



The Road to 2020 Census

Wednesday, May 3rd 2017

Mid-Region Council of Governments

809 Copper Avenue, NW

Albuquerque, NM

AGENDA OVERVIEW

- **Decennial Census Basics, 2010 Census**
- **The 2020 Census**
*Address Canvassing, Key Innovation Areas
Use of Administrative Data*
- **Field Operations**
*Census Tests, Reengineered Field Operations,
Key Dates, Jobs*
- **Geographic Programs**
*Types of Geography, Geographic Partnership
Opportunities*
- **Community Partnership & Engagement Program**
*Hard to Count Populations, Complete Count
Programs, Statistics in Schools, Media*

2020 Initial Informational Tour



Why We Do a Census

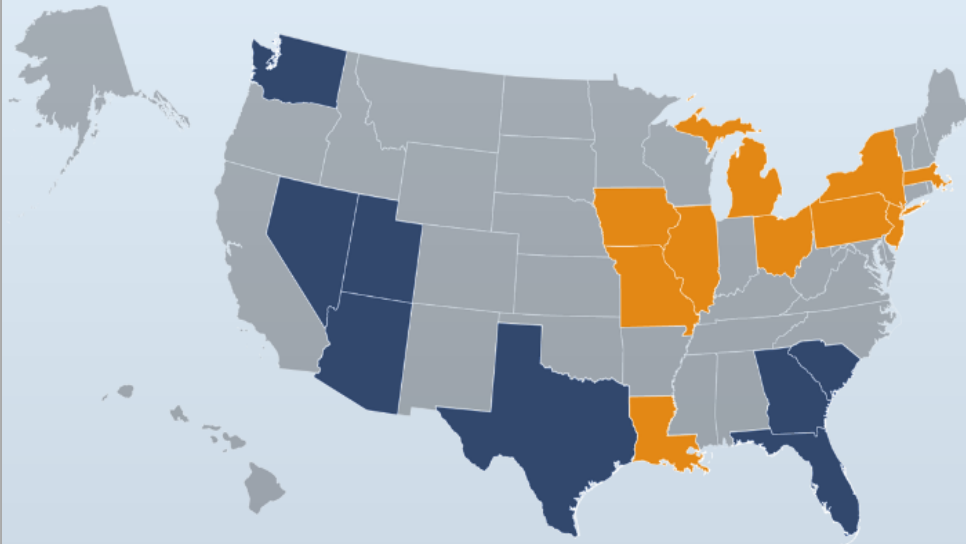
- Article 1, Section 2 of the US Constitution

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.

- Key Purpose is Apportioning the U.S. House of Representatives.

APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED

LOST

Arizona +1

Illinois -1

Florida +2

Iowa -1

Georgia +1

Louisiana -1

Nevada +1

Massachusetts -1

South Carolina +1

Michigan -1

Texas +4

Missouri -1

Utah +1

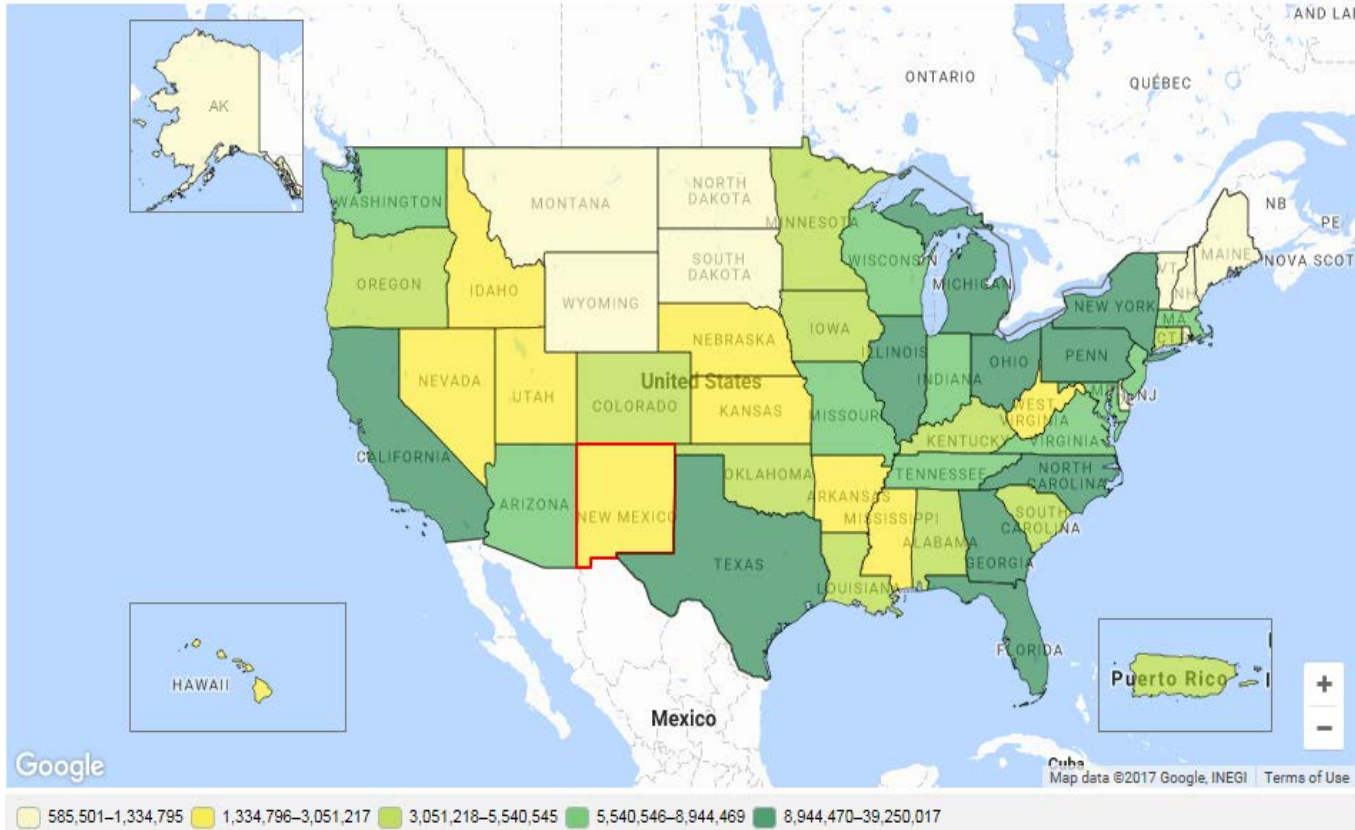
New Jersey -1

Washington +1

New York -2

Ohio -2

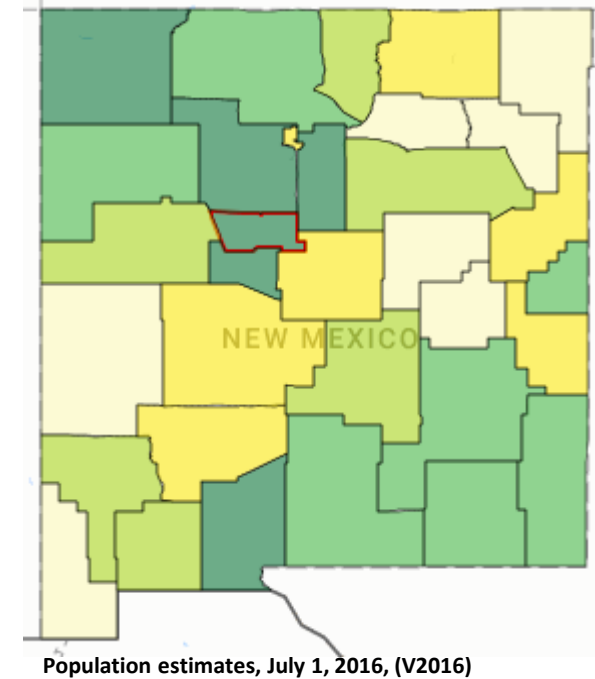
Pennsylvania -1



Current state population estimate:
2,081,015

1.1%
NEW MEXICO
Percent Population change

New Mexico Counties Percent Population Change



Also About Fairness...

- Fundamental element of Federal legislation
- Some examples:
 - Voting Rights (Voting Rights Act)
 - Civil Rights
 - Title VI
 - Title IX
 - Americans with Disabilities Act
 - Age Discrimination Act
 - Fair Housing Act

And About Funding

Program	Amount (Billions)
Medicaid	\$214.0
Highway Planning and Construction	\$37.4
TANF	\$17.0
Section 8 Housing Choice Vouchers	\$15.6
Title I Grants to Local Education Agencies	\$13.9
IDEA Part B	\$11.0
Federal Transit Formula Grants Programs	\$8.2
Head Start	\$6.9
CHIP	\$6.0
CDBG and Neighborhood Stabilization Program	\$4.9

