



UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau  
Washington, DC 20233-0001

June 23, 2021

Mr. Austin Evers  
American Oversight  
1030 15th Street NW Suite B255  
Washington, DC 20005  
[foia@americanoversight.org](mailto:foia@americanoversight.org)

Dear Mr. Evers:

This letter is in response to your Freedom of Information Act (FOIA), Title 5, United States Code, Section 552, request dated October 9, 2020, to the U.S. Census Bureau's FOIA Office. We received your request in this office on October 9, 2020. We have assigned to it tracking number DOC-CEN-2021-000049 and are responding under the FOIA to your request for a copy of all communications (including full email chains and attachments) between (a) the agency officials listed below and (b) any official, employee, or representative the White House Office (including any person using an email address ending in who.eop.gov).

- a. Stephen Dillingham, Director
- b. Christa Jones, Chief of Staff
- c. Ron Jarmin, Deputy Director and Chief Operating Officer
- d. Kevin Quinley, Director of Strategic Initiatives
- e. José Bautista, Senior Advisor
- f. Christopher Stanley, Chief of Congressional Affairs
- g. Nathaniel Cogley, Deputy Director of Policy
- h. Adam Korzeniewski, Senior Advisor to the Deputy Director
- i. Anyone acting as White House Liaison or White House Advisor

Enclosed is document one (1) (69 pages) that is responsive to your request, with withholding determinations noted. Responsive records or portions of these records are exempt from mandatory public disclosure, and are being withheld in whole or in part, under FOIA Exemption 5, Title 5 United States Code § 552 (b) (5). Exempted material consists of opinions, recommendations, and other reflections of staff thinking integral to pre-decisional, deliberative process. We also withheld portions of the documents pursuant to FOIA Exemption 6, Title 5 United States Code, Section 552(b)(6). Exemption 6 protects from disclosure information about individuals, the release of which would constitute a clearly unwarranted invasion of personal privacy.

Based on the above information, this constitutes a partial denial of your request. You have the right to appeal this determination of the FOIA request. An appeal must be received within 90 calendar days of the date of this response letter. Address your appeal to the following office:

**Assistant General Counsel for Employment, Litigation and Information  
Room 5896  
U.S. Department of Commerce,  
14th and Constitution Avenue, N.W.  
Washington, D.C. 20230**

An appeal may also be sent by e-mail to FOIAAppeals@doc.gov, or by FOIAonline, if you have an account in FOIAonline, at <https://foiaonline.regulations.gov/foia/action/public/home#>. The appeal should include a copy of the original request and initial denial, if any. All appeals should include a statement of the reasons why the records requested should be made available and why the adverse determination was in error. The appeal letter, the envelope and the e-mail subject line should be clearly marked "Freedom of Information Act Appeal."

The e-mail, FOIAonline, and Office are monitored only on working days during normal business hours (8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday). FOIA appeals posted to the e-mail box, FOIAonline, or Office after normal business hours will be deemed received on the next normal business day. If the 90<sup>th</sup> calendar day for submitting an appeal falls on a Saturday, Sunday or legal public holiday, an appeal received by 5:00 p.m., Eastern Time, the next business day will be deemed timely.

In addition, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows:

**Office of Government Information Services  
National Archives and Records Administration  
8601 Adelphi Road-OGIS  
College Park, Maryland 20740-6001  
e-mail at [ogis@nara.gov](mailto:ogis@nara.gov)  
telephone at 202-741-5770; toll free at 1 877-684-6448  
facsimile at 202-741-5769**

Please contact La Von Brown or Sarabeth Rodriguez by telephone at 301-763-2127 or by email at [census.foia@census.gov](mailto:census.foia@census.gov) if you have any questions regarding your request.

Sincerely,

*Vernon Curry*

Vernon E. Curry, PMP, CIPP/G  
Freedom of Information Act/Privacy Act Officer  
Chief, Freedom of Information Act Office

Enclosure

Enclosure

**From:** [Leslie, Kerrie L. EOP/OMB](#)  
**To:** [Christa D Jones \(CENSUS/DEPDIR FED\)](#)  
**Subject:** Catch Up?  
**Date:** Tuesday, July 21, 2020 2:25:44 PM

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Hi Christa –

Any chance you have a few minutes today or tomorrow for a short catch up?

Thanks,

Kerrie

**Kerrie Leslie**

OIRA Statistical and Science Policy Branch  
Office of Management and Budget

(b) (6)

[kerrie.l.leslie](#) (b) (6)

**From:** [Kline, Katherine E. EOP/WHO](#)  
**To:** [Nathaniel Cogley \(CENSUS/DEPDIR FED\)](#)  
**Subject:** FW: Census PM  
**Date:** Tuesday, July 21, 2020 5:35:37 PM  
**Importance:** High

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See below possible times for meeting..

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**From:** Kline, Katherine E. EOP/WHO  
**Sent:** Tuesday, July 21, 2020 4:32 PM  
**To:** 'Cogley, Nathaniel (Federal)' <NCogley@doc.gov>  
**Subject:** FW: Census PM  
**Importance:** High

I just had 10 a.m. open up as well. Let me know what works best ASAP.

Best,

Katherine Kline  
Office of the Chief of Staff  
O: 202-456-1208

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**From:** Kline, Katherine E. EOP/WHO  
**Sent:** Tuesday, July 21, 2020 3:38 PM  
**To:** 'Cogley, Nathaniel (Federal)' <NCogley@doc.gov>  
**Subject:** Census PM  
**Importance:** High

Can you do 4:00 tomorrow?

Best,

Katherine Kline  
Office of the Chief of Staff  
O: 202-456-1208

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#); [Robin J Bachman \(CENSUS/ADCOM FED\)](#); [Shagufta Ahmed \(b\) \(6\)](#); [Foti, Anthony \(Federal\)](#); [Risko, Daniel \(Federal\)](#); [Steven K Smith \(CENSUS/DEPDIR FED\)](#)  
**Subject:** Fw: Message from Census Director about supporting 2020 Census  
**Date:** Friday, July 17, 2020 5:14:40 PM

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Great news, the email from Director Dillingham to the PMC asking for help with 2020 promotion is out the door. I appreciate everyone on this thread for their help getting it out.

Ali and Foti, many thanks to your friend Peter for pushing this forward at OPM.

Kevin

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**From:** Kelley, Michelle B. EOP/OMB <Michelle.B.Balch@ (b) (6)> on behalf of Rigas, Michael J. EOP/OMB <Michael.J.Rigas@ (b) (6)>  
**Sent:** Friday, July 17, 2020 5:04 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

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Dear PMC Member,

The 2020 Census is well underway. Much has changed since the President's Management Council met at Census Headquarters last January, but our agency's mission remains the same. The goal of the 2020 Census is to count every person living in the United States once, only once, and in the right place. We appreciate all of the support your agency has provided to the 2020 Census so far, and ask for your continued assistance. We are looking to our Federal partners to encourage their employees, stakeholders, and the general public to respond to the 2020 Census.

The Census Bureau has extended the time for fieldwork beyond our originally planned

schedule, and self-response will continue until operations in the field conclude. Please visit [this link](#) for more detailed information about the adjustments to the 2020 Census. Later this year, Census workers will begin visiting households that have not responded to conduct in-person interviews. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person.

Everyone should respond to the 2020 Census as soon as they receive their invitation—and when they're finished, they can help by making sure their family, friends, colleagues and social networks know about the importance of responding. We need your assistance to remind those within your agencies and the communities you serve to complete the 2020 Census. We know that digital communications are keeping everyone connected these days. You can support the 2020 Census by initiating one or more of the following online activities:

1. **Internal agency email.** Remind your employees about the importance of the 2020 Census and encourage them to respond to the U.S. Census Bureau's invitation to complete the 2020 Census. Sample e-mail:

*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census.*

*As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care, housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade.*

*The Census Bureau has extended the window for self-response to October 31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](#).*

*Shape your future today.*

*[Insert head of agency's name]"*

2. **External social media platforms.** Remind your stakeholders and the communities you serve about the importance of the 2020 Census on Twitter, Instagram, or Facebook and tag @uscensusbureau and use #2020Census when you share these messages. Amplify your impact by sharing a tailored message across your social media and email lists detailing why Census data matters to your agency or using the general message— *"The 2020 Census is here. Respond today online, by phone, or by mail. Shape your future today. Start here at [2020Census.gov](#)."* Please connect with the U.S. Census Bureau's national partnership team for suggested messaging and ideas about social media content: [census.partners@census.gov](mailto:census.partners@census.gov).

