnered with Georgetown University on a class on civic entrepreneurship. Students were charged with developing a prototype and delivering a scalable project to Get Out

Case Study
LA - Red Bull Media House



Who: Annenberg Lab, Shared Mission Network, Rise Up as 1?

What: Los Angeles Create-a-thon

Where: Red Bull Media House in Santa Monica, California

When: November 2018

How: Aimed at educating and creating content assets that communicates the importance of census and how minority

Run your own Virtual Census Create-a-thon!

VIRTUAL CREATE-A-THON TOOLKIT

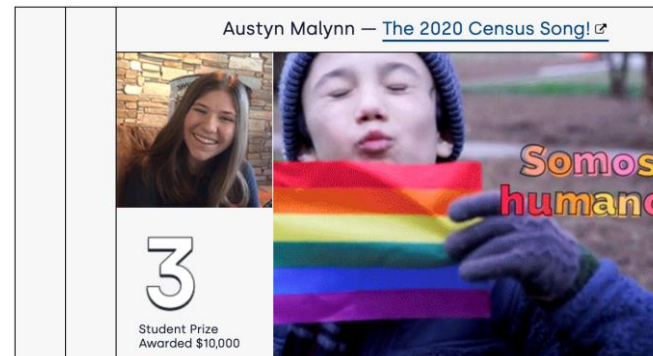
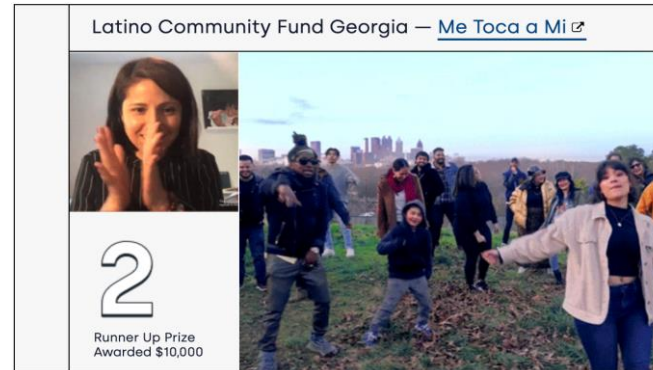
A resource from the [Census Open Innovation Labs at the U.S. Census Bureau](#)



GET OUT THE COUNT VIDEO PRIZE CHALLENGE

First ever U.S. Census Bureau video prize challenge to reward the most engaging, effective, and informative original videos about the 2020 Census with a total of \$50,000 in cash prizes.

Challenged contestants to make the 2020 Census a must-do for “hard-to-count” communities such as racial and ethnic minorities, young and mobile populations, families with young children, LGBTQ+, and non-English speakers, among others.

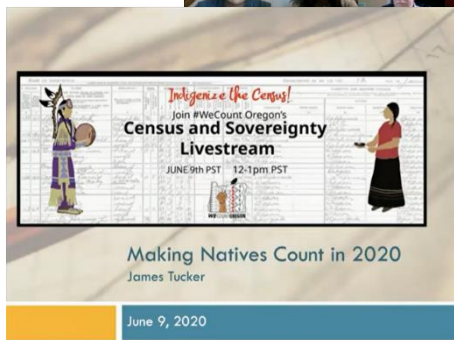


**750+
SUBMISSIONS**

**Reaching
EVERY
Hard-to-Count
Community**

\$50,000 in prizes

Regional Partnerships Serving AIAN Communities



LOS ANGELES REGION — We Count Oregon held a Tribal Census and Sovereignty Webinar. The virtual event discussed the importance of the 2020 Census to tribal communities in Oregon with over 200 participants online.

NEW YORK REGION — The Massachusetts Center for Native American Awareness welcomed the Census Bureau at their Summer Moon Pow-Wow, which took place at the end of June. Hundreds of attendees enjoyed educational workshops, storytelling, Inter-Tribal dance demonstrations, and an educational dance presentation by the Kalpulli Huehuetlahtolli Aztec Dancers.



DENVER REGION — The Colorado River Indian Tribes (CRIT) created a Facebook page to increase census awareness. A “Complete Your Survey” contest was held with prizes including a Visa gift card and census goodie bags. The group also produced and posted a census PSA, featuring 2019-2020 Miss Indian Arizona, Audrianna Mitchell and their highly regarded elder and esteemed Tribal Councilwoman, Ameila Flores.

Regional Partnerships Serving Asian American Communities



On October 10, 2020, the Philadelphia-Penn ACO partnered with Penn Asian Senior Services (PASSi) in setting up MQA at the PASSi Drive-In Autumn Festival in the Penn Asian Evergreen Parking Lot in Philadelphia, PA.

