2020 Census Overview and Update

2018 Federal Depository Library Conference
October 23, 2018

Erika H. Becker-Medina,
Chief of the Decennial Communications Coordination Office

The Decennial Census

Purpose:

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

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. 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.*
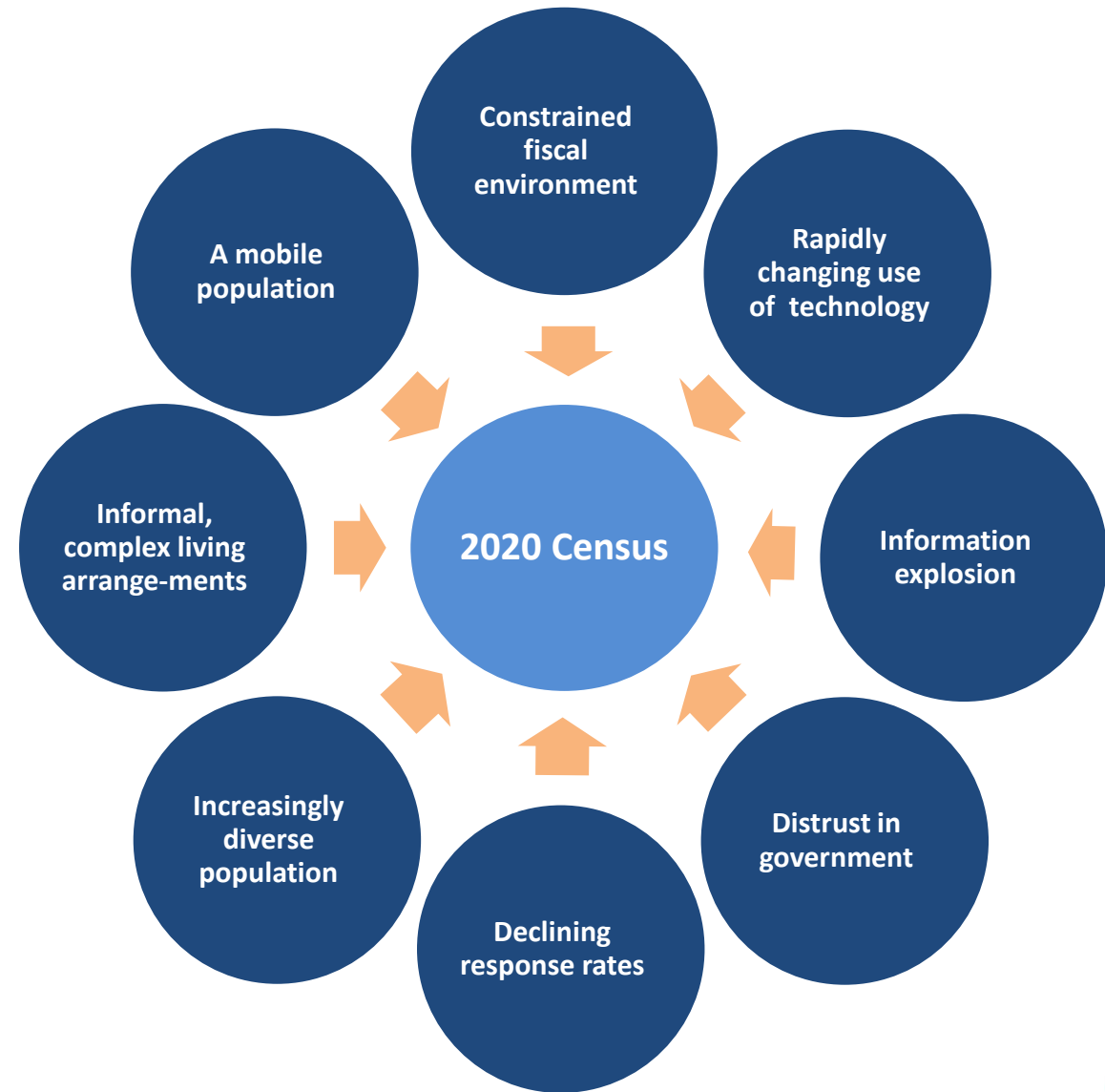
Primary Uses of Decennial Census Data:

- 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)

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The Decennial 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.

