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# Prototyping Census Partnerships



Julia Lindpaintner  
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# The team, Open Innovation, and the value of prototyping

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# Census Open Innovation Labs

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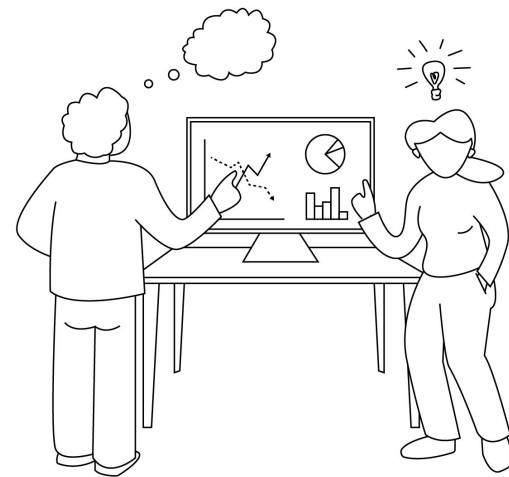
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# What is Open Innovation?

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Open Innovation can be broadly defined as the process by which an organization seeks ideas and expertise outside its own walls.

To address the complex and crosscutting challenges facing the federal government, agencies need to effectively engage and collaborate with those in the private, nonprofit, and academic sectors, other levels of government, and citizens.



# Open Innovation Strategies used by Federal Agencies

## Crowdsourcing & Citizen Science

In crowdsourcing, agencies submit an open call, generally through the Internet, for voluntary assistance from a large group of individuals to complete defined tasks. Similarly, in citizen science, participants assist with science-related tasks, such as collecting and analyzing data, and interpreting and reporting results.

## Idea Generation (Ideation)

Agencies ask participants to submit ideas to address a specific issue or problem, and may allow them to comment on ideas submitted by other participants, and vote to express their support for an idea.

## Open Data Collaboration

Agencies mobilize participants to share, explore, and analyze publicly-available data sets, and use the data to conduct research, design data visualizations, or create web and mobile applications and websites that help people access and use the data.

## Open Dialogue

Agencies collect and respond to information, observations, and perspectives from a range of citizens, experts, and stakeholders. They can do this using online tools, such as websites or interactive webinars, and in-person meetings or forums.

## Prize Competition or Challenge

Agencies identify a problem to solve or a specific goal it wants to achieve, and ask members of the public to submit potential solutions. The agency evaluates these proposals, and provides a monetary or non-monetary reward to selected winners.

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# Why prototype?

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A prototype is a model—its purpose is to elicit feedback and facilitate iteration.

Rather than talking about ideas in the abstract, prototyping—even on screen—allows users and stakeholders to react rather than hypothesize.

Designers use prototypes to check assumptions, keep conversations concrete, and quickly identify misunderstandings.

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# Research, insights, and our approach

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PROBLEM STATEMENT

How might we bring an Open  
Innovation lens to Partnerships?

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# Research & discovery

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We reviewed literature,  
reports & recommendations.

- 2010 Evaluation Reports
- Accenture PXP Partner Discovery
- ICF 2010 Evaluation Report
- 2012 CBAMS Report
- 2010 ICP National Partnerships Assessment

We held workshops &  
listening sessions.

- Data Dissemination Specialists
- State Data Centers

We spoke with internal &  
external stakeholders.

- Field HQ
- Regional Directors
- Partnership staff
- 2020 IPC
- Data Dissemination Staff
- ECON
- R&M
- GEO
- SDC/CICs
- Partners

census.gov

2010 Census: Partner With Us

United States  
**Census  
2010**  
IT'S IN OUR HANDS

2010 Census Home Press & Media Partners > Students & Teachers > Census.gov

OUR PARTNERS MATERIALS

Search Go

Partners Home Complete Count Committee Guidebook Materials In-Language Materials Partners Research and Tools

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## Partners Pushed Participation

During the 2010 Census, over 250,000 partners pulled together to spread the message about the importance of participation in their communities. These trusted voices served as Census ambassadors helping America equal the participation rate from 2000, saving millions of taxpayer dollars. Our quarter million partners ran the spectrum of government, non-profit, corporate and community organizations that spread the message and mobilized their constituents to support the goal of a complete count.

### Partner Updates

The U.S. Census Bureau would like to thank the partners who formally pledged their commitment to share the 2010 Census message and mobilized their constituents in support of the Census Bureau's goal to achieve a complete count. Conducting the decennial census is a massive and vitally important undertaking - one in which the Census Bureau could only accomplish with the help and support of its partners.

Include this video on your page.

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Get Flash ▾

U.S. Census Bureau

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census.gov

2010 Census: In-Language Fact Sheets, Posters and Key Dates

United States Census 2010  
IT'S IN OUR HANDS

2010 Census Home Press & Media Partners > Students & Teachers > Census.gov

OUR PARTNERS MATERIALS

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## In-Language Fact Sheets, Posters and Key Dates

Get e-mail updates when this information changes.

Arabic/ عربى	Greek/ ελληνικός	Korean/ 한국어	Tagalog/ Tagalog
Armenian/ Հայերեն	Haitian Creole/ Kreyòl	Laotian/ ລາວພາສາ	Thai/ ຖ້າວ
Bengali/ বাংলা	Ayisien	Polish/ Polski	Ukrainian/ Український
Chinese/ 中文	Hindi/ हिन्दी	Portuguese/ Português	Urdu/ اردو
Farsi/ فارسی	Hmong/ Hmoob	Puerto Rico	Vietnamese/ Tiếng Việt
French/ Français	Italian/ Italiano	Russian/ Русский	Yiddish/ ייִדיש
German/ Deutsch	Japanese/ 日本語	Spanish/ Español	
	Khmer/ Cambodian		

### Arabic

Document	Description	Format	Language/Audience
	<b>General Fact Sheet</b> Provides general facts and frequently asked questions about the 2010 Census as well as the broad benefits of partnership; relevant to all audiences.	PDF 3.3 MB	Arabic/ عربى
	<b>Community-Based Fact Sheet</b> Provides information relevant to community-based organizations, including specific facts and frequently asked questions about the 2010 Census and the benefits of partnership.	PDF 2.2 MB	Arabic/ عربى



# 我們需要把您算進來!

请记住您的2010年人口普查表。可抵扣的红利金额可能高达\$4,000美元！小学教育的部分  
是所有家庭收入的11%。回答10个问题，帮助我们了解您的家庭，从而改善我们的学校、医疗保健、基础设施等。  
● 2010年人口普查表将于3月开始发放。

**Censo 2010**  
PUERTO RICO  
ESTÁ EN SU MANO

填好并寄回。  
波多黎各需要您。回答10个简单的问题，  
帮助我们改善学校、医院、道路等。  
CON EL CENSO AVANZAMOS TODOS

**Censo 2010**  
Puerto Rico  
ESTÁ EN SU MANO

一羽の鶴を折る程度の時間で、  
私たちのコミュニティーの  
向上に役立てます。

必ず郵便封筒を送り返し下さい。

**Censo 2010**  
PUERTO RICO  
ESTÁ EN SU MANO

# Tus manos definen quiénes somos como pueblo

Y ahora, con tus manos, puedes ayudar a  
crear un mejor futuro para Puerto Rico.