Impact

- This first-time live drive-in afforded attendees the opportunity to complete for the 2020 Census while participating in cultural activities at a safe distance.
- PASSi serves Asian seniors in the greater Philadelphia region in more than 19 languages, including offering assistance with benefits applications, affording the organization opportunities to make the connection between census participation and services the community relies on.



Asian American Leaders summit, July 25-26, 2019, Orlando, FL. The Atlanta Region's Asian Leaders summit highlighted the diversity within the Asian community.

Impact

- Thirty key leaders from across the region accepted the region's invitation for the day and a half summit.
- Victoria Huynh, vice president of the Center for Pan Asian Community Services, was the keynote speaker. As a veteran census partner, she told the leaders that encouraging all segments of the Asian community to participate in the census would make it easier to secure resources, gain representation, and chart the growth of the various Asian groups.
- The community dialogue session was extended to 3.5 hours due to the robust discussion and engagement.



Regional Partnerships Serving African American Communities



On July 18, 2020, the 2020 Census Count Caravan Parade was held in the Fifth Ward's predominantly African American community, to boost self-response.

Impact

- Houston Mayor Sylvester Turner, who served as Grand Marshall, was joined by Congresswoman Sheila Jackson Lee for the parade kickoff.
- Approximately 137 vehicles participated in the caravan, and included representatives of local businesses, health clinics, senior facilities, housing complexes, and more.



On Aug 26, 2020, the Washington Informer, a weekly newspaper published in Washington, D.C., published an article about the census.

Impact

- The article explained why residents of Wards 7 and 8, predominantly Black and African American, should be counted in the 2020 Census.
- The newspaper has over 50,000 readers each week plus a weekly average of 35,000 unique visitors to its website; 7,500 weekly subscribers to its weekly email newsletter, along with a social media presence.



The Urban League of Greater Kansas City regularly promoted self-response on social media to encourage African American participation.

Impact

- The National Urban League's campaign, "Make Black Count," was used to educate the Black and African American community about how imperative the census is to communities of color.

Regional Partnerships Serving Hispanic Communities



Two-night Loteria events with several Kansas partners.

Impact

- Appearances from Kansas City.
- Midfielder Ilie Sanchez and Kansas City Royals Outfielder Jorge Soler.
- The first day Facebook Live event has been viewed over **3,800 times**.
- The second day of the event was viewed **1,400 times**.



Extensive campaign to educate Hispanics on the importance of the census and encourage participation.

Impact

- Univision 34 Los Angeles is the nation's #1 rated Spanish-language and SoCal's most watched TV station, regardless of language.
- Provided recruitment announcements, as well as daily mentions and reminders on their TV stations, website, and radio station.

Regional Partnerships Serving Local Governments



A car caravan in Gary, Indiana, helped promote participation in the 2020 Census.

Gary, Indiana, promoted the Census Kick-off, and local faith-based organizations partnered in lowest LRS tracts to conduct census outreach and create materials and promote the census.

Impact

- November 2019, 2020, Census Kick-off with 200 people in attendance.
- 12-night Baptist revival that included motivating attendees to complete their census and apply for census jobs.
- K-12 2020 Census poster contest and virtual weekly response rate check.
- August 22, 2020, caravan through four of the lowest self-response census tracts, with parade vehicles, 2020 Census promotion, and MQAs in high traffic areas.



Mayors of North St. Louis county gather at a press conference at the Urban League of Metropolitan St. Louis to voice their support of the 2020 Census and to encourage those living in the St. Louis metro area to complete the census.

Impact

- Mayor Lyda Krewson supported a city-wide Complete Count Committee – hosting press and voter registration/census outdoor events.
- The Missouri Foundation for Health provided grants to organizations across a large part of the state.
- Save A Lot hosted MQAs – 96 events at 9 locations.

Regional Partnerships Serving NHPI Communities

PHOENIX, AZ — May 28, 2020: Partnership Specialists participated as advisors and a judge during a competition held by the Arizona Asian American Native Hawaiian Pacific Islanders (AANHPI) for Equity Complete Count Committee.



Impact

- The CCC hosted a Virtual Census Create-A-Thon, drawing participants from around the nation.
- Cash prizes were awarded to the first and second place winners in eight categories.
- The participants created 2020 Census messaging that could be posted on social media platforms. The messaging categories were: AANHPI, labor, counting small children, civil rights, elderly, LGBTQ, education, and people of color.

PHOENIX, AZ — August 29, 2020: Partnership Specialists collaborated with Jennifer Chau, Chair of the Arizona Asian American Native Hawaiian Pacific Islanders for Equity Coalition, to organize a Census Caravan for Asian Week of Action.



Impact

- The Asian Pacific community came out strong in support of the event as coalition members such as Island Liaison, National Asian Pacific American Women's Forum, Asian Pacific Community in Action, Islamic Circle of North America Relief Food Pantry, and Donut Parlor were in attendance.
- Participants of the caravan engaged shoppers and directed them to census tables at each location so that Census Response Representatives (CRR)s could help them complete their questionnaires online.
- Census promotional items and flyers translated into several Asian languages were distributed at each site.