Source: "Formula Grants" Government Accountability Office, December 2009

2020 Census

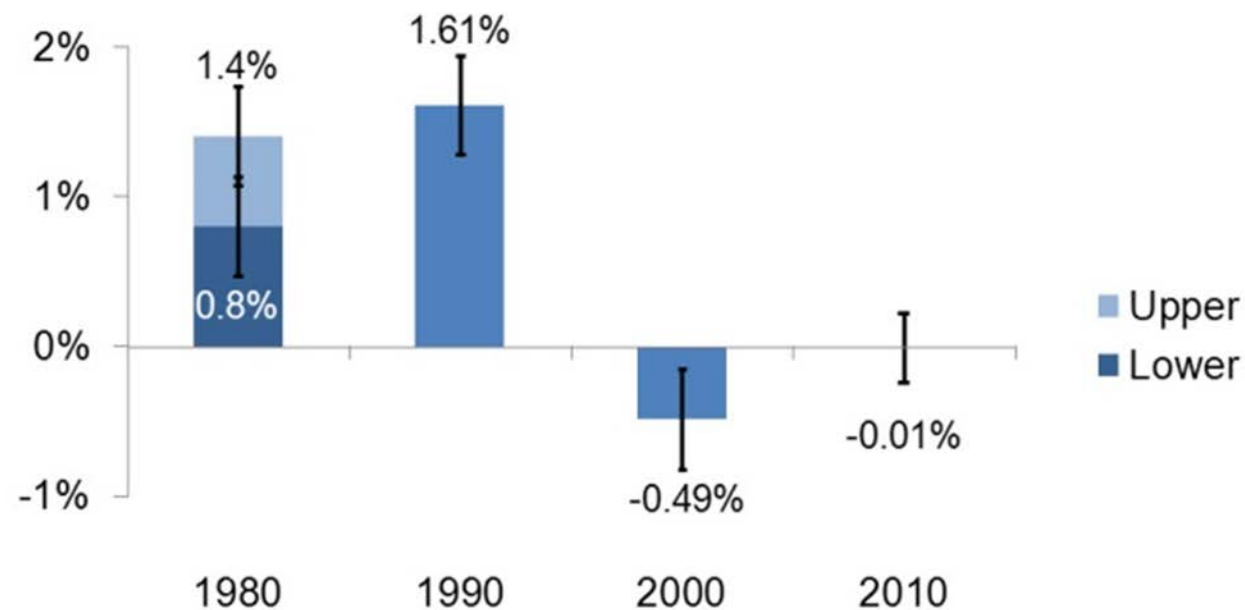
Goals for the 2020 Census

- **Maintain Quality**
- **Reduce Costs**
- **4 Areas of Innovation**
 - Efficiency in Building an Address List
 - Easier Ways to Respond
 - Better Use of Information We Already Have
 - More Efficient Field Operations

Maintain Quality - The 2010 Census

A Very Good “Net” Census

U.S. Total Percentage Net Undercount
from 1980 - 2010



Three Main Reasons We Miss People

1. We don't have an address

- We can't send a form
- If we get a response, we can't "match" them to the ground