10 preguntas en 10 minutos hacen la diferencia.  
El Censo llega en marzo del 2010. Al contestar diez preguntas ayudarás a mejorar  
tu comunidad local, selecciona tu respuesta, llena y envíalo; por Puerto Rico.  
Con el Censo nos movemos hacia adelante.

**Censo 2010**  
Puerto Rico  
ESTÁ EN SU MANO

# 私たちコミュニティーの 向上の願いをこめて。

私たちの願い（10問を10分で）は2010年の米国国勢調査に書かれています。郵便400万封以上を送り返すと10分以内に差し戻すことができます。  
それが私たちコミュニティーの将来の向上、交通網の整備、またヘルスケアサービスの充実につながります。3月に国勢調査を開始して、各家庭が記入されますので、10秒程度で簡単な回答が6月10日に私たちコミュニティーの向上の願いをこめて必ず返信してください。

● 2010年米国国勢調査は3月に開始します。

**Censo 2010**  
Puerto Rico  
ESTÁ EN SU MANO



Tu participación en el Censo 2010 es fácil, importante y segura. Por ley tus respuestas y la información que proporcionas no se puede usar en tu contra ni se puede compartir con nadie, ni siquiera agencias federales y del orden público.

**CON EL CENSO AVANZAMOS TODOS**

**Censo  
2010**  
Puerto Rico  
ESTÁ EN NUESTRAS MANOS

D-2010-PR0

U.S. DEPARTMENT OF COMMERCE  
CENSUS BUREAU  
CENSUS 2010  
The official form for all the people in the country. It's quick and easy, and you're required by law to answer.

Please quickly identify who is most likely living here. Start with a person living in the house or with this family, household, or equivalent unit, and continue with other people in the household or unit in the order in which they live there. If a person does not live in the house or with this family, household, or equivalent unit, list him or her as "other." If you have more than one household or unit in your home, list the information for each separately, starting with the one where you live.

1. Please provide information for each person living here. Start with a person living in the house or with this family, household, or equivalent unit, and continue with other people in the household or unit in the order in which they live there. If a person does not live in the house or with this family, household, or equivalent unit, list him or her as "other." If you have more than one household or unit in your home, list the information for each separately, starting with the one where you live.

2. Do not count anyone who is not a member of this household. People may live in your home who are not members of your household, such as relatives, roommates, boarders, and persons staying temporarily with your family.

3. Count these people as part of your family even if they will return to another home or place of residence later. Also count people from other households or units who are staying with your family, such as relatives, roommates, relatives, or Spanish-speaking origin.

4. Count all children under 18 years of age who are not in college, even if they live elsewhere during the day or night. If a child has moved out of the home but still lives nearby, count him or her as part of this household.

5. How many people were living or sleeping in this household or apartment, or mobile home at midday on April 1, 2010? \_\_\_\_\_

6. Were there any adopted people in this household? \_\_\_\_\_

7. Where did you live on April 1, 2010? \_\_\_\_\_

8. Is this house or mobile home owned or being bought by someone whose name is on the title? \_\_\_\_\_

9. Is this house or mobile home fully or partially financed by a bank or other financial institution? \_\_\_\_\_

10. Does Person 1 sometimes live or stay somewhere else?

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আপনার ভিত্তির মেয়াদ যাইই থাকুক  
আপনার সময় সম্পর্কিত তথ্য সুরক্ষিত



**JESEM PEWIEN!**  
NASZE ODPOWIEDZI SĄ CHRONIONE PRAWEM!

Wasze odpowiedzi chroni prawo!  
 Wszystko w Spisie Powszechnym 2010 jest łatwe, ważne i bezpieczne, a odpowiedzi respondentów mogą być ujawnione lub użyte przeszukiwania.

10 pytań • 10 minut!  
 Jeden z najdłuższych w historii formularz Spisu Powszechnego 2010 składa się z 10 pytań, na których udzielanie odpowiedzi zajmuje 10 minut.

Załącz nam na załączniku listę Twojej spółwashed, nazwisko, adres, wiek, i kiedy urodziłeś się w Puerto Rico.  
 Czy jesteś gotowy do wykonywania tego zadania dla wszystkich osób, które są pozytywnie zidentyfikowane na liście?

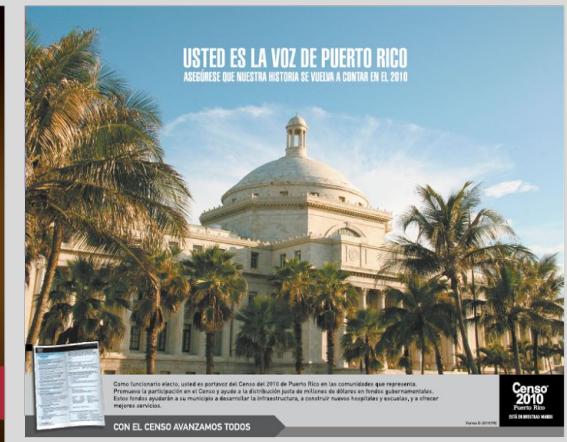
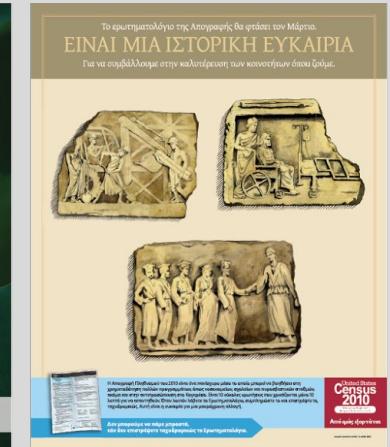
Znajomość kodu pręzowego po uzyskaniu trzech odpowiedzi  
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 CENSUS 2010

2010 সালের সেলস ফর্মের উপর নেওয়া আপনার গুরুত্বপূর্ণ নির্ধারণ এবং আপনার কমিউনিটির জন্য ও কোর্সগুলি।

