

An Integrated Out-Of-Home and Mobile Device Digital Marketing Campaign
Proposition To Engage the Highest Hard To Count (HTC) Communities.

United States[®]
Census
2020

Presented By:

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Getting The Right Messge To The Right People, In The Right Way, To Ensure Participation

CENSUS 101

It's about fair representation.

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



United States
Census
Bureau

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Taking part is your civic duty.

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

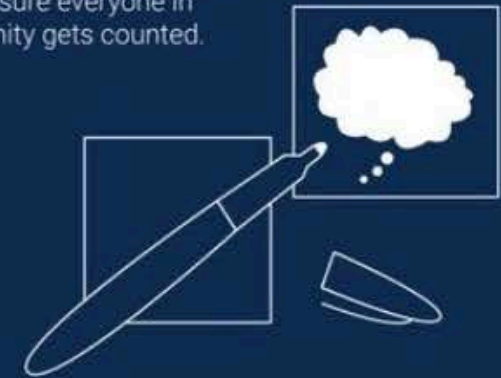


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You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



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2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Focus Group Final Report

A New Design for the 21st Century

January 24, 2019

Version 3.0

Prepared by Sarah Evans, Jenna Levy, Jennifer Miller-Gonzalez, Monica Vines, Anna Sandoval Girón, Gina Walejko, Nancy Bates, & Yazmin García Trejo



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)



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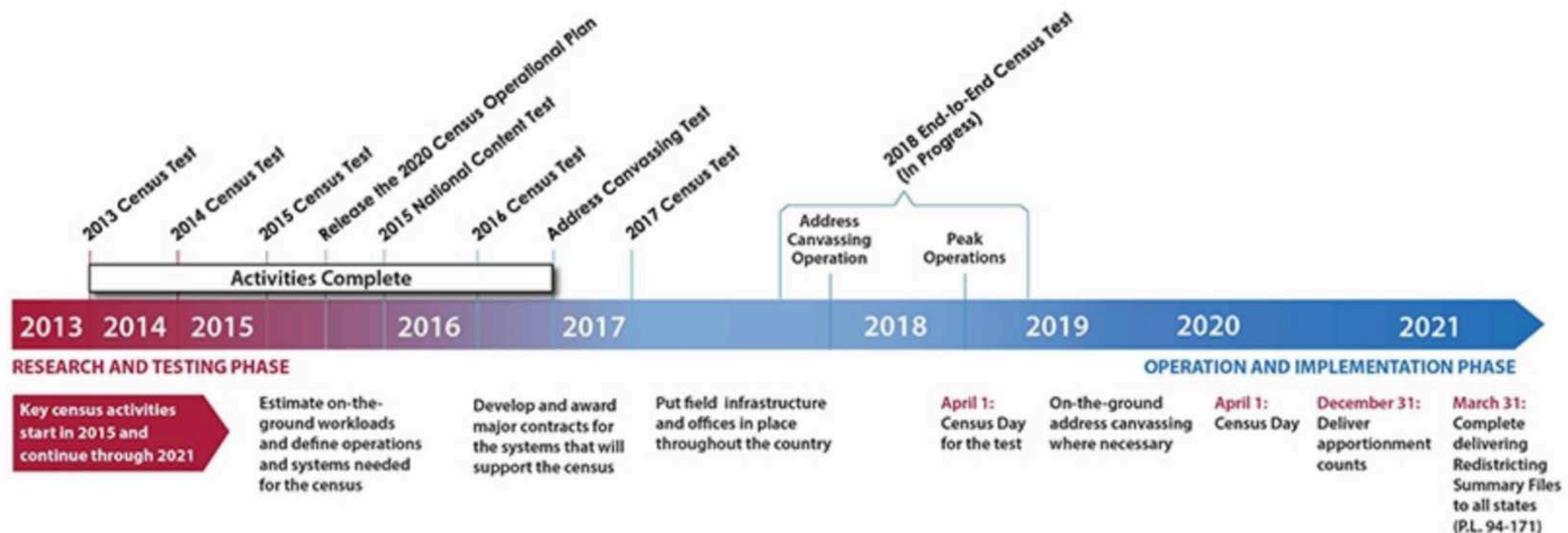


