

The 2020 Census: A New Design for the 21st Century

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Mission and Purpose

Mission of the U.S. Census Bureau

- To serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

Purpose of the 2020 Census:

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

Legal Framework

- **U.S. Constitution** – Establishes enumeration for purposes of representation and taxation, every 10 years
- **Census Act of 1790** – Establishes what, where, and how to count
- **U.S.C. Title 13** – Authorizes collection of data beyond headcount; timeline for providing apportionment & redistricting data to states
- **Public Law No. 94-171** – Work with states on redistricting

Uses of the Data

- Apportion the U.S. House of Representatives
- Draw congressional and state legislative districts, school districts, and voting precincts
- Enforce voting rights and civil rights legislation
- Provide funds to states and tribal governments
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of market)
- Provide population benchmarks for nearly every other United States survey

Historical Changes

- **Organization** – Temporary to Permanent Organization (1902)
- **Workforce** – Politically Appointed ‘marshals’ to civil servant workforce
- **Questions** – Determined by Congress, delegated to Census Bureau; different each Census
- **Technology** – In mapping, enumeration, data processing
- **Partnerships** – From little to several to many, in address preparation, questionnaire design, and advertising/communication

The Goal

Count Everyone

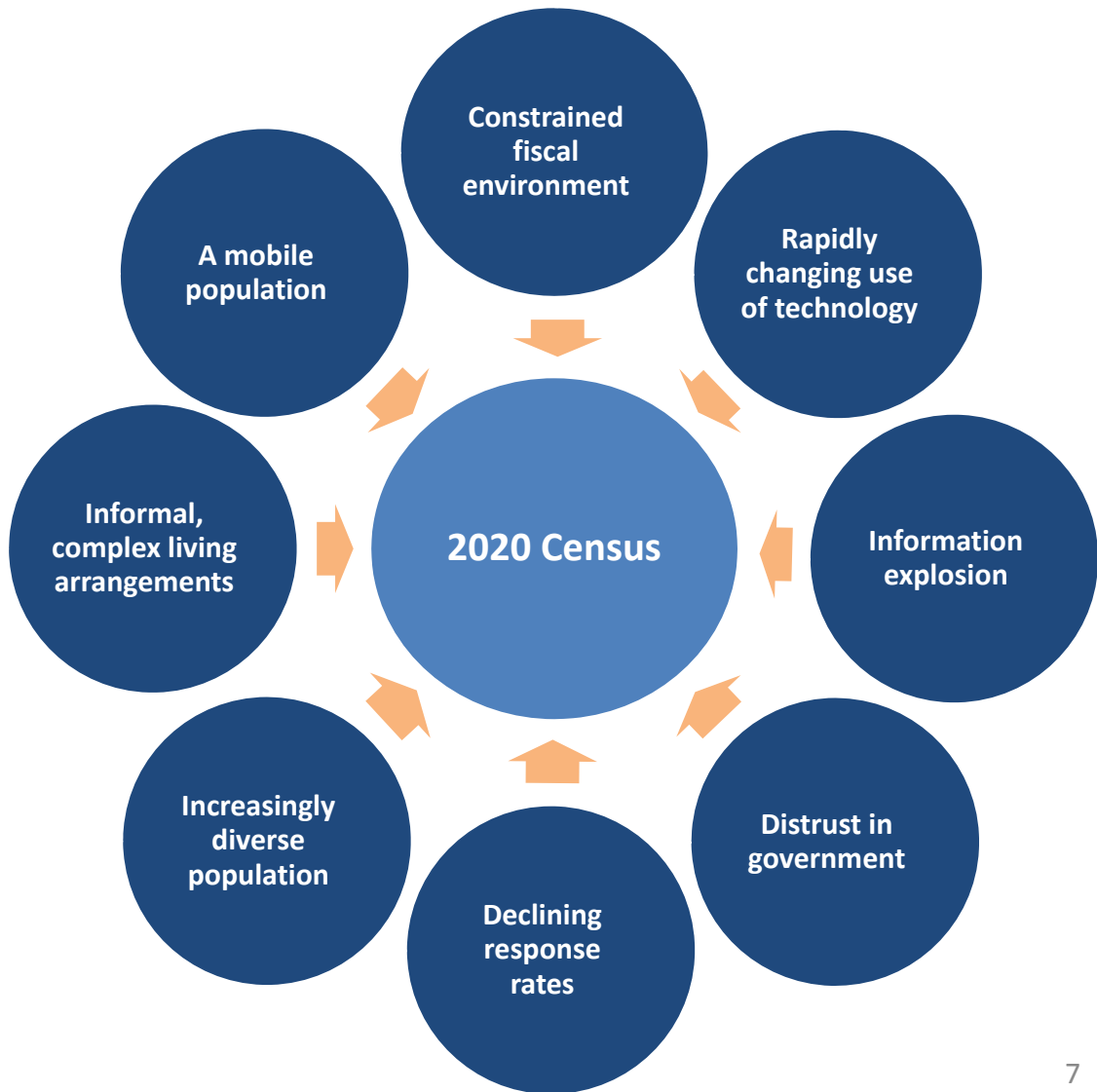
- *Once*

- *Only once*

- *In the right place*

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 Goals and Key Innovation Areas

