Census Solutions

Educate. Motivate. Activate.

Solutions Built for 2020 Census Outreach

New Study: Text Messages Are No.1 Most Requested Follow-Up Method
2020 Census Barriers, Attitudes, and Motivators Study

www.censusoutreach.org
Community Motivator
Build Engagement Pipeline

✔ Build opt-in list
✔ Optimize engagement through follow-up touchpoints
✔ Increase self-response
✔ Digital Pledge Campaign
  ▶ Customizable, digital Pledge Card
  ▶ Personalizable by individual respondents
  ▶ Shareable on social media

✔ Automated follow-up: respondents are automatically enrolled to get nudges and reminders to complete the Census in 2020
✔ Multilingual: Available in multiple languages
✔ Robust Reporting: Track opt-ins, engagements and self-responded Census completions from residents

TEXT CENSUS TO (650) 297-0779

In 2020, I will be counted in the Census because my voice counts

× Ana

PERSONALIZABLE MESSAGE

ADD YOUR LOGO

5 Follow-up Touch-Points

Dec
Pledge & Opt-in

Mar
Look out for your census letter in the mail!

Apr
Why census matters - video

May
Look out for your census letter in the mail!

June
It’s not too late to respond
Easy to Implement

☑ Promote your text-in number and provided startword, and respondents can pledge directly from their phones, share on social media sites and get automatic reminders

☑ Ad hoc messaging available

☑ Multimedia capable: respondents will get images to display what Census forms will look like and videos to help them through the process

☑ Can also be implemented as a webform on a browser

Cost Effective Way To Remove Barriers to Being Counted

<table>
<thead>
<tr>
<th>Engage residents</th>
<th>Community Motivator</th>
<th>Call or canvassing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.25</td>
<td>$70</td>
</tr>
</tbody>
</table>

VS
Best Practices

Talk about it now:

✔ Scale your outreach efforts: getting constituents to text in to pledge to be counted now increases likelihood of self-response, and guarantees multiple nudges via text during Census time

✔ Make It Competitive: Challenge groups to pledge drives, incentivize folks to participate and keep it fun

Advertise it

✔ Keep It Simple: Help your community {example}. Text {Pledge} to {XXX-XXX-XXXX}

✔ In-person: At events, town halls, tabling or CCC events, introduce the Community Motivator and encourage folks to pull out their phones and text in right then and there

✔ Online: Include the text-in number on your website, tweet, post or include the text in information on digital advertising

✔ Everywhere: Promote your text-in number and startword on all Census materials, from flyers to radio and tv spots
Ensure a Complete and Accurate 2020 Census

Reminders: Respondents can opt-in to be reminded to respond

Human Centered: If a question can’t be automatically answered, it can be routed to a person to respond

Channel integration: Chat via apps like Facebook Messenger to meet constituents where they already are

Robust Reporting: Through the admin dashboard, see live questions asked by local residents

2018 Rhode Island End-to-End Census Test

In 2018 the US Census Bureau ran an end-to-end test to measure preparedness for the 2020 Census.

The City of Central Falls, RI reported an overwhelming number of phone calls during peak contact times, and were not resourced or staffed to be able to appropriately support the inquiries.

Staff Burden:
- Strained to handle call volume
- Not trained to answer questions
- Not legally supposed to answer questions
- Did not speak languages that people needed

Expected in 2020

4.5M+ questions about the Census

244K+ human hours needed during peak hours to answer questions
Easy to Implement

Text
Promote your text-in number and provide a start word, and respondents can ask questions directly from any SMS capable phone.

Web
Install the chat on your Census, State, County, City, Library or Organization website(s) to address questions as respondents complete the Census online.

Cost Effective Way To Remove Barriers to Being Counted

<table>
<thead>
<tr>
<th></th>
<th>HelpDesk</th>
<th>1-1 human call</th>
</tr>
</thead>
<tbody>
<tr>
<td>solve question answered</td>
<td>$0.25</td>
<td>$6-$23</td>
</tr>
</tbody>
</table>
Best Practices

Make it easy to find

✔️ Install the chat experience on your Census website, library constituents portal or anywhere constituents might go for Census help.

Advertise it

✔️ Keep It Simple: Have Questions About the Census? Text {Census} to {XXX-XXX-XXXX}

✔️ In-person: At events, town halls, tabling or CCC events, introduce the HelpDesk and encourage folks to pull out their phones and text in right then and there.

✔️ Online: Include the text-in number on your website, tweet, post or include the text in information on digital advertising.

✔️ Everywhere: Promote your text-in number and startword on all Census materials, from flyers to radio and tv spots.

Need Help Completing the Census? Have Any Questions?

Ensure That Your Community Gets the Funding It Deserves For the Next Decade

Text Your Questions to XXX-XXX-XXXX

and get them answered.
Bundle: HelpDesk + Community Motivator

By bundling the HelpDesk and Community Motivator together, constituents can be educated, activated and engaged in all things Census.