For additional outreach tools, please refer to the 2020 Census Federal Agency Toolkit

(attached) and to our [Spring social media guide](#). You can find other outreach materials [here](#). Click [here for our 2020 Census digital action guide](#) featuring examples of how outside census partners are using challenges and videos to support the Census online. For agencies that are re-opening safely, consider hanging posters or leaving 2020 Census materials in common areas. I ask you to connect a senior leader in your organization to the 2020 Census federal partnership team to determine how your agency could best support the 2020 Census. For additional information or to schedule a conference call, please contact Mr. Kevin Quinley, Director of Strategic Initiatives, Communications Directorate, at the Census Bureau, at (301) 763-2164 or [kevin.quinley@census.gov](mailto:kevin.quinley@census.gov).

Thank you for helping us ensure that we achieve a complete and accurate count of everyone living in the United States.

Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau

**From:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#)  
**To:** [Peter.N.Warren@](#)(b) (6)  
**Cc:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#); [Anthony Foti](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#)  
**Subject:** Fwd: Draft Census Director email to federal agencies requesting 2020 Census promotion  
**Date:** Wednesday, July 15, 2020 12:20:40 PM

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Hi Peter:

Can you or someone at OMB help us get this message out to the folks on the PMC?

Whatever you think is best- WH pointed us to OMB for help.

Thanks!

Begin forwarded message:

**From:** "Kevin Quinley (CENSUS/ADCOM FED)" <kevin.quinley@census.gov>  
**Date:** July 15, 2020 at 12:17:58 PM EDT  
**To:** "Ali Mohammad Ahmad (CENSUS/ADCOM FED)" <ali.m.ahmad@census.gov>, "Christopher J Stanley (CENSUS/OCIA FED)" <christopher.j.stanley@census.gov>  
**Subject:** Fw: Draft Census Director email to federal agencies requesting 2020 Census promotion

Ali/Stanley: see below. I asked Foti how we should handle the outreach to OPM to get the distribution list but haven't heard back yet. Do you all have any thoughts?  
Kevin

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**From:** Foti, Anthony (Federal) <AFoti@doc.gov>  
**Sent:** Tuesday, July 14, 2020 4:15 PM  
**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>  
**Cc:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion

Thanks, Emily.

Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and Intergovernmental Affairs  
U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

On Jul 14, 2020, at 4:05 PM, McBride, Emily J. EOP/WHO  
<Emily.J.McBride@who.eop.gov> wrote:

Hi Anthony,

Apologies for the delay here, I was running this past my boss Kristan to get her thoughts! She said that the right person to route this to would be Michael Rigas over at OMB – she says he runs the PMC and would have the right POCs to distribute.

Here is his contact info:

Rigas, Michael J. EOP/OMB [Michael.J.Rigas@](mailto:Michael.J.Rigas@)(b) (6)

(b) (6)

Let me know if y'all have any questions!

-Emily

**Emily J. McBride**

Director of Agency Outreach

Office of Cabinet Affairs

The White House

C: (b) (6)

D: 202-395-8594

Emily.J.McBride@who.eop.gov

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**From:** Foti, Anthony (Federal) <AFoti@doc.gov>

**Sent:** Monday, July 13, 2020 5:21 PM

**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>

**Cc:** Quinley, Kevin <kevin.quinley@census.gov>

**Subject:** Fwd: Draft Census Director email to federal agencies requesting 2020 Census promotion

Hi Emily! I mentioned several days ago that I might need to run something by you census related. Attached is a copy of an interagency letter that the Census Bureau Director is hoping to send asking other agencies help in promoting the upcoming decennial census. Do you mind reviewing and letting us know if Cabinet Affairs has any concerns or objections? I've cc'd my colleague, Kevin Quinley at the Census Bureau should you have any questions. We appreciate all your help. Many thanks.  
Anthony

Anthony Foti

Performing the delegated duties of the

Assistant Secretary for Legislative and Intergovernmental Affairs

U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

Begin forwarded message:

**From:** "Kevin Quinley (CENSUS/ADCOM FED)"  
<kevin.quinley@census.gov>  
**Date:** July 13, 2020 at 4:32:59 PM EDT  
**To:** "Foti, Anthony (Federal)" <AFoti@doc.gov>  
**Cc:** "Risko, Daniel (Federal)" <DRisko@doc.gov>,  
"Burris, Meghan (Federal)" <MBurris@doc.gov>,  
"Stanley, Christopher J"  
<christopher.j.stanley@census.gov>, "Brebba, Sean  
(Federal)" <SBrebba@doc.gov>, "Ahmad, Ali M"  
<ali.m.ahmad@census.gov>  
**Subject: Draft Census Director email to federal  
agencies requesting 2020 Census promotion**

Hi Foti:

Here is the draft email from Census Director Dillingham asking other federal agencies for their help with 2020 Census promotion. As you know, we want to send this to the people who attended the Presidential Management Committee meeting hosted at the Census last January.

Thank you,  
Kevin

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**Kevin Quinley**, Director of Strategic Initiatives  
Communications Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](#) | [@uscensusbureau](#)  
**Shape your future. START HERE** > [2020census.gov](#)

On Jul 14, 2020, at 4:05 PM, McBride, Emily J. EOP/WHO  
<Emily.J.McBride@who.eop.gov> wrote:

Hi Anthony,

Apologies for the delay here, I was running this past my boss Kristan to get her thoughts! She said that the right person to route this to would be Michael Rigas over at OMB – she says he runs the PMC and would have the right POCs to distribute.

Here is his contact info:

Rigas, Michael J. EOP/OMB [Michael.J.Rigas@](mailto:Michael.J.Rigas@)(b) (6)

(b) (6)

Let me know if y'all have any questions!

-Emily

**Emily J. McBride**

Director of Agency Outreach

Office of Cabinet Affairs

The White House

C: (b) (6)

D: 202-395-8594

[Emily.J.McBride@who.eop.gov](mailto:Emily.J.McBride@who.eop.gov)

---

**From:** Foti, Anthony (Federal) <AFoti@doc.gov>

**Sent:** Monday, July 13, 2020 5:21 PM

**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>

**Cc:** Quinley, Kevin <kevin.quinley@census.gov>

**Subject:** Fwd: Draft Census Director email to federal agencies requesting 2020 Census promotion

Hi Emily! I mentioned several days ago that I might need to run something by you census related. Attached is a copy of an interagency letter that the Census Bureau Director is hoping to send asking other agencies help in promoting the upcoming decennial census. Do you mind reviewing and letting us know if Cabinet Affairs has any concerns or objections? I've cc'd my colleague, Kevin Quinley at the Census Bureau should you have any questions. We appreciate all your help. Many thanks.  
Anthony

Anthony Foti

Performing the delegated duties of the

Assistant Secretary for Legislative and Intergovernmental Affairs

**From:** [Warren, Peter N. EOP/OMB](#)  
**To:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#); [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [ANTHONY FOTI](#)  
**Subject:** Fwd: Message from Census Director about supporting 2020 Census  
**Date:** Friday, July 17, 2020 5:14:33 PM

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Sent from my iPhone

Begin forwarded message:

**From:** "Rigas, Michael J. EOP/OMB" <Michael.J.Rigas@(b) (6)>  
**Date:** July 17, 2020 at 5:04:32 PM EDT  
**To:** "kevin.quinley@census.gov" <kevin.quinley@census.gov>  
**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

---

Dear PMC Member,

The 2020 Census is well underway. Much has changed since the President's Management Council met at Census Headquarters last January, but our agency's mission remains the same. The goal of the 2020 Census is to count every person living in the United States once, only once, and in the right place. We appreciate all of the support your agency has provided to the 2020 Census so far, and ask for your continued assistance. We are looking to our Federal partners to encourage their employees, stakeholders, and the general public to respond to the 2020 Census.