Overarching Goal: To count everyone once, only once, and in the right place

Challenge Goal: Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

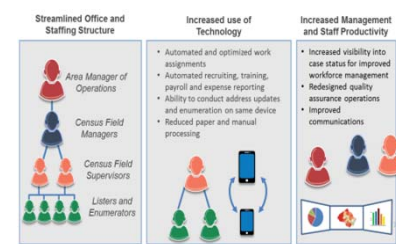
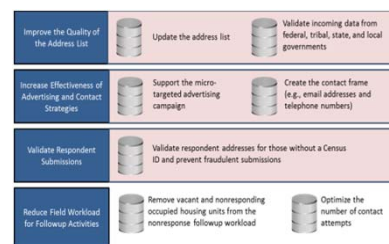
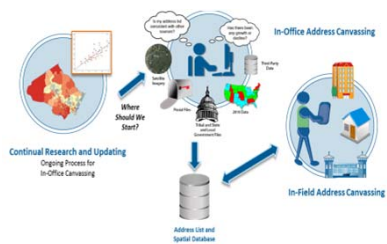
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

Reengineering Field Operations



A New Design for the 21st Century

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.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

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

Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- 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 Everyone Once
In the Right Place**

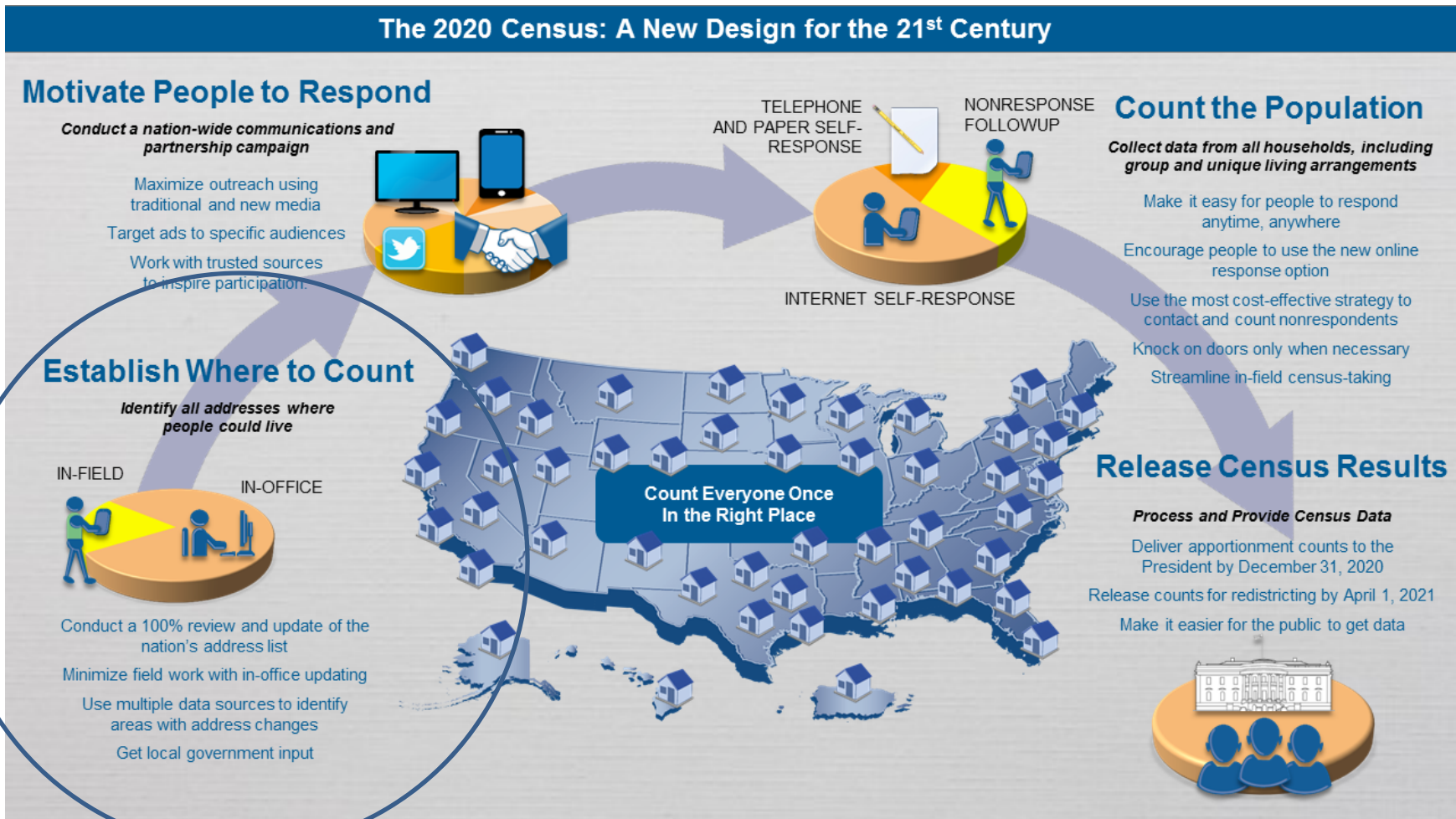
Release Census Results

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



Establish Where to Count



Establish Where to Count – Overview

- Purpose
 - To ensure a complete and accurate address list to serve as the basis for our efforts to reach people, motivate them to respond, and ultimately count the population