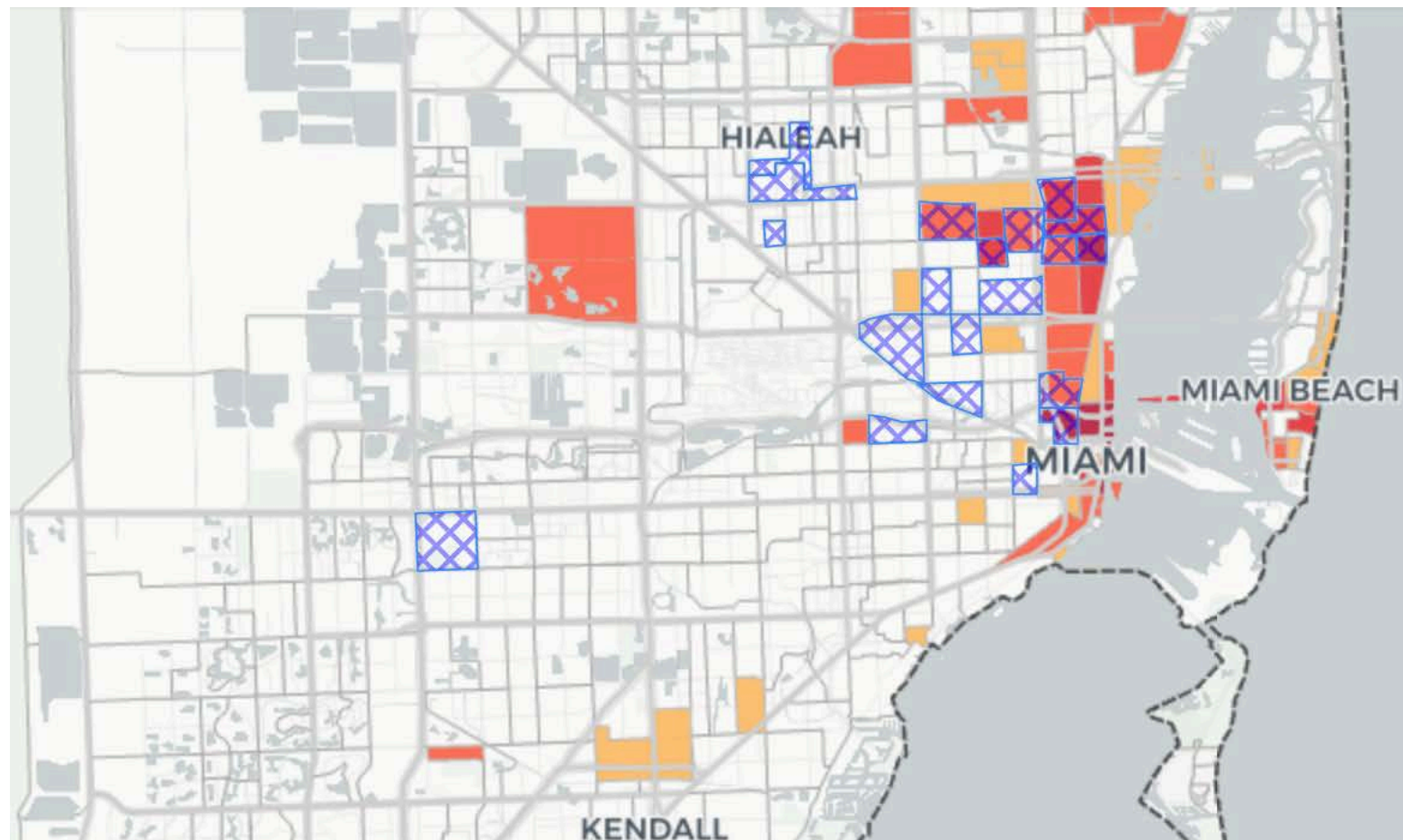
<https://www.census.gov/library/stories/2019/03/one-year-out-census-bureau-on-track-for-2020-census.html>

