

Notice of Public Meeting
Tuesday, January 14, 2020
11:00 a.m.

**2020 CENSUS COMPLETE
COUNT COMMITTEE**

*Door County Government Center
Chambers Room, 1st floor
421 Nebraska Street, Sturgeon Bay, WI*

AGENDA

- 1. Call Meeting to Order**
- 2. Establish a Quorum / Roll Call**
- 3. Adopt Properly Noticed Agenda**
- 4. Approve Minutes of the December 10, 2019 Meeting**
- 5. Communications**
- 6. Public Comment**
- 7. New Business (Review / Action)**
 - Generate Ideas for Localized Messages – Mailing & Media Campaigns
 - Creation of Social Media Account
 - WDOR Talk Show, Friday, March 20 [10:20 -11:00 a.m.] – Who will Attend?
 - Other Involvement, Partnerships, Volunteers
 - Budget Resources
 - Next Steps
- 8. Matters to be Placed on a Future Agenda**
- 9. Next Meeting Date(s)**
- 10. Meeting Per Diem Code**
- 11. Adjourn**

Deviation from the order shown may occur

MINUTES
Tuesday, December 10, 2019

**2020 CENSUS COMPLETE
COUNT COMMITTEE**

*Door County Government Center
Chambers Room, 1st floor
421 Nebraska Street, Sturgeon Bay, WI*

Call Meeting to Order

The Tuesday, December 10, 2019 2020 Census Complete Count Committee was called to order by Supervisor Linda Wait at 1:03 p.m.

Establish a Quorum / Roll Call

Committee Members present: Supervisor Linda Wait, Supervisor Megan Lundahl, Administrator Ken Pabich, County Clerk Jill Lau, Library Director Laura Kayacan, Town of Washington Clerk Valerie Carpenter, Citizen Member Charolette Baiert, and Dan Powers – League of Women Voters.

Others present: Andy Wilson – Partnership Specialist US Census, Teri Schneider – Recruiting Assistant US Census Bureau, and Don Freix.

Adopt Properly Noticed Agenda

Motion by Dan Powers, seconded by Megan Lundahl to approve the agenda. Motion carried by voice vote.

Communications

Andy Wilson distributed several pieces of information to committee members.

Public Comment

No public was in attendance at the time of public comment.

New Business (Review / Action)

Census overview information

Andy reviewed reasons why it's important for persons to complete the Census and the many ways in which the Census is useful.

Complete count committee overview

Hard to count populations

Andy presented a PowerPoint overviewing what a Complete Count Committee is.

Notes of interest - March 12, 2020 will be the start of the mailing of the Census; February 2020 group living facilities/group quarters will be contacted by the Census Bureau.

Target demographic discussion (possible break out session depending on time)

The Committee reviewed Door County's target demographic which includes:

- Hispanic community
- Transient workers, temporary workers (Bay Ship)
- CAFO workers & multiple housing on one parcel
- Senior citizens
- Snowbirds

Challenges/opportunities

How does the committee move forward? Limited time. Other involvement/volunteers?

Census jobs and recruiting

Teri Schneider explained that recruiting is down in our area. The Census Bureau increased the rate of pay for Census Takers to \$17.50/hr plus \$0.58/mile. Full and part-time positions are available. Census Takers set their own schedule. Applications are very basic. Office workers are also needed. Pay is \$12.50 to \$22.50/hr. Office is located in Green Bay. Census Takers will be called in January/February; training in February/March; field work begins 1 week after April 1st. Positions are anticipated to last 8 to 12 weeks. Office workers will work through wrap-up. Must be at least 18 years old. The Census Bureau is looking for 330 applicants in our area. Census Takers are provided a device to perform their duties. Veterans receive preference. Some weekend work is required. Apply online at 2020CENSUS.GOV/JOBS

Next Steps

It is anticipated committee meetings will be held 1x month for the next 3 months. Items to focus on include: letter campaign, social media account, media campaign, and social media campaign.

Matters to be Placed on a Future Agenda

- Generate ideas for a letter campaign
- Possible creation of social media account
- Other involvement, volunteers

Next Meeting Date(s)

January 14, 2020 – 11:00 a.m.

Meeting Per Diem Code

2020.

Adjourn

Motion by Megan Lundahl, seconded by Valeri Carpenter to adjourn. Motion carried by voice vote. Time: 2:33 p.m.

LAU, JILL

From: Do_Not_Reply <admin@adobeconnect.com>
Sent: Thursday, January 9, 2020 9:19 AM
To: LAU, JILL
Subject: 2020 Census: Ensuring a Complete Count in Every Wisconsin Town
Attachments: connect.ics



2020 Census: Ensuring a Complete Count in Every Wisconsin Town

Monday 24 February 2020, 10:00 AM - 11:00 AM

By April 1, most residents of Wisconsin will have received an invitation to respond to the 2020 Census. This webinar will cover ways to participate, the surveying of people living in various types of shelter, and how your town can encourage everyone to respond.

For more information and to register, please visit the following link:

<https://wicounties.adobeconnect.com/census/event/registration.html>

Wisconsin Counties Association | mail@wicounties.org | 608-663-7188

Wisconsin Counts: Census 2020

Anita Johnson, WI Voices
anitajohnson135@gmail.com

Matt Dannenberg, Census Director
Wisconsin Voices
matt@wisconsinvoices.org



Wisconsin Voices



Wisconsin voices envisions a Wisconsin where every person has the means, motivation, and freedom to fully participate in a just democracy that provides opportunities for all people to thrive.

Overview

What is the Census?

Why is the Census so important?

What can you do to ensure Wisconsin counts in 2020?

Pledge to be Counted!

- Will you pledge to be counted?
- Will you encourage 3 friends to pledge to be counted?
- Visit:
- www.wicounts.com



Be seen.

Be counted.

#Census2020

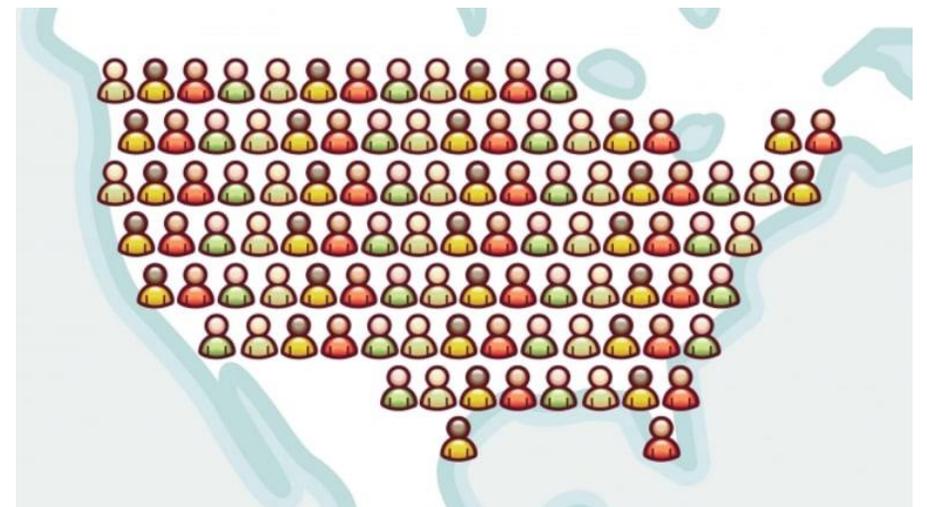
“One of the reasons why I am so geeked out about the census is because *you have to see me*,” Flanagan says. “And as a Native American woman, there are plenty of policymakers who would prefer that I was invisible, and that the Native community was invisible, and that the undocumented community was invisible.

