

CIVIC DIGITAL FELLOWSHIP



Tangibility Campaign

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Current Tangibility Toolkit

Just how effective is the delivery of this toolkit?



meant for elected officials, community leader, etc. to talk to their constituents/audience about the “tangible” benefits of the Census



heavy dependency on the middle man to relay the information to the target audience



graphics don't really speak for themselves without over-explanation/clutter

Census Bureau Products

CLMSO Use Cases & Target Audience

Main Use Cases

1. Data Visualizations
2. Emails
3. Promotional Materials
4. Videos
5. Social Media
6. Conference Materials
7. Publications

Analysis

4/7 of the use cases are **digital** formats

What else can we do besides emails with promotional videos and consistent social media updates?

Current Census Story

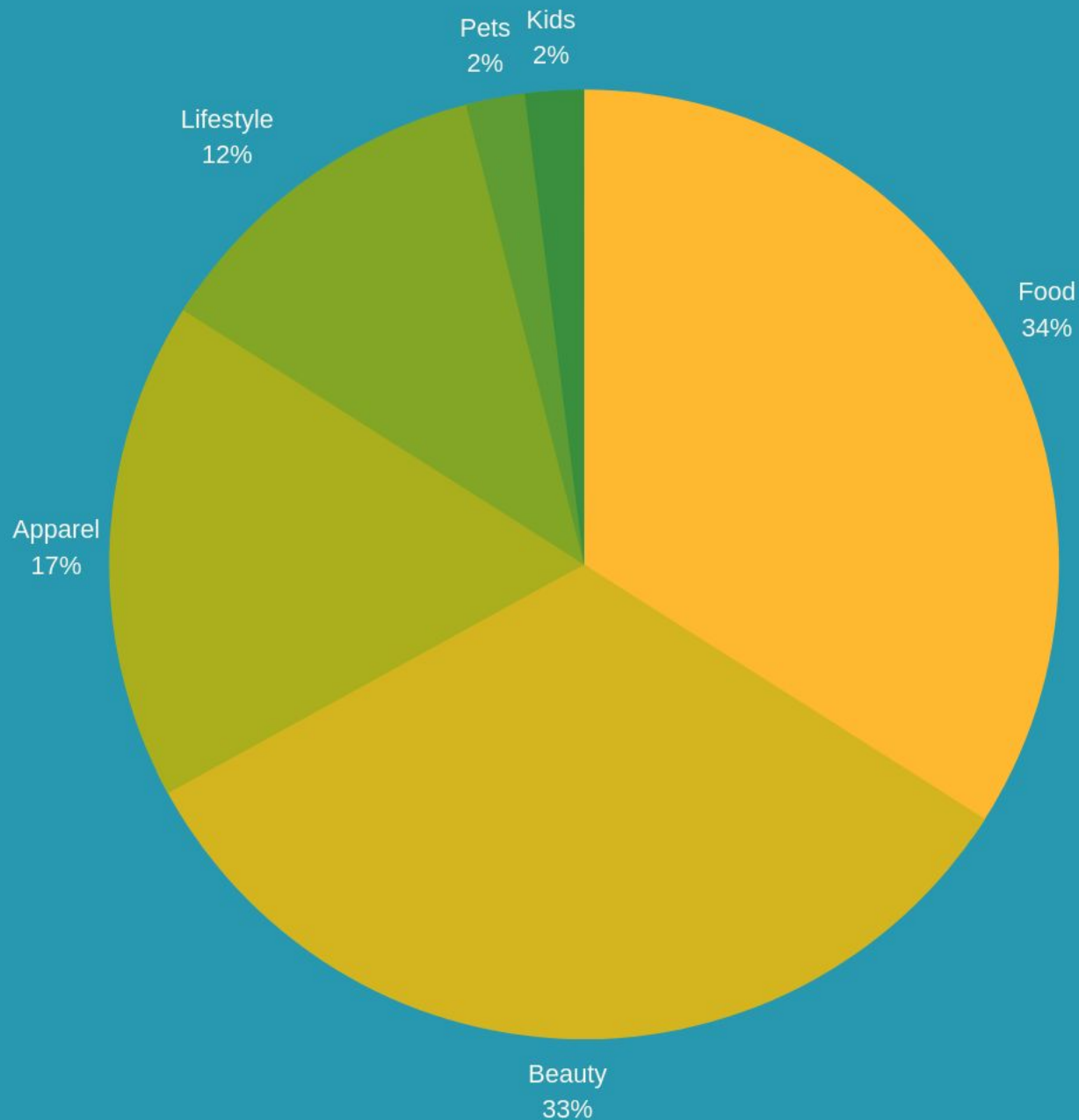




890%

SUBSCRIPTION BOX GROWTH SINCE 2014

- Subscription site visits primarily come from **direct search**
- Effectiveness of social media has seen a decline
- **Email** has been generating twice as much site traffic