2. We can't get a response

- We have an address, but we can't determine occupancy

3. We get a partial response

- Children
- Multiple Families
- Unrelated individuals

Four Areas of Innovation

**Reengineering
Address
Canvassing**

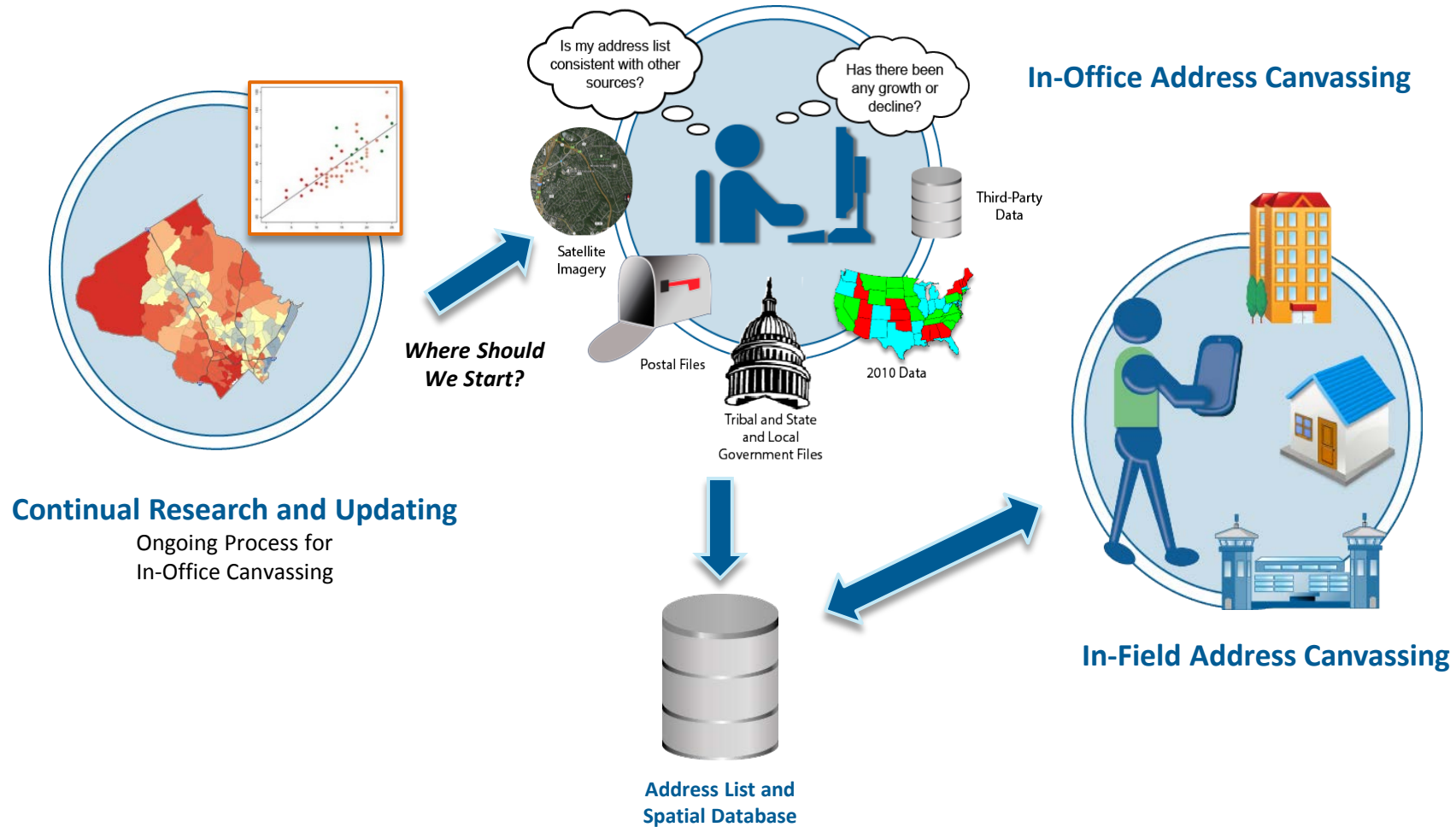
**Optimizing
Self-Response**

**Utilizing
Administrative
Records and
Third-Party