- জরুরী:
- ধরণের জন্য:
- বিদ্যুৎ বিনামূলক:
- বিদ্যুৎ বিনামূলক এবং প্রতিকৃতিশীল:
- অন্য কোর্স:



আপনার সময় সম্পর্কিত তথ্য সুরক্ষিত



census.gov

2010 Census: Research and Tools

United States Census 2010  
IT'S IN OUR HANDS

2010 Census Home Press & Media Partners > Students & Teachers > Census.gov

OUR PARTNERS MATERIALS

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Partners Home Complete Count Committee Guidebook Materials In-Language Materials Partners Research and Tools

Get ADOBE® FLASH® PLAYER

## Research

### Audience Segmentation Research

- Segmenting the Population for the Census 2010 Integrated Communications Campaign [PDF-3MB]
- Audience Segmentation for the Census 2010 Communications Campaign: Findings from the 2008 Dress Rehearsal [PDF-184K]
- 2010 Census AIAN Audience Segmentation and Evaluation [PDF-3MB]
- Predicting Return on Investment Across Population Segments in a Social Marketing Campaign [PDF-1MB]
- Census Barriers, Attitudes and Motivators Survey (CBAMS) Methodology Report [PDF-8MB]
- Messaging to America: Census Barriers, Attitudes and Motivators Survey Results [PDF-4MB]
- Census Barriers, Attitudes and Motivators Survey Analytic Report [PDF-14MB]
- Using the American Community Survey to Validate and Enhance Population Segmentation for the Census 2010 Integrated Communications Campaign [PDF-4MB]
- 2010 Census Communications Campaign Creative Copy Testing Summary of Results [PDF-1MB]
- 2010 Census Communications Campaign Creative Copy Testing (Phase 1) Final

Get e-mail updates when this information changes.

### ATTENTION 2010 PLANNING DATABASE USERS:

The 2010 Enhanced Planning Database tool has been removed from the 2010 Census website. The data items contained in the 2010 Enhanced Planning Database are instead available upon request. Please contact the Customer Liaison and Marketing Services Office (CLMSO) at 301-763-4676. You may also contact Erie Love at 301-763-2034.

### Census 2000 Planning Database

Demographics correlated with 2000 mail non-response rates

- Introduction and Documentation [PDF-353K]
- Data tables [XLS-50MB]

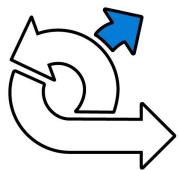
### Communications Campaign Plan and Synopsis

- 2010 Census Integrated Communications Campaign Plan: The Success Of The Census Is In Our Hands [PDF-11MB]
- 2010 Census Integrated Communications Campaign Plan (Synopsis) [PDF-4MB]

### Mail Back Participation Rates

Published Daily Rates from March 25 through April 27. DAT files.

# Partnership Principles for a Changing World



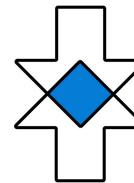
## AGILITY AND ADAPTIVENESS

The world is changing fast—we need to build a program that can keep up.



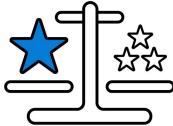
## PARTNERS AS SUBJECT MATTER EXPERTS

Partners know what's best—let's put their expertise to work.



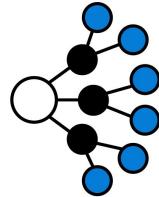
## BOTTOM-UP AND TOP-DOWN INTEGRATION

One integrated Partnership Program is essential for decreasing costs, increasing efficiency, and improving efficacy.



## QUALITY OVER QUANTITY

Metrics and evidence-based practices will increase efficiency and decrease costs.



## ONE TO MANY; MANY TO MORE

Create a Network Effect that allows us to scale quickly and inexpensively.

---

# Three goals

---

1

## Make it user-centered

- Give partners the information they need, when they need it

2

## Make it evidence-based

- Harness behavioral insights through partnership with the Office of Evaluation Sciences
- Conduct user research to validate new outreach methods

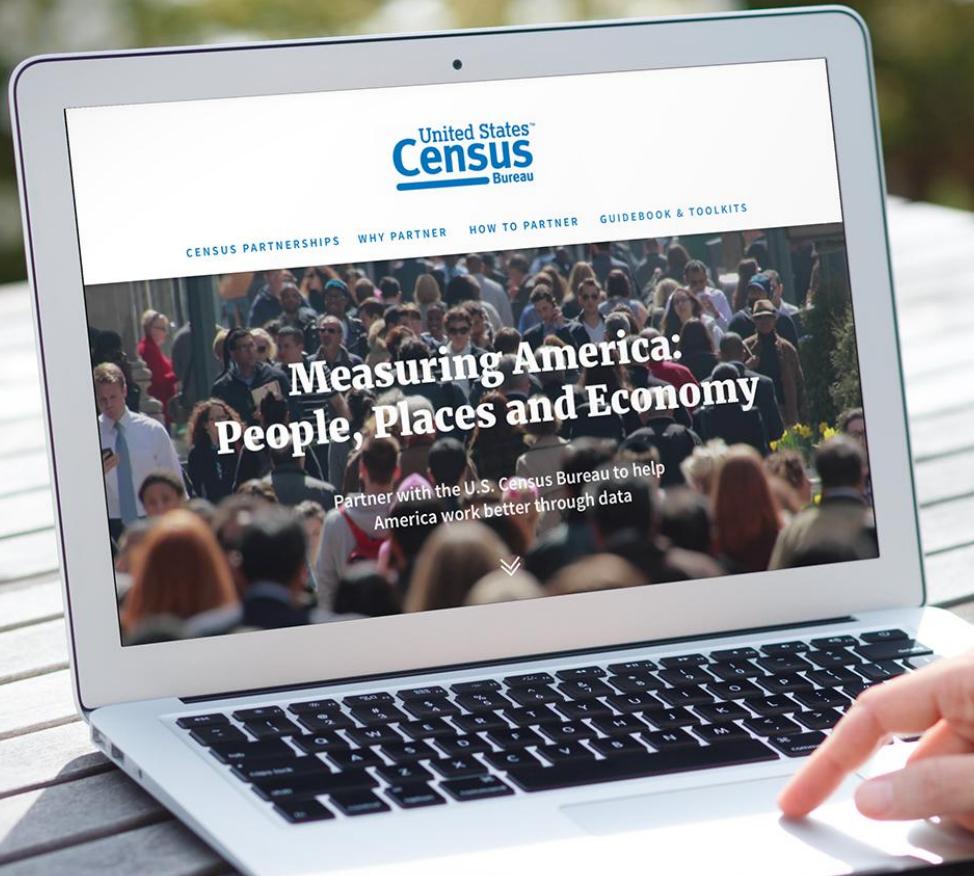
3

## Make it iterative

- Plan for an agile, adaptable partner effort in the future

---

# Make it user-centered: A splash page for Census partnerships



census.gov

Census Partnerships

CENSUS PARTNERSHIPS WHY PARTNER HOW TO PARTNER CONTACT

## MAKE THE MOST OF CENSUS BUREAU DATA



The Census Bureau is America's leading source of quality data about the nation's people, places, and economy. Whether you're a business, school, nonprofit, or government, we'll work with you to find new and innovative ways to partner.

census.gov

Census Partnerships

CENSUS PARTNERSHIPS WHY PARTNER HOW TO PARTNER CONTACT



## Drive participation

Ensure your constituents, customers, and stakeholders are represented in vital Census Bureau household and business surveys.

