Decennial Census of Population and Housing
The U.S. census counts every resident in the United States. It is mandated by Article I, Section 2 of the Constitution and takes place every 10 years.

Economic Census
The Economic Census is the U.S. government's official five-year measure of American business and the economy.

Census of Governments
Identifies the scope and nature of the nation's state and local government sector including public finance and public employment and classifications.

American Community Survey (ACS)
The American Community Survey is the premier source for information about America's changing population, housing and workforce.

Our Surveys & Programs
Our surveys provide periodic and comprehensive statistics about the nation. This data is critical for government programs, policies, and decision-making.

Economic Indicators
The Census Bureau releases fourteen different reports on key economic indicators. Each indicator is released on a specific schedule.
Census Bureau
Organizational Structure
Decennial Census

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

  Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

• Draw congressional and state legislative districts, school districts and voting precincts
• Distribute federal dollars to states
• Inform federal, tribal, state, and local government planning decisions
• Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
• Provide population benchmark for nearly every other United States survey
2020 Census
Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

Reengineering Field Operations
The 2020 Census

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
The 2020 Census

Estimated Lifecycle Costs

- **1970**: $1.1 B
- **1980**: $3.0 B
- **1990**: $4.7 B
- **2000**: $9.4 B
- **2010**: $12.3 B
- **2020**: $17.8 B

**Traditional 2020 Census**

**Innovative 2020 Census**

- **2020**: $12.5 B

**More than $5 billion in savings**

- Fewer Staff
- Fewer Offices
- Less Burden
The 2020 Census
A New Design for the 21st Century

Establish Where to Count
- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

Motivate People to Respond
- Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

Count the Population
- Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Release Census Results
- Process and Provide Census Data
  - Deliver apportionment counts to the President by December 31, 2020
  - Release counts for redistricting by April 1, 2021
  - Make it easier for the public to get data

Count Everyone Once In the Right Place

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau’s address list and spatial database throughout the decade.
The 2020 Census: Motivate People to Respond

Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up
## The 2020 Census: Count the Population

### Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up

<table>
<thead>
<tr>
<th>Improve the Quality of the Address List</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Update the address list</td>
<td>Validate incoming data from federal, tribal, state, and local governments</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Increase Effectiveness of Advertising and Contact Strategies</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Support the micro-targeted advertising campaign</td>
<td>Create the contact frame (e.g., email addresses and telephone numbers)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Validate Respondent Submissions</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reduce Field Workload for Follow-up Activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove vacant and nonresponding occupied housing units from the nonresponse follow-up workload</td>
<td>Optimize the number of contact attempts</td>
<td></td>
</tr>
</tbody>
</table>
The 2020 Census: Count the Population
Reengineering Field Operations

Use technology to more efficiently and effectively manage the 2020 Census fieldwork

Streamlined Office and Staffing Structure

- Area Manager of Operations
- Census Field Managers
- Census Field Supervisors
- Listers and Enumerators

Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing

Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications
Key Activities in 2016:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence

- **Decennial Device as a Service:** Announced the decennial Device as a Service strategy for provisioning equipment for the 2020 Census

- **Census Enterprise Data Collection and Processing:** Announced on May 25, 2016 that we will purchase a commercial off-the-shelf platform to be used in tandem with several in-house solutions

- **Address Canvassing Test:** Began operations in late FY2016 in parts of St. Louis, MO and Buncombe County, NC

- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in late 2016

- **Operational Readiness**
  - 2020 Census Operational Plan 2.0
  - Award of key contracts
  - Upcoming tests

**Where Are We Today?**

- **Address Canvassing Test:** Began operations in late FY2016 in parts of St. Louis, MO and Buncombe County, NC

- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in late 2016

- **Operational Readiness**
  - 2020 Census Operational Plan 2.0
  - Award of key contracts
  - Upcoming tests
2020 Census

2020 Census Operational Plan 2.0

- The 2020 Census Operational Plan is part of a broader set of documentation that will be developed as the Program matures
- Chartered Integrated Project Teams, who are responsible for managing the 34 operations of the 2020 Census
- The scope and design of the 2020 Census Operational Plan 2.0 was reviewed and updated to reflect decisions and updates since version 1.0 published in November 2015
- Eleven Detailed Operational Plans were released in fiscal year 2016
Looking Ahead

Key Activities

2016 Census Test (April 1st Census Day)
Address Canvassing Test
Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries
Publish Proposed 2020 Residence Criteria and Situations with 60-day Comment Period
Award Contract for the 2020 Census Questionnaire Assistance (CQA)
Award Technical Integrator Contract
Award Integrated Communications Contract
Publish Final 2020 Residence Rule and Situations (Late 2016)

2017 Census Test (April 1st Census Day)
Topics to Congress – by March 31, 2017
Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018

2018 End-to-End Test (April 1st Census Day)
Question Wording to Congress – by March 31, 2018

2019 Partnership Program – Launch of the partnership program
Complete Count Committees – Formation of committees should be complete

2020 Advertising – Begins in early 2020
Census Day – April 1, 2020
Nonresponse Followup – Begins in late April and continues until late June/early July

2021 Apportionment Counts to the President – by December 31, 2020
Redistricting Counts to the States – by March 31, 2021
2020 Census
Connect with Us

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census: http://www.census.gov/2020Census

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau