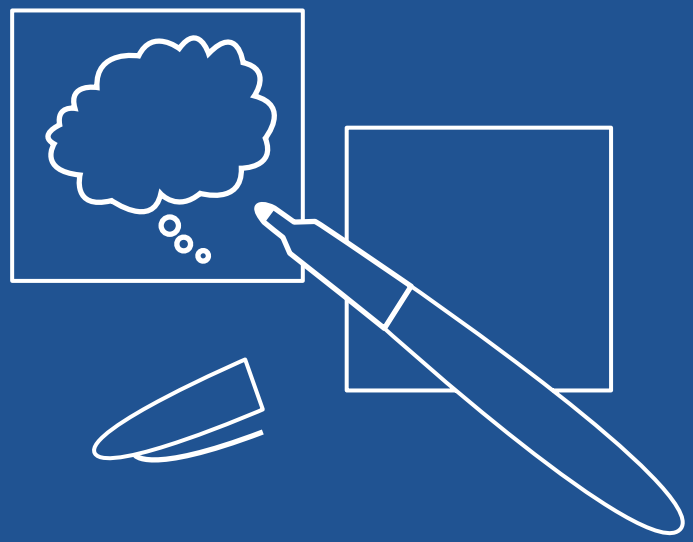
CENSUS SOLUTIONS WORKSHOP TOOLKIT



A guide to running creative and collaborative workshops to foster new partnerships and solve census challenges in your community.

United States® Census Bureau

HOW TO USE THIS TOOLKIT

The Census Solutions Workshop Toolkit is split into five chapters. These parts are individually downloadable and distributable. Go through them in order or skip to the section you need most.

1 OVERVIEW	Why host a Census Solutions Workshop: What it looks like, why it matters, and who benefits from it.
2 LOGISTICS	How to host a Census Solutions Workshop: Roles and responsibilities, planning timeline, checklists, and what to keep in mind.
3 ACTIVITIES	What to do at a Census Solutions Workshop: Sample agendas, step-by-step guide to the activities suggested.
4 CASE STUDIES	What we have learned from hosting Census Solutions Workshops: Lessons from pilot workshops.
5 RESOURCES	Tools and materials you can use at your Census Solutions Workshop: worksheets, checklists, and printable handouts.

1—OVERVIEW

What is a Census Solutions Workshop?

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OVERVIEW—CONTENTS

3 What, Who, and Why

4 The Origin of This Toolkit

5 Form a Host Team

6 Set the Stage

13 Benefits of a Census Solutions Workshop

14 The Format

15 Census 101

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WHAT THIS IS

A solutions workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers.

The Census Solutions Workshop is specifically designed to generate new ways of communicating the importance of Census Bureau data, reaching hard-to-count populations, and encouraging participation in U.S. Census Bureau surveys and programs.

The workshop consists of a specific series of activities based on a design thinking methodology that helps participants get to know each other, set ambitious goals, think outside the box, brainstorm with others, and quickly develop proposals for new solutions to engage communities to participate in the census.

This toolkit is a step-by-step guide to planning and running a successful Census Solutions Workshop.

WHO IT IS FOR

We designed this toolkit for any organization, company, or community group invested in getting out the count—and for those seeking creative collaborations and new ideas for doing so.

WHY IT MATTERS

Participation in Census Bureau surveys has declined in recent decades. A complete count ensures accurate Census Bureau data critical for government programs, policies, and decision-making is collected.

The Census Bureau has always relied on partners like you to help spread the word. We want to support your ability to create innovative and engaging ways to reach your communities.

THE ORIGIN OF THIS TOOLKIT

At the U.S. Census Bureau, we rely on the support of partners across the country in collecting the data that will inform federal funding, representation, and redistricting. Your community trusts you—help them understand the value of Census Bureau data and why they should participate in surveys.

The innovation team at the Census Bureau saw an opportunity to help you do this critically important work. We designed, tested, and refined a collaborative workshop that brings diverse thinkers together to generate new ideas for outreach, develop unexpected partnerships, and ultimately commit to taking action.

Some ideas that have resulted from workshops include:

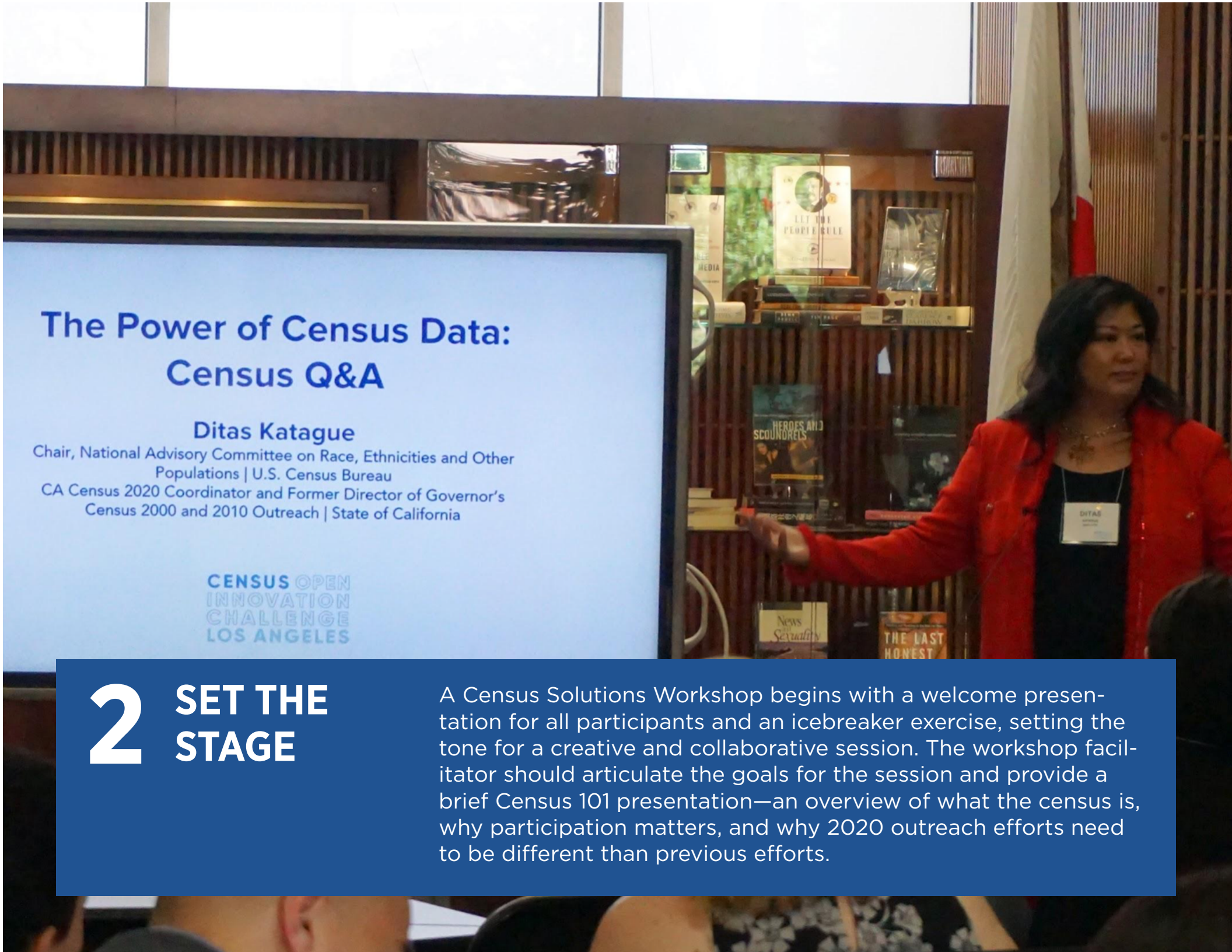
- A neighbor-to-neighbor toolkit for spreading awareness of the census.
- A toolkit and campaign to engage local libraries in the census count, focusing on persons experiencing homelessness.
- A teen census ambassador program.
- A census "Get Out the Count" campaign block party for local activation.

These workshops can occur anywhere in a variety of formats, with any area of focus that serves the needs of your community. Anyone wanting to engage in census efforts can take part—whether they be a company, a community-based organization, or a city official.

This toolkit is a step-by-step guide to planning and running a successful workshop.

1 FORM A HOST TEAM

To prepare for a Census Solutions Workshop, find partners who can complement your organization's capabilities and reach different audiences. Together, work to build a guest list, find a space, and prepare the necessary materials.