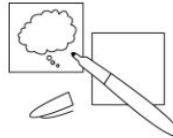
## Make our data work for you

Create valuable new tools that improve business, policy, and American lives.

census.gov

Census Partnerships

CENSUS PARTNERSHIPS WHY PARTNER HOW TO PARTNER CONTACT



## Host a workshop

Inquire about joining or hosting workshops to forge cross-sector collaboration, identify solutions, and engage participants around the 2020 Decennial Census, American Community Survey, and 2018 Economic Census, among others.

## Share your ideas

Help us make the Census Bureau work for you. Submit your ideas for hosting events, creating content, or bringing the Census to the people and people to the Census.

## Use our tools

*Coming Fall 2017!*

We are assembling best practices and tools to help you increase participation in Census Bureau surveys.

**GET IN TOUCH**

---

# Make it evidence-based: Partner toolkits for Census and beyond

---

# **Outreach is not one-size-fits-all**

---

Harness behavioral science to tailor  
audience outreach strategies.

We partnered with the Office of Evaluation Sciences to put  
together audience-specific recommendations to overcome  
some of the biggest barriers to census participation

... ● ○ < > □ + oes.gsa.gov ⌂

An official website of the United States government [Here's how you know](#)

Office of Evaluation Sciences

OE An official website of the United States government [Here's how you know](#)

OES Office of Evaluation Sciences About Approach Work Team Collaborate Join

We believe  
government  
works best  
when it's built  
for people.

Learn more

The screenshot shows a web browser displaying the homepage of the Office of Evaluation Sciences (OES) at oes.gsa.gov. The page features a dark blue header with the OES logo and navigation links for About, Approach, Work (which is underlined), Team, Collaborate, and Join. Below the header is a large image of a modern building with a glass facade and a large window showing a city skyline. In the foreground, there is a dark blue rectangular overlay containing white text that reads "We believe government works best when it's built for people." At the bottom left of this overlay is a white button with the text "Learn more". The URL "oes.gsa.gov" is visible in the browser's address bar, along with a lock icon indicating a secure connection. A status bar at the bottom of the browser window shows "An official website of the United States government" and a link to "Here's how you know".

docs.google.com

OES COIL Guidebook Content Draft - Google Docs

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julia.lindpaintner@gmail.com

L Comments Share

Outline X

additional questions and initial ways to get started are provided.

**Questions to Ask to Design Your Campaign**

First, update and tailor the communication materials.

- **What message will resonate with the people you serve? You can test these out with real people!**
- **Who should connect with them?**

Next, develop delivery mechanisms and outreach activities.

- **How can you connect with your audience?**
- **When should you connect with your audience?**

What barrier do people describe?	Description	What messages will resonate?	Who should connect?	How could you connect?	When should you connect?
"I'm not taking the Census because I don't trust the government."	I am This audience is unsure of how Census data is used and stored. - Could it be passed onto other government agencies and used against me? For example, by Immigration and Customs Enforcement? How is my privacy protected? Is Big Brother watching me?	Provide social proof. People are more likely to do something if they think it is normal and everyone else is also participating, doing it. This is called "social proof" in social psychology. For example, emphasize the fact that most people complete the Census with	Social influence matters. Find a person they trust to deliver delivering the message. It may be better to choose someone who has authenticity or community standing rather than the most well-known person.	People are more likely to trust	You should begin to reach out to this audience before the form is live; to help them understand build understanding of how Census data is managed and used. before they see communication to take the Census and distrust it.

## Census engagement is not one-size-fits-all

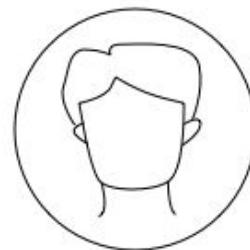
There are a variety of reasons people don't participate in the Census, and tailoring your outreach strategy can make your work much more effective. To help you do this, the team at the [Office of Evaluation Science](#) put together a guide identifying the most common barriers and providing evidence-based outreach approaches to address them.



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



"I don't trust the government with my information."



"I have trouble completing the Census forms."



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

## AUDIENCE OUTREACH

# HOW DO I DEAL WITH BEHAVIORAL BIASES?

People don't take the Census for several reasons. The Office of Evaluation Sciences put together this guide to address five common barriers that may be felt by the people served by your organization. These tips will ensure that your communications—about Census or otherwise—are as appropriate and effective as possible!

## I WANT TO HELP MY COMMUNITY...

... know their data is safe. — [PAGE 29](#)

... take the census on time. — [PAGE 31](#)

... get their kids counted. — [PAGE 32](#)

... understand how the Census helps them and their community. — [PAGE 34](#)

... read and complete the form. — [PAGE 36](#)

## AUDIENCE OUTREACH

### WHAT THEY'RE SAYING

**"I just don't have time to fill out the Census survey."**

### WHAT THEY MEAN

**"I am a busy person, the Census seems time-consuming, and I never think to do the Census when I can actually get it done."**

### WHAT WILL RESONATE

**Relate the Census to other tasks**  
Tell them it takes 5 min or less, less time than it takes to make coffee

**Offer micro-incentives**  
Offer them a coupon or something small to make it worth their time

### WHO SHOULD CONNECT

**Draw on established relationships**  
Send messages about the Census via communications with which they already engage, such as a newsletter, bank statement, school form, etc.

### HOW YOU COULD CONNECT

**Reduce the hassle factor**  
Provide direct links to the form, show them a step-by-step guide of how to complete, etc.

**Make a commitment**  
Making a public commitment increases the chances of participation. Share on social media.

### WHEN TO CONNECT

**Timed to related activities**  
Try to get to them when they could do the survey right there and then, rather than having to remember to do it later.

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## Co-creation, not dissemination

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Partners are subject matter experts in their fields;  
leverage that expertise and co-create solutions  
for Census.

Rather than giving partners a set list of commitments or actions they can take to support the Census, we developed and tested a model that brings together a variety of partners to rapidly come up with solutions of their own.

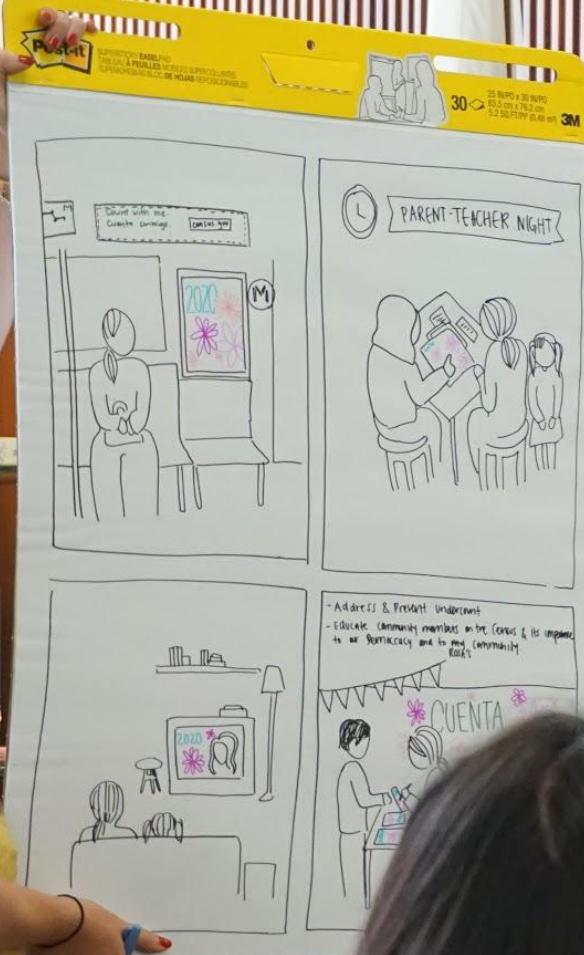
ARE YOU A  
THIRD  
SPACE  
THINKER?

THIRD SPACE THINKING

EXIT







# RUNNING YOUR OWN POP-UP WORKSHOP

A guide to leading a creative problem-solving session to foster new collaborations and solve census challenges in your community



## Contents

### 1 RATIONALE

Page 04

The rationale behind pop-up workshops:  
What they are and how they can help

### 2 LOGISTICS

Page 11

Planning your pop-up workshop:  
Roles, responsibilities, and requirements

### 3 ACTIVITIES

Page 15

Running a pop-up workshop:  
Agendas and activities

### 4 TAKEAWAYS

Page TK

Following up, maintaining momentum,  
and honoring commitments

#### We're here to help!

Contact us at [census.partners@census.gov](mailto:census.partners@census.gov) to let us know  
what you're planning and where you need support.

02

### 2 LOGISTICS

#### 1. Determine the format

- Will it be your own, all-day or half-day event?
- Will it be a shorter session of 1-2 hours as part of or adjacent to a larger event or conference?
- See page TK for sample agendas for each type of event

#### 2. Decide who the host partners will be

- Is this something that your organization would like to take on individually, or would you be better served with additional host partners?
- Who are those who could add additional knowledge, financial or strategic support, technical assistance, physical space, or brand recognition?
- Start conversations early, and be sure to clearly lay out expectations and responsibilities of each host partner.

#### 3. Clarify goals + theme

- What is the problem you're trying to solve?
- Will it be centered around the 2020 Decennial Census, the American Community Survey, the Economic Census, or another data product?
- Are there multiple problems or personas for which you are trying to solve, or would it be more effective to solve one?
- Is there a certain industry or sector you are looking to convene, such as media organizations or city officials? Or is the problem better served by a more diverse or general audience?



### 3 ACTIVITIES

#### Persona ideation

##### DURATION

20–30 minutes

##### PARTICIPANTS

Groups of 2–4

##### HANDOUT

##### Proto-persona worksheet

Persons	Demographics
Person points	Solutions

create proto-personas that can  
be validated in the future.

##### WHY

In the case of coming up with ways to break down barriers to census participation, this exercise can help participants think more about the things that might stand in someone's way. Rather than think generally of someone who "doesn't trust government," developing a proto-persona will allow solutions to respond to actual needs.

##### HOW TO DO IT

- 1 Each person/group (depending on the size) gets a large sheet of paper, divide in 4 quadrants.

In the upper left, sketch your persona, give them a name, and identify this person's attitude towards census.

In the upper right, list a few key demographics to flesh out the persona.

In the lower left, list some pain points/needs/goals for your persona. It's okay if these feel like generic needs or assumptions that you would need to validate.

In the lower right, come up with 4 ways to address those pain points/needs/goals. What would help them? Make note of any of the solutions that might be unique or innovative that meet those needs. (You can also use a brainstorming approach to generate a lot of ideas here.)

##### 2

With that exercise complete, move on to brainstorming ways that one could help them overcome whatever barrier stands between the proto-persona and taking the census.

12

23

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# Make it iterative: An evolving partnership platform

census.gov

Census Partnerships

## COUNTDOWN TO 2020

The countdown to the 2020 Census has started! There are four phases of outreach leading up to the next Decennial Census, and we will be providing actionable ways of making a difference for each one.

2017-2018      2018-2019      April 2019-Jan 2020      Jan-May 2020

Early Awareness	Education	Promotion	Action
<p>Right now, we're reaching out to all groups who want to get in early to working toward a fair and accurate count.</p> <ul style="list-style-type: none"><li><input type="checkbox"/> <a href="#">Quick wins</a>—make a difference in under five mins</li><li><input type="checkbox"/> <a href="#">Start a conversation</a>—begin your outreach effort.</li><li><input type="checkbox"/> <a href="#">Catalyze change</a>—connect with others to amplify impact</li></ul>	<p>Make sure that people know what the census is and how Census data is used.</p> <p>Start using census data in your own organization.</p> <p>Learn about the barriers to participation.</p>	<p>Get out in your community and make sure that people know why it's important to take the census and who should be taking it.</p> <p>Dispel myths and allay fears.</p>	<p>Help your community take the Census!</p> <p>Make sure they know when to expect the survey, how to fill it out, and how to make sure they are counted.</p> <p>Provide language assistance, answer FAQs, and motivate!</p>

Desktop Copy 7



Desktop Copy 8



Desktop Copy 6



Desktop Copy 12



Desktop Copy 16



Desktop Copy 10



Desktop Copy 11



Desktop Copy 17



Desktop Copy 13



Desktop Copy 14



Desktop Copy 13



Desktop Copy 14



Desktop Copy 12



Desktop Copy 6



Desktop Copy 9



Desktop Copy 7





A dense crowd of diverse people of various ages and ethnicities, viewed from behind, filling the background of the page.

