



## CENSUS OPEN INNOVATION LABS

KYLA FULLENWIDER  
CHIEF INNOVATION OFFICER



# **WHY DOES THE CENSUS MATTER?**





## **Civic Action**

The Decennial Census is the largest civic action undertaken by the entire country—an event enshrined in the Constitution that aims to count every person living in the United States, regardless of race, gender or citizenship status.

## **Federal Spending**


The results of the 2020 Census will be crucial for determining the allocation of hundreds of billions of dollars in federal spending, including government resources like schools, law enforcement, housing and hospitals.

## **Boundaries**

It determines the apportionment of congressional representation and state congressional redistricting.

## **Economy**

The Economic Census measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.





**WHAT ARE SOME OF THE  
CHALLENGES THAT WE FACE?**

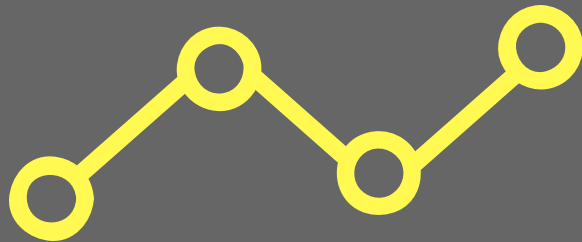




# 1

# 2

SHOW THE VALUE OUR  
OUR DATA




INCREASE  
PARTICIPATION

%



## HARD TO COUNT

HISTORICALLY, CERTAIN GROUPS  
HAVE BEEN UNDERCOUNTED AT  
DISPROPORTIONATELY HIGHER  
RATES, RESULTING IN FEWER  
RESOURCES ALLOCATED, IMPRECISE  
POLICY RECOMMENDATIONS, AND  
LESS CONGRESSIONAL  
REPRESENTATION FOR THOSE  
COMMUNITIES.





# **HOW IS COIL ADDRESSING THESE CHALLENGES?**

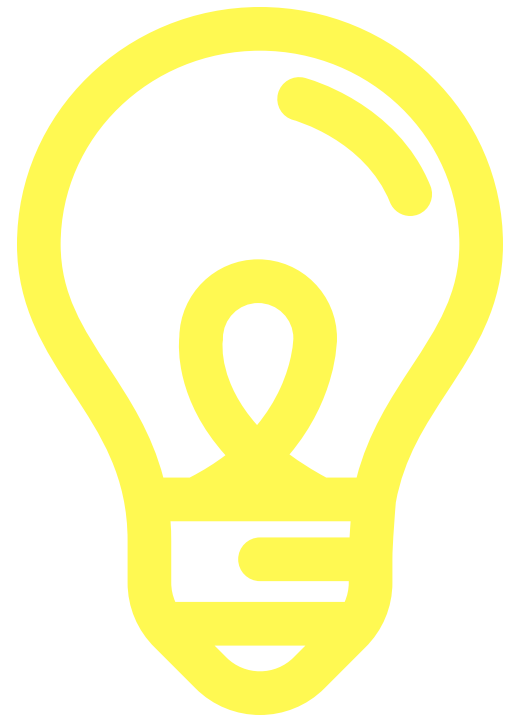


# OPEN INNOVATION

Open Innovation is a term that can be broadly defined as the process by which an organization seeks ideas\* and expertise outside their own walls.

It helps guard against insular thinking and helps surface new ideas to solve some of our toughest challenges including things like engaging Hard to Count populations and making our data more relevant and useful to the public.

