

# 2020 Census Update American Library Association

July 8, 2020

# Operational Update

**Adjustments in Response to the Virus**

**Service Based Enumeration/Targeted Non Shelter Outdoor Locations**

**Enumerating College Students**

**Nonresponse Followup**

**Mobile Questionnaire Assistance**

# 2020 Census Operational Adjustments due to COVID-19

## Overview

On March 18, in light of the COVID-19 outbreak, the U.S. Census Bureau adjusted 2020 Census operations in order to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from federal, state, and local authorities regarding COVID-19.
- 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

**There is a consistent and a nearly unanimous recommendation to conduct SBE/TNSOL operations in the Fall time frame. Reasons cited for this include:**

- **Seasonality is a big concern for homeless service providers. People move around based on the weather. Late September more closely mirrors where people would have been in March. This is probably the single largest concern and influencer in their recommendation.**
- **Summer is more difficult to count people experiencing homelessness, as fewer people use shelters and people are much more spread out.**
- **Impacts from the coronavirus are significant right now in the homeless community. Stakeholders felt enumerating in late July would be too close to the current outbreak. They haven't "left" the current outbreak and worries about a possible second wave are too unknown.**
- **Service providers are burned out due to the pandemic. Getting ready to conduct SBE in July would be tough - end of September gives them time to regroup and fully prepare.**

## Operational Decision

- **Based on the feedback from our stakeholders, input from Census experts, and consultation with operational team leads, we have selected September 22 – 24 as the dates to conduct SBE and TNSOL.**

# 2020 Census Enumeration of College Students

We enumerate college students living in student housing owned by the college/university with our Group Quarters Enumeration (GQE) operation. Students living off campus are enumerated with in our Self-Response operation.

## 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, such as American Association of College Registrars Organization, to encourage schools to change to eResponse or Paper Data Response Data collection as soon as possible.
- GQE operation began on July 1 and we continue to work to obtain complete and timely information. As of July 1, we have received data for over 50-percent of the student housing facilities.

## Off-Campus

- On June 17, staff began reaching out to 1,360 college administrators to ask them for administrative records for off campus students so we can enumerate them in the correct location. Census Bureau Director sent a letter to college and university presidents to ask their support to provide these records.
- The records we receive will enable us to match individuals and ensure they are counted in the right place

# Mobile Questionnaire Assistance

## Objectives:

- Increase self-response in the lowest-responding tracts.
- Provide additional language support.

## Program Modifications due to COVID-19:

- Staffing MQA sites to drive self-response in places where people visit when leaving home (examples include libraries, grocery stores, pharmacies, and food distribution sites, as opposed to large public gatherings like festivals and sporting events), and
- Engaging jointly with partnership staff in activities that drive people to self respond in the lowest-responding neighborhoods (examples include providing direct response options during neighborhood car parades and canvassing neighborhoods with self-response flyers).
- MQA will provide response assistance in low responding areas beginning the week of July 13, contingent upon safety considerations and local guidelines, and continuing until mid-September, with ramped-down levels after NRFU begins through mid-September.

# Nonresponse Followup

- **Soft Launch Currently Underway in 6 Area Census Offices (ACO)**
- **Phase 2 Soft Launch Later This Month**
- **August 11 – October 31, NRFU in all ACOs**
- **Adjustments Will be Made as Necessary Depending on Local Conditions to Ensure the Safety of our Staff and the General Public**

# Communications Update

**July – Regional Push**

**Additional Languages**

**Regional Schedule**

**August-September Campaign**

**Mobile Questionnaire Assistance**



# July Push

- 1) **Integrated Two Week Partnership and Communications Campaign Across Key Cities in Each Region**
  
- 2) **Heavy Emphasis on Earned Media, Partnership and Digital/Social Media**
  - **380,00 Local Partners**
  - **985 National Partners**
  
- 3) **Paid Media in Local Venues Across Every DMA in the Country With an Emphasis on Digital, Print, Radio and Limited Television (Includes Paid Search and SMS/Email)**
  - **Focus Venues We Haven't Used Yet**
  - **45 Language**

# The paid media campaign has expanded to support at least 45 of the 59 languages included 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 <a href="https://2020census.gov/languages">2020census.gov/languages</a>		
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	



Now supported by paid search, digital, or print advertising

# 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
<b>Paid Media</b>				<b>Chicago</b> Push Week                      Post-Push Week		
				<b>Denver/Philadelphia/Atlanta</b> Pre-Push Week                      Push Week		
					<b>New York/Los Angeles</b> Pre-Push Week                      Push Week	
<b>Earned Media</b>			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)
<b>Creative</b>	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
<b>Partnership</b>		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)
<b>Statistics in Schools</b>		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)
<b>Website</b>		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*



# August-September NRFU Campaign

- 1) 8/3-8/10 – Major Blitz With New Creative
  - National TV and Local Advertising in Select DMAs
  - Highest Weight (“Motivation” Level)
- 2) 8/10-9/13 – Local Advertising at Mid-Level Weight (“Reminder” Level)
  - Top Two Quartiles for NRFU Workload
- 3) Heavy Emphasis on Digital/Print, Radio, Some TV, Ongoing Paid Search, Text/Email TBD

**Thank You**