It’s a radical act of saying, ‘I have to be counted, and you have to see my community, and they have to be counted. We are here.’ So, in some ways, there’s a bit of activism, too, in filling out that census form.”



What is the Census?

- Occurs every ten years
- Planning, testing, and public engagement occur every single year
- Started in 1790 and is required by the Constitution
- Is a tool used to count every person living in the country
- Allocates federal funding in states
- Determines changes to congressional apportionment in states (i.e., redistricting)
- American Community Survey



Key Dates & Timeline

- Fall 2019
 - Government & Organizations create outreach plans
- Winter 2019-20
 - Community events promoting the Census
- March 12, 2020
 - Census begins
- April 1, 2020
 - CENSUS DAY (Count people in your household as of this day)
- May 1, 2020
 - US Census Enumerators begin to knock doors
- July 31, 2020
 - Census Ends
- December 31, 2020 Data due to President

Completing the Census

- Paper form
 - Positive: No need for internet connection
 - Drawback: Limited to 12 persons on household
- Phone
 - Call Census Bureau
 - Limited to 12 languages
- Online
 - Easiest method, support for 59 languages
 - Limited access for those without internet

What Questions are on the Census?

- TEN questions, including:
 - Age
 - Race and Hispanic Origin(add tribal)
 - Relationship Status in Household
 - Sexual Orientation of each Respondent
 - Homeownership (Owner/Renter)
 - Telephone Number
 - Information on additional people living in the home
- NO Citizenship Question on 2020 Census!

What is this person's age and what is this person's date of birth? *For babies less than 1 year old, do not write the age in months. Write 0 as the age.*

Print numbers in boxes.

Age on April 1, 2020	Month	Day	Year of birth
<input type="text"/> <input type="text"/> <input type="text"/> years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

Confidentiality & the Census

- Confidentiality measures have become more important with the addition of a citizenship question
- Information provided on a census form is kept confidential
- Title 44, Census Bureau keeps data private for 72 years
- Under Title 13, Census Bureau workers are prohibited from sharing any collected information
 - Measure stems from a 1940 data breach targeting Japanese Americans
 - 1950 – Truman
 - 1980 – Colorado Springs & FBI
 - Census staff face jail time or a \$250,000 fine if information is shared



Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

Census:
Why is it
important?

- Why does the Census matter to YOU?

Census: Why is it important?

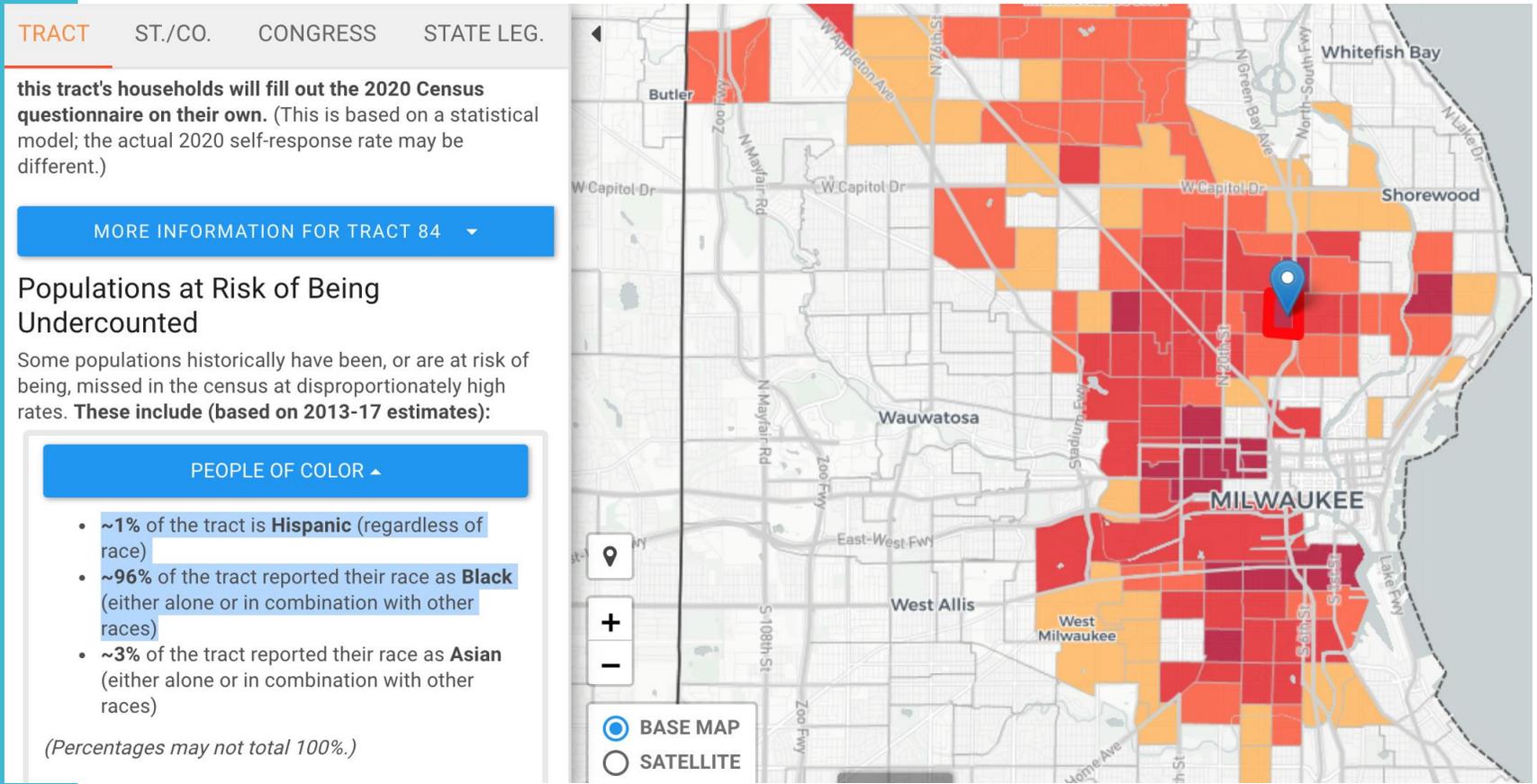
- Being VISIBLE, Political representation
- Funding for key programs:
 - WI could lose approximately \$1,600 per person per year
- Equitable distribution of funds:
 - 2016 - WI received \$12,608,476,954 over 55 federal programs
 - In 2015 alone:
 - \$170,789,000 for school lunches
 - \$51,664,000 for school breakfasts
 - \$212,142,310 for special education grants
- Better planning – school size, health facilities, businesses
- Better information for 10 years on child well being

Historically Undercounted Communities: “HTC - Hard to Count”