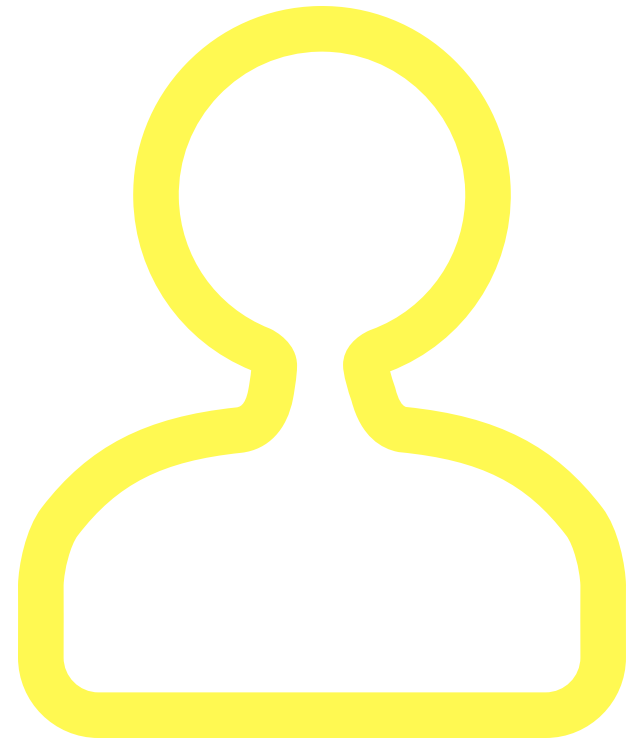
\*X Prize





# PARTNERS

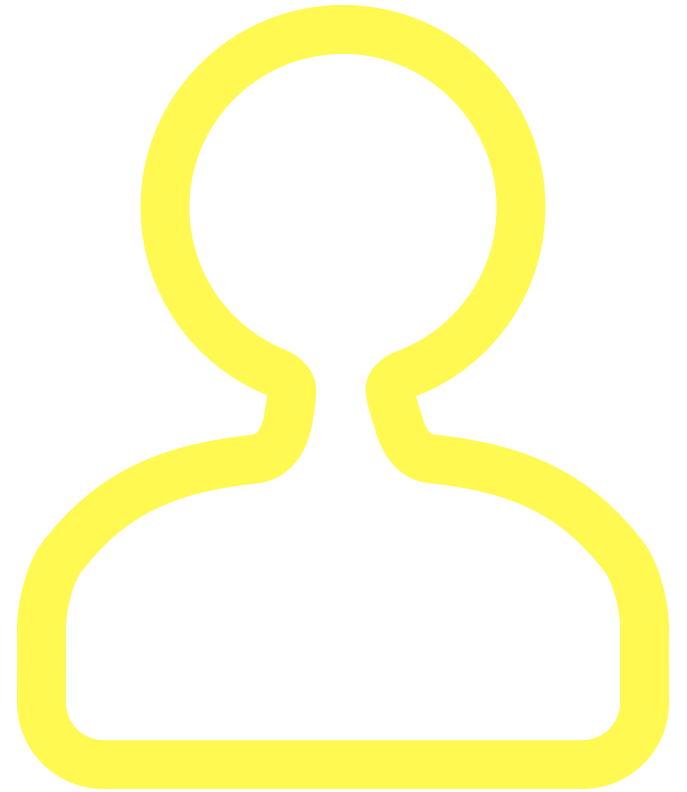
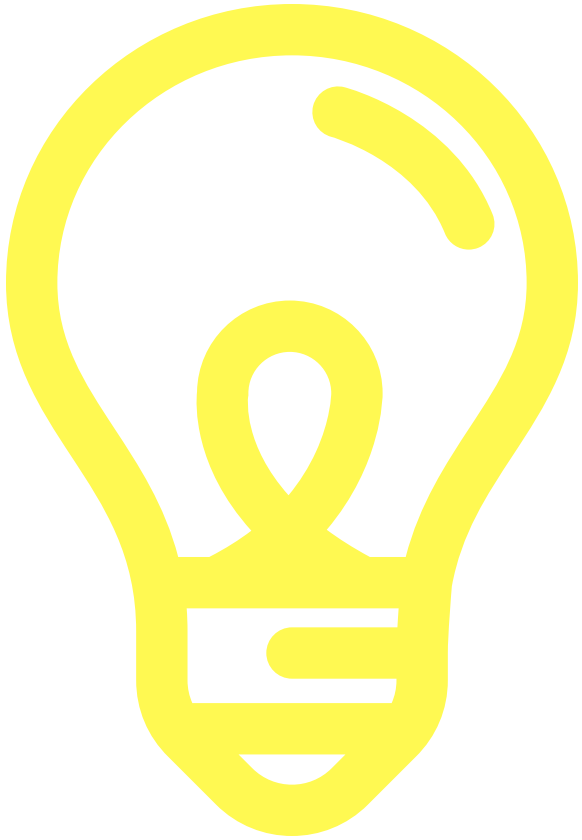
Partners are essential in helping the Census Bureau count America. We depend on organizations across the country to help us show the value and importance of our data as well as for increasing participation in the Decennial, the American Community Survey, and the the Economic Census among others.