- Basic Process
 - Maintain a master list of addresses throughout the decade to serve as a foundation for the Census
 - Update the list prior to the Census
 - Also update the list throughout the Census

Establish Where to Count – Overview

- Innovations/Changes since 2010
 - Reengineering to take advantage of in-office activities (e.g. GIS, partner data) rather than more expensive and time consuming in-field visits
- Timing
 - On-going work throughout the decade
 - Final 2020 Census address file delivered prior to enumeration

Motivate People to Respond

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Motivate People to Respond

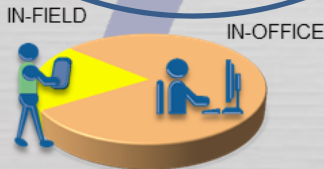
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Count Everyone Once In the Right Place

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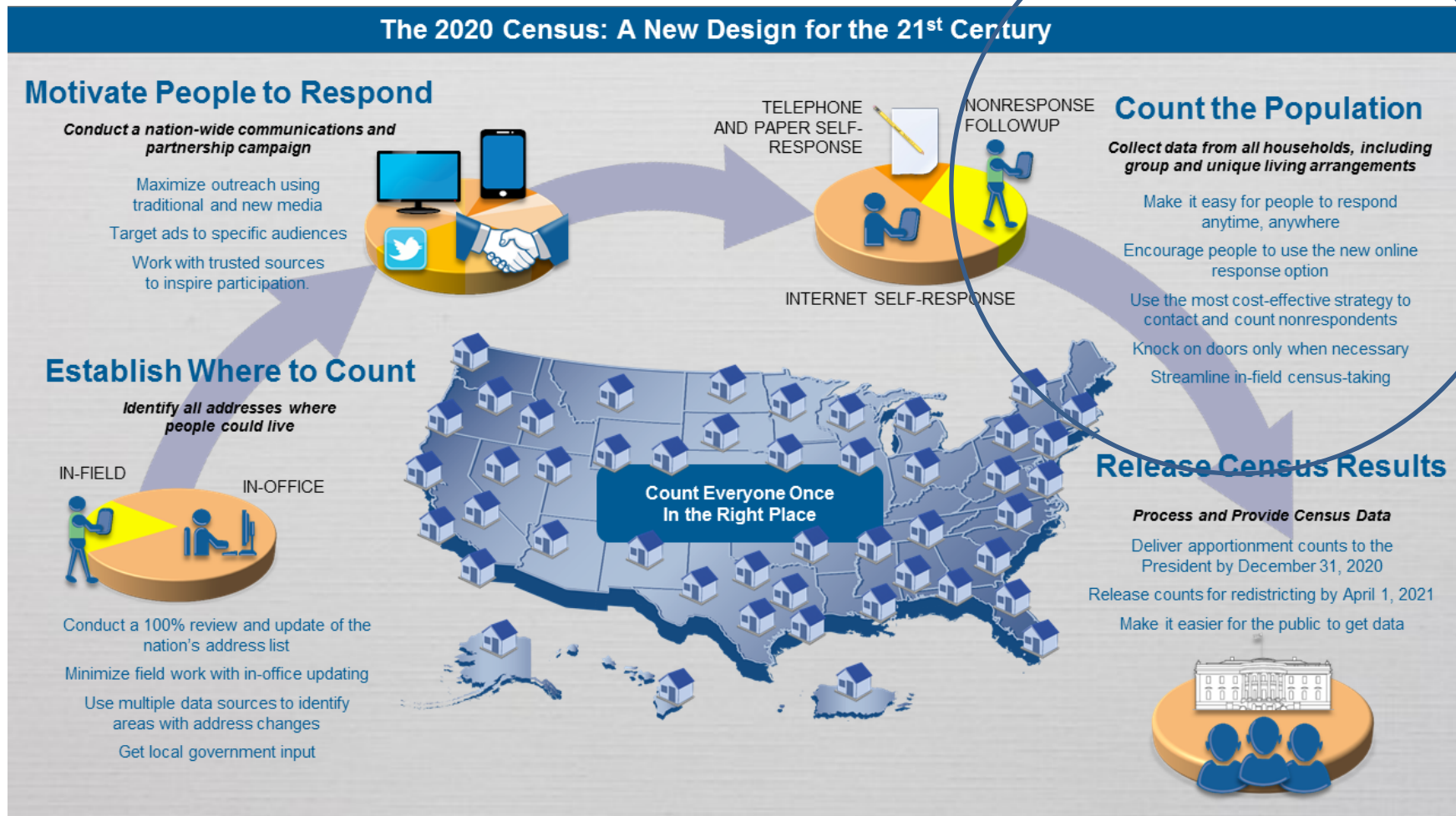
Motivate People to Respond – Overview