Regional Partnerships Serving MENA Communities

DENVER, CO — April 20, 2020:
Muslim Youth for Positive Impact (MYPI) collaborated with Partnership Specialists to provide 2020 Census promotional materials for a Ramadan food care package distribution.



Impact

- MYPI Census Ambassadors prepared more than 50 food care packages with 2020 Census promotional materials for low-income communities.
- These packages were delivered to more than 250 low-income Muslim families throughout the metro Denver area.
- MYPI created a Facebook post showcasing the volunteer efforts and providing a reminder to complete the 2020 Census. This post reached more than 1,700 Facebook users.



May 2019, Elizabeth, NJ Iftar Events. Among the attendees were local and state officials, law enforcement officers, community leaders, and the community at large.

Impact

- Ayaz Aslam, Outreach Coordinator of Muslim Community Center of Union County (MCCUC) NJ, invited 2020 Census Partnership to speak and share information at two Iftar events. Iftar is the meal eaten by Muslims after sunset each evening during the month of Ramadan.
- Mr. Aslam partnered with Jimmy Smalls, President of the Muslim League of Voters of New Jersey and other organizations to help inform Muslims about the importance of the 2020 Census.

Regional Partnerships Serving Faith-Based Communities



On January 17, 2020, Chicago Mayor Lori Lightfoot urged leaders to become trusted voices in their communities by promoting participation in the 2020 Census at the 34th Annual Interfaith Breakfast, which brought together leaders from various faiths including Jewish, Muslim and Christian communities.



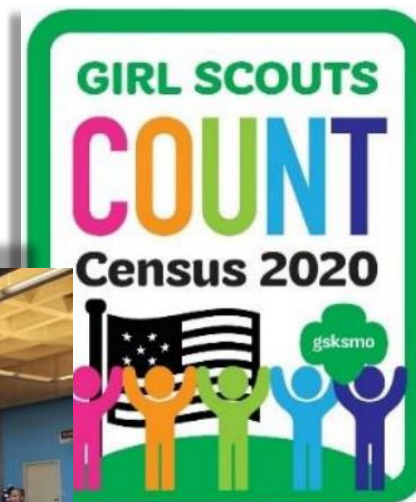
On August 25, 2020, the Mount Calvary Baptist Church sponsored a Mobile Questionnaire Assistance (MQA) food bank event in Owensboro, Daviess County, KY. Catholic Charities of the western Kentucky diocese co-sponsored the event along with several other Owensboro churches, including Mount Calvary Baptist Church. The event received media coverage that led to over 712 households self-responding during the 3-hour event.



May 28-29, 2020, Beaumont, TX, Pastor Joyce Brooks of St. Paul AME Church and Sara Ricks, Project Organizer for the Gulf Coast Leadership Council, both partnered with Timbers Edge Apartments to help with food and rental assistance. Pastor Brooks' church created food bags for the tenants who needed groceries since the apartment complex has several hard-to-count populations.

Statistics in Schools and Undercount of Young Children

Regional Partnership Specialists partnered with local school districts, individual schools, Head Start programs, day care centers, diaper pantries, and other community organizations to promote Statistics in Schools and the Counting Young Children initiative.



Partnerships Serving SIS Communities



Monday, March 2, 2020, Statistics in Schools – Bester Elementary School, Hagerstown, MD.

Impact

- Schools from across the country took part in Statistics in School Week to educate students about the importance of the once-a-decade count through a weeklong series of fun classroom activities provided by the U.S. Census Bureau's SIS program.
- Bester Elementary school is a Tier 3 school and is located within a rural community that has a LRS score of 27.7.



Tuesday, March 3, SIS in Noxubee County, MS.

Impact

- The Noxubee County School District partnered with the Mississippi State Superintendent and the U.S. Census Bureau to host a Statistics in Schools launch event.
- The event included motivational words and information from Mississippi State Superintendent, remarks from the U.S. Census Bureau Regional Director, Noxubee County School District Interim Superintendent, Noxubee Board of Supervisors, Noxubee County District Attorney, and others.
- Noxubee County High School students read the Census pledge and the band/dance team performed as well. 500 plus students attended the assembly. After the assembly, the Census Bureau along with Clifford the red dog spoke with the kindergarten and first grade students at Earl Nash Elementary School.

Regional Partnerships Serving Young Children



Road to 2020 presentations at the San Diego County Department of Child Support Services (DCSS).

Impact

- Six presentations total across the county.
- Over 100 case workers were educated on the impact of the census.
- DCSS also assisted with census recruitment efforts with their clients.