**United States™  
Census  
Bureau**

[PARTNERSHIPS](#)   [GET STARTED](#)   [TOOLKITS](#)

# Measuring America: People, Places and Economy

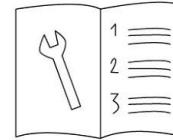
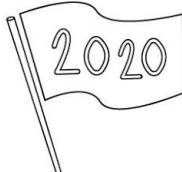
Partner with the U.S. Census Bureau to help  
America work better through data

[JOIN THE 2020 EFFORT](#)

census.gov

Census Partnerships

## HOW TO PARTNER



### Join the 2020 effort

Learn about the census and find out how you can support a fair and accurate count in 2020.

[Get started.](#)

### Use our toolkits

We have [evidence-based tools](#) and best practices to help you engage participants in the Census Bureau's surveys.

### Share your ideas

[Get in touch](#) to share your ideas for hosting events, creating content, or bringing the Census to the people and people to the Census.

The screenshot shows a web browser window for the United States Census Bureau. The address bar displays 'census.gov' and the page title is 'Census Partnerships'. The main navigation menu includes 'PARTNERSHIPS', 'GET STARTED' (which is underlined), and 'TOOLKITS'. On the left, the Census Bureau logo is visible. The central content area has a blue background and features a large heading 'Learn'. Below it, text explains the constitutional mandate of the Decennial Census and encourages users to arm themselves with facts. Three links are provided: 'Census 101', 'Helping your community', and 'Countdown to 2020'. At the bottom of the page, the word 'CENSUS 101' is printed in capital letters.

United States™  
**Census**  
Bureau

PARTNERSHIPS    GET STARTED    TOOLKITS

## Learn

Did you know that the Decennial Census is constitutionally mandated? Do you know why people in your community may not be participating? Arm yourself with the facts.

[Census 101](#)  
[Helping your community](#)  
[Countdown to 2020](#)

CENSUS 101

census.gov

Why We Conduct the Decennial Census

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

United States Census Bureau

Topics Population, Economy      Geography Maps, Products      Library Infographics, Publications      Data Tools, Developers      Surveys/Programs Respond, Survey Data      Newsroom News, Blogs      About Us Our Research

Census.gov > Our Surveys & Programs > Decennial Census of Population and Housing > About the Decennial Census > Why We Conduct the Decennial Census

## Decennial Census of Population and Housing

**About the Decennial Census**

**Why a Census?**

History of the Census

Census in the Constitution

Related Sites

Information for Respondents

Census by Decades

Data

Geographies

Guidance for Data Users

Library

Newsroom

Technical Documentation

Contact Us

### Why We Conduct the Decennial Census

[Tweet](#) [Share](#)

The framers of the Constitution of the United States chose population to be the basis for sharing political power, not wealth or land.

*"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers..."*

- The Constitution of the United States, Article I, Section 2.

A census aims to count the entire population of a country, and at the location where each person usually lives.

The census asks questions of people in homes and group living situations, including how many people live or stay in each home, and the sex, age and race of each person. The goal is to count everyone once, only once, and in the right place.

### How the Census Benefits Your Community

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. When you respond to the census, you help your community gets its fair share of the more than \$400 billion per year in federal funds spent on schools, hospitals, roads, public works and other vital programs.

Businesses use census data to decide where to build factories, offices and stores, and this creates jobs. Developers use the census to build new homes and revitalize old neighborhoods. Local governments use the census for public safety and emergency preparedness. Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

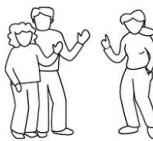
census.gov

Census Partnerships

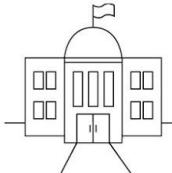
## HELPING YOUR COMMUNITY

### How the Census benefits your community

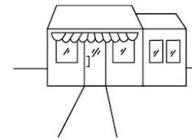
Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone.



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



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



**Businesses** use census data to decide where to build factories, offices and stores, and this creates jobs.



**Developers** use the census to build new homes and revitalize old neighborhoods.

The screenshot shows a web browser window with the URL [census.gov](https://census.gov) in the address bar. The page title is "Census Partnerships". The header features the United States Census Bureau logo on the left and navigation links for "PARTNERSHIPS", "GET STARTED" (underlined), and "TOOLKITS" on the right. The main content area has a blue background. A large, bold, white text "Act" is centered at the top. Below it, a white text block reads: "We know you're busy—you can make a difference whether you have just a second to spare or can commit to a sustained effort. Find the right commitment level for you." At the bottom of this blue section, there are three underlined links: "Quick wins", "Spread the word", and "Catalyze change". The bottom portion of the page is white, containing the text "IN 3 SECONDS" in a bold, blue, sans-serif font.

United States™  
**Census**  
Bureau

PARTNERSHIPS   GET STARTED   TOOLKITS

# Act

We know you're busy—you can make a difference whether you have just a second to spare or can commit to a sustained effort. Find the right commitment level for you.

Quick wins

Spread the word

Catalyze change

IN 3 SECONDS

● ● ● < > □

⊕ census.gov

↻

↑ □ +

## Census Partnerships

## QUICK WINS

Make a difference in under five minutes!

### Share this page

Share this page with your network and get the word out!

### Share your feedback

[Join the effort](#) to support a fair and accurate count in 2020 and let us know what you're interested in.

### Share why Census matters

Download and share this Census 101 graphic.

[Download graphic](#)

## START A CONVERSATION

census.gov

Census Partnerships

## CATALYZE CHANGE

If you can commit a little more time, start organizing in your community and become a part of Census programs and initiatives.

**Host a pop-up workshop**

Plan a “pop-up” using our toolkit —a guide to leading a creative problem-solving session to foster new collaborations and solve census challenges in your community

 [Download toolkit](#)

**Start a Complete Count Committee**

Connect with a Partnership Specialist in your area to find out how to build a team that can support a fair and accurate count.