Top Product Categories

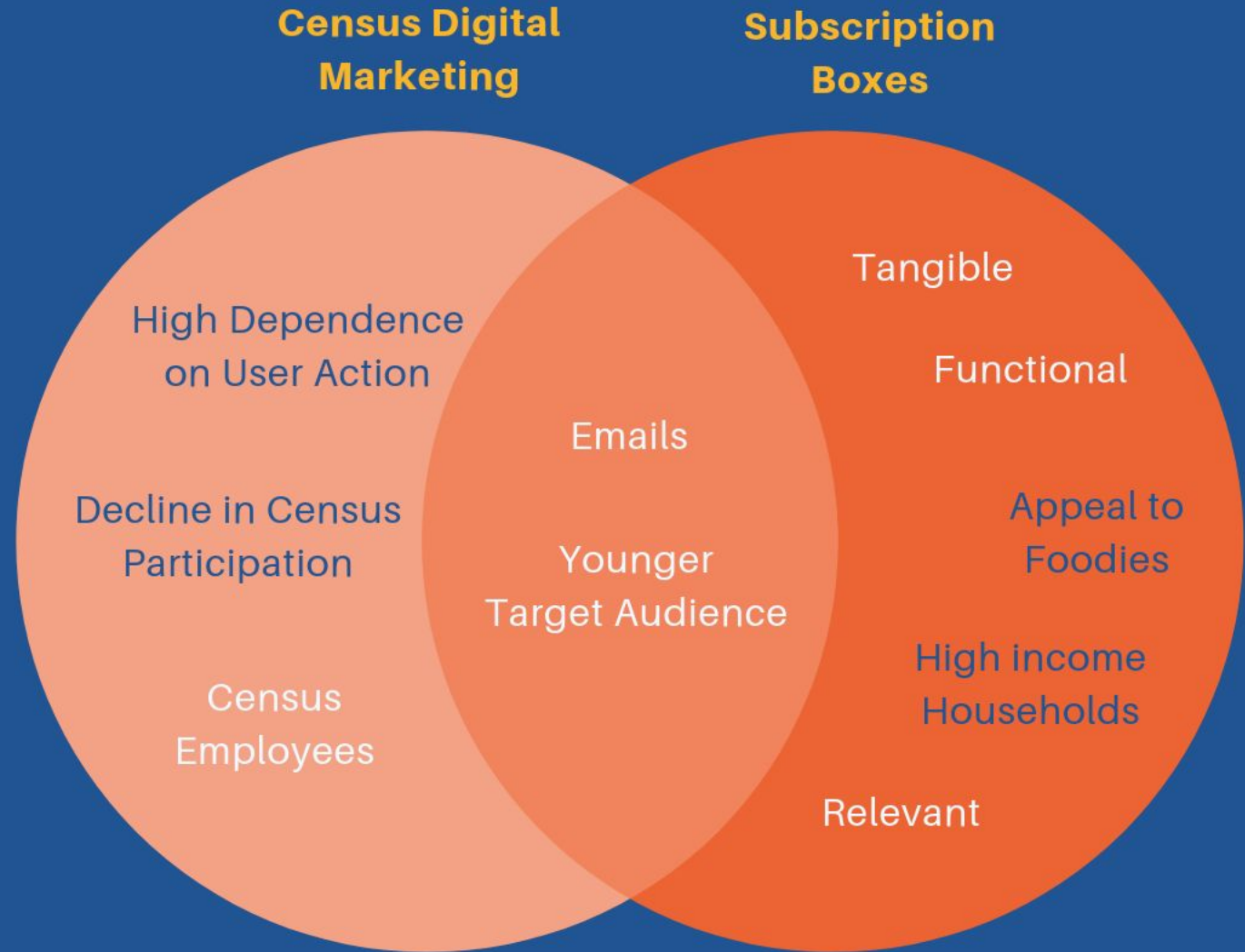
60% of current subscriptions are for food & Beauty, dwindling in major tweaks among competitors

Projected growth and redistribution of other categories have major potential

Subscription Box & CLMSO Overlap

Differences and Commonalities

White text represents what the Census Bureau prioritizes/what it wants.







U.S. CENSUS BUREAU | TANGIBILITY CAMPAIGN

HI THERE!

We are currently creating personalized boxes for all census user groups. As a short-term novelty campaign, we hope you enjoy the goodies curated just for you and your values. As an agency that strives to represent the diversity of America, we'll be there for you through thick and thin.

WHO ARE THE UNDERCOUNTED?

Hard-to-count individuals are those who are difficult to locate and/or at risk of being missed by the census survey.

YOUNG CHILDREN

In 2010, only 1 in 10 children (ages 0-4) were accounted for in the census survey.



CULTURAL & LINGUISTIC MINORITIES

Barriers including mistrust of government and misinformation have historically led to lower counts in Latinx communities and immigrants.



LGBTQ+ COMMUNITY

For the first time, the 2020 Census will include questions about both opposite and same-sex couples.



DISPLACED INDIVIDUALS

Those displaced by natural disasters or experiencing homelessness are often difficult to find.



SEE HOW THE U.S. CENSUS BUREAU COUNTS EVERYONE



WHAT IS THE CENSUS?

The U.S. census counts every resident in the United States. Taking place every 10 years, the data determines the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities a.k.a back to you!

WHY YOU COUNT

United States
Census
Bureau

(Spoiler: You mean the world to us.)

United States
Census
Bureau

EMPOWERMENT THROUGH NUMBERS

Your response impacts communities
over the next 10 years. Here's how:

01 Community

Data is used to forecast
future needs, including public
transportation services.

04 Funding

You hold the power in
distributing over \$675 billion
in federal and state funds.

02 Public Health

The numbers help predict and
prevent potential spread of
communicable diseases.

05 Government

Draws legislative
districts on all levels.

03 Housing

Helps establish fair
rents and enforce fair
housing practices.

VISIT [CENSUS.GOV](https://www.census.gov)



Moving Forward

User Testing & Supplement Material

- Census Bureau Internal Outreach
- Future Implementation Plan
- Ensuring Full Circle Feedback Loop