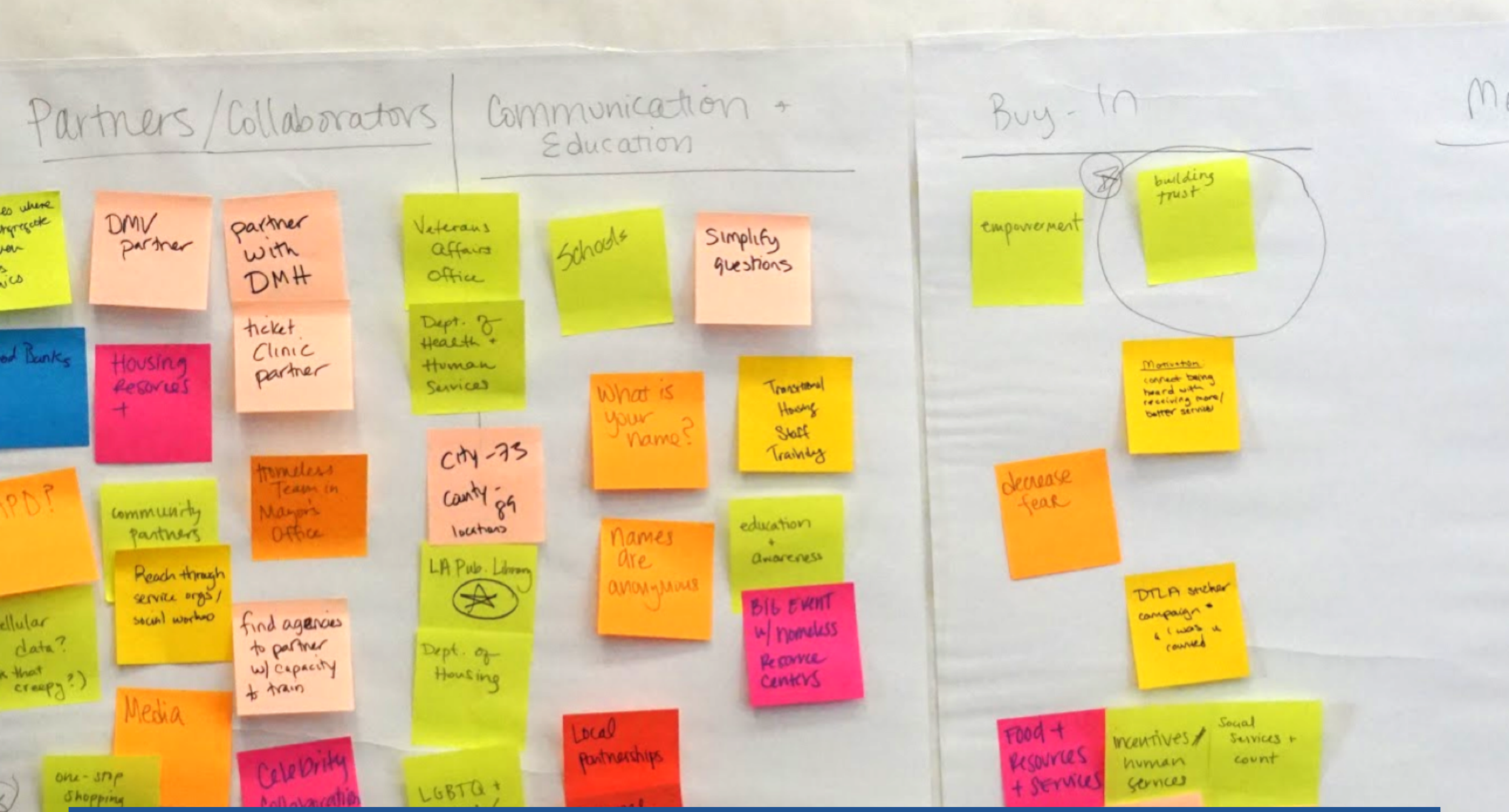


2 SET THE STAGE

A Census Solutions Workshop begins with a welcome presentation for all participants and an icebreaker exercise, setting the tone for a creative and collaborative session. The workshop facilitator should articulate the goals for the session and provide a brief Census 101 presentation—an overview of what the census is, why participation matters, and why 2020 outreach efforts need to be different than previous efforts.

3 DEFINE SUCCESS

The first exercises of the day are designed to get people comfortable and cultivate a future-oriented mindset. Using specific exercises, participants will go through a visioning exercise in which they imagine what a successful census participation effort would mean for their constituents. Participants can align on common goals by sharing their visions and voting on the most relevant solutions.

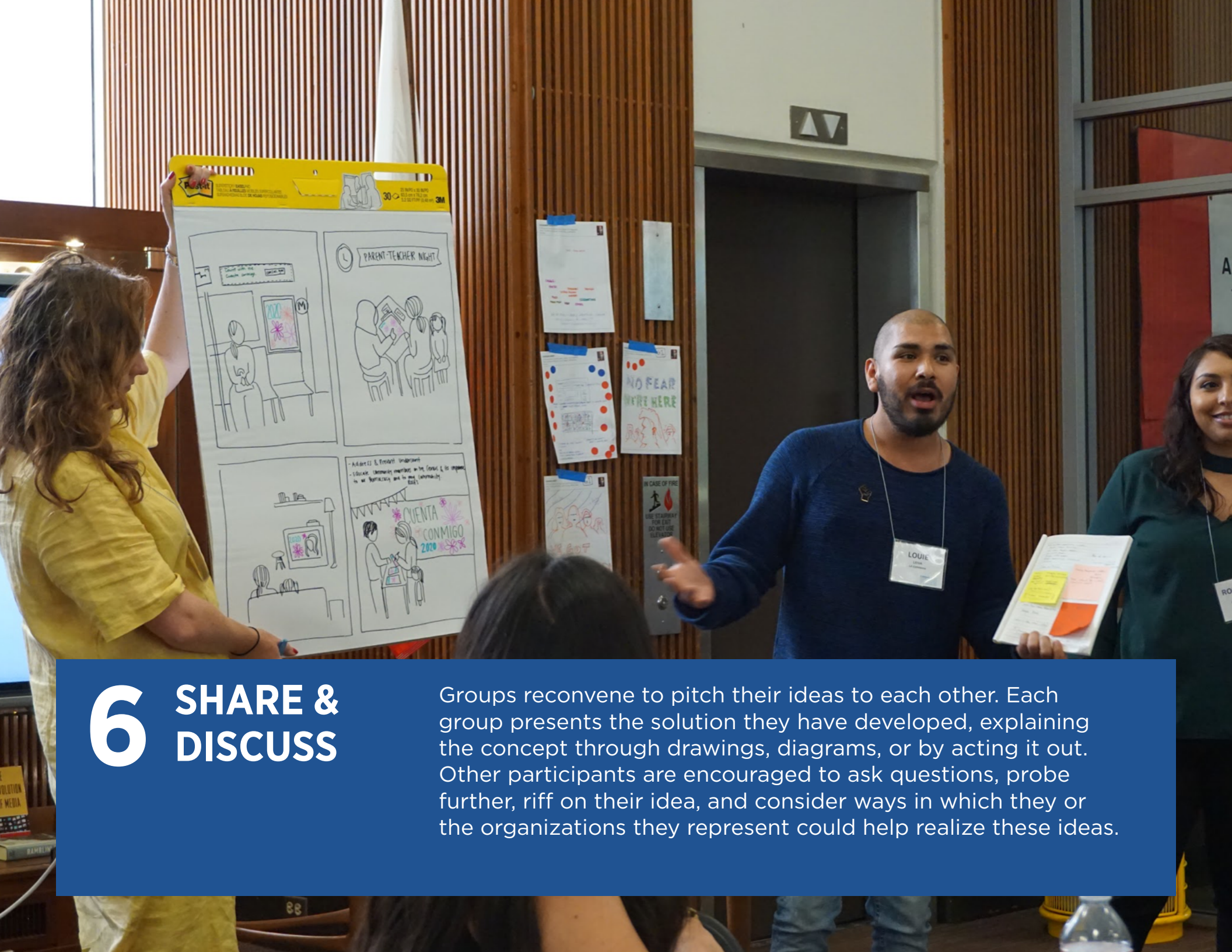


4 GENERATE IDEAS

At each workshop, participants are asked to come up with ways to reach specific types of populations, who may be hard to count for a variety of reasons. Relevant user scenarios may be crowd-sourced from attendees, provided by the facilitators, or generated by participants. With the specific user in mind, participants generate as many ideas as possible—no idea is too crazy—and begin to cluster them around themes.

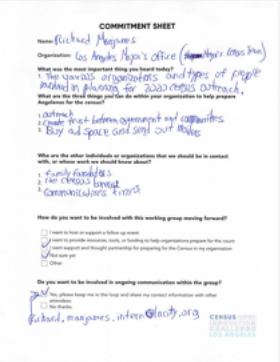
5 DEVELOP THE IDEAS

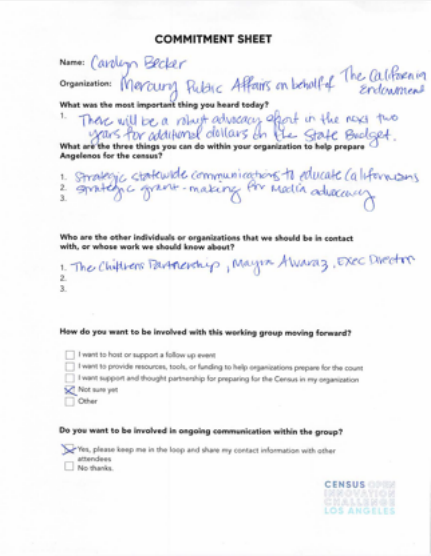
In groups, participants decide on an idea to flesh out. Using a **storyboarding** exercise, the group is asked to think about how their idea could manifest. What would it take to plan and implement? What barriers might they face? What partners might they enlist? Each group develops a pitch to present to the other participants.