The Census Bureau has extended the time for fieldwork beyond our originally planned schedule, and self-response will continue until operations in the field conclude. Please visit [this link](#) for more detailed information about the adjustments to the 2020 Census. Later this year, Census workers will begin

visiting households that have not responded to conduct in-person interviews. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person.

Everyone should respond to the 2020 Census as soon as they receive their invitation—and when they're finished, they can help by making sure their family, friends, colleagues and social networks know about the importance of responding. We need your assistance to remind those within your agencies and the communities you serve to complete the 2020 Census. We know that digital communications are keeping everyone connected these days. You can support the 2020 Census by initiating one or more of the following online activities:

1. **Internal agency email.** Remind your employees about the importance of the 2020 Census and encourage them to respond to the U.S. Census Bureau's invitation to complete the 2020 Census. Sample e-mail:

*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census. As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care, housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade. The Census Bureau has extended the window for self-response to October 31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](#). Shape your future today. [Insert head of agency's name]"*

2. **External social media platforms.** Remind your stakeholders and the communities you serve about the importance of the 2020 Census on Twitter, Instagram, or Facebook and tag @uscensusbureau and use #2020Census when you share these messages. Amplify your impact by sharing a tailored message across your social media and email lists detailing why Census data matters to your agency or using the general message—*"The 2020 Census is here. Respond today online, by phone, or by mail. Shape your future today. Start here at [2020Census.gov](#)."* Please connect with the U.S. Census Bureau's national partnership team for suggested

messaging and ideas about social media content:  
[census.partners@census.gov](mailto:census.partners@census.gov).

For additional outreach tools, please refer to the 2020 Census Federal Agency Toolkit (attached) and to our [Spring social media guide](#). You can find other outreach materials [here](#). Click [here for our 2020 Census digital action guide](#) featuring examples of how outside census partners are using challenges and videos to support the Census online. For agencies that are re-opening safely, consider hanging posters or leaving 2020 Census materials in common areas. I ask you to connect a senior leader in your organization to the 2020 Census federal partnership team to determine how your agency could best support the 2020 Census. For additional information or to schedule a conference call, please contact Mr. Kevin Quinley, Director of Strategic Initiatives, Communications Directorate, at the Census Bureau, at (301) 763-2164 or [kevin.quinley@census.gov](mailto:kevin.quinley@census.gov).

Thank you for helping us ensure that we achieve a complete and accurate count of everyone living in the United States.

Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Heilig, Rebecca B. EOP/WHO](#)  
**Subject:** Help the Census Director reach the ASAE?  
**Date:** Thursday, July 16, 2020 1:36:27 PM

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Hey Rebecca: How are you? I hope you're having an alright summer, and staying safe & healthy.

The Census Director is eager to start doing more outreach in the DC metro area. He wants to meet with Associations that can spread the word about the Census to their members.

He asked me to try and help him reach the ASAE -- the American Society of Association Executives. Do you know anyone there you could introduce me to?

Thanks!

Kevin

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**Kevin Quinley**, Director of Strategic Initiatives  
Communications Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)  
**Shape your future. START HERE** > [2020census.gov/](https://2020census.gov/)

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Warren, Peter N. EOP/OMB](#)  
**Cc:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [Foti, Anthony \(Federal\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#)  
**Subject:** Help with distribution list for Census Director email to PMC participants about 2020 Census promotion  
**Date:** Thursday, July 16, 2020 8:32:03 AM  
**Attachments:** [Draft Director Email to Federal Agencies July 2020.docx](#)

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Hi Peter: We need help getting the names and contact information for PMC attendees so we can send this draft email from Census Director Dillingham to them. The email asks for their help with 2020 Census promotion during the home stretch of the campaign. It is attached.

Thanks for your help with this.

Kevin

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**Kevin Quinley**, Director of Strategic Initiatives  
Communications Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](#) | [@uscensusbureau](#)  
**Shape your future. START HERE** > [2020census.gov](#)





**From:** [Leslie, Kerrie L. EOP/OMB](#)  
**To:** [Christa D Jones \(CENSUS/DEPDIR FED\)](#)  
**Subject:** RE: Catch Up?  
**Date:** Tuesday, July 21, 2020 2:29:02 PM

---

5:30 works for me. I'll send an invite (mostly so I don't forget!).

---

**From:** Christa D Jones (CENSUS/DEPDIR FED) <Christa.D.Jones@census.gov>  
**Sent:** Tuesday, July 21, 2020 2:27 PM  
**To:** Leslie, Kerrie L. EOP/OMB <Kerrie.L.Leslie@(b) (6)>  
**Subject:** Re: Catch Up?

Sure. Is 530ish okay today? Tomorrow at 11 and 1 are also good for me.

**Christa D Jones**, Chief of Staff  
Office of the Director  
U.S. Census Bureau  
O|M: 301-763-7310  
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)  
**Shape Your Future. START HERE>** [2020Census.gov](https://2020Census.gov)

---

**From:** Leslie, Kerrie L. EOP/OMB <[Kerrie.L.Leslie@](#)(b) (6)>  
**Sent:** Tuesday, July 21, 2020 2:25 PM  
**To:** Christa D Jones (CENSUS/DEPDIR FED) <[Christa.D.Jones@census.gov](#)>  
**Subject:** Catch Up?

Hi Christa –

Any chance you have a few minutes today or tomorrow for a short catch up?

Thanks,

Kerrie

**Kerrie Leslie**  
OIRA Statistical and Science Policy Branch  
Office of Management and Budget  
(b) (6)  
[kerrie.l.leslie](#)(b) (6)

**From:** [Kline, Katherine E. EOP/WHO](#)  
**To:** [Nathaniel Cogley \(CENSUS/DEPDIR FED\)](#)  
**Subject:** RE: Census PM  
**Date:** Tuesday, July 21, 2020 6:05:08 PM

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Just proceed to the lobby and I will come down to get you a little before 10.  
Thanks, Nathaniel! See you in the morning.

---

**From:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Sent:** Tuesday, July 21, 2020 6:04 PM  
**To:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Subject:** Re: Census PM

Should I call when I arrive before going into the lobby, or just go straight to the lobby without calling and be there a few minutes before 10am?

---

**From:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Sent:** Tuesday, July 21, 2020 6:02 PM  
**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Subject:** RE: Census PM

Sure thing. You can just hang out in the lobby and I will come down a little before 10 to get you.

---

**From:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Sent:** Tuesday, July 21, 2020 6:02 PM  
**To:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Subject:** Re: Census PM

Is the 202-456-1208 number the best to call when I arrive outside?

---

**From:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Sent:** Tuesday, July 21, 2020 5:57 PM  
**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Subject:** RE: Census PM

That sounds frustrating.

Thank you, Nathaniel. Please see below waves link for tomorrow at 10 a.m.

<https://events.whitehouse.gov/?rid=WP78H7WHQ9>

Best,

Katherine Kline  
Office of the Chief of Staff  
O: 202-456-1208

---

**From:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Sent:** Tuesday, July 21, 2020 5:41 PM  
**To:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Subject:** Re: Census PM

Hi Katherine,

Thanks for forwarding the messages to my new Census email address. I actually have nothing in my current calendar for tomorrow because my old schedule was thrown out when my Commerce phone, email, and iphone were deactivated. So both 10am and 4pm work for me. Also, can you please be sure to send me your phone numbers again since I have lost those as well?

Thanks in advance.