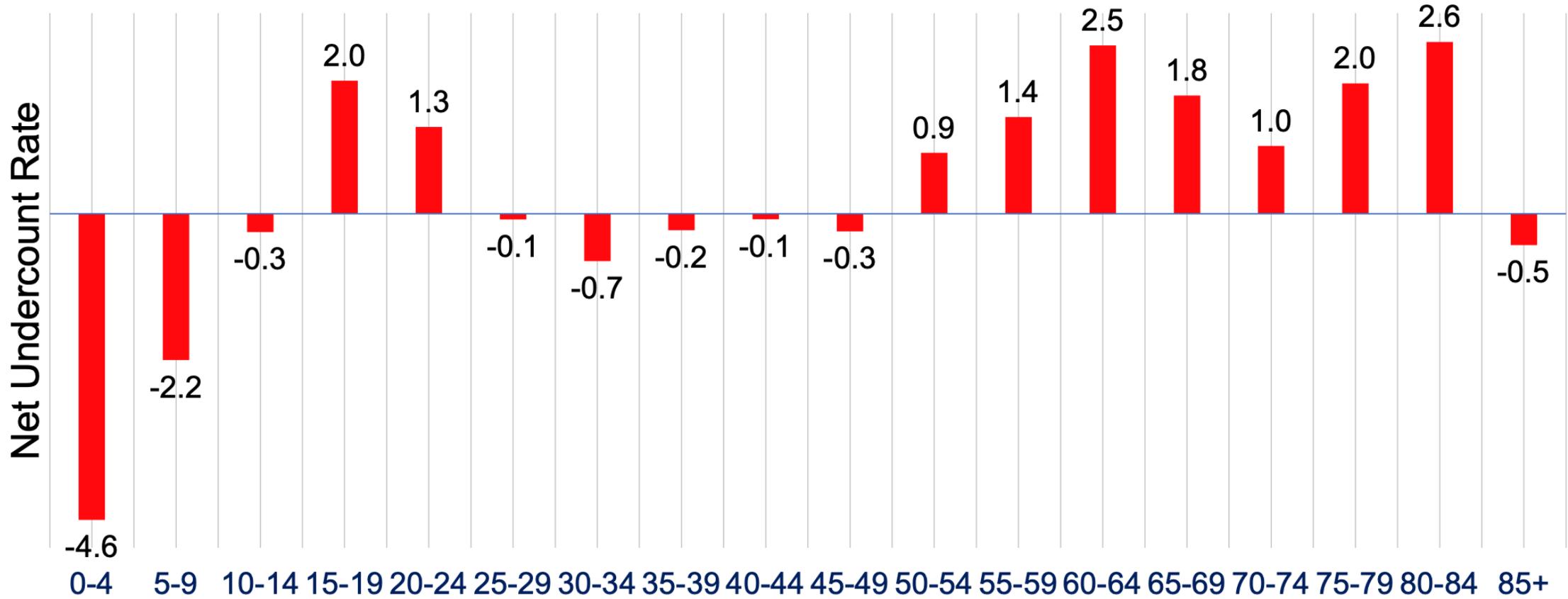
- Communities that the Census Bureau considers hard to count are typically:
 - Communities of Color
 - People with disabilities
 - Young children under five
 - Low income homes
 - **People without homes**
 - People who don't trust the government
 - Areas without reliable broadband internet access

CUNY: HTC MAP 2020

Historically Undercounted Communities: "HTC - Hard to Count"



2010 Census Missed a Large Number of Young Children



Age

Source: U.S. Census Bureau

Characteristics of the Undercount of Young Children

- **Most missed kids lived in enumerated (counted) households**
- Young children are usually missed when they are left off of the form (NALEO study 15%)
- Two-Thirds of children missed lived in complex households
 - Multigenerational households
 - Extended families
 - Multi-family households
- Net undercount rates for children in the 2010 Census were worse in higher population counties
- **People wrongly convinced they should NOT count temporary residents**

Messaging

- Why people don't respond to the census Don't understand how data is used
 - Think government already has data
 - Privacy
 - Busy
 - Fear
- What messages work:
 - Resources your community needs depend on counting everyone!
 - Schools, child care, housing, transportation
 - Only census data can be used for funding decision
 - 10 mins effects the next 10 years – most of their childhood!

Messaging



**Did you know
children are
the most
undercounted
in the Census.
#wecount**

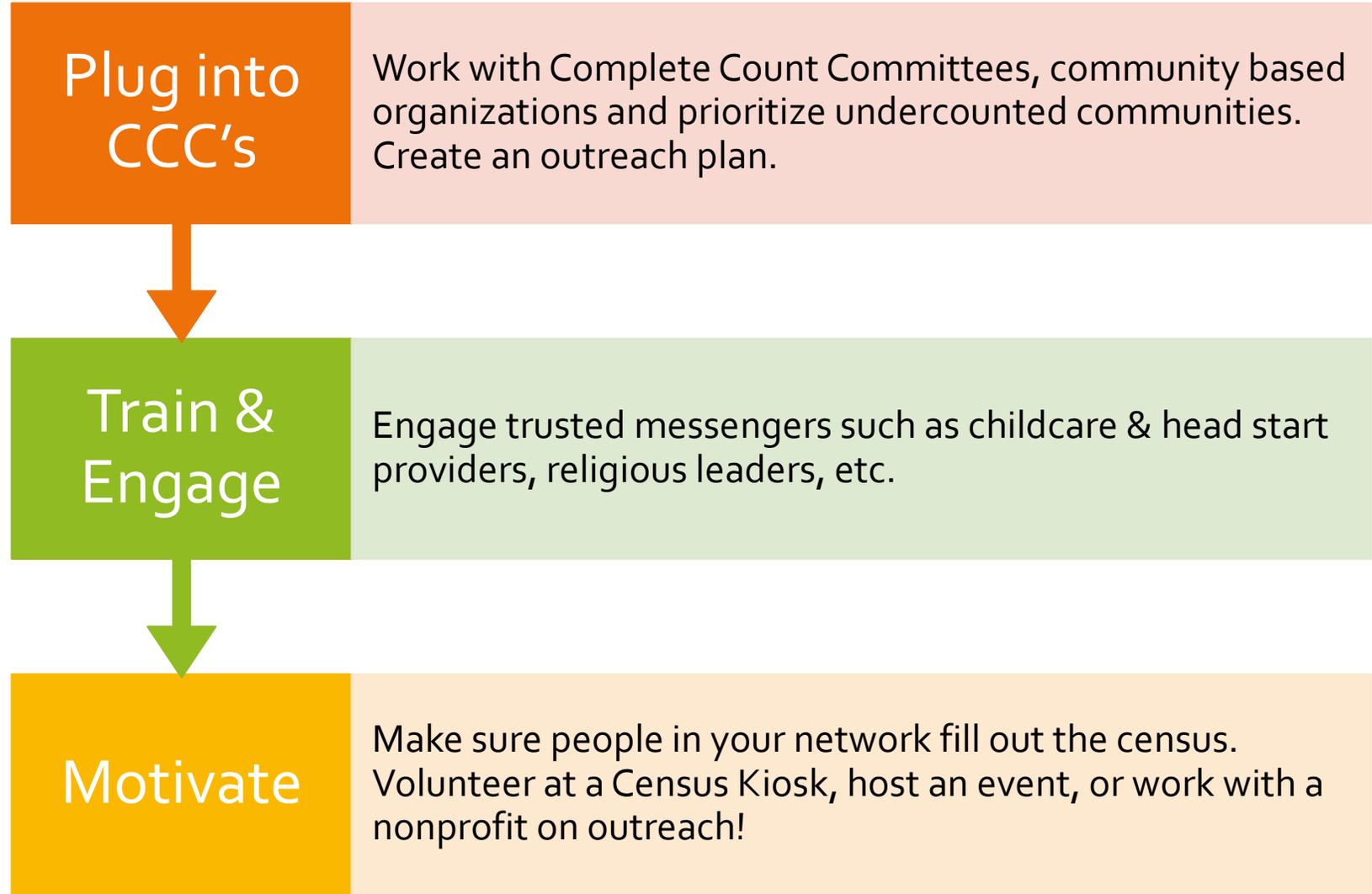
Messaging



Ways YOU can
GOTC!
(Get Out the
Count)

- How have you all been active on the Census so far?