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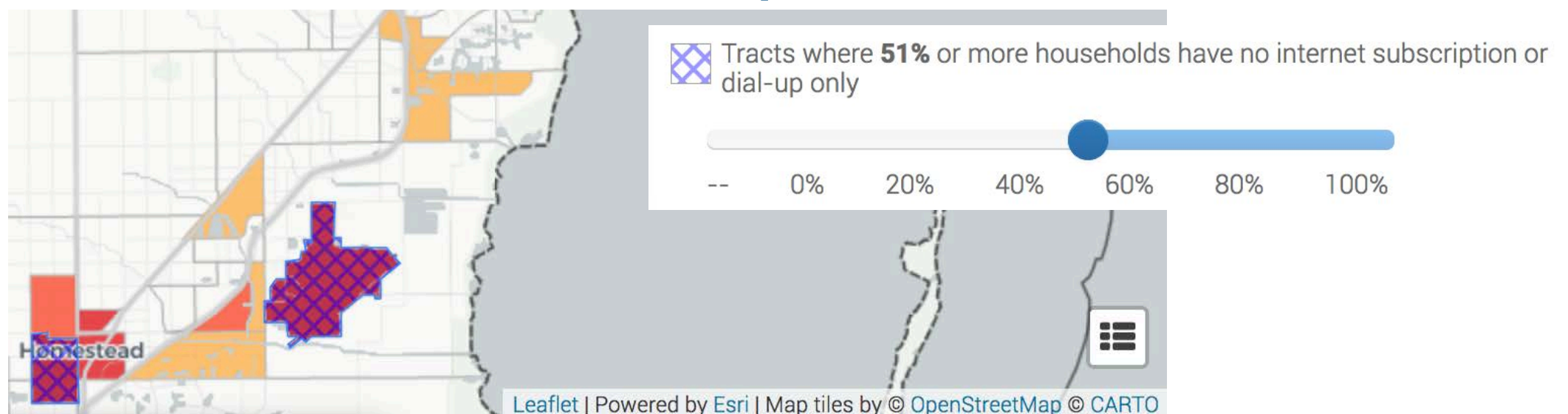
Road to the 2020 Census

2020 Census Operational Timeline





Highest HTC's & Internet: Getting The Right Message To The Right People, In The Right Way, To Ensure Participation



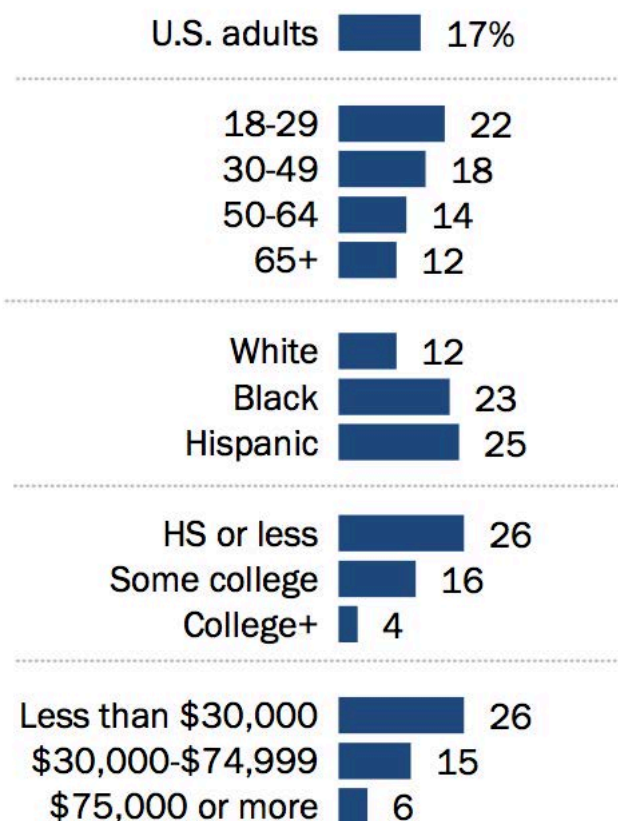
Mobile Technology and Home Broadband 2019