- Purpose
 - To communicate the importance of Census 2020
 - To get people to respond on their own (self-respond)
- Basic Process
 - Segment audience
 - Nationwide advertising campaign
 - Promotional partnerships
 - Invitations and reminders to participate

Motivate People to Respond – Overview

- Innovations/Changes since 2010
 - Use new media, especially digital
 - Target ads to specific audiences
- Timing
 - Primarily Jan 2020 through late summer 2020
- Promotional Partnerships

Count the Population



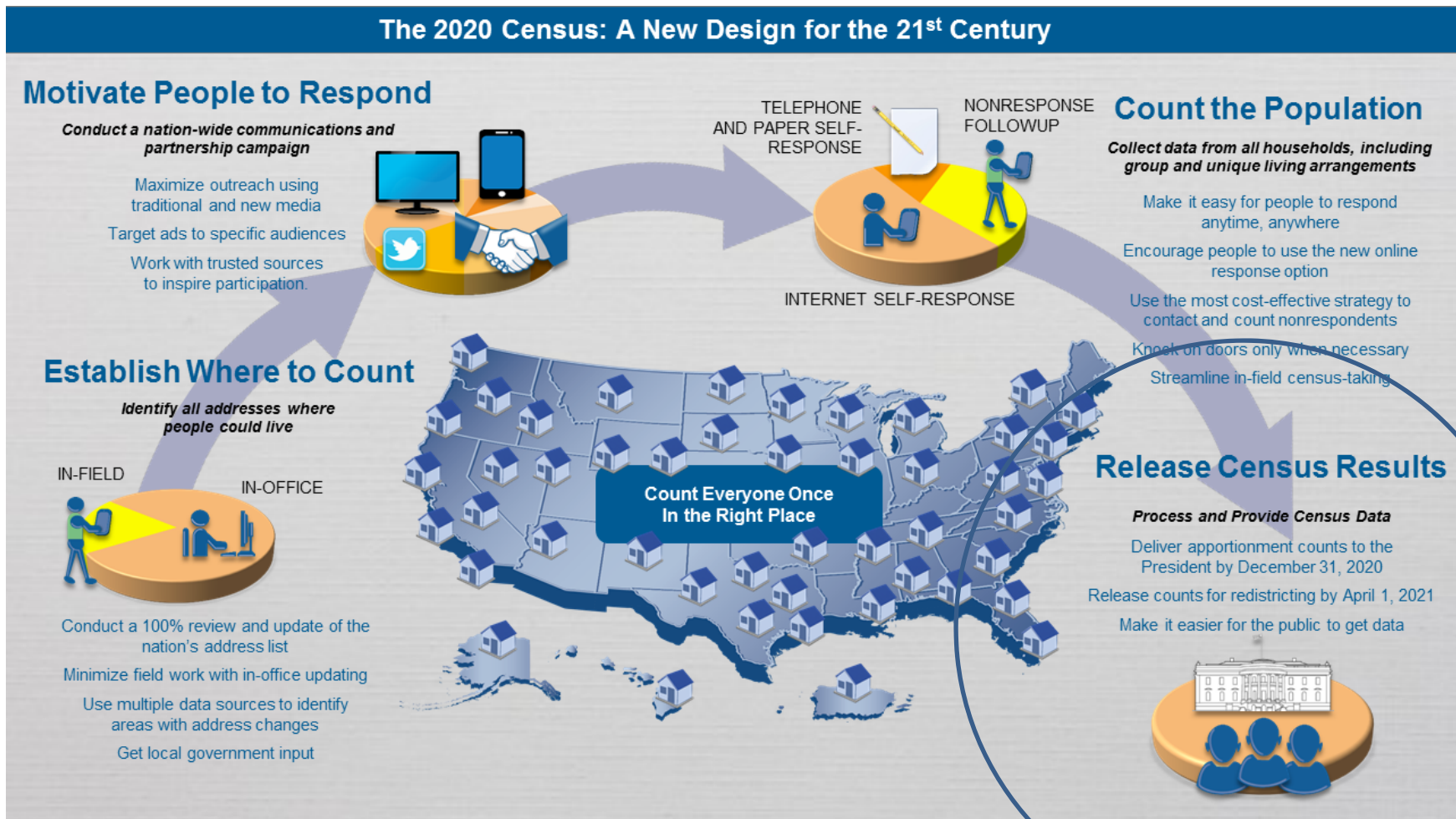
Count the Population – Overview

- Purpose
 - Collect data from all households, including group and unique living arrangements
- Basic Process
 - Design and distribute materials – paper & intranet
 - Capture data
 - Self-response (internet, paper, telephone)
 - Special circumstances / Unique living arrangements
 - Follow-up on non-responders
 - Review counts

Count the Population – Overview

- Innovations / Changes since 2010
 - Internet self-response as primary mode
 - Use of partnership data to reduce in-person followup
 - More automated field operations
- Timing
 - Census day is April 1, 2020
 - Spring 2020 (Jan/Feb in Remote Alaska)
 - Special enumerations completed by August