Ways YOU can GOTC! (Get Out The Count)



Ways YOU can GOTC! (Get Out the Count)

- Start talking about the Census with your friends, family, and community institutions
- Share Census information on Social Media
- Share Census Bureau job postings and encourage trusted members of the community to apply



Let's make sure ALL
people in Wisconsin count!

www.wicounts.com

Anita Johnson
WI Voices
anitajohnson165@gmail.com

Matt Dannenberg, WI Voices, Census Director
matt@wisconsinvoices.org
920-285-4997

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographical areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring
census outreach efforts for the
people you serve



How to use this toolkit:

STEP 1

READ THE INTRO

Welcome!
Find out what this toolkit is, who it's for, and how to use it.

PAGE 03

STEP 2

GET A CENSUS REFRESHER

Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.

PAGE 04

STEP 3

LEARN THE BASICS OF OUTREACH

Get quick tips & best practices on how to design your outreach based on behavioral science research.

PAGE 06

STEP 4

IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION



"I don't think the census has any impact on my life."

PAGE 11

"I don't feel comfortable sharing my information."



PAGE 12



"I have trouble completing census forms."

PAGE 13

"I don't have time to fill out the census."



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STEP 5

TAILOR YOUR OUTREACH

Answer some questions and fill in the blanks to create a plan for your outreach strategy.

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STEP 6

USE OUR RESOURCES

See examples and get printable materials to support your census outreach efforts.

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1

READ THE INTRO

WHAT THIS TOOLKIT IS AND WHO IT'S FOR

Hello, and thanks for your interest!

You see the value in high-quality census data and want to ensure this continues so that your organization and our communities can benefit. **You want the people you serve to be accurately counted so they get their fair share of funding and representation for the next decade.**

Census partners are critical to helping the U.S. Census Bureau reach people across the nation. This toolkit will outline four barriers that census and external research have identified as particularly common reasons for not completing the census. Because you know your community best, **you are uniquely positioned to break down these barriers and ensure the people you care about are counted.**



This toolkit was developed in collaboration with the Office of Evaluation Sciences, which brings diverse scientific expertise to Federal agencies, translating research insights into concrete recommendations for how to improve Federal programs, policies, and operations. **It provides useful tips and evidence-based guidance on how to make your communications and outreach efforts as effective as possible.**

Let's get started!

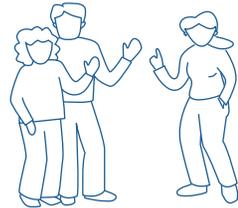
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GET A CENSUS REFRESHER

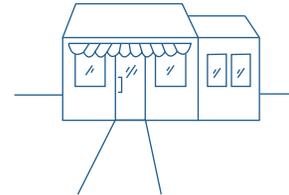
CENSUS 101: WHAT, WHY, & WHEN

The Census Bureau’s mission is to serve as the leading source of quality data about the nation’s people and economy. The Census Bureau collects information through the decennial census, the American Community Survey, the economic census, and many other surveys.

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. People in your community use Census Bureau data in all kinds of ways, such as these:

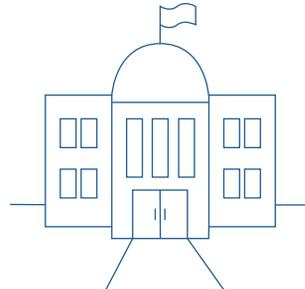


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

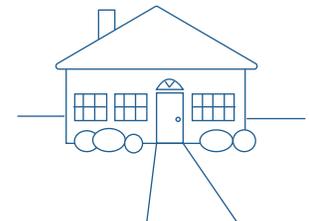


Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.

Local government officials use the census to ensure public safety and plan new schools and hospitals.



Real estate developers and city planners use the census to plan new homes and improve neighborhoods.



WHAT EVERYONE SHOULD KNOW ABOUT 2020

Once a decade, America comes together to participate in the decennial census, creating national awareness of the census and statistics. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community's vital programs.

We included a printable version of "Census 101" fast facts to share with your community on pages 18-19.

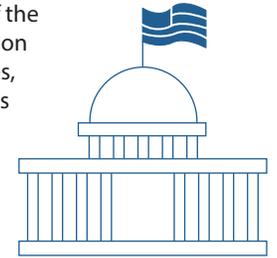
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.



Your data are confidential.

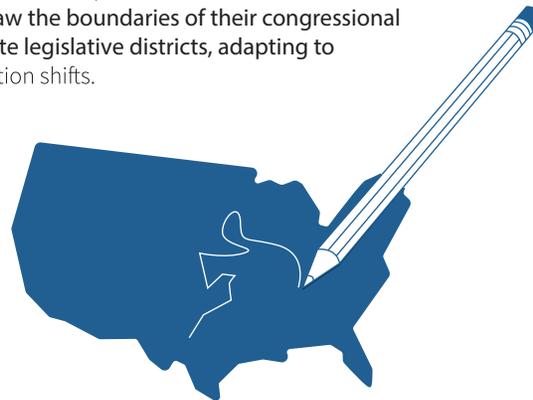
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



It means \$675 billion.

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



3

LEARN THE BASICS OF OUTREACH

WHAT WE'VE LEARNED ABOUT WHAT WORKS

Researchers have long studied the way we access, process, and act on information. We've taken their insights and come up with recommendations and questions to ask yourself when developing your messaging. Grounding your communications in these principles will make them as effective as possible.



MAKE IT ACTIONABLE

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MAKE IT RELEVANT

Page 06



PLAN THE DELIVERY

Page 07



MAKE IT ACTIONABLE

Reducing friction in the path towards action is critical—and sometimes the smallest tweaks can have a significant impact.

1 Keep it simple.

*Is all the information in my message immediately useful?
Am I using simple language?*

When communicating to mass audiences, there is no award for impressive use of an extensive vocabulary. Stick to a fifth grade reading level and a conversational style (such as the use of contractions) that's to the point. It's easy to over-share in an attempt to be thorough. Instead, provide only the most essential items for the immediate actions people need to take, and include reference links for those interested in learning more.

2 Make it visual.

What pictures could I use to convey my message?

We've all heard the saying "a picture is worth a thousand words," but very few informational campaigns begin by drawing a picture. Humans are drawn to attractive imagery and color, and some studies show we read as little as 20% of the text on a page. Make your design default a picture, and then add words, rather than start with extensive written text.

3 Create a checklist.

What are the individual steps my audience should take?

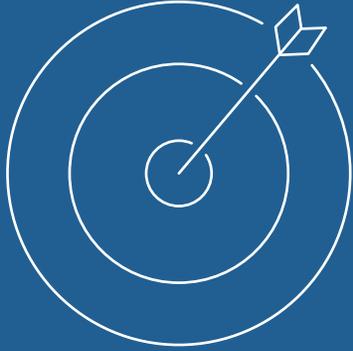
To help people take action, show a clear to-do list, next steps, or break down the specific tasks required to complete that action. Here's how:

- Start each step's sentence using the specific verb of the action they need to complete.
- Help people know what to expect, such as documents they'll need to bring with them to an appointment, etc.
- Break things down into smaller, more manageable chunks—for example, "Open a savings account" is more concrete than "Save money."