37% of Americans now go online mostly using a smartphone, and these devices are increasingly cited as a reason for not having a high-speed internet connection at home

Lower-income adults are also more likely than those in higher-earning households to be smartphone only internet users.

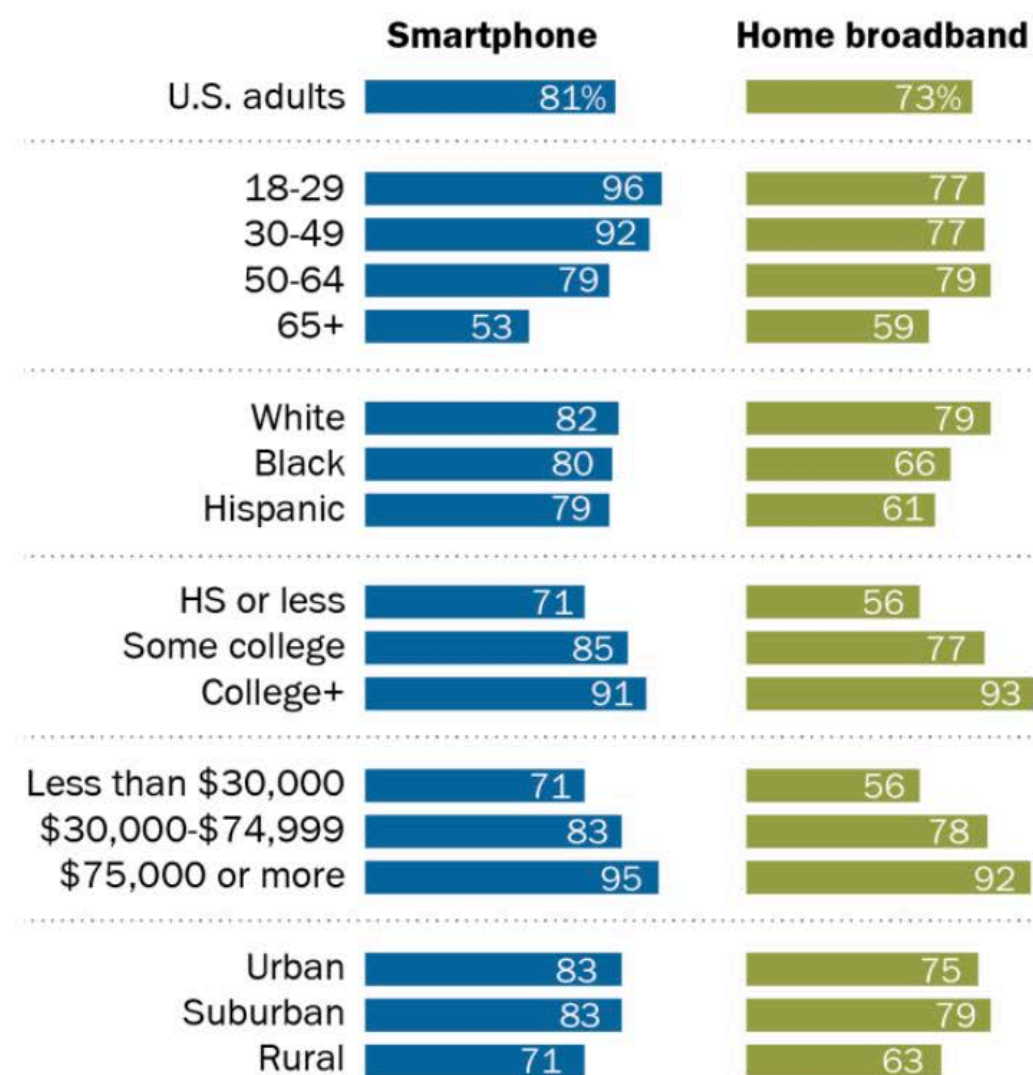
17% of Americans are “smartphone only” internet users