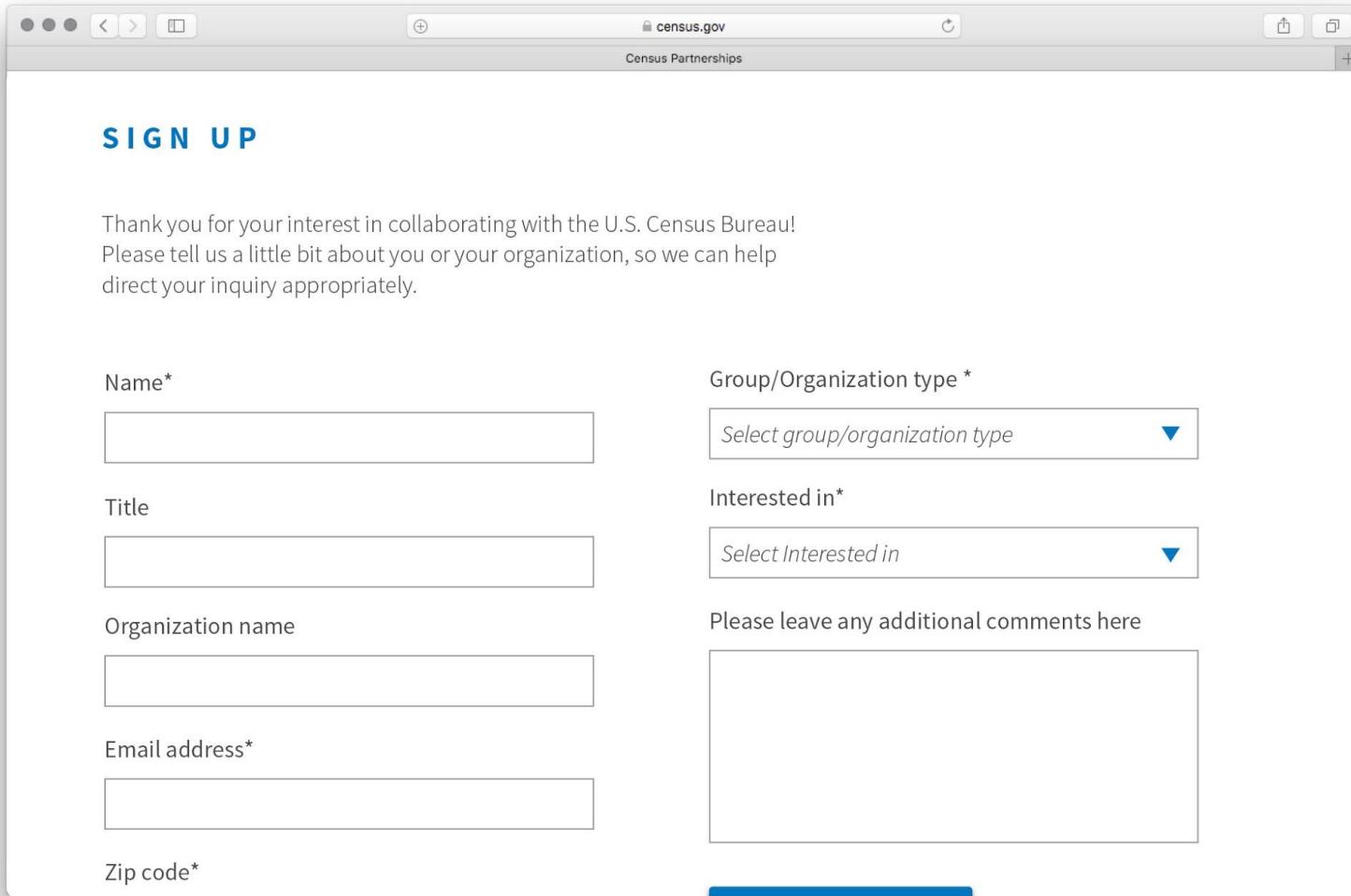
**Join the Opportunity Project**

Partner with The Opportunity Project to connect with other partners and create digital tools that strengthen American economic opportunity.

**NEXT: Join**

The screenshot shows a web browser window with the following details:

- Address Bar:** census.gov
- Page Title:** Census Partnerships
- Header:** United States™ **Census** Bureau
- Navigation:** PARTNERSHIPS, GET STARTED, TOOLKITS
- Main Content Area (Blue Background):**
  - Section Header:** Join
  - Text:** Sign up here to signal your support for the 2020 Census and all of the Census Bureau's vital surveys.
- Call-to-Action:** SIGN UP
- Text Below Call-to-Action:** Thank you for your interest in collaborating with the U.S. Census Bureau! Please tell us a little bit about you or your organization, so we can help direct your inquiry appropriately.

A screenshot of a web browser window titled "census.gov" with the sub-page "Census Partnerships". The main heading is "SIGN UP". Below it, a message reads: "Thank you for your interest in collaborating with the U.S. Census Bureau! Please tell us a little bit about you or your organization, so we can help direct your inquiry appropriately." The form consists of several input fields: "Name\*" with a blank input box; "Group/Organization type \*" with a dropdown menu labeled "Select group/organization type"; "Title" with a blank input box; "Interested in\*" with a dropdown menu labeled "Select Interested in"; "Organization name" with a blank input box; "Please leave any additional comments here" with a large blank text area; "Email address\*" with a blank input box; and "Zip code\*" with a blank input box. A blue progress bar is visible at the bottom.

## SIGN UP

Thank you for your interest in collaborating with the U.S. Census Bureau!  
Please tell us a little bit about you or your organization, so we can help direct your inquiry appropriately.

Name\*

Group/Organization type \*

Select group/organization type ▾

Title

Interested in\*

Select Interested in ▾

Organization name

Please leave any additional comments here

Email address\*

Zip code\*

census.gov

Census Partnerships

# Toolkits

We have assembled toolkits with best practices and evidence-based techniques to reach and engage audiences around the country.

[Pop-up workshop toolkit](#)

[Audience outreach toolkit](#)

## POP-UP WORKSHOP TOOLKIT

### Rationale

The pop-up workshop uses design thinking to activate diverse people and organizations to solve challenges together in a hyper-interactive way.

### Logistics



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# Lessons learned

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## Lessons learned

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1. Bureaucracy is about people, not paper.

## PARTNERSHIP PRINCIPLES FOR A CHANGING WORLD

KYLA FULLENWIDER  
Chief Innovation Officer

MARA ABRAMS,  
Managing Director,  
Census Open Innovation Lab

LORENA MOLINA-IRIZARRY  
Deputy Chief,  
National Partnerships Program

# Partnership Principles for a Changing World

Five innovation principles to support the elements of our business process model:

- Business Development & Buy-in
- Best Practices
- Integration & Scale

## BUSINESS DEVELOPMENT AND BUY-IN

### Agility & Adaptiveness

The world is changing fast—we need to build a program that can keep up.

In 2010 just over 62 million people owned cell phones—by 2020 it's estimated over 256 million people will possess at least one hand-held device. At the same time, social media has become a powerful tool for communication. In this new environment, the power of a tweet or Facebook post to change the conversation cannot be denied. With these powerful tools in the hands of almost every citizen, it is critical that the Census Partnership Program is agile and adaptive enough to respond in real time with messaging and facts that address constituents' concerns. Also for this reason, the divide and distinction between local and national approaches are less relevant as we approach 2020. A unified approach to partnerships is more relevant than ever and a strategy to bridge that gap is necessary for an accurate 2020 count.