4 Prompt people to make a plan.

What kind of planning does my audience need to do?

There is often a gap between what we intend to do and what we actually do. To close this gap, a proven tactic is to provide a fill-in-the-blank template helping individuals to plan specific details of completing a task. Have them answer logistical questions such as what time they'll do something, what mode of transportation they'll use, the route they plan to travel, and other basic yet critical details.



MAKE IT RELEVANT

Position your message to work for the audience you hope to engage—accounting for what’s important to them and what motivates them.

1 Make it salient.

Why does my audience care?

It’s easy to forget that the thing you’re advocating for, which you know a lot about, may not be as clear to someone even one step removed. Frame the “why” of taking an action as a value proposition that’s important to your targeted listener.

2 Make it personal.

Where can I add a personal touch?

Remember when your mom may have made you write thank you notes to your relatives after your birthday? It turns out she was on to something! Research has shown that personalization can increase response rates. Try these approaches:

- Personally address communications, such as letters or emails
- Tailor content to cite specific examples that matter or include the reader
- Include personal appeals from the sender, like a little handwritten note or signature on a template letter

3 Make it social.

Who does my audience identify with or admire?

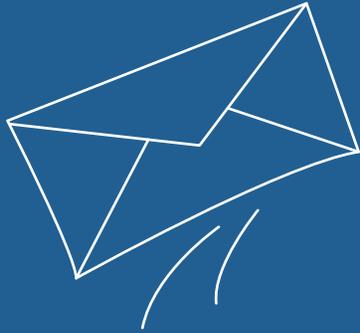
We are strongly influenced by what those around us do, what we perceive to be “normal” or “acceptable,” and what others think of us. If we publicly commit to doing something, we’re more likely to follow through. We will purchase products that people we hope to emulate endorse, and consider how others rate restaurants or items we want to buy.

4 Consider the right incentives.

How can I make my incentive seem even better?

Both financial and non-financial incentives can be powerful motivators. Whenever applying this tactic, carefully consider the timing of the incentive and the context in which it is framed.

For example, a \$1 coupon is much more exciting for a \$5 item than a \$100 item even though in both instances an individual is saving the same amount. Providing a free financial planning consultation may be much more valuable during tax season.



PLAN THE DELIVERY

Meet people where they're at—the packaging of your message matters.

1 Consider the messenger.

Who will my audience listen to?

People pay attention to who is asking them to do something. Is it someone they know? Trust? Respect? Consider who will resonate best with your target audience.

Additionally, if you're sending a written communication such as a letter or postcard, including a photo of the person sending the message has been shown to increase responsiveness.

2 Consider the timing.

What is my audience's schedule like?

When will your message be most relevant?

Research has shown that sending emails at lunchtime led to increased click rates, emphasizing the new year and a fresh start increased retirement savings, and asking people to sign a form at the start, rather than the end of a form reduced self-reporting errors.

Whenever possible, make your case for doing something linked to short-term costs or benefits. We have a tendency to discount things in the future, because they seem more abstract. This is why it's so hard for us to save for retirement or keep to a diet.

3 Consider the location.

Where does my audience spend time?

Where will my message be most relevant?

The context of your setting can also affect people's interest in hearing your message. Are you knocking on someone's door when they're home relaxing on a Saturday morning, or talking to them about how the census can impact educational funding while at the school parents' night?

4 Get creative with your mechanism.

What kinds of communication channels does my audience like and already use?

While sending letters or flyers can still be effective communications mechanisms, research has shown that text messages, pop-up boxes, and in-app messages are also cost-effective ways to connect.

Consider what channels your audience already engages with so you can meet them there, rather than trying to direct them to a new path of having to open their mail or visit a new website.

4

IDENTIFY YOUR AUDIENCE

BREAKING BARRIERS TO PARTICIPATION

This section provides specific examples of how to apply the principles identified earlier in the context of the census to address some common barriers to taking the decennial census.



“I don’t think the census has any impact on my life.”

This person isn’t sure what census does, how its data affects them, and why their participation matters.

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“I don’t feel comfortable sharing my information.”

This person is concerned about data privacy or having their information used by other federal agencies.

PAGE 11

“I have trouble completing census forms.”

This person may not be a native English speaker and find census forms confusing.

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“I don’t have time to fill out the census.”

This person is very busy and assumes the census will be time-consuming and cumbersome.

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WHAT THEY SAY

“I don’t think the census has any impact on my life.”

WHO THIS MIGHT BE

This person has never been shown a clear connection between the census and its impact on their daily life or community.



MAKE IT ACTIONABLE

Create a visual that will stick

Because the census doesn’t feel important to this group, design an infographic or other visual aid that can help to connect the dots on how census data is used. Be careful not to make it overly complex—one strong example that someone will remember is better than an information overload they simply scan.



MAKE IT RELEVANT

Create a badge

Leverage local business owner networks to provide owners with a “census supporter” badge building awareness during the census response period and reinforcing the use of census data for economic development.



PLAN THE DELIVERY

Get someone local

Work with public servants such as firemen, police, and school teachers can demonstrate the importance of the census for benefits that people highly value.

Leverage existing touchpoints

Draw on existing interactions such as community newsletters or events that highlight the census’ connection to something the individual is familiar with.



WHAT THEY SAY

“I don’t feel comfortable sharing my information.”

WHO THIS MIGHT BE

This person wonders: How is my data used and stored? Are the data really confidential?



MAKE IT ACTIONABLE

Preview census questions

Walking people through the questions the census contains before they actually take it can help to clarify the type of information “the government” is asking them, and help build clarity that there is no identifying information such as name or social security number.



MAKE IT RELEVANT

Start with a sure win

If you acknowledge something you know is a concern of your audience, they are more likely to relate to the next thing you say. For example, try highlighting data security as a legitimate concern before explaining how information is protected.



PLAN THE DELIVERY

Connect early

Because these individuals may require more information and discussion than other groups, begin outreach with them early. Early outreach will enable more time for informational efforts to build their confidence with how census data is used and protected.

Reputation matters

Finding a familiar person this group trusts is particularly important. Choose someone who has community standing rather than the most “well known” person.



WHAT THEY SAY

“I have trouble completing census forms.”

WHO THIS MIGHT BE

This audience contains non-native English speakers or recent immigrants. They may not understand the importance of participating in a census or survey.



MAKE IT ACTIONABLE

Reduce word count

Especially for non-native English speakers, complete an exercise where you communicate actions to taking the census with as few words as possible.

Make a worksheet

Help people prepare to take the census with a worksheet or checklist that clearly specifies what people need to know in order to complete the census (how many people live in their house, their ages, etc.).



MAKE IT RELEVANT

Promote responsibility to a group

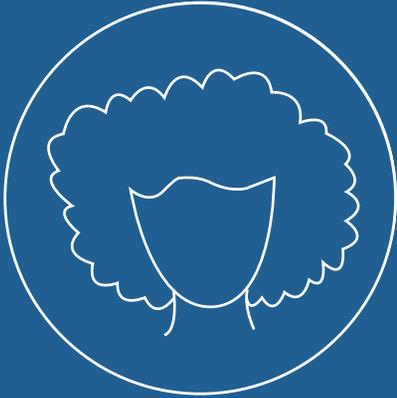
These often tight-knit communities will value the fact that taking the census to represent their voice and enable a more accurate allocation of resources for their entire community requires everyone to participate.



