2020 Census Updates

Annual New Mexico SDC/BIDC Affiliates Meeting and Workshop

November 9, 2016
2020 Census
Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

Reengineering Field Operations
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.

Continual Research and Updating
Ongoing Process for In-Office Canvassing
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>Area</th>
<th>Action</th>
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<tbody>
<tr>
<td>Improve the Quality of the Address List</td>
<td>Update the address list</td>
<td>Validate incoming data from federal, tribal, state, and local governments</td>
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<tr>
<td>Increase Effectiveness of Advertising and Contact Strategies</td>
<td>Support the micro-targeted advertising campaign</td>
<td>Create the contact frame (e.g., email addresses and telephone numbers)</td>
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<tr>
<td>Validate Respondent Submissions</td>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
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<tr>
<td>Reduce Field Workload for Followup Activities</td>
<td>Remove vacant and nonresponding occupied housing units from the nonresponse followup workload</td>
<td>Optimize the number of contact attempts</td>
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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
The 2020 Census
A New Design for the 21st Century

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

Establish Where to Count
- Identify all addresses where people could live
  - 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

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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Census

2020 Census Operational Plan 2.0

• 2020 Census Operational Plan Version 2.0: Issued September 2016

• 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
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
2017 Census Test

Upcoming Testing

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

Purpose

- Test the integration of operations and systems for self-response
- Test the feasibility of collecting tribal enrollment information

Key Activities

<table>
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<tr>
<th>Activity</th>
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<tr>
<td>Begin Census Questionnaire Assistance</td>
<td>March 20, 2017</td>
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<tr>
<td>Begin Self-Response, Including Non-ID Processing</td>
<td>March 20, 2017</td>
</tr>
<tr>
<td>Census Day</td>
<td>April 1, 2017</td>
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2017 Census Test
Contact Strategy

About 87 – 90 percent of addresses will receive English-only questionnaires, letters, and postcards

About 10 – 13 percent of addresses will receive bilingual questionnaires, letters, and postcards
Looking Ahead
2018 End-to-End Census Test

Overview
April 1, 2018 Census Day
• Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

Purpose
• Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
• Produce a prototype of geographic and data products
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

Apportionment Counts to the President – by December 31, 2020

2021 Redistricting Counts to the States – by March 31, 2021
2020 Census

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