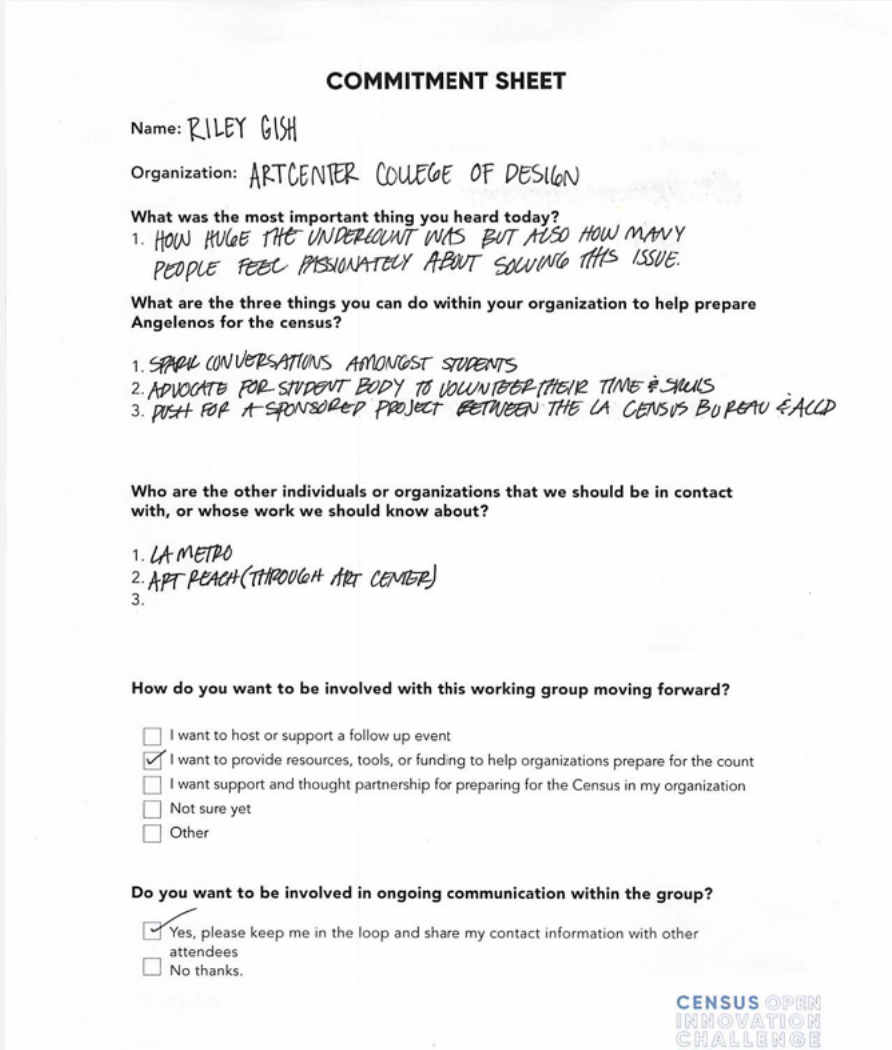


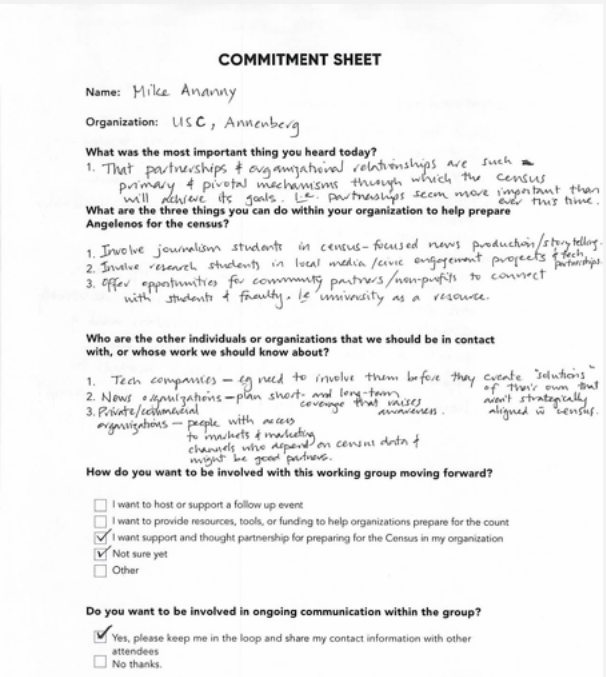
6 SHARE & DISCUSS

Groups reconvene to pitch their ideas to each other. Each group presents the solution they have developed, explaining the concept through drawings, diagrams, or by acting it out. Other participants are encouraged to ask questions, probe further, riff on their idea, and consider ways in which they or the organizations they represent could help realize these ideas.









7 COMMIT TO CONTINUE

At the end of the session, participants make public contributions to what their next steps will be in further developing and implementing these ideas. Using contribution worksheets, participants are asked to think about what they have learned and what they or the organizations they work for can do to push towards the visions they articulated.

HOW TO RUN A WORKSHOP

STEP 1

Build a team and get focused

Organize a team of two to four people to plan and host the workshop. Begin by articulating the challenges you want to solve and what you hope to achieve.

STEP 2

Handle logistics

Decide on the length, format, and location of the workshop, secure funding, sponsorship if needed, and build your guest list.

STEP 3

Invite and prepare

Send out invitations, finalize your agenda, and prepare any workshop materials you will need.

STEP 4

Host the workshop

Welcome your guests, lead them through warm-up, ideation, clustering, and prototyping. Have them share their work and get feedback and comments.

STEP 5

Keep going

Thank your participants and ask them to make a concrete and realistic contribution to moving forward.

BENEFITS OF A CENSUS SOLUTIONS WORKSHOP

In response to feedback from partners wanting more out of their engagements with the Census Bureau, we designed the Census Solutions Workshop for the benefit of both partners and participants.

Goals of the workshop

- New types of partnerships.
- New types of solutions.
- Real contributions to doing the work.
- Connect partners and participants to grow partner network.

How it helps census participants

- Better targeting means better participation rates, which benefits communities.
- It creates new opportunities for large-scale civic action.
- Creative solutions can help people understand the vital importance of Census Bureau data.

How it helps census partners

- It results in groundbreaking ideas that would be more difficult to generate in a traditional event or meeting setting.
- It supports diversity of thought by bringing together organizations across sectors and industries, resulting in more creative, effective solutions.
- It is an opportunity for business development and new connections around a shared mission.
- It results in new consortia of public-private partners, a proven model that can achieve significantly more than any one partner could on its own.
- It helps each partner better understand its audience, focusing on empathy and insights into the mindset, behaviors, and motivations of the end participant.

THE FORMAT

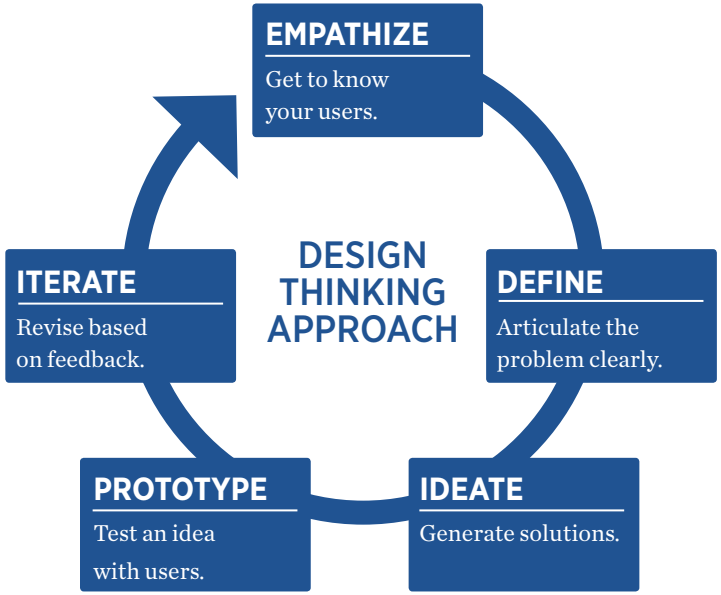
The Census Solutions Workshop is based on design thinking methodology. A common practice in the technology and business world, design thinking is a user-centered approach that has been increasingly adopted across the public sector to create impactful solutions to social challenges.

This approach is being used to take on things like designing the classroom of the future, creating more user-friendly hospitals, or ensuring that critical resources get to people living in poverty. We can use this approach to help solve census challenges, too.

The Census Solutions Workshop uses design thinking to activate diverse people and organizations to solve challenges together in a hyper-interactive way.

This tends to be a lot more effective than traditional brainstorming.

- It focuses more on action than on thought, forcing you to walk through scenarios and create real prototypes of ideas.
- It helps you visualize many ideas and thought streams so you can start to recognize themes.
- It allows a safe space for participants to think outside the box.
- It helps participants turn off their filter and allow a plethora of ideas to be generated. (Even the more eccentric ideas will help inspire and unleash creativity, leading to big breakthroughs.)



CENSUS 101 — WHY 2020 MATTERS

Once a decade, this nation 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.

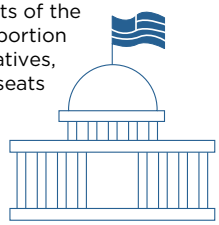
You can find a printable version of Census 101 fast facts to share with your community in Part 5: Resources of the Census Solutions Workshop Toolkit.

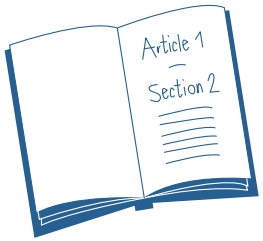
Everyone counts.

The census counts every person living in the United States 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.

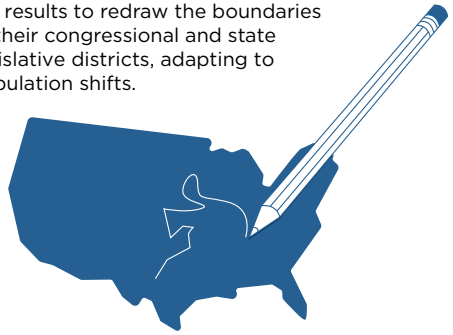
Your data are confidential.

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 distributes $675 billion.

Census Bureau data determines how more than $675 billion in federal funding are spent, supporting your state, county, and community's vital programs.

CENSUS SOLUTIONS WORKSHOP TOOLKIT

2—LOGISTICS

Everything you need to host
a Census Solutions Workshop.