PLAN THE DELIVERY

Meet people where they are

Identify services individuals use—such as public transportation—and bring census messaging there.



WHAT THEY SAY

“I don’t have time to fill out the census.”

WHO THIS MIGHT BE

This person either assumes the census is cumbersome to complete or does not value the census highly compared to other tasks.



MAKE IT ACTIONABLE

Provide context

Anchor the time it takes to complete the census to a simple task they do as part of their normal day. For example, “You can complete the census while you wait for your next metro train.”

Make it a default

Embed a notification or link to the online census into a platform they already trust and use. For example, if individuals interact with your organization by logging into an account or visiting your website.



MAKE IT RELEVANT

Offer micro-incentives

Even a small, yet relevant benefit can help “tip the scale” for someone busy, e.g., getting to wear the “I voted” sticker at work or a free cup of coffee for filling out the census on a tablet at a table in a public place.

Printable stickers are included on page 20.

Public commitment

Because this audience is busy, creating a way for them to publicly commit (for example, signing their name on a public board) can increase the likelihood they’ll follow-through.



PLAN THE DELIVERY

Text and link

Reminding this audience to take the census multiple times can be helpful. Try including the link with the reminder so they can take immediate action and not have to remember to come back later.

5

TAILOR YOUR OUTREACH

SEND OUT YOUR
FIRST MESSAGE

Now that we've covered some best practices for messaging and given you an overview of barriers to participating in Census Bureau surveys, you're ready to tailor your first message to your audience. As you craft your message, use this checklist to make sure you're making it as effective as possible:

KNOW YOUR AUDIENCE

- Who is my primary audience?*
- Why might they not participate in the census?*

HAVE AN OBJECTIVE

- What do I want my audience to do after receiving my message?*
- Does my audience have an incentive to take that action?*

MAKE IT ACTIONABLE

- Is all the information in my message immediately useful? Am I using simple language?*
- What pictures could I use to convey my message?*
- Have I communicated the individual steps my audience should take?*
- What kind of planning does my audience need to do in order to take the action I want?*

MAKE IT RELEVANT

- Why does my audience care?*
- Where can I add a personal touch?*
- Who does my audience identify with or admire?*
- How can I make my incentive seem even better?*

PLAN THE DELIVERY

- Who will my audience listen to?*
- What is my audience's schedule like?*
- When will your message be most relevant?*
- Where does my audience spend time?*
- Where will my message be most relevant?*
- What kinds of communication channels does my audience like and already use?*

6

USE OUR RESOURCES

OUTREACH MATERIALS

Use the resources in the following pages in your outreach!
Check back at www.census.gov/partners for updates to the toolkit.

OUTREACH PLANNING WORKSHEET

Page 17

CENSUS 101

Pages 18-19

PRINTABLE STICKERS

Page 20

CENSUS OUTREACH PLANNING WORKSHEET

PLAN YOUR MESSAGE BY ANSWERING THESE QUESTIONS:

Who do I want to reach?

Why might they not participate in the census?

What is the action I want my audience to take?

These are the concrete steps required:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Why should my audience care about my message?

What kinds of people does my audience trust and admire?

What channels of communication does my audience prefer?

What times of day is my audience available?

Where will my audience be most receptive to my message?

What incentives will my audience respond to?

FINAL REVIEW CHECKLIST:

- All the information in my message is immediately relevant*
- I have edited my language to be simple*
- I have used pictures where possible to convey information*
- I have communicated the individual steps I want people to take.*
- I have considered how to add a personal touch.*
- I have considered how to make my incentive seem even better.*

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

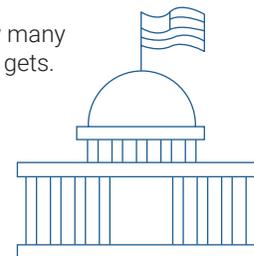
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



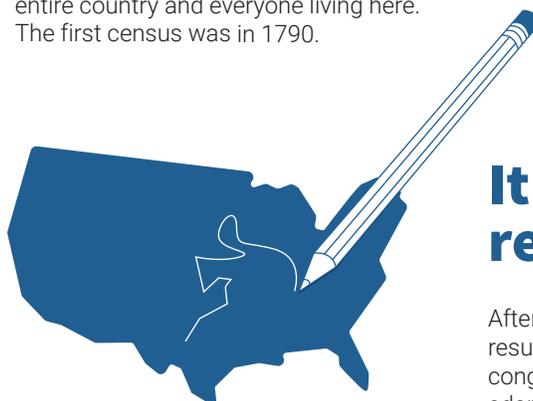
It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means \$675 billion.



Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

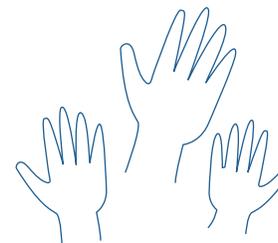


It's about redistricting.

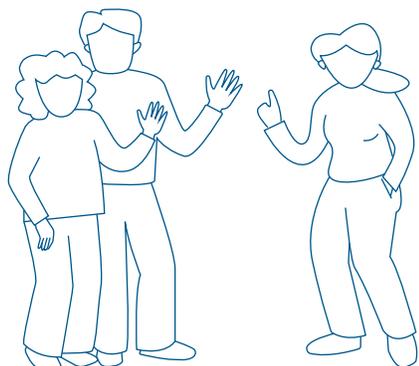
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Taking part is your civic duty.

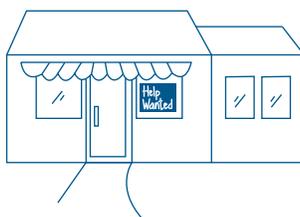
Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



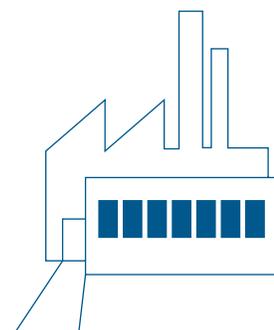
Census data are being used all around you.



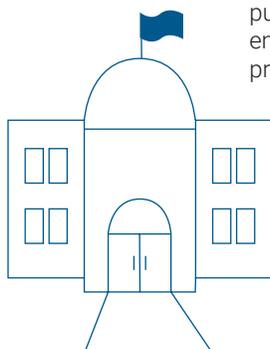
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your data are confidential.

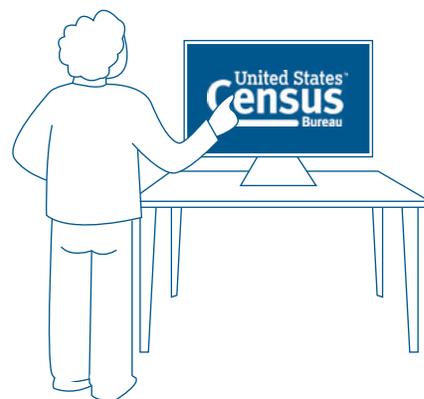
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



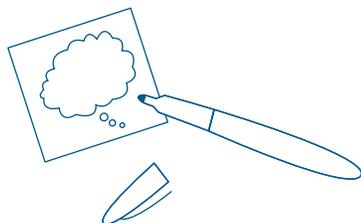
2020 will be easier than ever.

