

Prince George's County Government: Office of Community Relations

Background

In 2020, Prince George's County Government struggled with budget issues due to COVID-19. Amid this pandemic, the Office of Community Relations (OCR) was forced to create new ways to encourage Census completion. To achieve program completion goals, QR codes were created for community members to scan and complete the Census on the spot. Challenges encountered include conducting outreach amidst a pandemic and building trust with members.

Objective

Initially, Census Tract Data was utilized to reach the top five hard-to-count populations which included children under the age of five, senior citizens, homeless individuals, non-English speakers and military personnel. However, as the Census progressed other populations were also recognized as hard-to-count due to the COVID-19 pandemic and the deportation threat to illegal immigrants. These populations included college students, multi-dwelling units (apartments), Hispanics and veterans.

Strategy

The overall strategy of the campaign was to use a variety of resources to reach the hard-to-count populations. Utilizing OOH, social media, outreach events (virtual and on-site), managed committees, leveraged internal and external partnerships, direct mail, print ads, mass text messaging, phone banking, and media broadcast events.

The OOH strategy behind this advertising campaign was to mix high impact general coverage exterior bus media across Prince George's County with hyper targeted Metro and mobile media to reach hard-to-reach audiences for the 2020 Census.

Interior Bus Cards were used to reach bus riders where they had a longer dwell time. The Metrobus Kings with Headliners served as a general branding format for the county census completion, while Rail Station Banners and Two-Sheet Posters in Metro stations were utilized for hard-to-reach communities.

Mobile geofencing targeted zip codes that underperformed in 2010 in order to increase their response rate as well as their awareness of the 2020 Census in general.

This campaign ran for four months in order to keep a consistent presence throughout the county. The creative included general branding as well as educating residents on the impact the census has on their community.



Plan Details

Market: Washington, D.C.

Flight Dates: March 2020 - June 2020

OOH Formats: Bus King Boards with Headliners, Two-Sheet Posters, Interior Bus Cards, Signage, Bus Wraps, Rail Station Banners

Total Impressions: 2,195,625

Budget: \$10,000 and over

Results

One of OCR's great successes is that Prince George's County was able to score the highest self-response number of all time at 70 percent through the use of signage, bus wraps and electronic messaging to hard-to-count areas of the county. They were a total of 9,099 app hits/clicks through mobile geofencing, totaling a .41 percent click through rate between March 12, 2020 to July 1, 2020.

The Prince George's County Census Facebook page reached 102,256 people and 5,008 people were engaged. The Twitter account received 142,192 Tweet impressions and 356 Profile Visits. The Instagram page received 6,256 impressions from July 1, 2019 -October 15, 2020.