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LOGISTICS—CONTENTS

3 Roles & Responsibilities

4 Everything You Need to Host a Census Solutions Workshop

5 Planning Timeline

6 Build a Team

7 Define your goals

8 Write Challenge Statements

9 Create Your Guest List

10 Invite & Survey

11 Prepare Your Materials

12 Select Your Scenario

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ROLES & RESPONSIBILITIES

While Census Solutions Workshops are not one-size-fits-all—they can range greatly in size, length, and approach. These roles and responsibilities will apply in most every scenario.*

Before

- Who will be coordinating logistics, such as securing the venue, providing food, ordering supplies, and printing handouts?
- Who will own and manage the guest list, and send out the invitations?
- Who will set the theme, goals, and agenda for the day?
- Who will determine the workshop activities and facilitate them?
- Who will prepare presentation materials?
- Who will make sure all the hosts/facilitators understand the structure of the day?
- Who will explain the activities to the facilitators?
- Who will find facilitators?
- Who will reach out to the Census Bureau for support or connections to local experts?

During

- Who will facilitate and host?
- Who will present?
- Who will check guests in?
- Who will manage day-of logistics, such as ensuring that food arrives on time?
- How many groups will there be?
- How many facilitators will you need?
- Who will explain each activity?
- Who will take notes?
- Who will take photographs?
- Who will keep time?
- Who will manage IT?
- Who will make sure the room is set up ahead of time?

After

- Who will create and send out a follow-up e-mail to the group?
- Who will follow up with participants' contributions?
- Who will drive the strategy for what comes next?
- Who will send feedback to the Census Bureau?

** For examples of workshop formats, see Part 4 of the Census Solutions Workshop Toolkit: Case Studies.*

EVERYTHING YOU NEED TO HOST A CENSUS SOLUTIONS WORKSHOP

People

- ☐ Facilitators
- ☐ Participants representing a variety of groups
- ☐ Translators, if necessary
- ☐ At least one observer
- ☐ Photographer/videographer, if needed
- ☐ Census Bureau Data Dissemination Specialist or other expert (optional)

Logistics

- ☐ Venue, including enough tables and chairs for group break-outs and plenty of wall space
- ☐ Refreshments (drinks and snacks)
- ☐ Music/portable speaker/sound system (optional)—to keep up the energy
- ☐ Online invitation platform, e.g., Splashthat or Eventbrite
- ☐ Transportation, if necessary
- ☐ Parking, if necessary/available

Supplies

- ☐ Flip chart paper and markers (e.g., markers—one per person)
- ☐ Sticky notes (one pad per person)
- ☐ Dot stickers for dot-voting exercise
- ☐ Tape
- ☐ Camera (and charger!)
- ☐ Name tags

Workshop materials

- ☐ Sign-in sheet
- ☐ Media releases, if necessary
- ☐ Contribution sheets
- ☐ Persona sheets
- ☐ Presentation: Census Relevance to Community
- ☐ Other relevant activity forms

PLANNING TIMELINE

WEEK 1

- ☐ Determine hosts, goals, and purpose for workshop.
- ☐ Decide event format and length.
- ☐ Set a date.
- ☐ Determine roles.
- ☐ Begin scoping venues.
- ☐ Set a budget, or in-kind needs (venue, food, materials, videographer, etc.).
- ☐ If there are budget gaps, determine who will sponsor through funding or in-kind services.
- ☐ Take a first pass at the guest list.

WEEK 2

- ☐ Select venue.
- ☐ Finalize guest list.
- ☐ Send out invitations.
- ☐ Continue to refine goals and agenda.
- ☐ Draft user personas and Census 101 presentation.

WEEK 3

- ☐ Decide which activities you would like to implement that will best achieve your goals.
- ☐ Determine presenters and request any presentation materials (slide deck, etc.).
- ☐ Do a walk-through of the venue and take photos.
- ☐ Test A/V equipment.
- ☐ Make a list of materials you need and begin to order them.
- ☐ Place food orders, if necessary.
- ☐ Secure videographer/ photographer, and provide creative brief, if necessary.

WEEK 4

- ☐ Finalize agenda.
- ☐ Make any final edits to presentation(s).
- ☐ Send reminder e-mails to guests.
- ☐ Pick up/collect supplies orders.
- ☐ Plan room layout for optimal collaboration considering number of guests.
- ☐ Consider how you want to form groups—day of or in advance?

WEEK 5

- ☐ Host the workshop!
- ☐ Debrief and capture lessons learned.
- ☐ Send out thank you letters to participants.

WEEK 6

- ☐ Collect and edit media (photographs, videos), as necessary.
- ☐ Send feedback to the Census Bureau.

BUILD A TEAM

Hosting this kind of workshop is best done as a collaboration. As you are looking for partners, think about which of the roles and responsibilities you feel comfortable taking on. Then, look for groups or people who have experience in the other areas.

Some questions you should consider

- Will it be your own event or part of a larger event or conference?
- Will it be a shorter session of 1 to 2 hours, a half-day session, or a full-day workshop? (See sample agendas in Part 3: Activities.)
- Is this something that your organization would like to take on individually, or would it help to have additional host partners or sponsors?
- Who are those who could add additional knowledge, financial or strategic support, technical assistance, physical space, brand recognition, or expand the guest list?
- Who might be able to offer a space?
- Who has experience running events?
- Who is connected to guests you want to reach?
- What diverse stakeholders can help during the planning and execution of the event?

Start conversations early, and be sure to clearly lay out expectations and responsibilities of each host partner.

Making the Most of Partnerships

Partnering with others to host a workshop can be more efficient and increase the potential outcomes of the session. For example, at the Los Angeles Census Open Innovation Challenge:

- USC Annenberg Innovation Lab brought in academic and technical knowledge.
- California Endowment brought in financial support for the event.
- Goldhirsh Foundation brought in strategic thinking, community clout, and connections to new types of partners.

DEFINE YOUR GOALS

The overarching goal of a Census Solutions Workshop is to generate new ways to engage people in census efforts; however, the more specific you can make your objectives for the workshop, the better.

Specific goals will allow you to communicate clearly with your participants. In order to define your problem statement(s), consider these questions:

- What is the problem you are trying to solve?
  (For example: better reach to hard-to-count communities in your area, promote the value of Census Bureau data, increase participation in census community events, etc.)
- Are you working towards reaching a specific demographic or community? Multiple communities?
- Are you finding new ways to scale existing programs and outreach efforts?
- Is there a certain industry or sector you will convene, such as media or city government? Or is the problem better served by a more diverse or general audience?
- What groups and organizations could you help connect, who would not otherwise meet or convene?

WRITE CHALLENGE STATEMENTS

By defining themes and insights, you've identified problem areas that pose challenges based on your goals for the session and tailored to your audience. Try reframing your challenges as "How Might We" questions to turn challenges into opportunities.

In terms of the topics you most want to focus on, you can keep it broad or get very specific and come up with prompts around specific challenges, such as:

- How might we educate caseworkers about the importance of counting people experiencing homelessness?
- How might we engage media companies to create new campaigns that increase participation?
- How might we engage grassroots organizations and community advocates in creating awareness campaigns to minimize the undercount of young children?
- How might the library system or educational institutions serve as community hubs for census education and awareness?
- How might we communicate the importance of the census to underserved communities in low-income areas?

How Might We...

Every problem is an opportunity. By framing your challenge as a "How Might We" question, you'll set yourself up for an innovative solution.

- Ask yourself if the question allows for a variety of solutions. If it doesn't, broaden it.
- Your "How Might We" question should generate a number of possible answers and will become a launchpad for the brainstorming activities.
- A good "How Might We" question should give you both a narrow enough frame to let you know where to start your brainstorm, but also enough breadth to give you room to explore wild ideas.

Source: <designkit.org/methods/3> To learn more about writing challenge statements, visit <www.designkit.org>.

CREATE YOUR GUEST LIST

Once you have defined your goals, you can start to think about who should be invited. For this type of workshop, diversity matters. The most successful workshops bring together people of different ages, from different industries and sectors, with different priorities.

These events also depend on participants' willingness to think outside the box. It can be helpful to include guests who you know will be energetic and enthusiastic.

As you build your guest list, look beyond your own network and be mindful of inclusion. Make phone calls to local officials and invite them or members of their staff.

Guests you might include could be small/local businesses, community organizers or activists, government officials/employees, college/graduate students, artists, teachers, faith-based groups, social workers, nonprofits, etc.

Before finalizing the list, ask yourself:

- Is there good representation of people who can tackle the problems from multiple angles (e.g., businesses, community leaders, nonprofits, professionals in different industries, etc)?
- Are those you are aiming to serve represented in the room--for example, if you want to reach the homeless, do you have anyone present who is homeless, has been homeless, or works with the homeless?
- Does your guest list generally reflect the demographics of your community, city, county, or state? Does it include representatives of the hardest-to-count communities?

INVITE & SURVEY

Your guest list is set. Use your invitations to highlight the benefits of attending the event and ask your invitees what they care about.

Invitations

Your invitations should explain the goal of the workshop, give a plain language agenda, and tell them why this is important. Consider customizing each invitation to highlight why that invitee would want to be in attendance, such as:

- Join other leaders in the community.
- Ensure your community is represented.
- Connect with other distinctive representatives.

Pre-event survey

Asking your invitees what they care about has a dual purpose. One, it helps you plan the event and know what user scenarios to prepare. Two, it gives invitees a sense of buy-in. For example, you could ask them:

- What are your two main concerns about the 2020 Census?
- What are the groups or geographies you are most interested in reaching for the 2020 Census? (You can offer suggestions here for guests to brainstorm and rank ideas or leave them open-ended.)

Hello,

We are excited to invite you to participate in our first-ever Census Solutions Workshop, to forge new cross-sector collaborations, to identify new and innovative ways for reaching hard-to-count populations for the 2020 Census, and to demonstrate the vital importance of Census Bureau data to the well-being of the country.

This day long event will be held on **[date]** at **[place]**. Please join **[conveners: sponsor organization(s), host organization(s), and the U.S. Census Bureau]** in bringing together a community of local leaders, entrepreneurs, innovators, funders, businesses, and advocates to develop creative solutions that will move the needle on response rates among **[target audience/population—i.e. hard-to-count]** in **[region, state, city, county]**.