Community Motivator: Users who pledged now get notifications that it’s Census time and to look out for materials in the mail.

HelpDesk: When constituents have questions, they can text into the same number to activate the HelpDesk.
FieldStaff Recruiter

Build, engage, and support a pipeline of qualified field staff candidates

- Educate candidates about census opportunity
- Direct qualified candidates to census application
- Connect candidates to local resources for application support
- Keep qualified candidates motivated and informed through complex application process
- Inform local outreach/recruitment efforts by providing data on candidate pipeline (location, languages, progress)

Hire quality Enumerators

- Ensure hiring of quality candidates who are trusted, bilingual, and motivated to count their communities
- Increase the count in HTC communities by 4%

*CCL estimate based on HTC population and publicly discussed Census hiring targets*
How It Works

1. Easily enable people to opt-in to receive job info from caseworkers, events, etc
2. Recipients will automatically receive a series of informational messages about the job
3. Recipients can get automatically pre-screened for eligibility
4. The campaign automatically provides nudges and reminders to complete the application, as well as links to resources such as instructional videos or practice assessments
5. Data dashboard tracks and keeps interested candidates engaged through the long waiting period
6. Share with a friend: Candidates can virally share the opportunity with other community members to further build pipeline

Low Lift for Recruitment Partners

<table>
<thead>
<tr>
<th>Hiring Step</th>
<th>How the Tool Supports Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Application</td>
<td>▶ Understanding what the job is</td>
</tr>
<tr>
<td></td>
<td>▶ Understanding what the application/hiring process is</td>
</tr>
<tr>
<td>Application</td>
<td>▶ Successfully completing the application</td>
</tr>
<tr>
<td></td>
<td>▶ Successfully completing the assessment</td>
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<tr>
<td>Interview</td>
<td>▶ Knowing how to check application status</td>
</tr>
<tr>
<td></td>
<td>▶ Knowing how to navigate the interview</td>
</tr>
<tr>
<td>Onboarding &amp; Training</td>
<td>▶ Creating an appointment for fingerprinting</td>
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<tr>
<td></td>
<td>▶ Completing online on-boarding forms</td>
</tr>
<tr>
<td></td>
<td>▶ Monitoring onboarding status to address issues</td>
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<tr>
<td></td>
<td>▶ Following up on background check results</td>
</tr>
<tr>
<td>Enumeration &amp; After Job</td>
<td>▶ Knowing about available off-ramps, benefits, and transition opportunities</td>
</tr>
<tr>
<td></td>
<td>▶ Accessing opportunities</td>
</tr>
</tbody>
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Earn Extra Money! Flexible Hours $18.50/hr

Be a Census Taker — Help Your Community and Earn Good Money

Text xxx-xxx-xxxx to get more info

Included Resources

✔ Staff resource guide
✔ Brief training videos in English & Spanish
✔ Computer resource center operating recommendations
✔ Marketing guide incl. social media templates
✔ Self-reported data on candidate progress
Field Staff Recruiter Case Study

CCL partnered with the California Adult Education Program (CAEP) to pilot our Field Staff Recruiter text program (a Census job application assistant) to drive awareness of and applications to Census jobs.

Respondents received:
✔ Tutorials, Videos, Links to Job Site
✔ Check-ins when next steps were revealed
✔ Nudges & Reminders to complete application
✔ Follow-up for results

600+ participants from 20 California Adult Education Schools

34 Languages Represented

81% Likely Eligible for Enumerator Jobs

62% Opted-In to Reminders
About Us
We enable government and community-based organizations to engage hard-to-reach communities using mobile messaging

Our Mobile Messaging Platform

- Delivers personalized communication quickly and privately
- Reduces staff time spent on outreach
- Provides decision makers with access to real-time data
- Reaches communities where they’re at

Our Expertise

- 11 years of experience in training community-based organizations through webinars, in-person trainings, and scalable toolkits
- Census Expertise:
  - Built LUCA community address canvassing program and tech tool deployed in nine geographies
  - Census Solutions Workshop partner and participant in U.S. Census Bureau’s “Census Accelerator” program
  - Results of our LUCA program presented at government hearings and written up in academic journals
- Experience working with leading Cities & Counties and nonprofit service providers

Our Partners

- US Census Bureau
  - Ongoing collaboration to support Census customer service questions and answers

- King County
  - Countywide HelpDesk

- State of Minnesota
  - Statewide HelpDesk and Community Motivator available in English, Spanish & referrals to assistance in Hmong & Somali

- Silicon Valley Community Foundation
  - Supported Community-Based Address Canvassing for LUCA and CommunityMotivator

- City of North Chicago
  - Citywide Community Motivator and HelpDesk available in English and Spanish

- Hawaii Community Foundation
  - Launch of Community Motivator and HelpDesk in Hawaii

Contact us: info@censusoutreach.org

www.censusoutreach.org