Release the Results



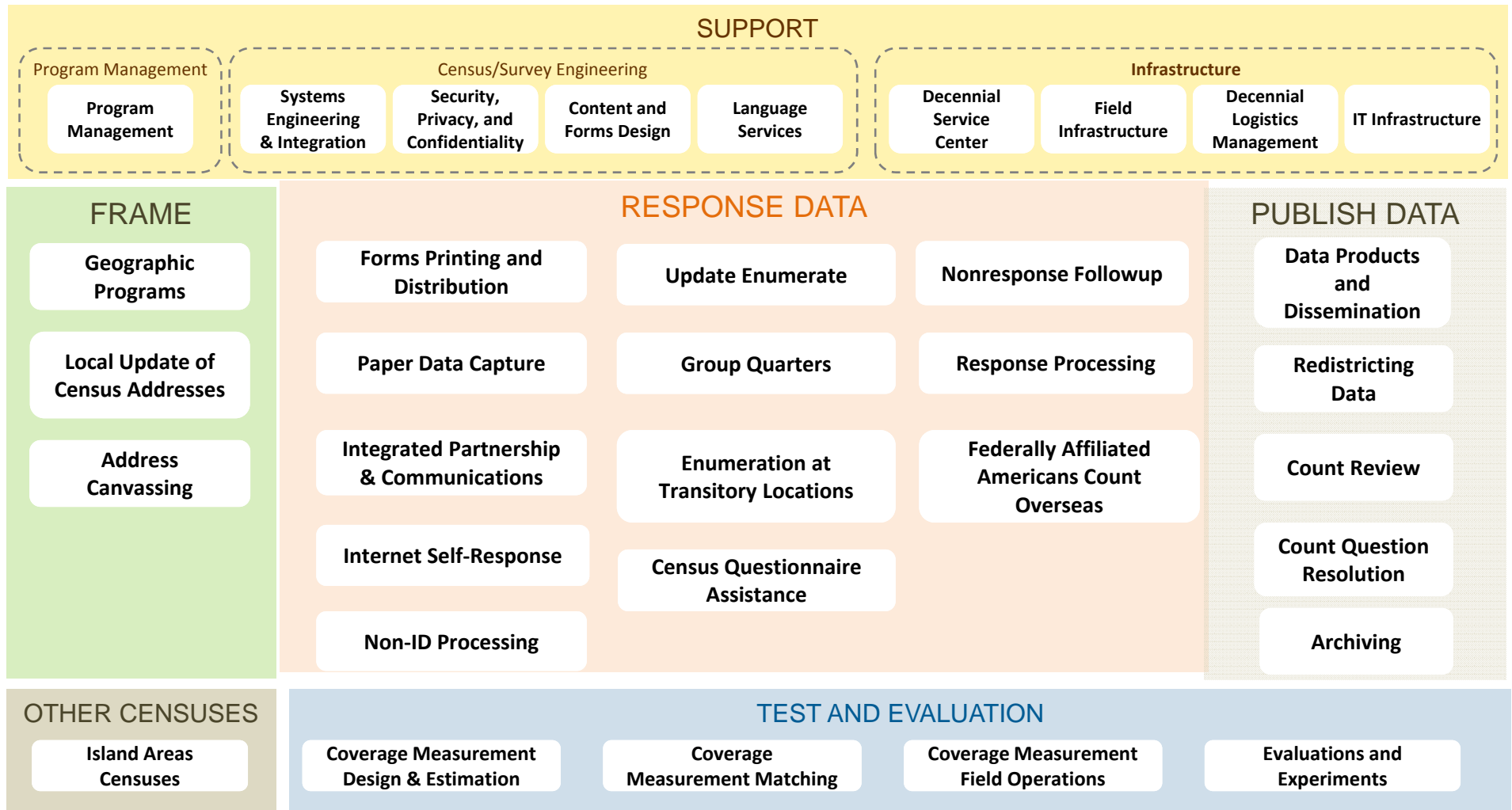
Release the Results – Overview

- Purpose
 - To prepare the final Census 2020 data products
- Basic Process
 - Collate all edited data
 - Produce products
 - Apportionment
 - Redistricting
 - Public use files
 - Resolve challenges

Release the Results – Overview

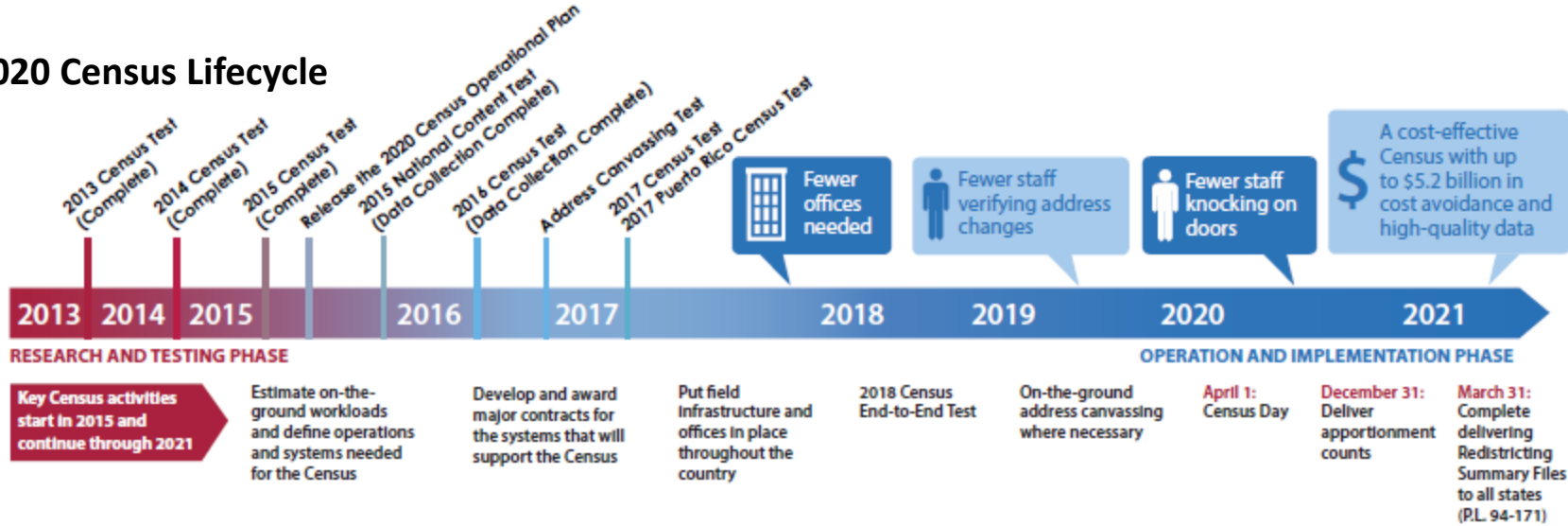
- Innovations / Changes since 2010
 - Enterprise solutions and enhanced systems
 - Focus on data user-centric capabilities
- Timing
 - Apportionment counts to President no later than December 31, 2020
 - Redistricting data to states by April 1, 2021
 - Other data products May 2021 – April 2023
 - Public release of Census 2020 questionnaires no earlier than 72 years – April 1, 2092

2020 Census Operations



The 2020 Census-Where Are We Today?