Data**

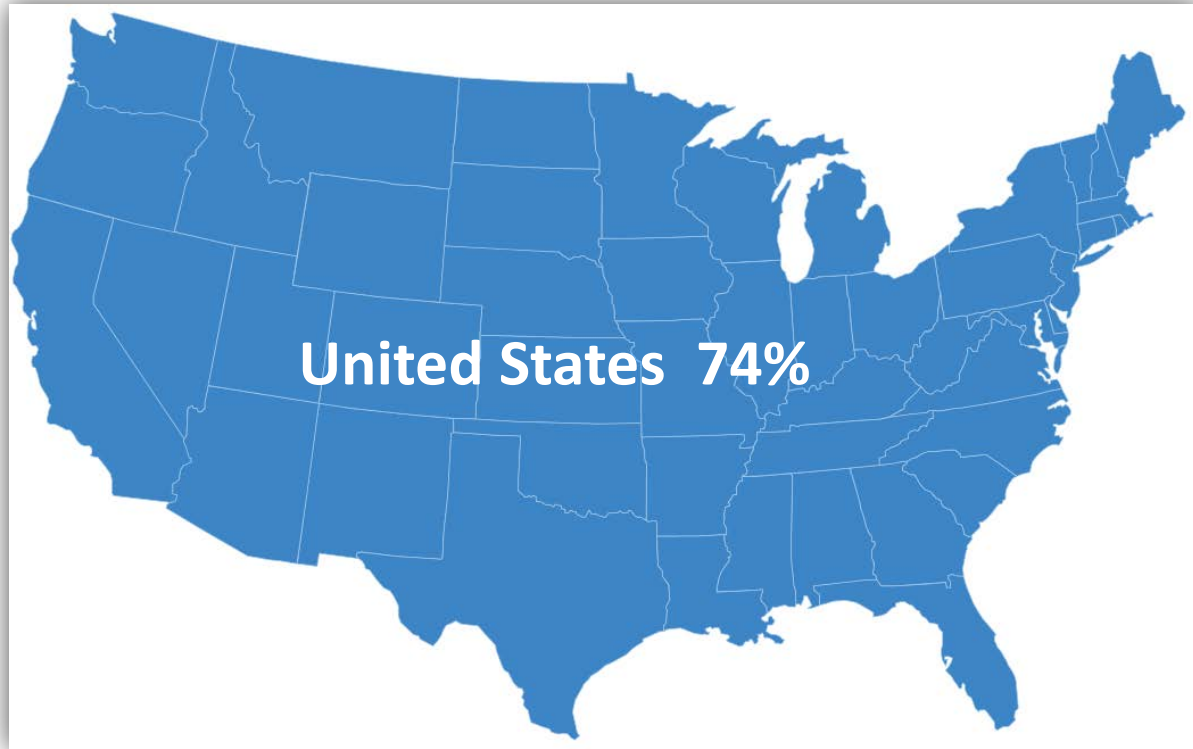
**Reengineering
Field
Operations**

Efficiency in Building an Address List

Reengineering Address Canvassing



2010 Mail Response Rate



Short Questionnaire

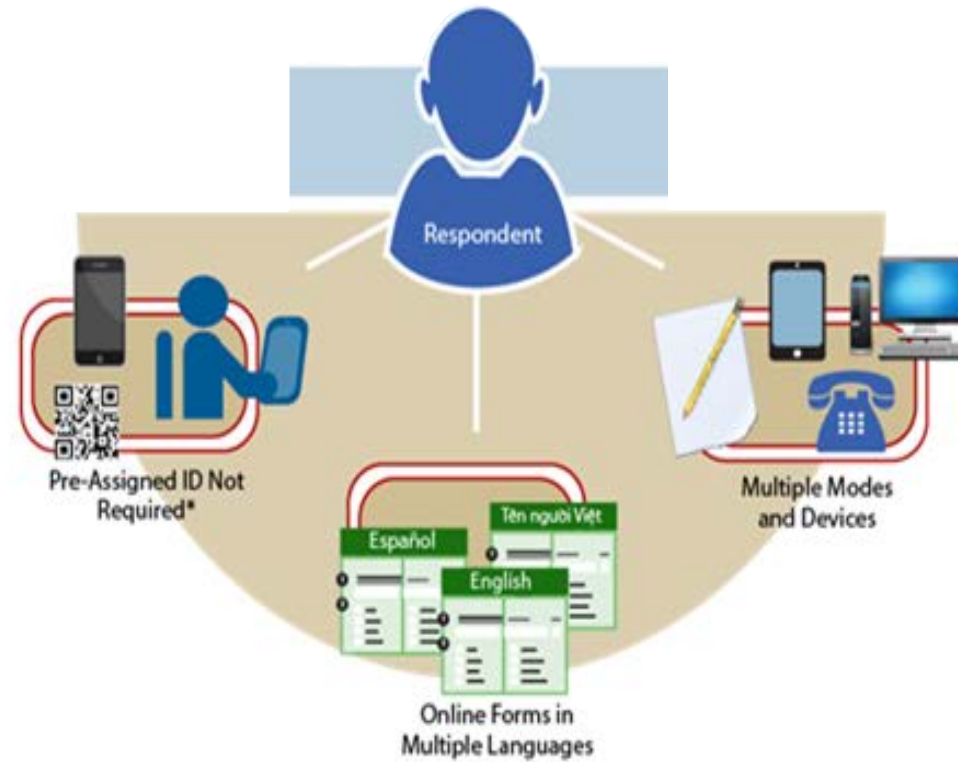
- Name
- Age & Date of Birth
- Sex
- Race & Origin
- Own or Rent Home
- Relationship
- Phone Number