For more information, the agenda, and to RSVP, please visit the event page at <**[Web address]**>.

Please do not hesitate to contact us at **[contact e-mail]** or **[phone]**.

Best,

The **[Convener/Host/Sponsor Organization(s)]** Team

Sample invitation

Find a sample pre-event survey in Part 5: Resources of the Census Solutions Workshop Toolkit. We recommend using a digital survey tool.

PREPARE YOUR MATERIALS

With the major logistics taken care of, turn your attention to preparing for the activities of the workshop. Take our materials and make them your own.

Presentation

We recommend having a simple slide presentation to guide you through the day. We have created a presentation deck for your use, which you are welcome to modify. This lays out the structure of the presentation and what to include.

In customizing our example deck or creating your own, think about and try to answer the following questions:

- What will resonate with your audience?
- Can you make your presentation specific to your city, county, state, etc?
- Why does this matter? Why are the stakes so high?
- Why were these particular guests invited to participate in creating solutions?

You should ensure that your space has a projector or large screen before working on this piece. If it does not, we recommend creating a handout that you can walk through with the participants.

Census 101

We recommend starting the day with a very brief Census 101 talk to make sure everyone is on the same page.

Using our Census 101 infographic as a starting point, ask yourself:

- What are some examples of Census Bureau data being used to the advantage of the communities that the audience represents?
- Which elements of the census' impact are most relevant to your audience (e.g., federal funding vs. representation vs. redistricting, etc.)?

We encourage you to seek expertise in communicating the importance and relevance of Census Bureau data. There are regional Data Dissemination Specialists and Partnership Specialists who may be able to attend your event.

Contact a data expert at 1-800-ASK-DATA or <census.askdata@census.gov>.

Print materials

We recommend preparing a packet of materials for each attendee. In addition to worksheets that they will use during the activities, we encourage you to give them a few pieces that they can take with them.

These might include:

- An agenda with hosts names and contact information and a list of attendees.
- A Census 101 fact sheet.
- Information on how to partner with the Census Bureau.
- An overview of the biggest barriers to participation in census surveys.

We have included a number of these items in the Resources section of this toolkit for easy printing, including:

- Cover Story worksheet.
- Fleshing Out Your Idea worksheet.
- Contribution sheet.
- Feedback form.

SELECT YOUR SCENARIO

There is not a one-size-fits-all solution to increasing participation in the census. The solutions generated in the workshop should respond to specific user scenarios. You should prepare these ahead of time based on the attendees' feedback.

User scenarios and personas

User scenarios help participants root their discussions and solutions in deep empathy for the people you want to reach. You will want to decide on user scenarios that are appropriate to your event and participants in advance.

We recommend introducing these user scenarios in the form of personas. You will invent personas that represent the characteristics of the demographic you want to serve. Making personas as fleshed out as possible is helpful in getting participants to understand the mindset of this person. At a minimum, each persona should clearly demonstrate one of the barriers to census participation.

Once you have received responses from attendees, you can decide how many different user scenarios to focus on, how detailed the personas should be, and whether to preassign groups or let participants choose which persona to focus on at the workshop.

Barriers to participation

There are four primary barriers that research has identified as particularly common reasons for not completing the census:

- Trouble completing the forms, due to barriers in language or literacy.
- Not understanding what the census does and why it is important for them.
- Assuming the census will be time-consuming and cumbersome.
- Lack of trust in government.
- Concerns about data privacy or having their information used by other federal agencies.

You can use these examples of sample user scenarios created for a previous partner event, or generate your own user scenarios particular to your community or specific challenges you want to focus on for solutions.

CENSUS SOLUTIONS WORKSHOP TOOLKIT

3—ACTIVITIES

What To Do at a Census Solutions Workshop

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ACTIVITIES—CONTENTS

3 Sample Agendas

4 Set the Stage

5 Intro & Icebreakers

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United States® Census Bureau

SAMPLE AGENDAS

Full-day workshop

8:30 a.m.	Arrive and set up room
9:30 a.m.	Guests arrive
10:00 a.m.	Introductions and icebreakers
10:30 a.m.	Presentation: Census 101 & Goals
10:45 a.m.	*Break*
11:00 a.m.	It Is Not 2010 activity
11:10 a.m.	Cover Story
11:20 a.m.	Dot Voting
11:30 a.m.	Introduce user scenarios
11:45 a.m.	Solo ideation
12:00 p.m.	*Lunch*
12:45 p.m.	Cluster in groups
1:00 p.m.	Group brainstorm and pick idea
1:30 p.m.	Groups develop ideas
2:20 p.m.	*Break*
2:30 p.m.	Groups share ideas with each other
3:00 p.m.	Contribution sheets and feedback forms
3:15 p.m.	Recap accomplishments of the day
3:30 p.m.	*Coffee, snacks, networking (optional)*

Half-day workshop

8:00 a.m.	Arrive and set up room
8:30 a.m.	Guests arrive
9:00 a.m.	Introductions and icebreakers
9:20 a.m.	Present Goals, Census 101, It Is Not 2010
9:45 a.m.	Introduce user scenarios and form groups
10:00 a.m.	Solo ideation
10:10 a.m.	Cluster in groups
10:30 a.m.	*Break*
10:45 a.m.	Groups pick idea and develop it with story boards
11:30 a.m.	Groups present ideas to each other
11:45 a.m.	Contribution sheets and feedback form
12:00 p.m.	Recap accomplishments of the day
12:15 p.m.	*Lunch (optional)*

One-hour workshop

8:30 a.m.	Set up stations with different user scenarios around the room
9:00 a.m.	Introductions, goals, user scenario
9:20 a.m.	Solo ideation (5 minutes at each station)
9:40 a.m.	Share ideas
9:50 a.m.	Make contributions and complete feedback form

SET THE STAGE

Ideally, you can hold the workshop in an attractive, comfortable space with lots of natural light, but that is often not possible. Do not worry. A few small touches can transform a space and signal to guests that the event will be exciting and creative.

Arrange the space

- Make sure you arrive with plenty of time to set up the space, at least an hour before participants are set to arrive.
- Make sure there are enough chairs and that there is easy access to the walls. You may need to rearrange some of the furniture.
- Identify where you will be presenting from (if there is a projector) and make sure chairs are oriented towards that spot. Test the projector and get your presentation loaded.
- Set up a station for registration near the door with name tags, markers, and a sign-in sheet.
- Set up a flip chart with markers at the front of the room for the 21st Century Mindset activity.

Set the tone

A few small touches can make the event feel more official and get people excited.

- Set the tables so that each person has a set of materials they can refer to, use, and take with them. At each place, put:
  - Agenda with list of attendees and your contact information.
  - Census 101 handout.
  - Cover Story worksheet.
  - Storyboarding worksheet.
  - Contribution sheet.
  - Feedback form.
  - Pad of colorful sticky notes.
  - Set of colorful dot stickers.
- Make sure there are plenty of markers and pens/pencils on each table.
- Set out refreshments on a table so attendees can help themselves. Play some energetic music over the sound system (at a low level).

Greet your guests

- As guests start to arrive, have someone or several people greet them. Make sure they add their contact information to the sign-in sheet so you have a record of who was there and can follow up with them after the event.
- Let guests know where the nearest restroom is located.
- As you wait for everyone to arrive, make introductions between attendees and encourage them to mingle.
- If possible, have each table represent different organizations, departments, functions, etc. If you are assigning groups ahead of time, try not to group people who spend a lot of time together.
- The diversity of the group will help strengthen your ideas and lead to interesting new collaborations.

INTRODUCTION & ICEBREAKERS

It is important to set the tone of the day from the very beginning. The workshops are meant to be high-energy, creative, and interactive. People need to feel comfortable—which means they need to know what is going to happen and who they are with.

Introductions

Start by welcoming everyone to the Census Solutions Workshop. Introduce yourself and the other hosts and organizers first. Be sure to give proper acknowledgments to all those involved in the planning and resourcing of the event.

Go through the agenda so everyone knows what to expect. Tell everyone where the nearest restroom is located.

Finally, tell everyone—briefly—why you are hosting this workshop. You will go into more detail in your presentation.

- *"Our goal is to learn more about the communities you serve."*
- *"Our goal is to bring together people from the private and public sector in our community who might not otherwise meet."*
- *"Our goal is to find opportunities to collaborate in census outreach."*

Icebreaker activity

We have found that an icebreaker activity is essential to a productive workshop. Begin by having everyone introduce themselves. If the group is too large, they can do introductions at their table, but it is ideal if everybody can get a sense of who is in the room.

- *"Tell us your name, what group you represent, and what your first concert was."*

If time allows, try this icebreaker activity designed to get everyone in a focused, reflective, and engaged frame of mind.

- *"We are all here because we care about people being represented. We are going to start with an activity to dig a little and make sure we are clear about our purpose."*
- *"Let us begin with an individual activity."*
- *"Take five sticky notes and write down the fears you have about solving these problems—one idea per sticky."*
- *"Next, take five sticky notes, and write down why you showed up today and who you are doing this for."*
- *"Now, take the five sticky notes with your fears and tear them up—go on, tear them—we will not need those here today."*
- *"Today is all about thinking big. We will not come up with any perfect ideas today, but the more ambitious we can be, the better."*
- *"It is not about coming up with the answer—it is about inspiring each other and allowing ourselves to find connections we would not have otherwise."*
- *"Now, take one of your five remaining sticky notes and go around in a circle at your table, introduce yourself, and share why you decided to come and what you hope to accomplish today."*

CENSUS 101 & GOALS

Once everybody has been introduced, give a brief presentation to get all participants on the same page. This is your opportunity to express the importance of census participation to this particular audience and set out the goals of the day.