—Nathaniel

Also, please note my new numbers:

Office: 301-763-9577

Cell: (b) (6)

---

**From:** Kline, Katherine E. EOP/WHO <Katherine.E.Kline@who.eop.gov>  
**Sent:** Tuesday, July 21, 2020 5:35 PM  
**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Subject:** FW: Census PM

[See below possible times for meeting..](#)

---

**From:** Kline, Katherine E. EOP/WHO  
**Sent:** Tuesday, July 21, 2020 4:32 PM  
**To:** 'Cogley, Nathaniel (Federal)' <NCogley@doc.gov>  
**Subject:** FW: Census PM  
**Importance:** High

I just had 10 a.m. open up as well. Let me know what works best ASAP.

Best,

Katherine Kline  
Office of the Chief of Staff  
O: 202-456-1208

---

**From:** Kline, Katherine E. EOP/WHO  
**Sent:** Tuesday, July 21, 2020 3:38 PM  
**To:** 'Cogley, Nathaniel (Federal)' <NCogley@doc.gov>  
**Subject:** Census PM  
**Importance:** High

Can you do 4:00 tomorrow?

Best,

Katherine Kline  
Office of the Chief of Staff  
O: 202-456-1208

**From:** Nathaniel Cogley (CENSUS/DEPDIR FED)  
**To:** [Fleming, John C. Jr. EOP/WHO](#)  
**Subject:** Re: Delay of census collection in NY  
**Date:** Tuesday, July 21, 2020 5:24:58 PM

---

---

**From:** Fleming, John C. Jr. EOP/WHO <John.C.Fleming@who.eop.gov>  
**Sent:** Tuesday, July 21, 2020 5:23 PM  
**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Subject:** RE: Delay of census collection in NY

Nathaniel,

That is what I am afraid of. I am going to email that link to Mike Walsh without suggesting we have discussed. I will ask if Census is implying something they can't do.

Thx,

John

---

**From:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Sent:** Tuesday, July 21, 2020 5:21 PM  
**To:** Fleming, John C. Jr. EOP/WHO <John.C.Fleming@who.eop.gov>  
**Subject:** Re: Delay of census collection in NY

Hey John,

It looks like this is a News Channel (WKTV) restatement of the State of New York's message of data-collection being extended until October 31st. It would appear that the State of New York and the News Channel would be able to restate this since since the Census Bureau itself publicly released what it called "2020 census operational adjustments"

here: <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>.

Those revised dates are in the attached fact sheets as well.

(b) (5) [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]. It is therefore a good question as to who approved the Census Bureau making public announcements about an extension of the apportionment and redistricting timelines before Congress and the President actually passed a law to that effect.

—Nathaniel

---

**From:** Fleming, John C. Jr. EOP/WHO <John.C.Fleming@who.eop.gov>

**Sent:** Tuesday, July 21, 2020 4:34 PM

**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>

**Subject:** Delay of census collection in NY

Nathaniel,

Can you state of NY do this?

<https://www.wktv.com/content/news/Census-deadline-extended-through-October-571851261.html>

thx,

John C. Fleming, MD

Assistant to the President for Planning and Implementation

Office of the Chief of Staff

White House West Wing (b) (6)

Office 202-456-1208

Mobile (b) (6)

John.C.Fleming@who.eop.gov

**From:** [Nathaniel Cogley \(CENSUS/DEPDIR FED\)](#)  
**To:** [Fleming, John C. Jr. EOP/WHO](#)  
**Subject:** Re: Delay of census collection in NY  
**Date:** Tuesday, July 21, 2020 5:20:49 PM  
**Attachments:** [2020-census-operational-adjustments-short-version.pdf](#)

---

Hey John,

It looks like this is a News Channel (WKTV) restatement of the State of New York's message of data-collection being extended until October 31st. It would appear that the State of New York and the News Channel would be able to restate this since since the Census Bureau itself publicly released what it called "2020 census operational adjustments"

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(b) (5)

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**Sent:** Tuesday, July 21, 2020 4:34 PM  
**To:** Nathaniel Cogley (CENSUS/DEPDIR FED) <nathaniel.cogley@census.gov>  
**Subject:** Delay of census collection in NY

Nathaniel,

Can you state if NY do this?

<https://www.wktv.com/content/news/Census-deadline-extended-through-October-571851261.html>

thx,

John C. Fleming, MD

Assistant to the President for Planning and Implementation  
Office of the Chief of Staff  
White House West Wing (b) (6)  
Office 202-456-1208  
Mobile (b) (6)  
[John.C.Fleming@who.eop.gov](mailto:John.C.Fleming@who.eop.gov)

# 2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway, and more than half of the households across America have responded and more are responding every day. Online, phone, and mailed self-responses will continue throughout the data collection process. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from federal, state, and local authorities regarding COVID-19.
- Ensure a complete and accurate count of all communities.

The Office of Management and Budget and the Office of Personnel Management have provided federal agencies with guidelines for resuming operations on an epidemiologically sound, data-driven basis, adhering to the latest federal, state, and local guidance. The Census Bureau

continues to monitor the changing conditions at the state and local level, and in consultation with the appropriate officials, update its planned start dates for selected operations in selected states.

The information the Census Bureau receives daily from FEMA and state and local authorities guides Census Bureau decisions on timing. As a result, selected field operations will resume on a phased schedule on a geographic basis.

Under the adjusted 2020 Census operational plan, the Census Bureau is conducting a series of preparatory activities so we are fully ready to resume field activities as we continue to advance the mission of the 2020 Census to ensure a complete and accurate count. In-person activities, including enumeration, office work, and processing activities, will always incorporate the most current guidance from authorities to ensure the health and safety of the public and Census Bureau employees.

| Activity/Operation                                       | Original Schedule | New Schedule                                                                  |
|----------------------------------------------------------|-------------------|-------------------------------------------------------------------------------|
| <b>Self-Response Phase</b> (online, phone, mail)         | March 12–July 31  | March 12–October 31                                                           |
| <b>Group Quarters</b> (e-Response and Paper Enumeration) | April 2–June 5    | April 2–September 3                                                           |
| <b>Update Leave—Stateside</b>                            | March 15–April 17 | Selected Area Census Offices starting May 4                                   |
| <b>Update Leave—Puerto Rico</b>                          | March 15–April 17 | Needs further review and coordination with outside partners and stakeholders. |
| <b>Update Enumerate</b>                                  | March 16–April 30 | June 14–July 29                                                               |
| <b>In-Person Group Quarters Enumeration</b>              | April 2–June 5    | July 1–September 3                                                            |
| <b>Mobile Questionnaire Assistance</b>                   | March 30–July 31  | Needs further review and coordination with outside partners and stakeholders. |

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**Census  
2020**

| Activity/Operation                                 | Original Schedule | New Schedule                                                                        |
|----------------------------------------------------|-------------------|-------------------------------------------------------------------------------------|
| Service-Based Enumeration                          | March 30–April 1  | Needs further review and coordination with outside partners and stakeholders.       |
| Count of People Experiencing Homelessness Outdoors | April 1           | Needs further review and coordination with outside partners and stakeholders.       |
| Nonresponse Followup (NRFU)                        | May 13–July 31    | August 11–October 31                                                                |
| Enumeration of Transitory Locations                | April 9–May 4     | Tentatively September 3–September 28, but may need further review and coordination. |
| Deliver Apportionment Counts to the President      | By December 31    | Deliver by April 30, 2021                                                           |
| Deliver Redistricting Counts to States             | By April 1, 2021  | Deliver by July 31, 2021                                                            |

**From:** [Fleming, John C. Jr. EOP/WHO](#)  
**To:** [Nathaniel Cogley \(CENSUS/DEPDIR FED\)](#)  
**Subject:** RE: Delay of census collection in NY  
**Date:** Tuesday, July 21, 2020 5:23:23 PM

---

Nathaniel,

That is what I am afraid of. I am going to email that link to Mike Walsh without suggesting we have discussed. I will ask if Census is implying something they can't do.

Thx,

John

---

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Those revised dates are in the attached fact sheets as well.