Data protected by Title 13 Confidentiality

Easier Ways to Respond

Optimizing Self-Response

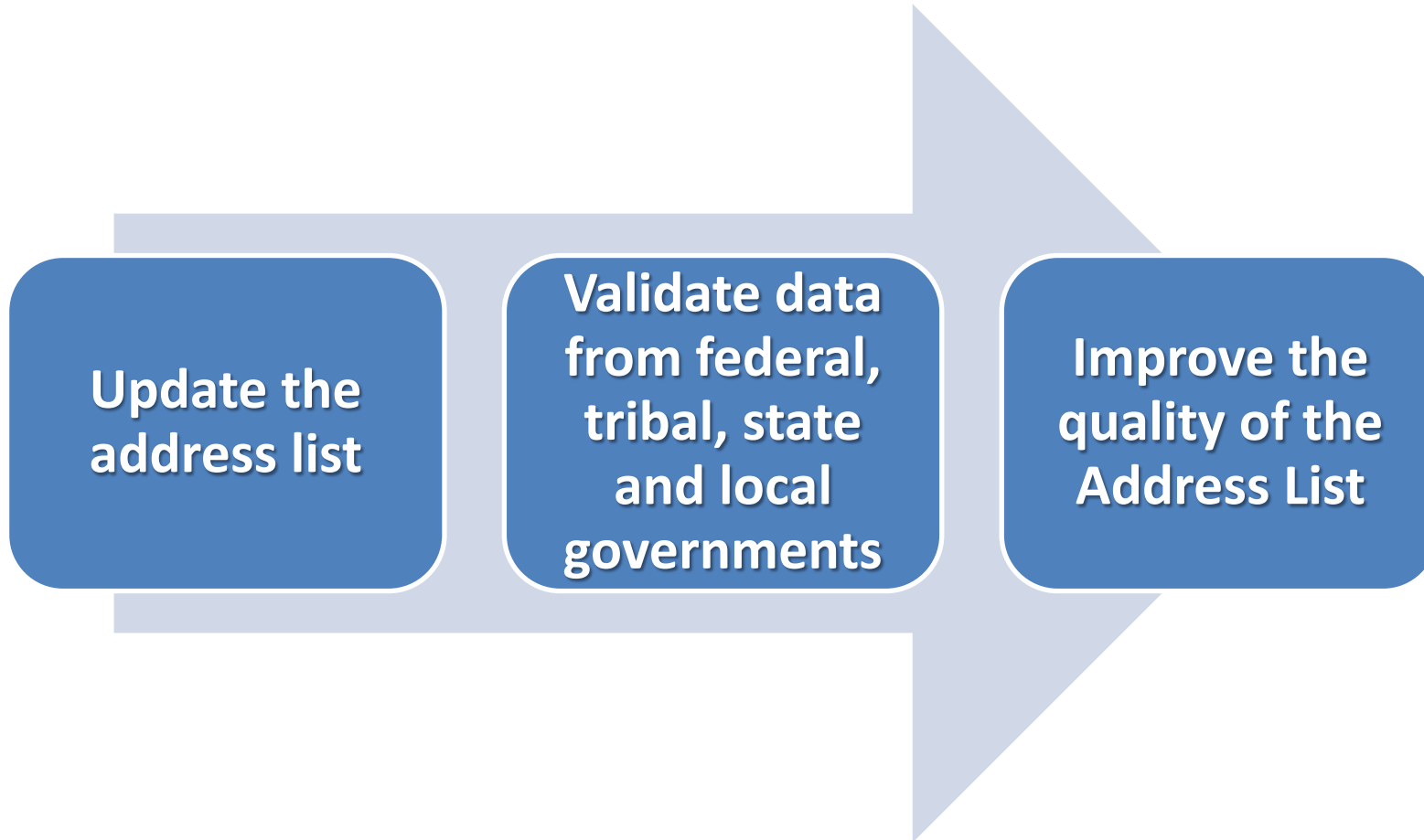


Make It Easy to Respond from Any Location at Any Time



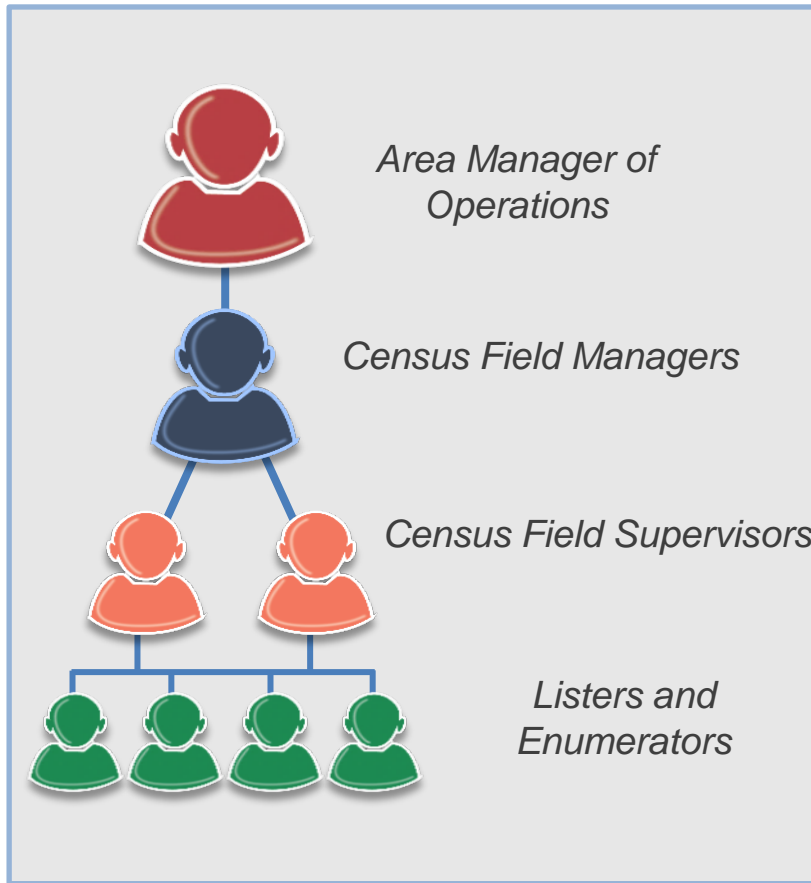
Better Use of Information We Already Have

Utilizing Administrative Records and Third-Party Data



More Efficient Field Operations

Reengineering Field Operations



Streamlined Office and Staffing Structure

Increased use of Technology



Questions?

Field Operations

2014 - 2016 Tests

Purpose

- Test proposed innovations
- Improve follow-up data collection methodologies.

Goals

- Test internet response & Telephone Response
- Test Questionnaire wording changes
- Test the use of new management structure and new technologies for collecting in-person data

National Self-Response Test

- National Sample
- Self Response Only
- Finalize Content/Wording of Questions for 2020
- Further testing of internet response and telephone questionnaire assistance in multiple languages

End to End Census Test

- Test flow of all operations from start to finish
- Refine procedures & technology
- Multiple sites
 - Pierce County, Washington
 - Bluefield-Beckley-Oak Hill, West Virginia
 - Providence County, Rhode Island

High Level Field Operations

- Address Canvassing (about 25% of country)
- Group Quarters
 - Many ops from nursing homes to homeless shelters
- Update Enumerate
 - List housing units & attempt to get data
- Non Response Follow-Up
 - Visit housing units that did not respond
- Coverage Measurement
 - Measure accuracy of Census