% of U.S. adults who say they own a smartphone, but do not have a high-speed internet connection at home



Majorities of Americans have a smartphone, subscribe to broadband, but this varies by education, income

% of U.S. adults who say they have or own the following



Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019.
“Mobile Technology and Home Broadband 2019”

PEW RESEARCH CENTER

ISSUES INTO IMPACT

OUTDOOR IMPACT CAMPAIGN

CAMPAIGN ELEMENTS

- Roadside Billboards
- Roadside Digital Billboards
- Metrorail Shelter Billboards
- Metrorail Interior Cards
- Bus Shelter Posters
- Cell Phone “Geo-Coded” Pop-Up Ads
- Miami Beach Exclusive Bus Exterior Wraps
- LED Trucks



ISSUES INTO IMPACT

OUTDOOR IMPACT CAMPAIGN



NEW! Cell Phone
"Geo-Coded" Pop-Up Ads



CALL 211



HELP AND RESOURCES ARE AVAILABLE

IF YOU ARE THE VICTIM OF SEX TRAFFICKING OR
YOU KNOW SOMEONE WHO IS: CALL 211, Miami-
Dade Hotline: 305.350.5567 OR NATIONAL HOTLINE:
1.888.373.7888

CASE IN POINT



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Getting The Right Messge To The Right People, In The Right Way, To Ensure Participation

Facebook interface showing the profile of The Women's Fund Miami and a list of SBLIV groups.

The Women's Fund Miami
@WomensFundMiamiDade

Home
About
Photos
Events
Videos
Community
Groups
Reviews
Posts
Jobs
Fundraisers

Navigation: Page, Inbox 43, Events, Manage Jobs, Notifications 93, Insights, More, Settings, Help

Actions: Liked, Following, Share, Donate

- SBLIV Law Enforcement**
Closed group
7 members
- SBLIV Victim Protection And Related Services**
Closed group
8 members
- SBLIV Volunteers**
Closed group
9 members
- SBLIV Victim Health and Well-Being Services**
Closed group
4 members
- SBLIV Training And Education**
Closed group
17 members
- SBLIV Victim Recovery And Transition**
Closed group
8 members

ISSUES INTO IMPACT

OUTDOOR IMPACT CAMPAIGN



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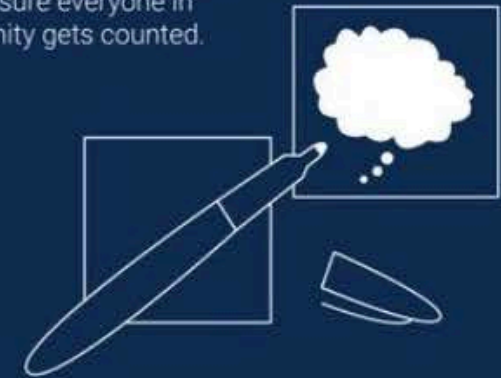