(b) (5)  
[REDACTED]  
[REDACTED]  
[REDACTED]

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thx,

John C. Fleming, MD

Assistant to the President for Planning and Implementation

Office of the Chief of Staff

White House West Wing (b) (6)

Office 202-456-1208

Mobile (b) (6)

John.C.Fleming@who.eop.gov

**From:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#)  
**To:** [Warren, Peter N. EOP/OMB](#)  
**Cc:** [Foti, Anthony \(Federal\)](#); [Kevin Quinley \(CENSUS/ADCOM FED\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#)  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion  
**Date:** Wednesday, July 15, 2020 7:58:40 PM

---

(b) (5)

We definitely want to get the email out sooner.

Kevin- could you send to Peter in a clean email?

Thanks, Peter!

On Jul 15, 2020, at 6:30 PM, Warren, Peter N. EOP/OMB  
<Peter.N.Warren@<sup>(b) (6)</sup>>

Hey. Ali. Yes, we can do this. I will raise it w Mike RIGAS, who is a acting DDM. As you know, Karen Kelly is Active PMC participant. We have an August PMC mtg <sup>(b) (5)</sup>

Peter

Sent from my iPhone

On Jul 15, 2020, at 12:56 PM, Foti, Anthony (Federal)  
<AFoti@doc.gov> wrote:

Peter!!!! Thank you so much.

Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and Intergovernmental Affairs  
U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

On Jul 15, 2020, at 12:20 PM, Ali Mohammad Ahmad  
(CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>  
wrote:

Hi Peter:

Can you or someone at OMB help us get this message out to the folks on the PMC?

Whatever you think is best- WH pointed us to OMB for help.

Thanks!

Begin forwarded message:

**From:** "Kevin Quinley (CENSUS/ADCOM FED)" <kevin.quinley@census.gov>  
**Date:** July 15, 2020 at 12:17:58 PM EDT  
**To:** "Ali Mohammad Ahmad (CENSUS/ADCOM FED)" <ali.m.ahmad@census.gov>, "Christopher J Stanley (CENSUS/OCIA FED)" <christopher.j.stanley@census.gov>  
**Subject: Fw: Draft Census Director email to federal agencies requesting 2020 Census promotion**

Ali/Stanley: see below. I asked Foti how we should handle the outreach to OPM to get the distribution list but haven't heard back yet. Do you all have any thoughts? Kevin

---

**From:** Foti, Anthony (Federal) <AFoti@doc.gov>  
**Sent:** Tuesday, July 14, 2020 4:15 PM  
**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>  
**Cc:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion

Thanks, Emily.

Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and  
Intergovernmental Affairs

U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

On Jul 14, 2020, at 4:05 PM,  
McBride, Emily J. EOP/WHO  
<Emily.J.McBride@who.eop.gov>  
wrote:

Hi Anthony,

Apologies for the delay here, I was running this past my boss Kristan to get her thoughts! She said that the right person to route this to would be Michael Rigas over at OMB – she says he runs the PMC and would have the right POCs to distribute.

Here is his contact info:

Rigas, Michael J. EOP/OMB

[Michael.J.Rigas@](#)(b) (6)

(b) (6)

Let me know if y'all have any questions!

-Emily

**Emily J. McBride**

Director of Agency Outreach

Office of Cabinet Affairs

The White House

C: (b) (6)

D: 202-395-8594

Emily.J.McBride@who.eop.gov

---

**From:** Foti, Anthony (Federal)

<AFoti@doc.gov>

**Sent:** Monday, July 13, 2020 5:21 PM

**To:** McBride, Emily J. EOP/WHO

<Emily.J.McBride@who.eop.gov>

**Cc:** Quinley, Kevin

<kevin.quinley@census.gov>

**Subject:** Fwd: Draft Census

Director email to federal agencies  
requesting 2020 Census  
promotion

Hi Emily! I mentioned several days ago that I might need to run something by you census related. Attached is a copy of an interagency letter that the Census Bureau Director is hoping to send asking other agencies help in promoting the upcoming decennial census. Do you mind reviewing and letting us know if Cabinet Affairs has any concerns or objections?

I've cc'd my colleague, Kevin Quinley at the Census Bureau should you have any questions. We appreciate all your help.

Many thanks.

Anthony

Anthony Foti  
Performing the delegated duties  
of the  
Assistant Secretary for  
Legislative and  
Intergovernmental Affairs  
U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

Begin forwarded message:

**From:** "Kevin  
Quinley  
(CENSUS/ADCOM  
FED)"  
<kevin.quinley@census.gov>  
**Date:** July 13, 2020  
at 4:32:59 PM EDT  
**To:** "Foti, Anthony  
(Federal)"  
<AFoti@doc.gov>

**Cc:** "Risko, Daniel  
(Federal)"  
<DRisko@doc.gov>,  
"Burris, Meghan  
(Federal)"  
<MBurris@doc.gov>,  
"Stanley,  
Christopher J"  
<christopher.j.stanley@census.gov>,  
"Brebbia, Sean  
(Federal)"  
<SBrebbia@doc.gov>,  
"Ahmad, Ali M"  
<ali.m.ahmad@census.gov>

**Subject: Draft  
Census Director  
email to federal  
agencies  
requesting 2020  
Census promotion**

Hi Foti:

Here is the draft  
email from Census  
Director Dillingham  
asking other  
federal agencies for  
their help with  
2020 Census  
promotion. As you  
know, we want to  
send this to the  
people who  
attended the  
Presidential  
Management  
Committee  
meeting hosted at  
the Census last  
January.

Thank you,  
Kevin

---

**Kevin Quinley,**  
Director of Strategic  
Initiatives  
Communications  
Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](https://www.census.gov)  
| [@uscensusbureau](https://twitter.com/uscensusbureau)  
**Shape your future.**  
**START HERE**  
> [2020census.gov](https://2020census.gov)

**From:** [Warren, Peter N. EOP/OMB](#)  
**To:** [Foti, Anthony \(Federal\)](#)  
**Cc:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [Kevin Quinley \(CENSUS/ADCOM FED\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#)  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion  
**Date:** Wednesday, July 15, 2020 6:30:05 PM

---

Hey. Ali. Yes, we can do this. I will raise it w Mike RIGAS, who is a acting DDM. As you know, Karen Kelly is Active PMC participant. We have an August PMC mtg (b) (5)

[REDACTED]

Peter

Sent from my iPhone

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Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and Intergovernmental Affairs  
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Whatever you think is best- WH pointed us to OMB for help.

Thanks!

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**Date:** July 15, 2020 at 12:17:58 PM EDT

**To:** "Ali Mohammad Ahmad (CENSUS/ADCOM FED)" <ali.m.ahmad@census.gov>, "Christopher J Stanley (CENSUS/OCIA FED)" <christopher.j.stanley@census.gov>  
**Subject: Fw: Draft Census Director email to federal agencies requesting 2020 Census promotion**

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**Sent:** Tuesday, July 14, 2020 4:15 PM  
**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>  
**Cc:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion

Thanks, Emily.

Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and  
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<Emily.J.McBride@who.eop.gov> wrote:

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distribute.

Here is his contact info:

Rigas, Michael J. EOP/OMB

[Michael.J.Rigas](#) (b) (6)

(b) (6)

Let me know if y'all have any questions!

-Emily

**Emily J. McBride**

Director of Agency Outreach

Office of Cabinet Affairs

The White House

C: (b) (6)

D: 202-395-8594

[Emily.J.McBride@who.eop.gov](mailto:Emily.J.McBride@who.eop.gov)

---

**From:** Foti, Anthony (Federal)

<AFoti@doc.gov>

**Sent:** Monday, July 13, 2020 5:21 PM

**To:** McBride, Emily J. EOP/WHO

<Emily.J.McBride@who.eop.gov>

**Cc:** Quinley, Kevin <kevin.quinley@census.gov>

**Subject:** Fwd: Draft Census Director email to federal agencies requesting 2020 Census promotion

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Anthony

Anthony Foti

Performing the delegated duties of the Assistant Secretary for Legislative and Intergovernmental Affairs

U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
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PM EDT  
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<AFoti@doc.gov>  
**Cc:** "Risko, Daniel (Federal)"  
<DRisko@doc.gov>, "Burris,  
Meghan (Federal)"  
<MBurris@doc.gov>, "Stanley,  
Christopher J"  
<christopher.j.stanley@census.gov>,  
"Brebba, Sean (Federal)"  
<SBrebba@doc.gov>,  
"Ahmad, Ali M"  
<ali.m.ahmad@census.gov>  
**Subject: Draft Census  
Director email to federal  
agencies requesting 2020  
Census promotion**

Hi Foti:

Here is the draft email from  
Census Director Dillingham  
asking other federal agencies  
for their help with 2020 Census  
promotion. As you know, we  
want to send this to the people  
who attended the Presidential  
Management Committee  
meeting hosted at the Census  
last January.