Constrained fiscal environment

A mobile population

Rapidly changing use of technology

Informal, complex living arrange-ments

2020 Census

Information explosion

Increasingly diverse population

Distrust in government

Declining response rates

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2020 Census
A Complete and Accurate Count of the Population and Housing

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

GROUP QUARTERS

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

Count everyone once, only once, and in the right place.

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2020 Census
Establish Where to Count

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

GROUP QUARTERS

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

Identify all addresses where people could live
- Conduct a 100-percent review and update of the nation's address list
- Use tablets and laptops to verify addresses in the field, building on the use of handheld devices for address listing in the last census
- Minimize in-field work with in-office updating
- Use aerial and street-view imagery to review addresses from the office and updating most Master Address File/Topologically Integrated Geographic Encoding and Referencing system (MAF/TIGER) data remotely, substantially cutting in-person workload
- Leverage workload models and technology to efficiently manage and route on-the-ground staff assignments for Address Canvassing
- Use multiple data sources to identify areas with address changes
- Get local government input, e.g., through Local Update of Census Addresses (LUCA)

2020 Census
Motivate People to Respond

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

GROUP QUARTERS

Conduct a nationwide communications and partnership campaign

- Build on the success of using paid advertising and audience segmentation in recent decades
- Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
- Add digital advertising to target and tailor messages to various audiences

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

2020 Census
Integrated Partnership and Communications

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet

- Raise and keep awareness high throughout the entire 2020 Census to encourage response

PUBLIC RELATIONS AND EVENTS, AND CRISIS COMMUNICATIONS

RAPID RESPONSE ACTIVITIES

STATISTICS IN SCHOOLS

DATA DISSEMINATION

FIELD RECRUITMENT ADVERTISING AND COMMUNICATIONS

STAKEHOLDER RELATIONS AND PARTNERSHIP PROGRAM

SOCIAL MEDIA

ADVERTISING AND MEDIA BUYING

WEBSITE DEVELOPMENT AND DIGITAL ACTIVITIES

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2020 Census
Integrated Partnership and Communications: 2020 CBAMS

2020 CBAMS Research

CBAMS Survey

The quantitative component of CBAMS will consist of a survey that will test the message frames that will be used to ultimately shape actual messages, rather than the messages themselves.

CBAMS Focus Groups

The qualitative component of CBAMS is designed to draw input from a wide variety of audiences at the very beginning of the message/creative development process.