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CASE IN POINT

MONITOR INSTITUTE

A part of **Deloitte.**

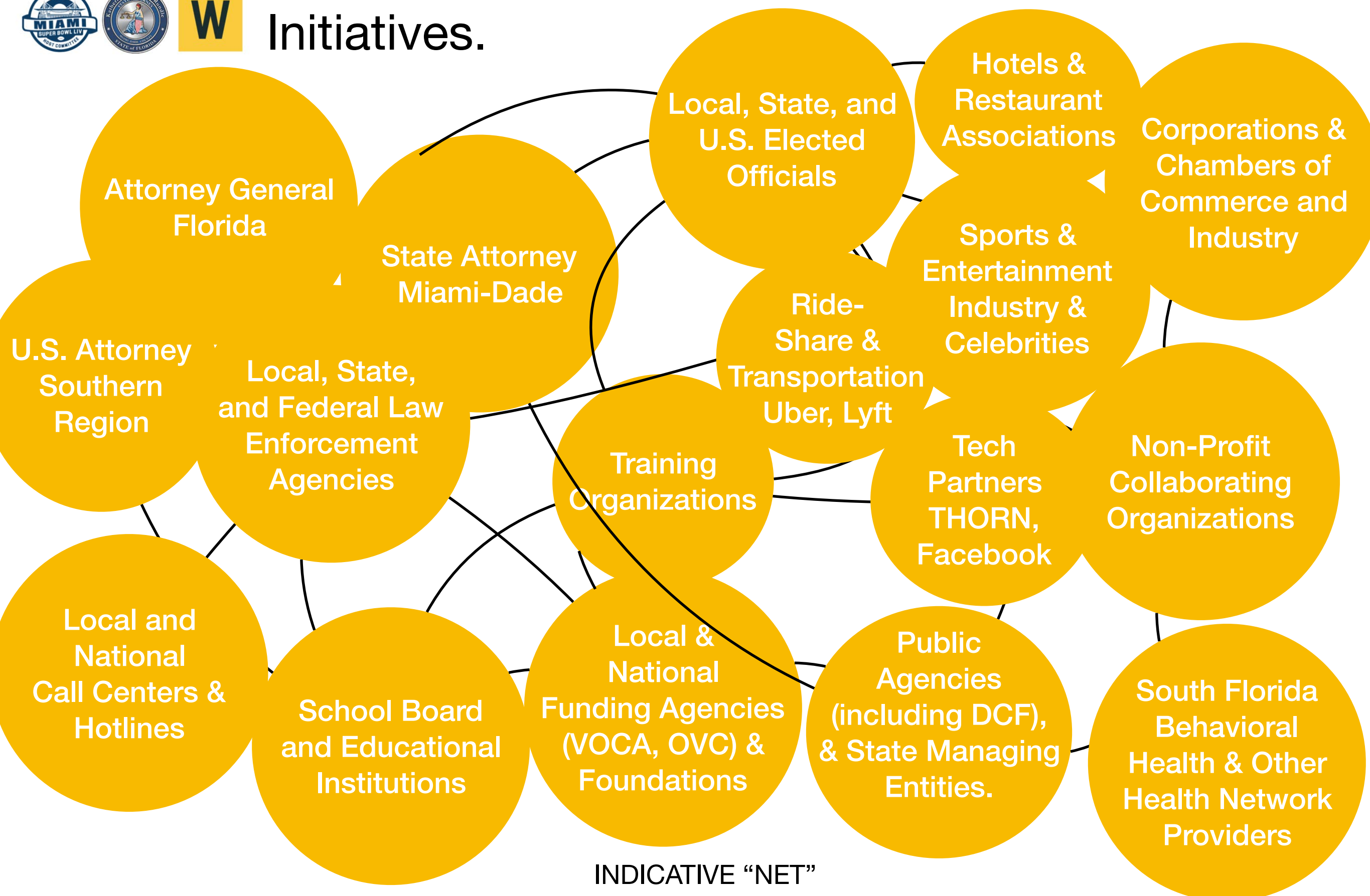
aligned
ACTION





W

Enhancing Local and Regional Clusters of Stakeholders “Networked” to Create Systemic Initiatives.