Thank you,  
Kevin

---

**Kevin Quinley**, Director of Strategic  
Initiatives

Communications Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](https://census.gov) | [@uscensusbureau](https://@uscensusbureau)  
**Shape your future. START HERE**  
> [2020census.gov](https://2020census.gov)

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Foti, Anthony \(Federal\)](#); [McBride, Emily J. EOP/WHO](#)  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion  
**Date:** Tuesday, July 14, 2020 4:37:52 PM

---

Emily: Thank you for your help.

Foti: Please advise how you want to handle the outreach to Michael at OPM.

Kevin

---

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**Sent:** Tuesday, July 14, 2020 4:15 PM  
**To:** McBride, Emily J. EOP/WHO <Emily.J.McBride@who.eop.gov>  
**Cc:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Re: Draft Census Director email to federal agencies requesting 2020 Census promotion

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Here is his contact info:

Rigas, Michael J. EOP/OMB [Michael.J.Rigas@](#)(b) (6)  
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Let me know if y'all have any questions!

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C: (b) (6)  
D: 202-395-8594  
Emily.J.McBride@who.eop.gov

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U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

Begin forwarded message:

**From:** "Kevin Quinley (CENSUS/ADCOM FED)"  
<kevin.quinley@census.gov>  
**Date:** July 13, 2020 at 4:32:59 PM EDT  
**To:** "Foti, Anthony (Federal)" <AFoti@doc.gov>  
**Cc:** "Risko, Daniel (Federal)" <DRisko@doc.gov>, "Burris, Meghan (Federal)" <MBurris@doc.gov>, "Stanley, Christopher J" <christopher.j.stanley@census.gov>, "Brebbia, Sean (Federal)" <SBrebbia@doc.gov>, "Ahmad, Ali M" <ali.m.ahmad@census.gov>  
**Subject:** Draft Census Director email to federal agencies requesting 2020 Census promotion

Hi Foti:

Here is the draft email from Census Director Dillingham asking other

federal agencies for their help with 2020 Census promotion. As you know, we want to send this to the people who attended the Presidential Management Committee meeting hosted at the Census last January.

Thank you,  
Kevin

---

**Kevin Quinley**, Director of Strategic Initiatives  
Communications Directorate  
U.S. Census Bureau  
M: (b) (6)  
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)  
**Shape your future. START HERE** > [2020census.gov](https://2020census.gov)

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Warren, Peter N. EOP/OMB](#)  
**Cc:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [Foti, Anthony \(Federal\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#)  
**Subject:** Re: Help with distribution list for Census Director email to PMC participants about 2020 Census promotion  
**Date:** Thursday, July 16, 2020 3:54:21 PM

---

Got it.

---

**From:** Warren, Peter N. EOP/OMB <Peter.N.Warren@(b) (6)>  
**Sent:** Thursday, July 16, 2020 3:53 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Cc:** Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>; Foti, Anthony (Federal) <AFoti@doc.gov>; Christopher J Stanley (CENSUS/OCIA FED) <christopher.j.stanley@census.gov>  
**Subject:** Re: Help with distribution list for Census Director email to PMC participants about 2020 Census promotion

Ok - It will be tmrw

Sent from my iPhone

On Jul 16, 2020, at 3:52 PM, Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov> wrote:

Thanks again Peter. Once it goes out, please confirm with us.

---

**From:** Warren, Peter N. EOP/OMB <Peter.N.Warren@(b) (6)>  
**Sent:** Thursday, July 16, 2020 8:55 AM  
**To:** Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>  
**Cc:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>; Foti, Anthony (Federal) <AFoti@doc.gov>; Christopher J Stanley (CENSUS/OCIA FED) <christopher.j.stanley@census.gov>  
**Subject:** Re: Help with distribution list for Census Director email to PMC participants about 2020 Census promotion

Great - glad we can help!

Sent from my iPhone

On Jul 16, 2020, at 8:50 AM, Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov> wrote:

That definitely works for us and we are greatly appreciative.

On Jul 16, 2020, at 8:41 AM, Warren, Peter N.  
EOP/OMB <Peter.N.Warren@[REDACTED]> wrote:

Thanks Kevin. I think it [REDACTED]  
[REDACTED]  
[REDACTED]. We should be able to  
send this out today. Ok?

Peter

Sent from my iPhone

On Jul 16, 2020, at 8:32 AM, Kevin Quinley  
(CENSUS/ADCOM FED)  
<kevin.quinley@census.gov> wrote:

Hi Peter: We need help getting the names  
and contact information for PMC attendees  
so we can send this draft email from Census  
Director Dillingham to them. The email asks  
for their help with 2020 Census  
promotion during the home stretch of the  
campaign. It is attached.

Thanks for your help with this.

Kevin

---

**Kevin Quinley**, Director of Strategic Initiatives  
Communications Directorate  
U.S. Census Bureau  
M: [REDACTED]  
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)  
**Shape your future. START HERE**  
> [2020census.gov](https://2020census.gov)  
<Draft Director Email to Federal  
Agencies\_July 2020.docx>

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Steven K Smith \(CENSUS/DEPDIR FED\)](#)  
**Subject:** Re: Message from Census Director about supporting 2020 Census  
**Date:** Saturday, July 18, 2020 1:41:19 PM

---

Thanks Steve. I hope you're having a nice weekend. Stay cool.

Sent from my iPhone

On Jul 17, 2020, at 6:11 PM, Steven K Smith (CENSUS/DEPDIR FED) <[steven.k.smith@census.gov](mailto:steven.k.smith@census.gov)> wrote:

Another great job by Mr. Quinley.

---

**From:** Kevin Quinley (CENSUS/ADCOM FED) <[kevin.quinley@census.gov](mailto:kevin.quinley@census.gov)>  
**Sent:** Friday, July 17, 2020 5:14 PM  
**To:** Ali Mohammad Ahmad (CENSUS/ADCOM FED) <[ali.m.ahmad@census.gov](mailto:ali.m.ahmad@census.gov)>; Christopher J Stanley (CENSUS/OCIA FED) <[christopher.j.stanley@census.gov](mailto:christopher.j.stanley@census.gov)>; Robin J Bachman (CENSUS/ADCOM FED) <[robin.j.bachman@census.gov](mailto:robin.j.bachman@census.gov)>; Shagufta\_Ahmed@[\(b\) \(6\)](#) <[Shagufta\\_Ahmed@](#)[\(b\) \(6\)](#)>; Foti, Anthony (Federal) <[AFoti@doc.gov](mailto:AFoti@doc.gov)>; Risko, Daniel (Federal) <[DRisko@doc.gov](mailto:DRisko@doc.gov)>; Steven K Smith (CENSUS/DEPDIR FED) <[steven.k.smith@census.gov](mailto:steven.k.smith@census.gov)>  
**Subject:** Fw: Message from Census Director about supporting 2020 Census

Great news, the email from Director Dillingham to the PMC asking for help with 2020 promotion is out the door. I appreciate everyone on this thread for their help getting it out out.

Ali and Foti, many thanks to your friend Peter for pushing this forward at OPM.