The Norwalk Child Development Program provided testing space, supported recruiting efforts, appointed a liaison and distributed materials to clients.

Impact

- Norwalk is in the largest county in the state of California – LA County.
- Program falls under the City of Norwalk's social services department.
- The program provides clients with childcare services either directly or through referrals, further spreading the message about the census.



The Santa Cruz Dept. of Education spearheaded social media/email campaigns and provided collateral during on-site food distributions events.

Impact

- Educational services provided to 30,000 students countywide.
- Approximately 300 affiliated childcare providers service families across the county.
- DOE has also partnered up with school district superintendents to promote the census.

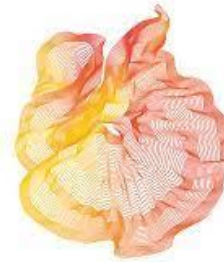
Regional Partnerships Serving Young Children



Sunbelt Human Advancement Resources (SHARE) Head Start hosted a drive-thru Open House and MQA.

Impact

- Hosted at 22 SHARE Head Start locations, spanning 4 counties in the state.
- Reached over 900 parents and families.



Latin American Association

Telemundo Atlanta, Latin American Association and Atlanta Community Food Bank, and Plaza Fiesta hosted a Back-To-School & Food Drive .

Impact

- Reached over 1300 families who also received census promotional materials.



Continuous engagement and partnership with Redlands Christian Migrant Association (RCMA) allowed for distribution of Census materials.

Impact

- RCMA operates child development center and schools in rural, low-income areas.
- RCMA serves over 6500 children, primarily children of Latino farmworkers.
- Through newsletters, flyers, social media posts, and videos, food distribution with census collateral, over 6000 families participated in 2020 Census activities.

COVID-19 Response



MQA host, OATH, collaborated with the Census Bureau and other partners for a food distribution event in a low-response neighborhood.

Impact

- CRR's engaged **386 people**, with **51 people** completing the 2020 Census.



Los Angeles, CA: 2020 Census Logo bags used for the Asian Pacific Islander Forward Movement's Food Distribution Program.

Impact

- Over **1,000 2020 Census Japanese drawstring bags** were filled with community supported agriculture and 2020 Census Information.
- Primary population of focus were senior Japanese community members in LA County.



Austin, TX: Assisted attendees with filling out the questionnaire while distributing hand sanitizer.

Impact

- Hosted Hand Sanitizer giveaway with **1,000 vehicles** and **60 households** in attendance.

COVID-19 Response



Drive-Thru School Market with groceries provided by the Cleveland Food Bank.

Impact

- Census Bureau provided tote bags for food storage.
- The event was open to all 230,000 residents of Lake County.



Congresswoman Fletcher and Riceland Healthcare hosted a mask/grocery giveaway and provided COVID-19 tests.

Impact

- Ten-time Olympic Medal Winner, Carl Lewis was onsite for a meet and greet and spoke on the importance of the census.
- Hundreds of local residents were present.



Chicago, IL: 2020 Census Caravan and MQA event.

Impact

- Congresswoman Robin L. Kelly participated in the caravan.

Key Lessons Learned

NPP:

- The research-based portfolio audience structure with designated points of contact worked well.
- Start earlier with larger organizations, including corporations, so they may inform their budgeting.
- Social media toolkits and other stakeholder resources helped partners tailor their communications; a dedicated communications manager embedded in the partnership program was an asset.
- Partners who connected with other partners found inter-partner collaborations to benefit the campaign.
- GPO warehouse that shipped promotional items and materials direct from GPO to partners and stakeholders was essential to the success of the program during the COVID-19 pandemic.
- Retain partner relationships throughout the decade was repeatedly recommended.

Key Lessons Learned (continued)

CPEP

- A local, scaled-down partnership program is needed during non decennial years. Partners would like to stay engaged.
- The first wave of Partnership Specialists should be brought on earlier in the decade (Year 5).
- Outreach materials should be more representative of the communities they are designed to reach.
- Tribal lands and rural communities require more targeted outreach, and greater consideration should be given to limitations in broadband access.
- GPO warehouse that shipped promotional items and materials direct from GPO to partners and stakeholders was essential to the success of the program during the COVID-19 pandemic.

Office of Strategic Alliances Goals

- Engage with internal stakeholders who manage relationships with Census Bureau partners, external stakeholders, and customers to leverage those relationships to meet the objectives of the Census Bureau's Strategic Plan and the needs of the Program Areas.
- Engage with external entities to help promote education and respondent participation in the decennial census, economic census, census of governments, and other demographic and economic surveys.
- Engage with external entities to leverage knowledge and data assets in the modernization of Census Bureau data products, collection, acquisition, and dissemination.
- Engage with external entities to seek feedback on their data needs and to identify data gaps to solve challenges related to their businesses, organizations, or communities.

Thank you!