#### Preliminary Recommendation

- Design agile program structure that can pivot when and where necessary;
- Upskill key staff (e.g. Partnerships Specialists) in agile methods to better equip them as the front line in our messaging and outreach efforts;
- Cultivate a close working relationship and integration with PIO.



01

## PARTNERSHIP PRINCIPLES FOR A CHANGING WORLD

## BEST PRACTICES



### Quality Over Quantity: Building an Evidence-Based Partnership Program

Metrics and evidence-based practices will increase efficiency and decrease costs.

With limited resources and increasing constraints it's more critical now than ever to be strategic about how and with whom we partner. We must move beyond success metrics that focus on the quantity of partners to metrics that value the quality and efficacy of partnerships. For example, 300 partner commitments could have a fraction of the impact of a line memo from a Census in a popular television show or in a tweet from an influential local leader. Changing the way we define and measure success will be essential to adapting the Partnership Program for the 21st Century.

#### Preliminary Recommendations

- Leverage ongoing Office of Evaluation Science research and qualitative data from partners and staff to develop key Performance Indicators and new success metrics. Do this by integrating clear performance elements into individual performance plans for PS and DDS that measure quality over quantity of partnerships. Identify a model to test both quantitative impact and qualitative value of the Partnership Program on Census responses.
- Develop evidence-based best practices and activities that any partner can use to be more effective with fewer resources; disseminate via open tools such as the Partner Guidebook, partner website, and via internal relationship managers,
- Create research pathways to ease burden of future research efforts.

## BEST PRACTICES



### Partners as Subject Matter Experts

Partners know what's best—let's put their expertise to work.

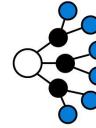
Working with trusted partners in 2020 and across the Enterprise is more than a nice to have—it's a must have. Partners bring trust, infrastructure, resources, and access that the Census Bureau does not have on its own. Additionally, they bring credibility. Their expertise is generally both community and context-specific. It's not always clear how to use this knowledge; partners know their audience and they know their product. Rather than box partners in by prescribing to them what to do based on what we assume is best, partners should be empowered to identify and deploy their own expertise and influence in ways they deem appropriate. By allowing partners to "take the lead" and develop their own engagement approach we create deeper buy-in and more effective commitments and engagements over the long-term.

#### Preliminary Recommendations

- Upskill key staff in Agile Design Thinking methods and into Account Management roles to work with partners to tap into their creativity and expertise when building engagements and commitments;
- Begin strategic engagement of "Opinion Leader" partners and influencers, who then influence other partners. (This leverages the Diffusions of Innovations method; see 2010 CDP report recommendation.)

## PARTNERSHIP PRINCIPLES FOR A CHANGING WORLD

## INTEGRATION AND SCALE



### One to Many & Many to More: Building a Partner Network

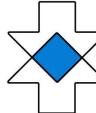
Create a Network Effect that allows us to scale quickly and inexpensively.

Rather than cultivating individual relationships with each partner, a "One to Many" model creates opportunities for Census staff to bring multiple partners together at one time. This catalyzes the vital growth of a robust Partner Network, in which partners are interconnected and engaged with one another in meaningful ways that allow them to provide opportunities for partners to self-organize and work together in new ways. The "pop-up" commitment workshop is a simple and effective way to do this; it allows staff to engage more than one partner at a time—saving time and money—and allows partners to meet each other and work collaboratively, providing a potential to yield commitments between partners amongst themselves (e.g. ULAC, McDonalds, YouTube working together to develop a joint solution) that creates exponential impact nationwide.

#### Preliminary Recommendations

- Upskill PS and DDS to facilitate commitment workshops "Census Pop-Up" at important convenings and conferences;
- Carry CCC and SCCC meetings and engagements via design methodology (pop-up format);
- Create and develop network to promote taking the census (small c) as an act of civic engagement (as opposed to "big C" Census as a federal agency);
- Run monthly webinars and Town Halls with partners.

## INTEGRATION AND SCALE



### Bottom-Up & Top-Down Integration

One Integrated Partnership Program is essential for decreasing costs, increasing efficiency, and improving efficacy.

In order for the Partnerships Program to be most effective there must be seamless top-down and bottom-up integration. The program must be able to scale quickly if we do not equip RDS with cohesive direction, provide best practices, upskill staff, and create clear and open lines of communication and trust. HQ must learn from the regions what works and what doesn't in order to scale best practices and build a national program that reflects that. Furthermore, it will not be possible to build an agile program without an integrated feedback loop with the RDS. By creating one Partnership Program that encompasses regional and national efforts, we can allow for a more cohesive, streamlined, and resource-efficient effort.

#### Preliminary Recommendations

- Issue an immediate directive/memo for RDs encouraging them to start reaching out to national organizations and corporations in their regions & include National Partnerships Lead, Mara, Loren, & Carol in all communications;
- Do a Listening and Learning Tour in regions with AD and Partnerships Lead;
- Move all partnerships efforts under one office with a shared mandate;
- Leverage existing Census infrastructure to scale (CIC, SDC, SCC, SIS).

02

03

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## Lessons learned

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1. Bureaucracy is about people, not paper.
2. No prototype, no meeting.

PARTNER GUIDEBOOK

# WE'RE COUNTING ON YOU

U.S. CENSUS BUREAU PARTNER GUIDEBOOK

United States  
**Census**  
Bureau

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# Lessons learned

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1. Bureaucracy is about people,  
not paper.
2. No prototype, no meeting.
3. Show, don't tell.

## Everyone counts.

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



## Taking part is your civic duty.



Filling out the census forms is mandatory: It's a way to participate in our democracy and say "I COUNT!"

## 2020 will be easier than ever.



For the first time ever, the decennial census will offer an online response option.

## Your data is safe.

Title 13 of the U.S. Code protects the confidentiality of all your information.

By law, the Census Bureau cannot share your answers with the IRS, FBI, Welfare, Immigration—or any other government agency.



## It's about \$400 billion.



The distribution of \$400 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

## It's in the constitution.



Since the first census in 1790, the U.S. has counted each resident of the country, where they live on April 1, every ten years.

## It's about fair representation.

The results of the decennial census are used to reapportion the House of Representatives, determining how many seats each state gets.



## Census data is being used all around you.



Businesses use census data to decide where to build factories, offices and stores, and this creates jobs.



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



Developers use the census to build new homes and revitalize old neighborhoods.

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Thank you!