

Inclusive and Creative 2020 Census Data Engagement

THE CHALLENGE – Develop digital products or physical/digital works of art that creatively and inclusively engage hard-to-count communities in 2020 Census data.

THE PROBLEM – As the U.S. Census Bureau continues to release and disseminate data collected in the 2020 Census, new approaches are needed to share the data in ways that resonate with the public, especially historically undercounted communities. Creative methods beyond traditional press releases, webinars, or data tables have the potential to more inclusively share the data in ways that resonate with different communities. Demonstrating how decennial data can be leveraged to tackle community needs, illustrating ways in which decision makers use the data, and helping communities see themselves represented in the numbers are critical steps to ensuring the public is engaged with census data and understands its importance as we look to ensuring accurate future counts in 2030 and beyond, and increased public trust in government. Examples of alternative and creative methods of sharing data might include works of art based on the data, leveraging new media platforms, and participatory approaches.

BACKGROUND – The decennial census, constitutionally mandated to occur every ten years, provides critical data on our communities. This information is then used to determine how billions of dollars in funding is distributed, the number of seats each state will have in the U.S. House of Representatives, and how congressional districts are drawn. Historically however, certain population groups are undercounted in the decennial census, including the LGBTQ+ community, children under 5, people experiencing homelessness, renters, college students, and racial and ethnic minorities. In the spring of 2020, the U.S. Census Bureau conducted the decennial census, with 'Get Out the Count' efforts to reach historically undercounted groups and communicate the importance of their responses.

TARGET AUDIENCE – Historically undercounted populations such as:

- LGBTQ+
- Children Under 5
- Transient Populations
- College Students
- Persons with Disabilities
- Racial & Ethnic Minorities
- People Experiencing Homelessness
- Renters
- Those Living in Group Quarters