Key Dates

- Now – 2019
- April 2018
- Mid 2019
- Fall 2019
- Mid 2019
- Early 2020
- March 23, 2020
- April 1
- Mid May 2020
- August 2020
- December 31, 2020
- In Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response & Update Enumerate Start
- CENSUS DAY
- Non-Response Follow-up Starts
- Data Collection Complete
- Counts Delivered to President

Local Jobs - Critical

Office Positions

- Regional Census Center (Dallas for Denver region)
 - Managers, clerks, admin, geography, IT, space & leasing
- Area Census Offices (all states)
 - Managers, IT, and clerks

Work from Home

- Census Field Supervisors
- Enumerators
- Partnership Specialists & Assistants
- Recruiting Assistants



Questions?

Geography



The 2020 Census Geographic Partnership Opportunities

Geographic Partnership Opportunities

Supporting the 2020 Census



Local Update of Census Addresses



Participant Statistical Areas Program



Boundary and Annexation Survey

Local Update of Census Addresses

LUCA



What is It?

An opportunity for local governments to review the Title 13 addresses that will be used to conduct the Decennial Census

Why Participate?

Ensure the Census Bureau has an accurate list of housing units for your jurisdiction to facilitate the best count possible

Local Update of Census Addresses

LUCA



What's new in 2020?

- Provides address counts by census block in early 2017 and a public geocoding tool so you can geocode your address list to assess whether you'd like to participate:

<https://www.census.gov/geo/partnerships/luca.html>

<https://geocoding.geo.census.gov/>

- Includes census structure coordinates in the address list
- Also provides un-geocoded U.S. Postal Service Delivery Sequence File addresses.

Confidentiality and Security

- **The information provided to/from LUCA is covered under Title 13 of the United States Code which:**
 - Requires the Census Bureau to ensure confidential treatment of census-related information, including individual addresses and map structure points
 - Requires that all liaisons, reviewers, and anyone with access to Title 13 materials abide by Confidentiality and Security Guidelines

Local Update of Census Addresses

LUCA



Schedule

- January-February 2017 –
 - Advance Notice mailed to HEOs and other LUCA contacts
 - Early housing unit counts available by block

- March-December 2017 – Promotional Presentations

- July 2017 – Invitation and Registration mailed to HEOs

- October 2017 – LUCA Training Workshops begin (for registered participants)

- **December 15, 2017 – Last day to register** for LUCA

- February – April 2018 – Participants review and update the Census Bureau's Address List

- August – September 2019 – Census Delivers Feedback materials

2020 Participant Statistical Areas Program

PSAP



What is it?

An Opportunity for regional planners to review and update Census Tracts, Block Groups and Census Designated Places (CDPs) in preparation for 2020 data tabulation and publication in 2021.

How to Participate?

Census staff contact Tribal planners, Council of Government officials, or County planners who will redefine the statistical map of their jurisdiction using census provided software tools and data.

2020 Participant Statistical Areas Program

PSAP



Program Implementation

- 2020 PSAP plan created by the Census Bureau for review (*new for 2020*)
- 2 Phases: Delineation (120-days)
Verification (120-days)
- Includes both Tribal and Standard Statistical Areas

2020 Participant Statistical Areas Program

PSAP



Schedule

- Spring 2017: Program announcement
- Late 2018: Plan delineation
- Late 2019: Plan verification

Tools

- Geographic Update Program Software (GUPS) provided to all participants
- Paper map option for very small governments



Boundary & Annexation Survey

BAS



What is It?

An *annual* survey of all governments to collect legal boundaries in effect on January 1st of the BAS year.

Why Should your Government Participate?

Boundaries are used to tabulate data for:

- Decennial Census (year ending in 0)
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program (annually)
- American Community Survey (annually)

Boundary & Annexation Survey

BAS



Submission Deadlines:

March 1 of Survey Year: updates reflected in all subsequent censuses, surveys and estimates published for that year

May 31 of Survey Year: updates reflected in the following year's BAS

Participation Tools:

GUPS (Geographic Update Partnership Software), your GIS, paper maps

Review Online NOW using TIGERweb:

<https://tigerweb.geo.census.gov/tigerweb/>

Boundary Validation Program (BVP)

January 2020

- Highest Elected Officials (HEO) and Tribal Leaders (TL) are provided maps of jurisdictional boundaries for initial review and update in March 2020
- HEOs and TLs complete final validation of boundary changes provided during BVP or BAS by May 2020
- Boundaries as of January 1, 2020 will be used for 2020 Census data tabulation

Key Geographic Partnership Dates

2017

LUCA Advance Notice sent to Highest Elected Officials – **January**
BAS 2017 deadline to be included in the **ACS**, **March 1**
BAS 2017 deadline for updates to be included in next year's BAS – **May 31**
LUCA Invitation to review Master Address File – July 2017
BAS 2018 – annual invitation to update legal boundaries - **December**