INDICATIVE “NET”



High Level Leader Round Table & Press Conference May 24, 2019



Community Working Groups Inaugural Planning Session.

Creating a Networked “Delta Force” Engaging Local Experts.

**GOAL: Locally-Informed, Nationally-Networked
Breakthrough Solutions To End Trafficking.**

**Almost 300 Local Organizations.
12 Working Groups.**

1. Marketing, Communications, PR & Media
2. Corporate Partnerships, Sponsorships And Funding
3. Victim Protection And Related Services
4. Call Center And Helpline Services
5. Victim Housing
6. Victim Recovery And Transition
7. Volunteers
8. Community Events
9. Training And Education
10. Government Relations And Legislative Action
11. Survivor-Led Solutions
12. Victim Health and Well-Being Services

**ISSUES & SOLUTIONS - MEETING ONE
CLICK HERE:**

<https://docs.google.com/document/d/1ku0qghwYRTe3knsCu8iGf-fyQxfH0QXHdwF-tnx8f0/edit?usp=sharing>





ISSUES INTO IMPACT

MONTHLY IMPACT COLLABORATIVES

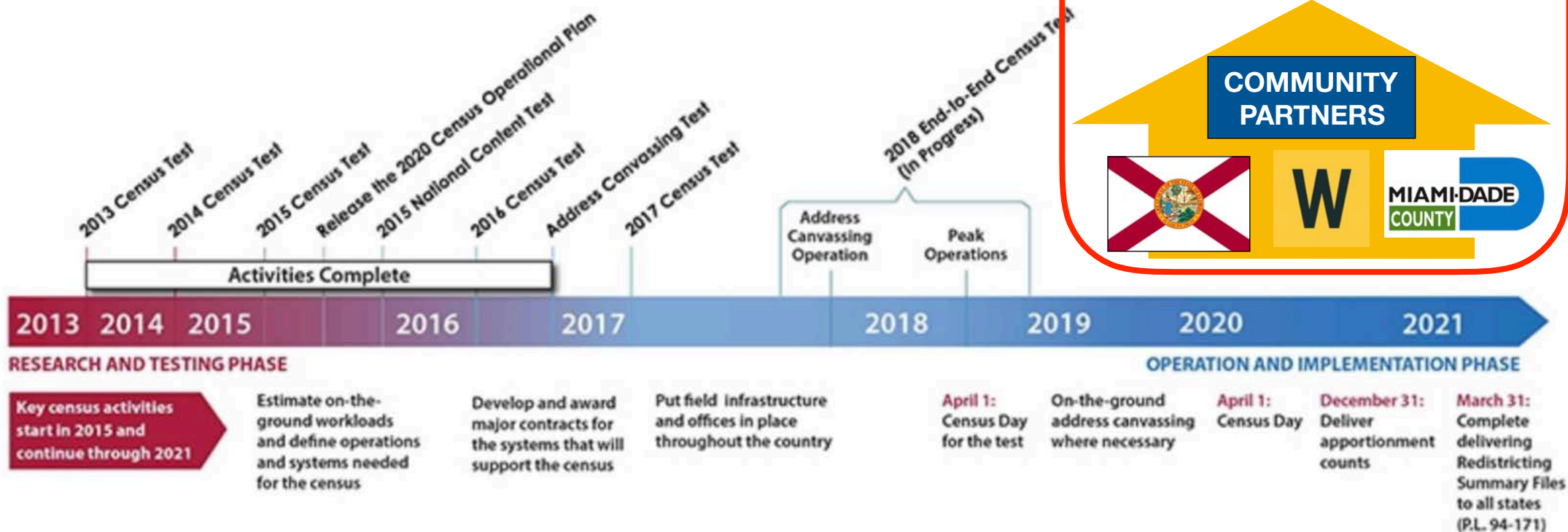
Convening up to and over 100 community partners each month to identify **issues and breakthrough solutions** to create impact and initiatives to advance key issues.



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