2020 Census Lifecycle



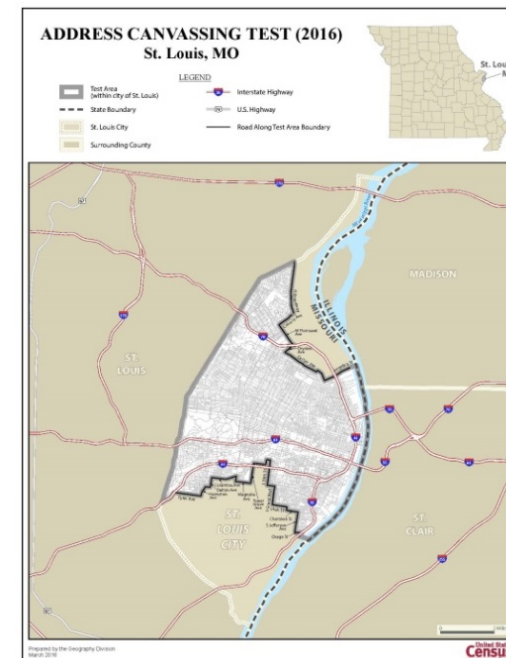
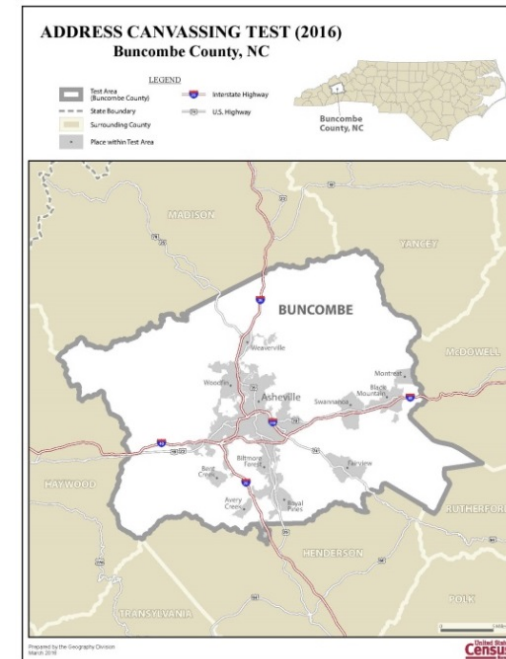
Address Canvassing Test

Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 7,500 blocks in total
 - One site is a mix of urban, suburban and rural territories
 - One site is a principal city of a metropolitan statistical area

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations



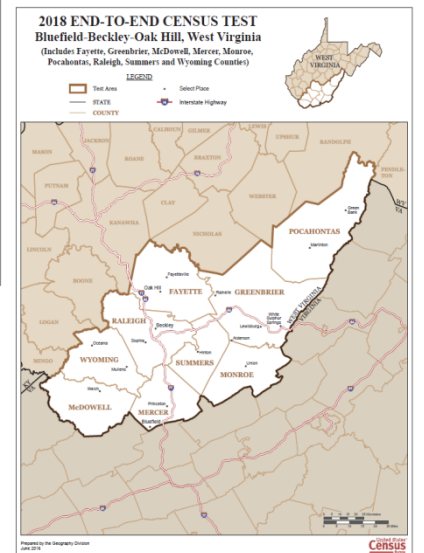
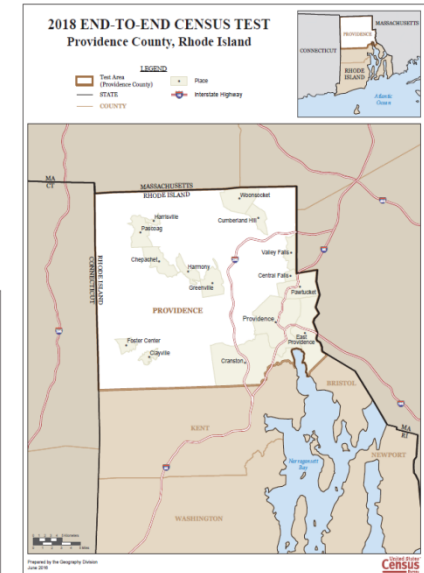
2018 End-to-End Census Test

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



The 2020 Census

Looking Ahead

Address Canvassing Test

- 2016** **Boundary and Annexation Survey** – Governmental entities receive their annual invitation to update their legal boundaries
- Publish Proposed 2020 Residence Rule and Situations** with 30-day Comment Period
- Award Contract for the 2020 Census Questionnaire Assistance (CQA)**
- Award Integrated Communications Contract**
- Publish Final 2020 Residence Rule and Situations (Late 2016)**

Puerto Rico Census Test

- 2017** **2017 Census Test (April 1st Census Day)**
- Topics to Congress** – by April 1, 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** **2018 End-to-End Test (April 1st Census Day)**
- Question Wording to Congress** – by April 1, 2018

- 2019** **Partnership Program** – Launch of the partnership program
- Complete Count Committees** – Formation of committee's should be complete

Advertising – Begins in early 2020

- 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

What is CEDSCI?