Census 101

Each Census Solutions Workshop is different, but it is a good idea to refresh participants' understanding of the value of Census Bureau data and the importance of participation in the 2020 Census, or other census surveys and programs.

The Census 101 presentation should cover three topics:

- What the Census Bureau is, what it does, and why it matters.
- Most common barriers to participation in census surveys and programs.
- How this matters to the audience in the room.

At a minimum, everyone in the room should know:

- The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.
- We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.
- In 2020, the Census Bureau will conduct the decennial census, which counts every resident in the United States.
- The data collected by the decennial census determine the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions in federal funds to local communities.
- The census helps our communities determine where to build everything from schools to supermarkets, homes to hospitals.
- It helps the government decide how to distribute funds and assistance to states and localities. It is also used to draw the lines of legislative districts and reapportion the seats each state holds in Congress.

Goals

Before launching into the next activity, be sure to clarify your goals in hosting this workshop, as well as what you expect to accomplish by the end of the day.

- *"We brought together this group of people to strengthen ties in the community."*
- *"We are hosting this workshop as an opportunity for cross-sector thinking to ensure the representation of our community in the 2020 Census."*
- *"By the end of the day, we expect you will have come to understand the perspective of those not participating in the census and have some new ideas about how to reach them."*
- *"At the end of the day, we expect you to think about the kind of contribution you or your organization could make towards these new ideas."*

IT IS NOT 2010 ANYMORE

This group activity is intended to shift participants' mindset towards the future. By reminding them of how much of our world has changed, you are priming them to come up with future-focused ideas for the rest of the day.

Introducing the activity

In this activity, you will ask the group to think about what has changed since 2010 (or earlier). The point of this exercise is to emphasize that old outreach strategies are not enough, and that there are new opportunities to connect with audiences.

You can introduce this activity with some slides, or go right into writing on a flip chart.

- *"Think about things that have completely changed. We used to use movie rental stores like Blockbuster, now we are all streaming. We used to stay in hotels; now we can stay in people's homes via Airbnb."*
- *Set up one column with the heading "2010" and another column with the heading "2020" side-by-side. Begin with some examples yourself, then ask the attendees to chime in.*
- *"What is different about air travel?"*
- *"How has getting your prescription changed?"*
- *"What is different about going to the bank?"*

To find more examples, consider comparing the annual mindset list of incoming college freshman in the class of 2020 with the mindset list of incoming freshmen in the class of 2010 and see what has never existed or has always existed..

Finally, have participants add anything else in the environment for their constituencies or geographies that will be true in 2020 that was not true in 2010.

- *"How will your audience's economic situation be different?"*
- *"What has changed about your constituency's political views?"*
- *"Have the people you serve been affected by any societal or environmental changes?"*

2010	2020
Blockbuster video store	Netflix
Taxi cabs	Uber and Lyft
Travel agency	Expedia
Hotels	Airbnb
Brick and mortar	Amazon

COVER STORY

This 5-minute exercise can be used to uncover shared goals and give workshop participants permission to dream big. This can lead to realizing true possibilities that were once unimaginable.

Why

One of the most effective techniques in recognizing common dreams people have is to ignore all limits and imagine what "could be." During this creative activity, participants imagine a future accomplishment so spectacular that it gets published on the front page of a newspaper or magazine.

By freeing yourself from all constraints, you can release your imagination and think big in order to realize what direction your group should move toward. While some of the stories may seem extravagant, the collective thinking process may uncover real possibilities for the future.

How to do it

- Using the Cover Story worksheet in Part 5: Resources of the Census Solutions Workshop Toolkit, instruct each participant to imagine the headline that they would like to see as a result of their efforts. This can be done individually or in groups. Have a few magazines on the tables for inspiration.
    - *"Imagine it is 2021 and there is a cover story featuring the success of the 2020 Census thanks to your contribution. What does it say?"*
- Each Cover Story should include a headline and subhead, and could also include sidebars, quotes, images, etc.
- Have each group present their big-picture ideas. As a team, work to recognize any commonalities among the stories and reflect on how these similarities can actually be applied.

How long it takes:

10 to 20 minutes

What you need:

- Cover Story worksheets
- Magazines for inspiration
- Markers

Source: The Grove, *<innovationgames.com /wp-content/uploads/2011/06 /HTMLCoverStory-IG.txt>*

CHOOSE A USER SCENARIO

There are common barriers that the Census Bureau and external research have identified as particularly common reasons for not completing the census—use these or other user scenarios to help participants be concrete in their ideation.

Why

There is not a one-size-fits-all solution to increasing participation in census programs and surveys. It is key that those creating new solutions understand who those solutions are being built for. User scenarios and personas help participants root their discussions and solutions in deep empathy for the people they want to participate in the census.

"I have trouble completing census forms."

Your audience may not be native English-speakers and find census forms confusing.

"I do not have time to fill out the census forms."

Your audience is very busy and assumes the census will be time-consuming and cumbersome.

"I do not trust the government with my information."

Your audience is concerned about data privacy or having their information used by other federal agencies.

"I do not think the census has any impact on my life."

Your audience isn't sure what the Census Bureau does, how its data affects them, and why their participation matters.

BRAINSTORM

Brainstorming is the basis of the day's activities. There are a variety of formats this can take—from silent ideation to group brainstorm—but the key is to ensure a generative mindset, withholding for the moment any judgment or criticism.

Why

It is important to remember that ideation is about generating as many ideas as possible—quantity over quality. It is not about coming up with the perfect idea, it is about making new connections, being inspired by each other, and allowing the group to go beyond the obvious solutions.

How to do it

1. SILENT BRAINSTORM

Have all participants generate as many ideas as possible, in silence, for new ways to reach the persona they have selected. There are no bad ideas! Have each participant write down (or draw) one idea per sticky note. Have lots of sticky notes and markers at every table!

- *"We will start by brainstorming about the user you chose in silence—it is important that you not compare notes at this point."*
- *"Where does this person spend time? Who do they trust? What would make them participate? What do they care about? How might you reach them?"*
- *"There are no bad ideas. Everything you come up with is valuable, as it can spark ideas for other people. Do not worry about feasibility."*

2. SHARE

Share ideas by question (i.e., what did people write down for "Who do they trust?").

3. CLUSTERING

During share-out, begin to cluster ideas around themes—move the sticky notes around so that similar ideas are grouped together.

4. BUILD

Within each cluster, do one more group ideation. Combine elements of ideas or build on each others' ideas. It is important that this be a generative process. Use the phrase, "Yes, and. . ." to acknowledge others' ideas and maintain a framework of collaboration and accumulation of ideas.

5. CHOOSE

Decide which idea has the most potential and/or excitement among the group. This will be the idea you will start fleshing out in the subsequent exercises. If your group is having trouble reaching a consensus, you can use the dot-voting exercise described on next page.

DOT VOTING

Use this method to quickly identify common interests and align on next steps. Dot voting can be used after either solo or group ideation.

Why

To reach a consensus on priorities of goals, ideas, or themes for the day with a group of people. This is especially helpful with larger groups of stakeholders and groups with high risk of disagreement.

How to do it

- Have participants post their ideas on a wall. This might be in the form of their Cover Story worksheet, sticky notes, or group storyboards.
- Give participants three to five colored stickers and instruct them to place their stickers on the ideas they feel are most important to meeting the goals and user needs. Participants can use all/multiple of their stickers on one idea they really like, or spread them out to multiple ideas, but should not vote on their own ideas.
- Identify the ideas with the largest number of stickers (votes). Discuss them briefly and use them to inform the next exercise (setting a focus or aligning on a goal).

Real example of a Cover Story generated at the Los Angeles workshop after dot-voting exercise.

DEVELOP THE IDEAS

In order to flesh out the ideas generated, the next step is to create a storyboard—a drawn version of the idea on your sticky note. This should capture the interactions and relationships that might exist between a user and a solution in the context of their full experience.

How to introduce it

In order for the solution ideas generated to be able to be taken further, groups need to elaborate and begin to imagine more concretely how they could be put into action.

Introduce this part of the workshop clearly:

- *"In your groups, your task is now to align on one idea for a solution—it could be one of yours, or a combination of several ideas—and get more specific."*
- *"Using the worksheet, we want you to think through what would have to be in place for your idea to become a reality. Who would have to approve this? What resources would it take?"*
- *"You are preparing to pitch your idea to the rest of the group. The most important thing is that the idea be very clear. Consider how you want to explain it to the rest of the participants—you could draw a storyboard, make a prototype, or act it out."*

What they will do

1. DECIDE ON A DIRECTION

Align on which idea you want to present and talk through these questions:

- Who is our idea designed for?
- What is a tool, campaign, program, or other activity that we can create?
- How are people going to find out about it?
- How does it make people feel?
- Who can we partner with?
- What are the existing resources around this table to pull this off?
- What are references for this kind of idea?
- What is the call to action?

2. GET SOME REFERENCES

Gather any documents that describe the different use cases or scenarios in which users will interact with your service, campaign, or idea for getting out the count.

3. SKETCH

Sketch scenes that visually depict a user interacting with the service, including as much context as possible (e.g., Are they on the move? What else is in their environment?).

4. ANNOTATE

Annotate each scene with a description of what the user is attempting to do. Describe what general feeling or experience the team wants the user to have.

5. REFINE

Create a polished version of the storyboard that you are comfortable sharing with the larger group. The point here is not the quality of the sketch, but a well-conveyed concept that can work in the real world.

PITCH & DISCUSS

Reconvene all the groups and ask each group to present its idea to the rest of the room. The goal is for them to succinctly articulate their idea, leaving enough time for other participants to ask clarifying questions and give suggestions.