Kevin

---

**From:** Kelley, Michelle B. EOP/OMB <[Michelle.B.Balch@](mailto:Michelle.B.Balch@)[\(b\) \(6\)](#)> on behalf of Rigas, Michael J. EOP/OMB <[Michael.J.Rigas@](mailto:Michael.J.Rigas@)[\(b\) \(6\)](#)>  
**Sent:** Friday, July 17, 2020 5:04 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <[kevin.quinley@census.gov](mailto:kevin.quinley@census.gov)>  
**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

---

Dear PMC Member,

The 2020 Census is well underway. Much has changed since the President's Management Council met at Census Headquarters last January, but our agency's mission remains the same. The goal of the 2020 Census is to count every person living in the United States once, only once, and in the right place. We appreciate all of the support your agency has provided to the 2020 Census so far, and ask for your continued assistance. We are looking to our Federal partners to encourage their employees, stakeholders, and the general public to respond to the 2020 Census.

The Census Bureau has extended the time for fieldwork beyond our originally planned schedule, and self-response will continue until operations in the field conclude. Please visit [this link](#) for more detailed information about the adjustments to the 2020 Census. Later this year, Census workers will begin visiting households that have not responded to conduct in-person interviews. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person.

Everyone should respond to the 2020 Census as soon as they receive their invitation—and when they're finished, they can help by making sure their family, friends, colleagues and social networks know about the importance of responding. We need your assistance to remind those within your agencies and the communities you serve to complete the 2020 Census. We know that digital communications are keeping everyone connected these days. You can support the 2020 Census by initiating one or more of the following online activities:

1. **Internal agency email.** Remind your employees about the importance of the 2020 Census and encourage them to respond to the U.S. Census Bureau's invitation to complete the 2020 Census. Sample e-mail:

*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census. As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care,*

*housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade.*

*The Census Bureau has extended the window for self-response to October 31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](#).*

*Shape your future today.*

*[Insert head of agency's name]"*

- 2. External social media platforms.** Remind your stakeholders and the communities you serve about the importance of the 2020 Census on Twitter, Instagram, or Facebook and tag @uscensusbureau and use #2020Census when you share these messages. Amplify your impact by sharing a tailored message across your social media and email lists detailing why Census data matters to your agency or using the general message—*"The 2020 Census is here. Respond today online, by phone, or by mail. Shape your future today. Start here at [2020Census.gov](#)."* Please connect with the U.S. Census Bureau's national partnership team for suggested messaging and ideas about social media content: [census.partners@census.gov](mailto:census.partners@census.gov).

For additional outreach tools, please refer to the 2020 Census Federal Agency Toolkit (attached) and to our [Spring social media guide](#). You can find other outreach materials [here](#). Click [here for our 2020 Census digital action guide](#) featuring examples of how outside census partners are using challenges and videos to support the Census online. For agencies that are re-opening safely, consider hanging posters or leaving 2020 Census materials in common areas. I ask you to connect a senior leader in your organization to the 2020 Census federal partnership team to determine how your agency could best support the 2020 Census. For additional information or to schedule a conference call, please contact Mr. Kevin Quinley, Director of Strategic Initiatives, Communications Directorate, at the Census Bureau, at (301) 763-2164 or [kevin.quinley@census.gov](mailto:kevin.quinley@census.gov).

Thank you for helping us ensure that we achieve a complete and accurate count of everyone living in the United States.

Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Warren, Peter N. EOP/OMB](#); [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [ANTHONY FOTI](#)  
**Subject:** Re: Message from Census Director about supporting 2020 Census  
**Date:** Friday, July 17, 2020 5:17:19 PM

---

Peter: Thank you very much. Have a great weekend. Kevin

---

**From:** Warren, Peter N. EOP/OMB <Peter.N.Warren@(b) (6)>  
**Sent:** Friday, July 17, 2020 5:14 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>; Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>; ANTHONY FOTI <AFOTI@doc.gov>  
**Subject:** Fwd: Message from Census Director about supporting 2020 Census

Sent from my iPhone

Begin forwarded message:

**From:** "Rigas, Michael J. EOP/OMB" <Michael.J.Rigas@(b) (6)>  
**Date:** July 17, 2020 at 5:04:32 PM EDT  
**To:** "kevin.quinley@census.gov" <kevin.quinley@census.gov>  
**Subject:** **Message from Census Director about supporting 2020 Census**

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

---

Dear PMC Member,

The 2020 Census is well underway. Much has changed since the President's Management Council met at Census Headquarters last January, but our agency's mission remains the same. The goal of the 2020 Census is to count every person living in the United States once, only once, and in the right place. We appreciate

all of the support your agency has provided to the 2020 Census so far, and ask for your continued assistance. We are looking to our Federal partners to encourage their employees, stakeholders, and the general public to respond to the 2020 Census.

The Census Bureau has extended the time for fieldwork beyond our originally planned schedule, and self-response will continue until operations in the field conclude. Please visit [this link](#) for more detailed information about the adjustments to the 2020 Census. Later this year, Census workers will begin visiting households that have not responded to conduct in-person interviews. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person.

Everyone should respond to the 2020 Census as soon as they receive their invitation—and when they're finished, they can help by making sure their family, friends, colleagues and social networks know about the importance of responding. We need your assistance to remind those within your agencies and the communities you serve to complete the 2020 Census. We know that digital communications are keeping everyone connected these days. You can support the 2020 Census by initiating one or more of the following online activities:

1. **Internal agency email.** Remind your employees about the importance of the 2020 Census and encourage them to respond to the U.S. Census Bureau's invitation to complete the 2020 Census. Sample e-mail:

*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census. As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care, housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade. The Census Bureau has extended the window for self-response to October 31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](#). Shape your future today. [Insert head of agency's name]"*

2. **External social media platforms.** Remind your stakeholders and the communities you serve about the importance of the 2020 Census on Twitter, Instagram, or Facebook and tag @uscensusbureau and use #2020Census when you share these messages. Amplify your impact by sharing a tailored message across your social media and email lists detailing why Census data matters to your agency or using the general message—*"The 2020 Census is here. Respond today online, by phone, or by mail. Shape your future today. Start here at 2020Census.gov."* Please connect with the U.S. Census Bureau's national partnership team for suggested messaging and ideas about social media content: [census.partners@census.gov](mailto:census.partners@census.gov).

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Thank you for helping us ensure that we achieve a complete and accurate count of everyone living in the United States.

Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau

**From:** [Foti, Anthony \(Federal\)](#)  
**To:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**Cc:** [Ali Mohammad Ahmad \(CENSUS/ADCOM FED\)](#); [Christopher J Stanley \(CENSUS/OCIA FED\)](#); [Robin J Bachman \(CENSUS/ADCOM FED\)](#); [Shagufta Ahmed \(b\) \(6\)](#); [Risko, Daniel \(Federal\)](#); [Steven K Smith \(CENSUS/DEPDIR FED\)](#)  
**Subject:** Re: Message from Census Director about supporting 2020 Census  
**Date:** Friday, July 17, 2020 5:32:57 PM

---

Nice job!

Anthony Foti  
Performing the delegated duties of the  
Assistant Secretary for Legislative and Intergovernmental Affairs  
U.S. Department of Commerce  
[1401 Constitution Ave, NW](#)  
[Washington, DC 20230](#)  
[202-482-1148](#)

On Jul 17, 2020, at 5:14 PM, Kevin Quinley (CENSUS/ADCOM FED)  
<kevin.quinley@census.gov> wrote:

Great news, the email from Director Dillingham to the PMC asking for help with 2020 promotion is out the door. I appreciate everyone on this thread for their help getting it out out.

Ali and Foti, many thanks to your friend Peter for pushing this forward at OPM.

Kevin

---

**From:** Kelley, Michelle B. EOP/OMB <Michelle.B.Balch@ (b) (6)> on behalf of Rigas, Michael J. EOP/OMB <Michael.J.Rigas@ (b) (6)>  
**Sent:** Friday, July 17, 2020 5:04 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

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31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](https://2020Census.gov).  
Shape your future today.  
[Insert head of agency's name]"

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Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau

**From:** [Steven K Smith \(CENSUS/DEPDIR FED\)](#)  
**To:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**Subject:** Re: Message from Census Director about supporting 2020 Census  
**Date:** Friday, July 17, 2020 6:11:47 PM

---

Another great job by Mr. Quinley.