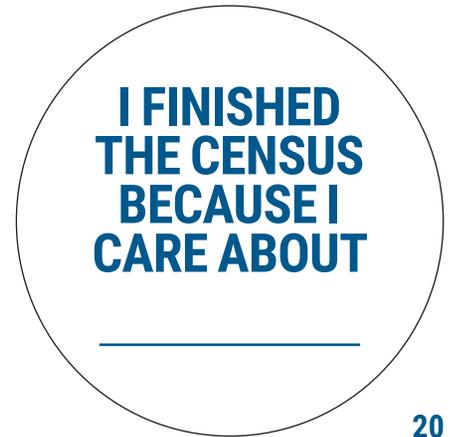
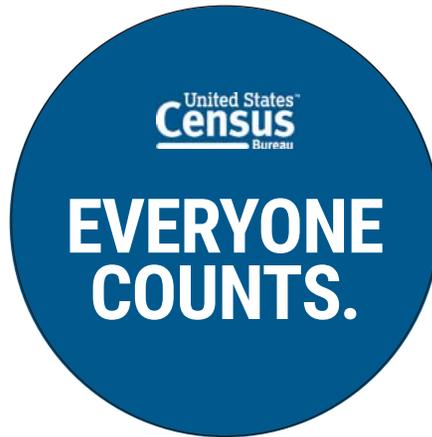
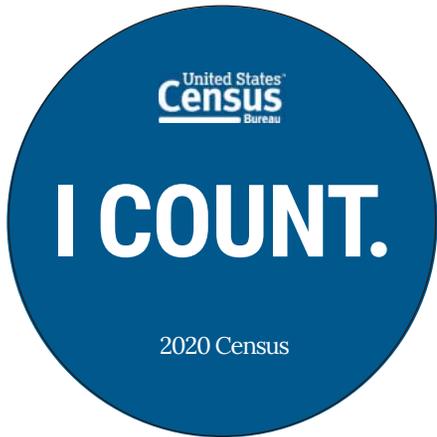
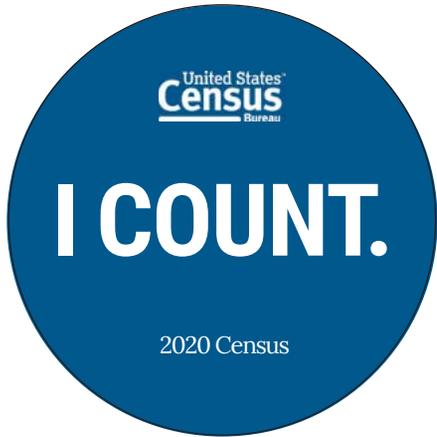
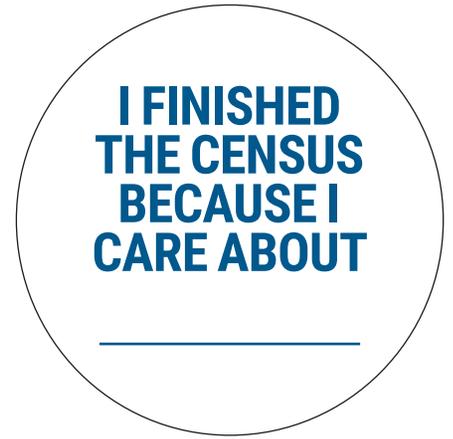
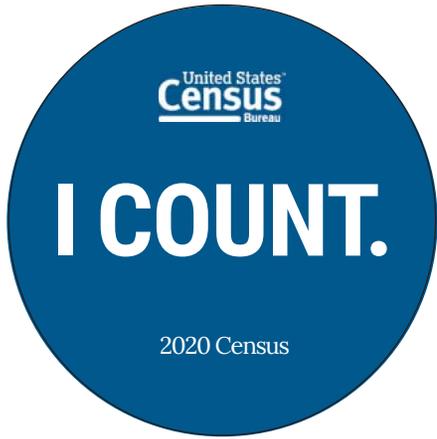
In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.





CREDITS

The Office of Evaluation Sciences developed the Community Outreach Toolkit for the office of the Chief Innovation Officer and the National Partnerships program at the U.S. Census Bureau.

Additional resources for crafting evidence-based communications and citations for research referenced in this toolkit can be found at oes.gsa.gov.

WAS THIS TOOLKIT USEFUL? WAS IT CLEAR?

If you have specific questions or feedback, please let us know. We are always looking to improve our materials to make them as useful as possible.

Email us at census.partners@census.gov with your feedback and suggestions.

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
--	---

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

[Date]

[Name]

[Title]

[Organization]

[Address]

[City, State, ZIP]

Dear [Name],

The 2020 Census is fast approaching, and the U.S. Census Bureau is looking for companies and organizations like yours to serve as partners to help us inform everyone in the United States about the importance of being counted.

You are trusted by your community members and stakeholders, and you have a direct line of communication with them. By encouraging them to participate in the census, you help ensure that your community will be accurately represented, which will help shape the future of our nation.

Data collected in the 2020 Census will determine how many seats each state has in the U.S. House of Representatives and will be used to redraw boundaries of congressional and state legislative districts. The data will also inform the allocation of more than \$675 billion in federal funding each year to communities across the nation for public resources like roads, hospitals, and schools. To help your community thrive, it's important that you encourage everyone to participate in the 2020 Census.

Conducting the census is a massive and vitally important undertaking. We need your help and the support of other partners across the country to ensure a complete and accurate count. Whatever time and resources you can commit, you can make a difference.

We look forward to welcoming you as a census partner to help ensure that your community is accurately represented in the 2020 Census. To learn more about the 2020 Census Partnership Program, visit 2020CENSUS.GOV/PARTNERS.

[Closing],

[Name]

[Email]

[Phone number]

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2020 Census Partner Sample Message

Help spread the word about the 2020 Census through emails and blogs to members of your community. You can send the content below or tailor to match your community's interests and concerns.

Subject Line or Title: Shape your future with the 2020 Census

We are excited to announce that we are partnering with the U.S. Census Bureau to support the 2020 Census. As a partner, we will be working to make sure our community is accurately represented in the upcoming decennial count.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than \$675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

[Add specific information about why you are partnering.]

As the 2020 Census approaches, we will continue to share information about how you can make sure our community is fully represented. Visit **2020CENSUS.GOV** anytime to get the latest news.

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Sample messages for partners.

Newsletters, blogs, social media, and emails are great ways to share information with your audience. Below are a few sample messages that you can drop into your communications to tell your community about the importance of the 2020 Census. These messages are intended to inform the audience about the census and should be used prior to April 1, 2020.

General messages.

The 2020 Census is fast approaching. Data collected in the census will inform the distribution of more than \$675 billion in federal funds to states and communities each year for things like infrastructure, health care, and food assistance. It's important that we all respond to shape the future of our communities. Learn more at 2020CENSUS.GOV.

###

Be sure to count everyone who lives in your home on your 2020 Census form. This includes babies and young children, who are often missed in the census. Not counting newborn babies and children impacts support for programs such as children's health insurance, hospitals, child care, food assistance, schools, and early childhood development. It is important to count all the babies and children in your home, even if they aren't related to you or are only staying with you temporarily. Learn more at 2020CENSUS.GOV.

###

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. Learn more at 2020CENSUS.GOV.

###

Message for renters.