Pitch structure

Make sure each group has a structure to follow:

- Describe user.
- Identify barriers to census completion.
- Walk through storyboard of intervention.
- Identify what would need to happen for this to be implemented, e.g., what materials/capabilities are needed?
- Ask for feedback.

Discussion

Once the group has presented, moderate a discussion around the idea. You can start by opening it up to questions from the other participants.

If nobody has a response, you can solicit reactions from the room with questions like these:

- *"Has anyone here ever heard of a solution like this being successful?"*
- *"In your wildest dreams, what would the impact of this solution be?"*
- *"What are the biggest barriers to implementing something like this?"*
- *"Is there anybody in the room who might be able to help make this a reality through their connections, resources, expertise?"*

COMMIT & WRAP

The final piece of a Census Solutions Workshop is to have participants make a contribution to move the group idea forward. This can take many forms—it could be a contribution of resources, a contribution to stay in touch, to host another workshop, etc.

Contributions

OPTION 1: PRIVATE

Distribute contribution sheets and ask all participants to fill them out and turn them in to you. While it is tempting to send these as follow-up surveys, we have found that it is important for the contributions to be made as part of the workshop. Be sure to leave 10 minutes for this activity.

OPTION 2: PUBLIC

If time permits, have participants share their contributions with the group, either in addition to, or in lieu of filling out the worksheet. Research suggests that when people make public contributions, they are much more likely to follow through.

If you do contributions verbally, make sure someone from the host team is documenting the contributions and ascertaining whether or not participants are willing to be contacted going forward.

COMMITMENT SHEET

Real example of a contribution sheet generated at a workshop in Los Angeles.

Wrap the session

At the end of the session—whether it has been an hour or a full day—make sure to thank your participants, reiterate the value they have brought to the session, summarize the outcomes of the session, and let them know what your next steps will be.

- *"Thank you so much for being here today and participating. Participation in the 2020 Census is an enormously important cause, and we really appreciate your creativity and collaboration."*
- *"We started the workshop with this goal: . . ."*
- *"Today, we achieved: . . ."*
- *"As a next step, we will: . . ."*

NEXT STEPS

Do not underestimate how important it is to follow up with participants after the workshop. Sending a timely thank you and rearticulating the outcomes of the workshop signals your respect for the participants and maintains momentum.

Debrief with the team

Set a time to debrief with your team and discuss the outcomes of the workshop. Consider the following questions:

- What went particularly well?
- What surprised you?
- What did not go well? Why?
- What would you do differently if you hosted another workshop?
- Would you be interested in hosting another workshop?
- Which activities were most effective?
- Were any of the activities confusing or ineffective? Do you need more guidance?

Thank you notes

Be sure to write a thank you/recap e-mail to the participants. Share your enthusiasm to continue to work together towards census solutions, and any additional resources you want them to have that you did not get a chance to share during the event.

Feedback

Ask them to share their feedback—and please share that feedback with us!

We are always looking to improve this toolkit, and your learnings are invaluable. Distribute the Feedback Form from Part 5: Resources of the Census Solutions Workshop Toolkit, or distribute a short survey like this one.

Document the contributions made at the workshop and send it to <census.partners@census.gov>.

CENSUS SOLUTIONS WORKSHOP TOOLKIT

4—CASE STUDIES

What We Have Learned From Past Census Solutions Workshops

United States® Census Bureau

CASE STUDIES—CONTENTS

3 What We Have Learned

4 Census Open Innovation Challenge: Los Angeles Gears Up for 2020 (full-day workshop)

5 Los Angeles' Mayor's Office: Rapid-Fire Vision of Success (one-hour workshop)

6 Urban Institute Conference Session

United States® Census Bureau

WHAT WE HAVE LEARNED

Census Bureau staff and partners have tested this workshop model in multiple formats—ranging from a session at a conference to an "all day," stand-alone event.

Benefits of a workshop

Early pilots of this workshop format have been highly effective for solving census challenges, such as:

- Reaching key hard-to-count populations.
- Showing the value of Census Bureau data in a tangible and impactful way.
- Engaging hard-to-count businesses to participate in the economic census.
- Activating the private sector to co-design new and better uses of Census Bureau data.
- Creating new connections and networks all invested in a complete and accurate count.

Participants have also found that gathering a diverse group of stakeholders and organizations in a room together leads to groundbreaking partnerships that might not have happened without this approach.

Lessons learned

- Do not skip a step. Each piece of the workshop is important. It is tempting to cut the icebreaker exercise when you are short on time, but we have found that it is essential groundwork for the activities to come.
- Define the mindset. These workshops depend on participants having permission to suggest wild, impractical ideas and adopt a forward-thinking perspective. Set that expectation early.
- Act it out. These activities are new for a lot of people, so before launching into an exercise, really make sure everyone is clear. It can help to quickly demonstrate how the activity will work.
- Work on what matters. Participants should be able to use this event to develop their thinking around the people they serve.
- Facilitation takes practice. Partnering with people or groups who have experience putting on events and organizing activities are great to have on your team. It is also a good idea to run through the event in advance—rehearsing will make you more confident and help you identify what is missing.
- Make time for mingling. The chance to meet new people is a big motivator to attend these events, so make sure there is a way for people to talk to each other. You could have a lunch break or a post-event snack/happy hour/dinner.

CENSUS OPEN INNOVATION CHALLENGE: LOS ANGELES GEARS UP FOR 2020

GUIDING QUESTION

How might we create new solutions for reaching hard-to-count communities in Los Angeles and beyond for the 2020 Census?

Who hosted

- University of Southern California.
- Annenberg Innovation Lab.
- The Goldhirsh Foundation.
- The California Endowment.

Who participated

Diverse partners in Los Angeles across the public and private sector—civil society, government, the private sector, creative industries, and more.

Format

All day workshop with lunch provided—see the sample agenda for the full-day workshop to follow this format.

Methodologies

After defining what success in 2020 would be like, groups decided which type of person they wanted to create solutions for, based on different personas that were presented. Then they used various activities (ideation, dot voting, storyboarding) to come up with creative new ideas and share them out.

Outcomes

- Dozens of publicly-shared contributions.
- New collaborations across sectors and industries.
- Participants found the methodology very useful and wanted to run their own workshops!

LOS ANGELES' MAYOR'S OFFICE: RAPID-FIRE VISION OF SUCCESS

GUIDING QUESTIONS

What is our vision of success?

What are the barriers and motivations of hard-to-count communities in our city?

Following the Los Angeles Open Innovation Challenge, a team from the Mayor of Los Angeles' office was inspired to create their own workshop internally across the organization.

Who hosted?

Key representatives from within City Hall.

Who participated?

Members of Mayoral staff.

Format

One-hour working session.

Methodologies

The overall goal was to get the staff thinking and excited about the 2020 Census. The leaders of the session created their own infographic to show other team members why the census matters. From there, they did the "Cover Story" exercise, and dug into potential motivations for hard-to-count populations.

Outcomes

In only an hour, the workshop achieved the goals of getting staff to think big-picture, collaborate with others, and get excited for the upcoming census.

URBAN INSTITUTE CONFERENCE SESSION

GUIDING QUESTION

How might we mobilize our organizations around the 2020 Census?

Who hosted

- Leaders in Innovation from the Census Bureau.
- Urban Institute.
- National Neighborhood Indicator Partnership.

Who participated

Representatives from cities, universities, and advocacy groups.

Format

One-hour session as part of a national conference.

Methodologies

In this small session, participants used ideation to create new concepts and contributions to the 2020 Census.

Outcomes

Numerous new contributions were shared, including city-hosted workshops and executing ideas like a neighbor-to-neighbor toolkit so that community members can educate one another about why the census is important.

CENSUS SOLUTIONS WORKSHOP TOOLKIT

5—RESOURCES

Materials for a Census Solutions Workshop

United States® Census Bureau

RESOURCES—CONTENTS

- Develop Your Idea worksheet
- Cover Story worksheet
- Contribution worksheet
- Preworkshop survey
- Feedback forms
- Sample User Scenarios
- Census 101: What You Need to Know

United States® Census Bureau

DEVELOP YOUR IDEA

WRITE THE NAMES OF YOUR GROUP MEMBERS.

DESCRIBE THE PERSON YOU WANT TO REACH—YOUR "USER SCENARIO."

DESCRIBE YOUR IDEA.

LIST SOME OF THE CHALLENGES IN MAKING THIS IDEA REAL.

EXPLAIN HOW IT WOULD WORK.

Who is involved in making it?

What do they need?

What happens first?

Where does your user find out about it?

What do they do next?

PLAN OUT HOW YOU WILL PRESENT YOUR IDEA TO THE GROUP. YOU CAN DO THIS BY DRAWING A CARTOON, ACTING IT OUT, ETC.

COVER STORY

Imagine it is 2020 and the best news you could hope for is on the cover of a magazine. Use the space below to sketch out that cover story. Include the publication name, headline, and cover image.

PUBLICATION NAME

COVER STORY

HEADLINE

CONTRIBUTION

NAME

E-MAIL ADDRESS

ORGANIZATION

WHAT IS THE MOST IMPORTANT INFORMATION YOU HEARD TODAY?

WHAT ARE THREE ACTIVITIES YOU CAN DO WITHIN YOUR ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR THE 2020 CENSUS?

1.

2.

3.

WHO ARE THE OTHER ORGANIZATIONS WE SHOULD CONTACT ABOUT PARTICIPATING IN A FUTURE CENSUS SOLUTIONS WORKSHOP?

HOW DO YOU WANT TO BE INVOLVED WITH THIS WORKING GROUP MOVING FORWARD?

- ☐ I want to host or support a follow-up event.
- ☐ I want to provide resources, tools, or funding to help organizations prepare for the count.
- ☐ I want support and thought partnership for preparing for the census in my organization.
- ☐ Not sure yet.
- ☐ Other:

DO YOU WANT TO BE INVOLVED IN ONGOING COMMUNICATION WITHIN THE GROUP?