---

**From:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Sent:** Friday, July 17, 2020 5:14 PM  
**To:** Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>; Christopher J Stanley (CENSUS/OCIA FED) <christopher.j.stanley@census.gov>; Robin J Bachman (CENSUS/ADCOM FED) <robin.j.bachman@census.gov>; Shagufta\_Ahmed@**(b) (6)** <Shagufta\_Ahmed@**(b) (6)**>; Foti, Anthony (Federal) <AFoti@doc.gov>; Risko, Daniel (Federal) <DRisko@doc.gov>; Steven K Smith (CENSUS/DEPDIR FED) <steven.k.smith@census.gov>  
**Subject:** Fw: Message from Census Director about supporting 2020 Census

Great news, the email from Director Dillingham to the PMC asking for help with 2020 promotion is out the door. I appreciate everyone on this thread for their help getting it out out.

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Kevin

---

**From:** Kelley, Michelle B. EOP/OMB <Michelle.B.Balch@**(b) (6)**> on behalf of Rigas, Michael J. EOP/OMB <Michael.J.Rigas@**(b) (6)**>  
**Sent:** Friday, July 17, 2020 5:04 PM  
**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

---

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*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census.*

*As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care, housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade.*

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*Shape your future today.*

*[Insert head of agency's name]"*

**From:** [Kevin Quinley \(CENSUS/ADCOM FED\)](#)  
**To:** [Ahmed, Shagufta I. EOP/OMB](#)  
**Subject:** Re: Message from Census Director about supporting 2020 Census  
**Date:** Saturday, July 18, 2020 1:45:21 PM

---

I thought you would get a kick out of this ultimately coming from OMB - no idea it would be someone you knew that well, that's funny. It officially brought this full circle since it full circle (b) (5).

Thanks for the support — I'm just trying to keep all the positive partnership momentum you built up going! Let's hope this gets good response.

Have a great weekend.

Kevin

Sent from my iPhone

On Jul 17, 2020, at 5:33 PM, Ahmed, Shagufta I. EOP/OMB  
<Shagufta\_Ahmed@ (b) (6)> wrote:

This is amazing Kevin!! What an incredible and exhausting job of getting this through! If I had known it was Michelle Kelley was who Census needed to get this out the door, I would have totally reached out to her, she used to be the assistant to the Administrator of my office at OMB. LOL, small freaking world!! You did it!! Have a great weekend – well deserved friend!

---

**From:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>  
**Sent:** Friday, July 17, 2020 5:15 PM  
**To:** Ali Mohammad Ahmad (CENSUS/ADCOM FED) <ali.m.ahmad@census.gov>; Christopher J Stanley (CENSUS/OCIA FED) <christopher.j.stanley@census.gov>; Robin J Bachman (CENSUS/ADCOM FED) <robin.j.bachman@census.gov>; Ahmed, Shagufta I. EOP/OMB <Shagufta\_Ahmed@ (b) (6)>; Foti, Anthony (Federal) <AFoti@doc.gov>; Risko, Daniel (Federal) <DRisko@doc.gov>; Steven K Smith (CENSUS/DEPDIR FED) <steven.k.smith@census.gov>  
**Subject:** Fw: Message from Census Director about supporting 2020 Census

Great news, the email from Director Dillingham to the PMC asking for help with 2020 promotion is out the door. I appreciate everyone on this thread for their help getting it out out.

Ali and Foti, many thanks to your friend Peter for pushing this forward at OPM.

Kevin

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**From:** Kelley, Michelle B. EOP/OMB <Michelle.B.Balch@(b) (6)> on behalf of Rigas, Michael J. EOP/OMB <Michael.J.Rigas@(b) (6)>

**Sent:** Friday, July 17, 2020 5:04 PM

**To:** Kevin Quinley (CENSUS/ADCOM FED) <kevin.quinley@census.gov>

**Subject:** Message from Census Director about supporting 2020 Census

Good afternoon all –

On behalf of Dr. Steven Dillingham, please see the below message regarding how federal agencies can support the 2020 Census.

Thank you.

Best,  
Mike

Michael J. Rigas  
Acting Deputy Director for Management  
Office of Management and Budget

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Dear PMC Member,

The 2020 Census is well underway. Much has changed since the President's Management Council met at Census Headquarters last January, but our agency's mission remains the same. The goal of the 2020 Census is to count every person living in the United States once, only once, and in the right place. We appreciate all of the support your agency has provided to the 2020 Census so far, and ask for your continued assistance. We are looking to our Federal partners to encourage their employees, stakeholders, and the general public to respond to the 2020 Census.

The Census Bureau has extended the time for fieldwork beyond our originally planned schedule, and self-response will continue until operations in the field conclude. Please visit [this link](#) for more detailed information about the adjustments to the 2020 Census. Later this year, Census workers will begin visiting households that have not responded to conduct in-person interviews. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person.

Everyone should respond to the 2020 Census as soon as they receive their invitation—and when they're finished, they can help by making sure their family, friends, colleagues and social networks know about the importance of responding. We need your assistance to remind those within your agencies and the communities you serve to complete the 2020 Census. We know that digital communications are keeping everyone connected these days. You can support the 2020 Census by initiating one or more of the following online activities:

1. **Internal agency email.** Remind your employees about the importance of the 2020 Census and encourage them to respond to the U.S. Census Bureau's invitation to complete the 2020 Census. Sample e-mail:

*"The 2020 Census is underway! To ensure everyone is fully represented, [Insert Federal agency] is partnering with the U.S. Census Bureau to remind [agency name] staff and stakeholders to fill out the census. As you may be aware, the census counts everyone in the United States. Census results are the basis for congressional representation and help determine how hundreds of billion in federal funds are distributed each year to support vital Federal, state and local programs used by communities across the country. These funds shape local health care, housing, education, transportation, and critical services in areas like nutrition assistance and emergency preparedness. Census results inform public policy and business decisions that shape community development, infrastructure and job creation—for the next decade. The Census Bureau has extended the window for self-response to October 31, 2020. Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up in-person. Responding to the 2020 Census is safe, easy and important. You can respond online, over the phone, or by mail, all without having to physically interact with a Census taker. For a portion of the country, Census workers are delivering questionnaires to communities that have not previously received their [invitations to respond](#). After you've completed your census, encourage your community to respond, too. Learn more by going to [2020Census.gov](#). Shape your future today. [Insert head of agency's name]"*

2. **External social media platforms.** Remind your stakeholders and the communities you serve about the importance of the 2020 Census on Twitter, Instagram, or Facebook and tag @uscensusbureau and use #2020Census when you share these messages. Amplify your impact by sharing a tailored message across your social media and email lists detailing why Census data matters to your agency or using the general message—*"The 2020 Census is here. Respond today online, by phone, or by mail. Shape your future today. Start here at [2020Census.gov](#)."* Please connect with the U.S. Census Bureau's national partnership team for suggested messaging and ideas about social media content: [census.partners@census.gov](mailto:census.partners@census.gov).

For additional outreach tools, please refer to the 2020 Census Federal Agency Toolkit (attached) and to our [Spring social media guide](#). You can find other outreach materials [here](#). Click [here for our 2020 Census digital action guide](#) featuring examples of how outside census partners are using challenges and videos to support the Census online. For agencies that are re-opening safely, consider hanging posters or leaving 2020 Census materials in common areas. I ask you to connect a senior leader in your organization to the 2020 Census

federal partnership team to determine how your agency could best support the 2020 Census. For additional information or to schedule a conference call, please contact Mr. Kevin Quinley, Director of Strategic Initiatives, Communications Directorate, at the Census Bureau, at (301) 763-2164 or [kevin.quinley@census.gov](mailto:kevin.quinley@census.gov).

Thank you for helping us ensure that we achieve a complete and accurate count of everyone living in the United States.

Sincerely,

Dr. Steven Dillingham  
Director  
U.S. Census Bureau