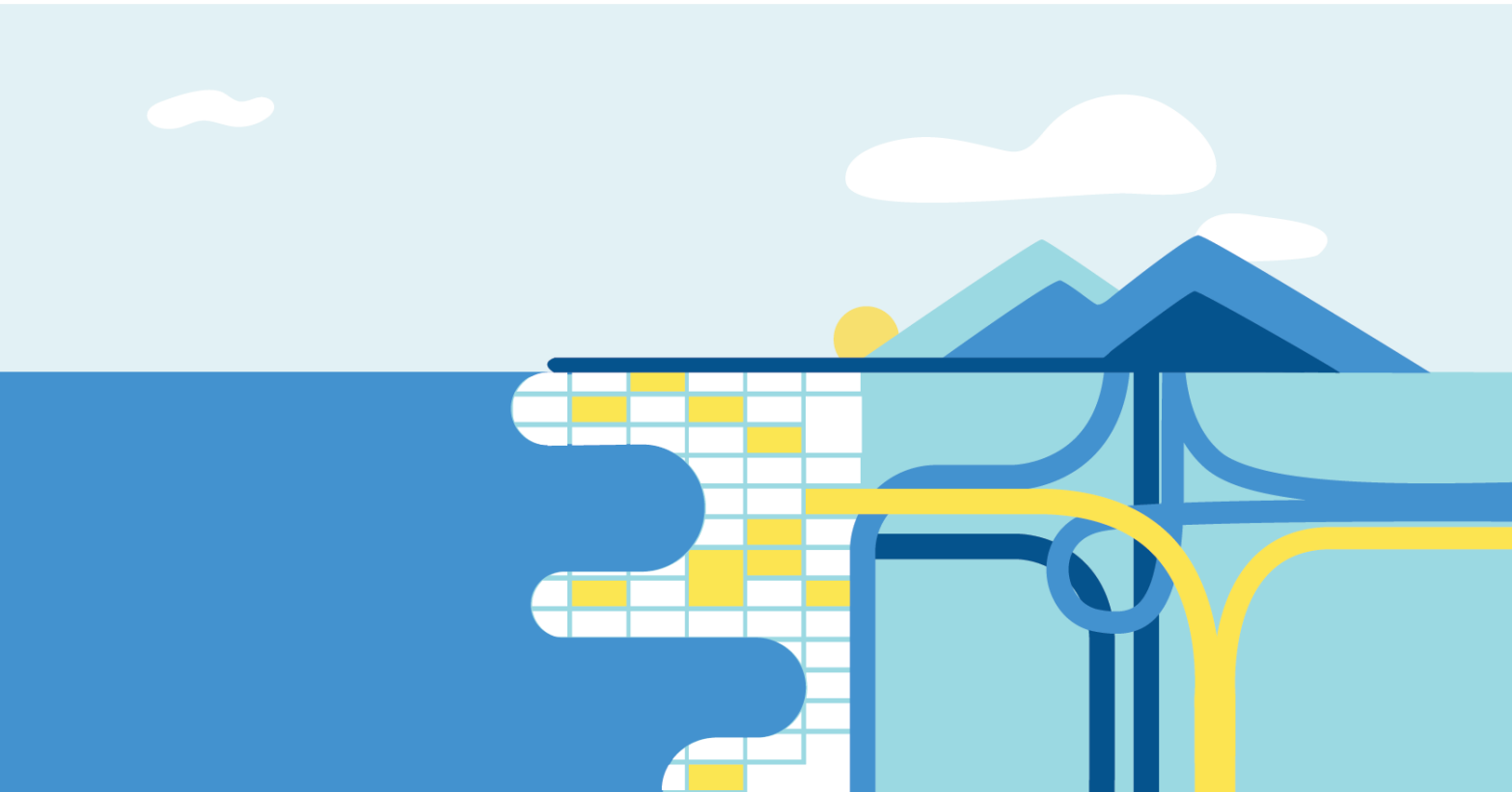



**WHERE ARE WE STARTING?**





# CENSUS OPEN INNOVATION CHALLENGE






**Census Open Innovation Challenges** are workshop style engagements both in person and via webinars to bring together a diverse mix of partners to work together in co-designing new solutions. Entrepreneurs, corporate executives, designers, innovators, funders, and advocates will collaborate with each other in small groups to contribute their ideas for

- 1) showing the value of Census data to their constituencies and customers
- 2) reaching the Hard to Count across all data products

**Solutions might include:**

- An app that allows people to see and experience the value of census data and motivates them to participate in our surveys
  - A viral video campaign in multiple languages distributed across social and traditional media channels that encourages participation in the 2020 Census
  - An “analog” solution, like physical spaces and exhibits, that gets people excited about the 2020 Census
  - A new and innovative way for companies to use economic data to their benefit
- 

## **Summer Pilots**

### **Pop ups**

Los Angeles  
Chicago

### **Online**

Starting in July

### **Conferences**

Urban Institute  
Cisco Devnet



# **WHEN CAN YOU GET INVOLVED?**





# TODAY!

## OPEN INNOVATION POP UP

Join our mini pop up today and start designing solutions with us:


Camp Session #3 Calvert Ballroom rooms B&E 10:15-11:15

## VIRTUAL INNOVATION CHALLENGES

Join one of our Virtual Open Innovation Challenges and work with others across the country on solutions.

## CUSTOM ENGAGEMENTS

Have an idea you would like to get off the ground? Talk to our Partner Engagement Lead about how to get involved.





## **CENSUS OPEN INNOVATION LABS**

**KYLA.FULLENWIDER@CENSUS.GOV**

**LORENA.MOLINA-IRIZARRY@CENSUS.GOV**

**CATHERINE.J.HARTZ@CENSUS.GOV**

**NESREEN.KHASHAN@CENSUS.GOV**