2018

LUCA materials available for review- **February** 120 days ~ 4 Months
PSAP materials available for review -**December** 120 days
BAS schedule repeated as above

2019

LUCA Feedback provided to participants - August
LUCA Appeals Process - October
PSAP Verification materials available for review- Fall/Winter
BAS schedule repeated as above

2020

Boundary Validation Program maps sent to HEO/Tribal Chair -**January**
Census Day – April 1, 2020
Apportionment Counts to the President- by December 31, 2020
BAS schedule repeated as above

2021

Redistricting Counts to the State- by March 31, 2021
Statistical Areas become official – April 1
BAS schedule repeated as above

How you can prepare for geographic programs:

Review your Boundaries now and *respond* to the 2017 BAS

LUCA provides only those addresses **inside** your jurisdiction's boundaries, so if your boundaries are incorrect, you may not see your entire address list.

Get your local address list in shape for LUCA

- Determine unit designations for multi-unit buildings
- Determine residential vs. commercial addresses
- Geocode to current Census Tract/block

See <https://geocoding.geo.census.gov/>

Contact the PSAP lead agency for your Jurisdiction

Begin a review of 2010 tracts, block groups, and CDPs that need revision for 2020



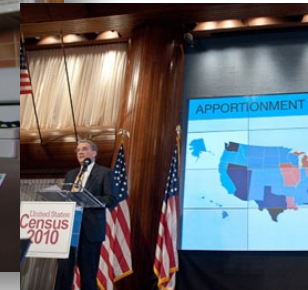
Questions Comments

Community Partnership and Engagement Program



Goals and Challenges

- **Motivate People to Respond**
- **Assure Respondents that their Data are Confidential and Secure**
- **Educate about Importance**
- **Support communities in their mobilization efforts**



Community Engagement and Partnership Program

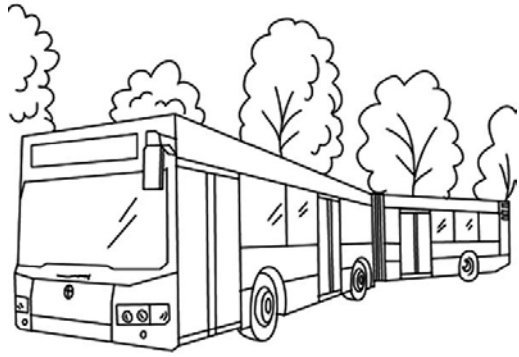
Census Staff

- Partnerships Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

Partnerships



United States[™]
Census
Bureau



State Complete Count Program



Local Complete Count Committee



Complete Count Committee Activities



Community Initiatives in Support of the Census



Statistics in Schools



- Main
- About
- Maps & Data
- Reference
- Partnerships
- Education

Maps & Data

- Maps & Data Main Page

Maps

- Census Data Mapper
- Reference
- Thematic
- Maps Available for Purchase

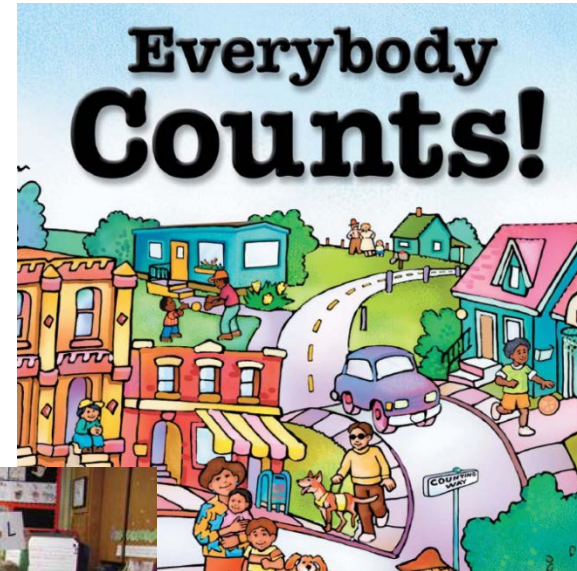
Data

- TIGER Products
- Census Geocoder
- Partnership Shapefiles
- Relationship Files
- Gazetteer Files
- Block Assignment Files
- Name Lookup Tables
- Tallies
- LandView

Thematic Maps

Thematic maps are data maps of a specific subject or for theme, such as the Centers of the Population Centers of 1

- Agriculture
- Business
- Centers of Population
- Housing and Living Arrangements
- Income and Poverty
- Natural Disasters
- Population Change
- Population Density
- Population Distribution
- Population Estimates
- Population Profiles
- Race and Ethnicity
- Sex
- Total Population
- Urban Areas
- Veterans of the United States



Media & Advertising



Critical Next Steps

1. Assessing Local Funding and Allocation Needs for 2019/2020
2. Participating in Boundary and Annexation Survey (BAS) and the Local Update of Census Addresses (LUCA)
3. Setting Up State, Local and Tribal Complete Count Programs
4. Jobs and Recruiting