- ☐ Yes, please keep me in the loop and share my contact information with other attendees.
- ☐ No, thanks.

PREWORKSHOP SURVEY

NAME

E-MAIL ADDRESS

WHAT ARE YOUR BIGGEST CONCERNS ABOUT THE 2020 CENSUS?

WHICH OF THE FOLLOWING HARD-TO-COUNT POPULATIONS ARE YOU MOST INTERESTED IN SERVING?

- ☐ Those who have trouble understanding the census (e.g., non-native English speakers, low literacy).
- ☐ People experiencing homelessness.
- ☐ Children.
- ☐ Those who do not understand how the census benefits them.
- ☐ Immigrant communities.
- ☐ Those who think the census takes too much time.
- ☐ Those who do not trust the government.
- ☐ Those who are concerned about the privacy and security of their personal data.
- ☐ Other:

WHAT IS YOUR EXPERIENCE WORKING WITH THIS HARD-TO-COUNT POPULATION? WHAT DO YOU SEE AS THE BIGGEST HURDLE TO GETTING THEM COUNTED?

FEEDBACK

What did you like about this workshop?

What could be improved about this workshop?
If we were to hold this again, what changes would you suggest?

What do you wish there had been more of?

What do you wish there had been less of?

Any other comments?

FEEDBACK

What did you like about this workshop?

What could be improved about this workshop?
If we were to hold this again, what changes would you suggest?

What do you wish there had been more of?

What do you wish there had been less of?

Any other comments?

SAMPLE USER SCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	40
TECHNOLOGY ACCESS	Cell phone
MARITAL STATUS	Divorced
HOUSEHOLD	3 children
RENT/OWN	Public housing
EDUCATION	High school
LANGUAGE	Spanish

ATTITUDE TOWARDS THE CENSUS

- Has heard of the census, but does not think it is important.
- Sees the census as time-intensive and complicated to fill out.
- Mistakenly believes the census informs tax and immigration status.
- Does not intend to respond to the census.

POSSIBLE MOTIVATION TO PARTICIPATE

Understanding that the census can be used to build a better future for his/her kids' lives.

SAMPLE USER SCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	82
TECHNOLOGY ACCESS	Limited—has a flip phone and no computer at home
MARITAL STATUS	Married
HOUSEHOLD	Spouse and adult daughter
RENT/OWN	Rents
EDUCATION	High school
LANGUAGE	Korean

ATTITUDE TOWARDS THE CENSUS

- Lacks full understanding of what the census does.
- Skeptical of government polling for information.
- Does not see how the census is going to benefit him/her.

POSSIBLE MOTIVATION TO PARTICIPATE

Reinforcing that by participating in the census, his/her community will receive the amount of resources they deserve and need.

SAMPLE USER SCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	27
TECHNOLOGY ACCESS	Laptop and smartphone
MARITAL STATUS	Single
HOUSEHOLD	Lives with roommates
RENT/OWN	Sublets a room
EDUCATION	College
LANGUAGE	English

ATTITUDE TOWARDS THE CENSUS

- Has moved multiple times in the last few years; as a musician, mostly earning in cash, tries to avoid official government mail.
- Sees the census as a headache, like doing taxes.
- Does not think the government cares about his/her community; thinks they already have enough information.

POSSIBLE MOTIVATION TO PARTICIPATE

Relatively politically engaged—and could be motivated by seeing the census as activism.

SAMPLE USER SCENARIO

NAME:

Draw a picture of your imagined user here.

AGE	24
TECHNOLOGY ACCESS	Limited
MARITAL STATUS	Single
HOUSEHOLD	Experiencing homelessness
RENT/OWN	Transitional housing
EDUCATION	Completed 9th grade
LANGUAGE	English

ATTITUDE TOWARDS THE CENSUS

- As a transgender person experiencing homelessness who has learned to keep a low profile.
- As someone working to get very basic needs met, the idea of filling out additional paperwork is not a priority.

POSSIBLE MOTIVATION TO PARTICIPATE

Recognizing that he/she has a voice and a right to be counted.

CENSUS 101: WHAT YOU NEED TO KNOW

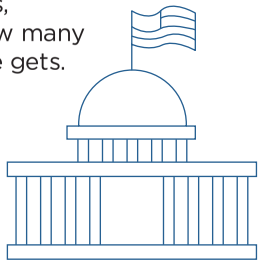
The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

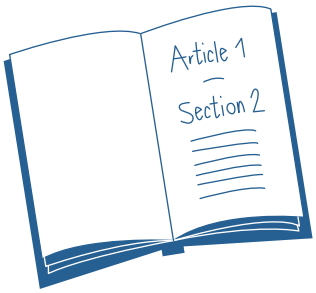
Everyone counts.

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

It's about fair representation.

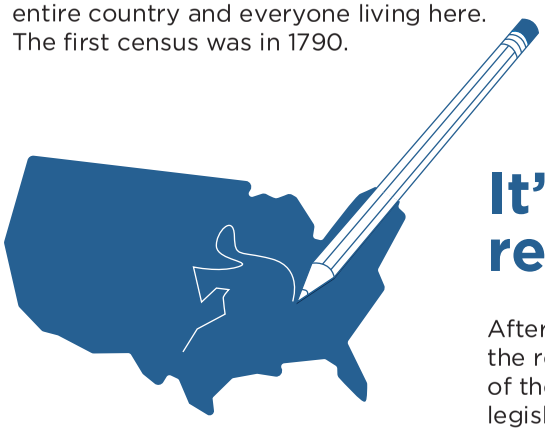
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.





It's in the Constitution.

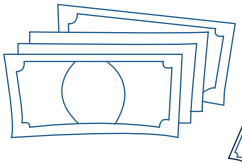
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

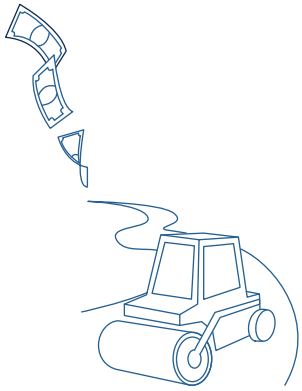


It's about redistricting.

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.

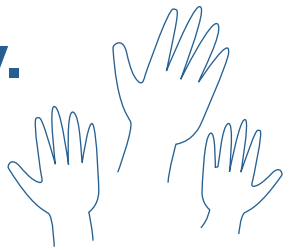




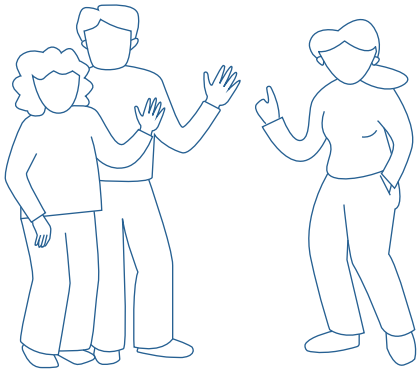
Census Bureau data determine how more than $675 billion are spent, supporting your state, county and community's vital programs.

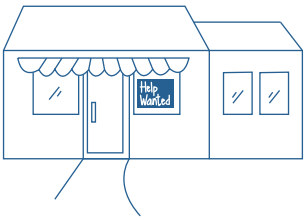
Taking part is your civic duty.

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

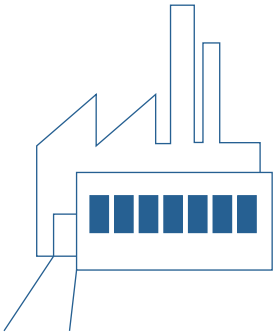


Census Bureau data are being used all around you.

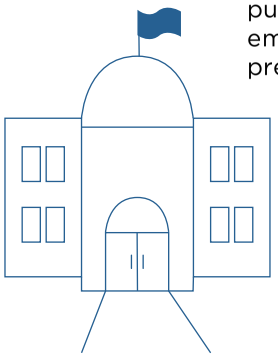




Businesses use census data to decide where to build factories, offices and stores, which create jobs.



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



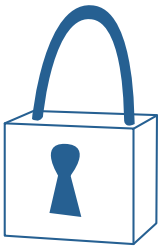
Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.

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

Your data are confidential.

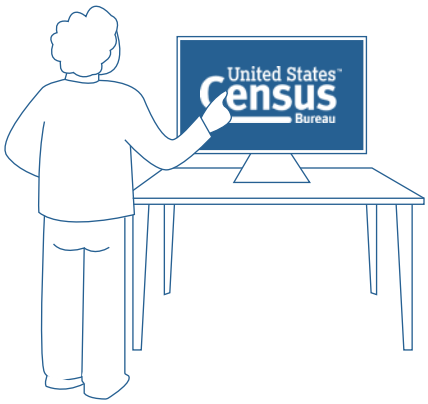
Federal law protects your census responses. Your answers can only be used to produce statistics.

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.



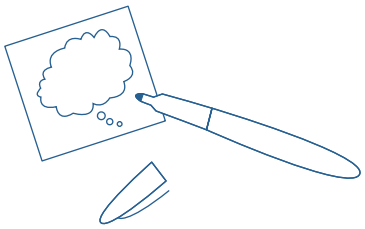
2020 will be easier than ever.

In 2020, you will be able to respond to the census online, by telephone, and on paper.



You can help.

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



United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

FIND OUT HOW TO HELP AT CENSUS.GOV/PARTNERS

We welcome feedback, suggestions, and any ideas to help improve the content. Success stories and potential case studies are welcome too!

Get in touch at <census.partners@census.gov> and check out <www.census.gov/partners> for more ways to get involved.

Find all five toolkit modules at <www.census.gov/partners/toolkits>.

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