Beginning in mid-March 2020, you can respond to the census online, by phone, or by mail. Be sure to count everyone living or staying in your home, including newborn babies and young children, even if they aren't related to you or are only staying with you temporarily. No matter how you respond, your personal information is confidential, is protected by law, and can never be used to identify you. It can never be shared with law enforcement agencies or your property manager. Learn more at 2020CENSUS.GOV.

For more information, visit:

2020CENSUS.GOV

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Messages for college students.

The 2020 Census will influence community funding and congressional representation. Responding to the census is your chance to impact programs like Pell Grants, health care services, food assistance, and more for the next decade. Shape the future by responding to the 2020 Census. Learn more at 2020CENSUS.GOV.

###

If you live in off-campus housing that is not owned, leased, or managed by your college or university, you can respond online, by phone, or by mail beginning in mid-March 2020. You should count yourself at your off-campus address, even if you stay somewhere else during school breaks. Learn more at 2020CENSUS.GOV.

###

If you live in on-campus student housing or in another student housing facility that is owned, leased, or managed by your college or university, census takers will work with student housing officials to ensure that you are counted. You may be asked to complete an individual census form. Learn more at 2020CENSUS.GOV.

###

Message for group housing residents.

If you live in a group facility, like military barracks or shelters, census takers will work with a representative from your building to make sure you are counted where you live and sleep most of the time. They may ask you to complete an individual census form. Learn more at 2020CENSUS.GOV.

###

Message for faith-based audiences.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics, which help determine federal funding for things like food assistance, health care services, and Pell Grants. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does not collect information about religious affiliation. U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation. Learn more at 2020CENSUS.GOV.

For more information, visit:

2020CENSUS.GOV

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[Date]

[Name]

[Title]

[Organization]

[Address]

[City, State, ZIP]

Dear [Name],

With the 2020 Census fast approaching, we want to take a moment to thank you for [insert specific contribution]. As a Census partner, you play a vital role in helping us inform all people in the United States about how the 2020 Census will shape the future of our nation and its communities.

Data collected in the 2020 Census will determine how many seats each state has in the U.S. House of Representatives and will be used to redraw boundaries of congressional and state legislative districts. The data will also inform the allocation of more than \$675 billion in federal funding each year to communities across the nation for public resources like roads, hospitals, and schools. To help your community thrive, it's important that you encourage everyone to participate in the 2020 Census.

Conducting the census is a massive and vitally important undertaking—one we could not accomplish alone. You are trusted by your [employees, community members, customers, families, or stakeholders], and you have a direct line of communication with them. By getting the word out about the importance of the 2020 Census, you are helping us ensure that they are fully represented.

[Insert tailored text specific to partner's past efforts.]

We have enjoyed working with you as a partner, and we look forward to continued collaboration on the 2020 Census. Please call us and let us know when we can connect to share ideas about working together for a successful count, and please don't hesitate to reach out if you have any questions.

For materials you can share with your audiences now to increase awareness of and participation in the census, visit [2020CENSUS.GOV/PARTNERS](https://2020census.gov/partners).

Thank you for your ongoing support.

[Closing],

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[Name]

[Email]

[Phone number]

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2020 Census Partner Sample Message

Help spread the word about the 2020 Census through emails and blogs to members of your community. You can send the content below or tailor to match your community's interests and concerns.

We are excited to announce that we are partnering with the U.S. Census Bureau to support the 2020 Census. As a partner, we will be working to make sure our community is accurately represented in the upcoming decennial count.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than \$675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

As the 2020 Census approaches, we will continue to share information about how you can make sure our community is fully represented. Visit **2020CENSUS.GOV** anytime to get the latest news.

[Date]

[Name]

[Title]

[Organization]

[Address]

[City, State, ZIP]

Dear [Name],

The 2020 Census is fast approaching, and the U.S. Census Bureau is looking for trusted voices like yours to serve as partners to help us inform everyone in the United States about the importance of being counted.

You are trusted by your stakeholders and the community members you serve, and you have a direct line of communication with them. By encouraging them to participate in the census, you help ensure that your community will be accurately represented, which will help shape the future of our nation.

Data collected in the 2020 Census will determine how many seats each state has in the U.S. House of Representatives. The data will also inform the allocation of more than \$675 billion in federal funding each year to communities across the nation for public resources like roads, schools, and hospitals. To help your community thrive, it's important that you encourage everyone to participate in the 2020 Census.

Conducting the census is a massive and vitally important undertaking. We need your help and the support of other partners across the country to ensure a complete and accurate count. Whatever time and resources you can commit, you can make a difference. There are many ways you can get involved:

- Provide information to community members about the importance of participating in the 2020 Census.
- Use Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles and social media content—to raise awareness of the 2020 Census.
- Form or get involved in a Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees or to start one in your community, visit census.gov/2020completecount.
- Invite Census Bureau officials to speak about the benefits of participating in the 2020 Census at an event sponsored by your organization.
- Host a workshop with the community members and stakeholders you serve to discuss 2020 Census challenges and ways to tackle them.

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- Get creative! Share your ideas about how you can help spread the word about the 2020 Census.

To learn more about the 2020 Census Partnership Program, visit [2020CENSUS.GOV/PARTNERS](https://2020census.gov/partners). We look forward to welcoming you as a 2020 Census partner to help ensure that your community is accurately represented in the 2020 Census.

[Closing],

[Name]

[Email]

[Phone number]

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[Date]

[Name]

[Title]

[Organization]

[Address]

[City, State, ZIP]

Dear [Name],

The 2020 Census is fast approaching, and the U.S. Census Bureau is looking for schools and educational institutions like yours to serve as partners to help us inform everyone in the United States about the importance of being counted.

You are trusted by your students, staff, community members, and families, and you have a direct line of communication with them. By encouraging them to participate in the census, you help ensure that your community will be accurately represented, which will help shape the future of our nation.

Census data is critical to helping our nation—and the businesses and communities in it—make decisions that will fuel our future success. Census data also determines how many seats each state will have in the U.S. House of Representatives and is used to redraw congressional and state legislative districts.

Data collected in the census informs the allocation of funds for community resources such as roads, hospitals, and schools—including Title 1 funds, which provide financial assistance to local educational agencies and schools with high numbers or percentages of low-income families. In fact, more than \$675 billion in federal funding is distributed to communities across the nation based on census data. To help your community thrive, it is important that you encourage everyone to participate in the 2020 Census.

Conducting the census is a massive and vitally important undertaking. We need your help and the support of other partners across the country to ensure a complete and accurate count. Whatever time and resources you can commit, you can make a difference. There are many ways to get involved:

- Use free resources from the Census Bureau's Statistics in Schools program ([census.gov/schools](https://www.census.gov/schools)) to teach students about the value and everyday use of statistics.
- Use Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles and social media content—to increase public participation in the 2020 Census.

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- Form or get involved in a Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees or to start one in your community, visit census.gov/2020completecount.
- Provide information to students, community members, and families about the importance and benefits of participating in the 2020 Census, perhaps by inviting Census Bureau officials to speak at a school or community event.
- Get creative! Share your ideas about how you can help spread the word about the 2020 Census.

To learn more about the 2020 Census Partnership Program, visit [2020CENSUS.GOV/PARTNERS](https://2020census.gov/partners). We look forward to welcoming you as a 2020 Census partner to help ensure that your community is accurately represented in the 2020 Census.

[Closing],

[Name]

[Email]

[Phone number]

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