- CEDSCI stands for the **Center for Enterprise Dissemination Services and Consumer Innovation**.
- CEDSCI is looking to **centralize and standardize** the data, metadata, and software needed to build dissemination tools and provide easy access to all Census Bureau public use content to improve the users' experience.
- **Why?** - Right now we have several different data dissemination tools. AFF, Quick Facts, Easy Stats, DataFerrett, the Census API and many others. These are all systems with their own **data and metadata databases**. They use their own infrastructure, own software, and the duplication exists in many of these systems. Taking a customer focused approach to dissemination.

CEDSCI Goals & Benefits

Transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers to:

- Enable a customer-centric and innovative dissemination environment
- Increase visibility and utility of Census data
- Operate as an efficient enterprise program

Improve Customer Satisfaction

The CEDCSI program allows for increased customer satisfaction through standardizing and normalizing Census content.



Personalized Experience

The U.S. Census has an opportunity to drive a personalized customer experience, providing customers with access to improved web features, self-service data capabilities, and omni-channel integration.



Public Perception

Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.



Grow Our Audience

Building an enhanced digital platform will better serve the American people to help grow the Census audience.



Reduce IT Costs

The consolidation of data dissemination systems, processes, and tools saves costs by eliminating duplicate systems and processes while using existing tools better and by making the workplace more efficient and effective.



Strategic Planning

A unified, analytics-driven, actionable and highly understandable model that provides a single consumer-centric planning framework. Supports more effective strategic decision-making gather customer insights, develop analytics, and drive behavior.



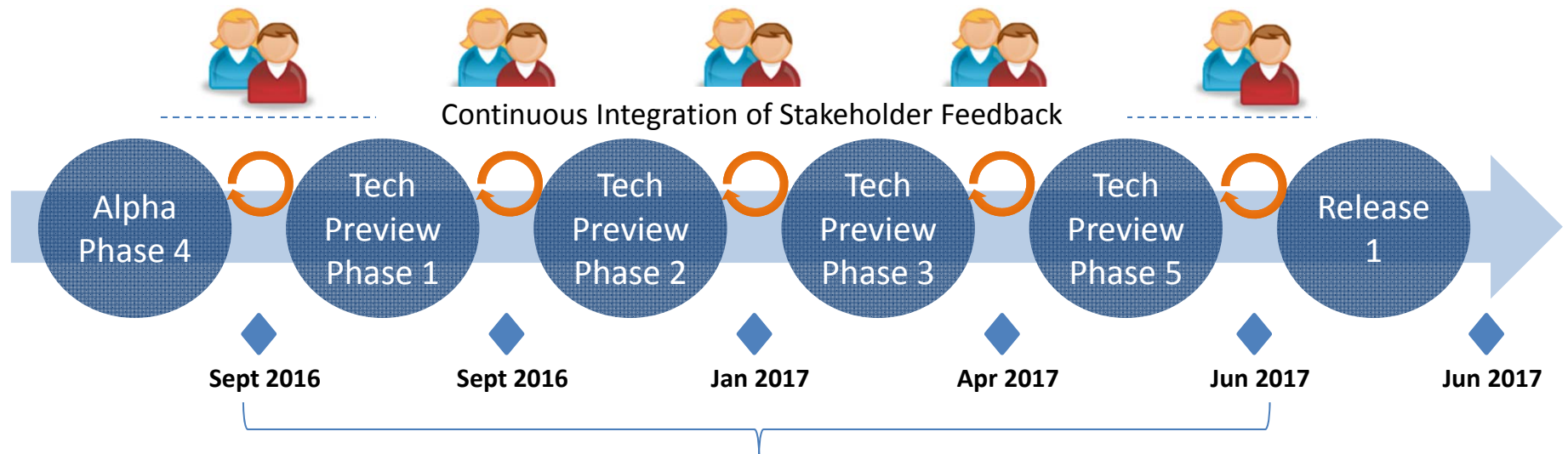
Efficient Operations

A shared service operating model for enterprise-wide dissemination provides operational efficiencies.



CEDSCI's Iterative Approach

CEDSCI is being developed in an iterative process with stakeholder feedback driving continuous improvements along the way



**CEDSCI's technical preview phases are only intended for beta-testing and not intended for official use. For official U.S. statistics during this time, please use current Census.gov tools.*

CEDSCI Video

CEDSCI Prototype Video!

<https://data.census.gov/preview/>

Upcoming Webinar

- A live training webinar, "Technical Preview of the New Census.gov Data Dissemination," will be presented on:
Wednesday, October 26, 2016.
- For more information, go to FDLP's website and register for this event.

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



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More information on the 2020 Census:
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More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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