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2020 Census

Integrated Partnership and Communications: Components
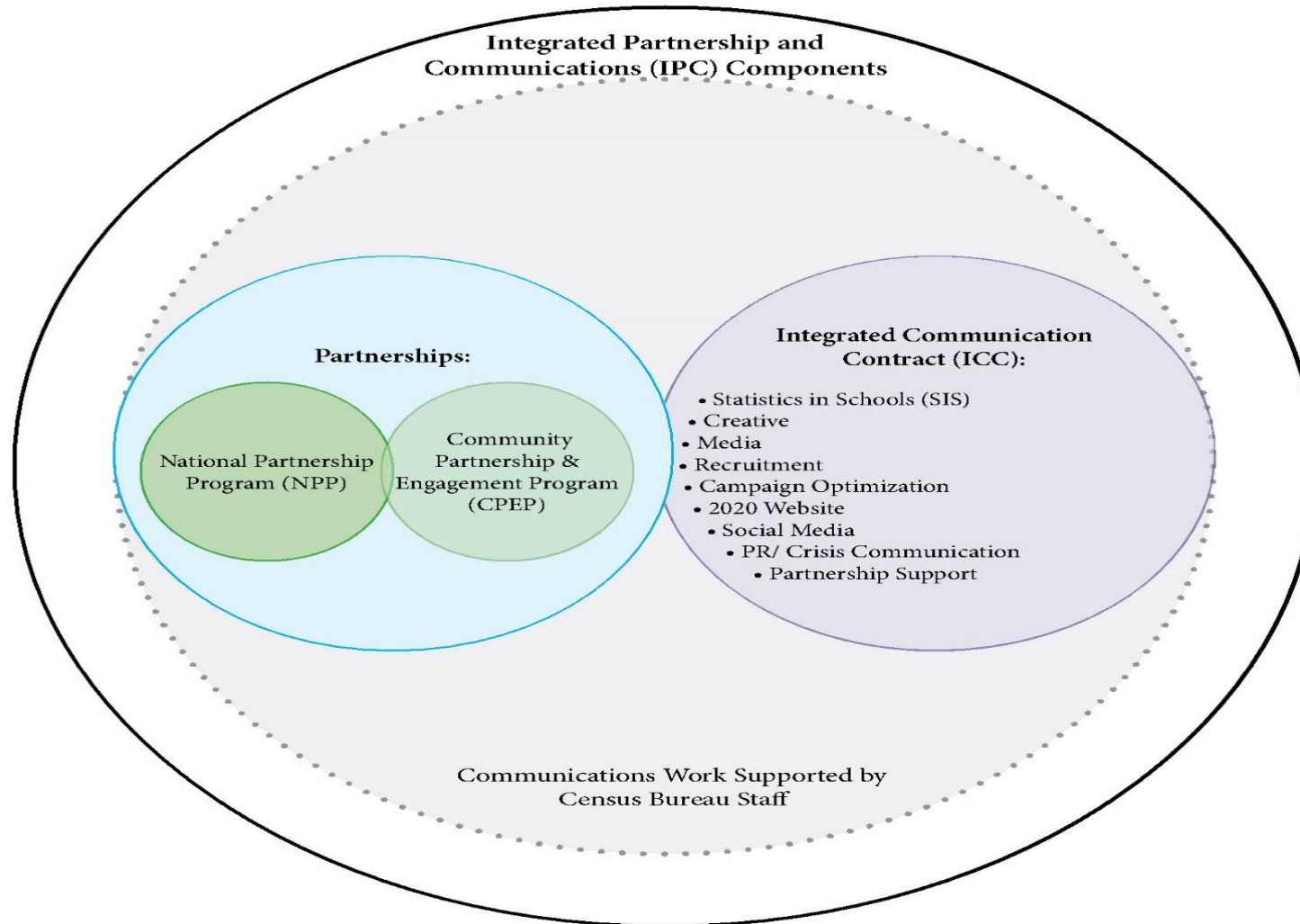
2020 Census
National Partnership Program (NPP)

NPPs purpose and mission is to leverage other voices to increase response to the Census and to "develop sustaining and transformational engagements". This will be done by:

Co-creating commitments with partners that can reach many more, creating a "network effect";
Accelerating ideas into action working with organizations in many sectors, leveraging a proven, iterative process;
Providing informational resources to those who have the expertise, creativity, reach and who know their communities, audiences, and constituents better than anyone else.

Activity	Date
Partnership Specialist hiring	*October 2018-June 2019*
Partnership Specialist trainings: Media Training, ROAM Training, Manager Training	*November 2018-March 2019*
Outreach to state, county, and local governments	*Ongoing*
Outreach to schools, non-governmental orgs, media, and affinity groups	*Ongoing*

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2020 Census
Community Partnership and Engagement Program (CPEP)

CPEP's purpose and mission is to enroll community partners to help increase participation in the census by those who are less likely to respond or are often missed by using what we call the 3 "E's"

Educate people about the 2020 Census and foster cooperation with enumerators.

Encourage community partners to motivate people to self-respond.

Engage grassroots organizations to reach out to hard-to-count groups and those who aren't motivated to respond to the national campaign.

Activity	Date
National partnership press event with: the Latino Coalition, the National Black Chamber of Commerce, and the Asian/Pacific Islander American Chamber of Commerce and Entrepreneurship	*October 2, 2018*
National Kids Count Conference	*October 17, 2018*
Remarks to Federation of Pediatric Organizations	*October 19, 2018*
Federal outreach	*Ongoing*
Faith-based outreach	*Ongoing*

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2020 Census
CPEP-Partnerships Throughout the United States

State Complete Count Commissions

Form State Complete Count Commissions with the highest elected officials for each state.

Complete Count Committees

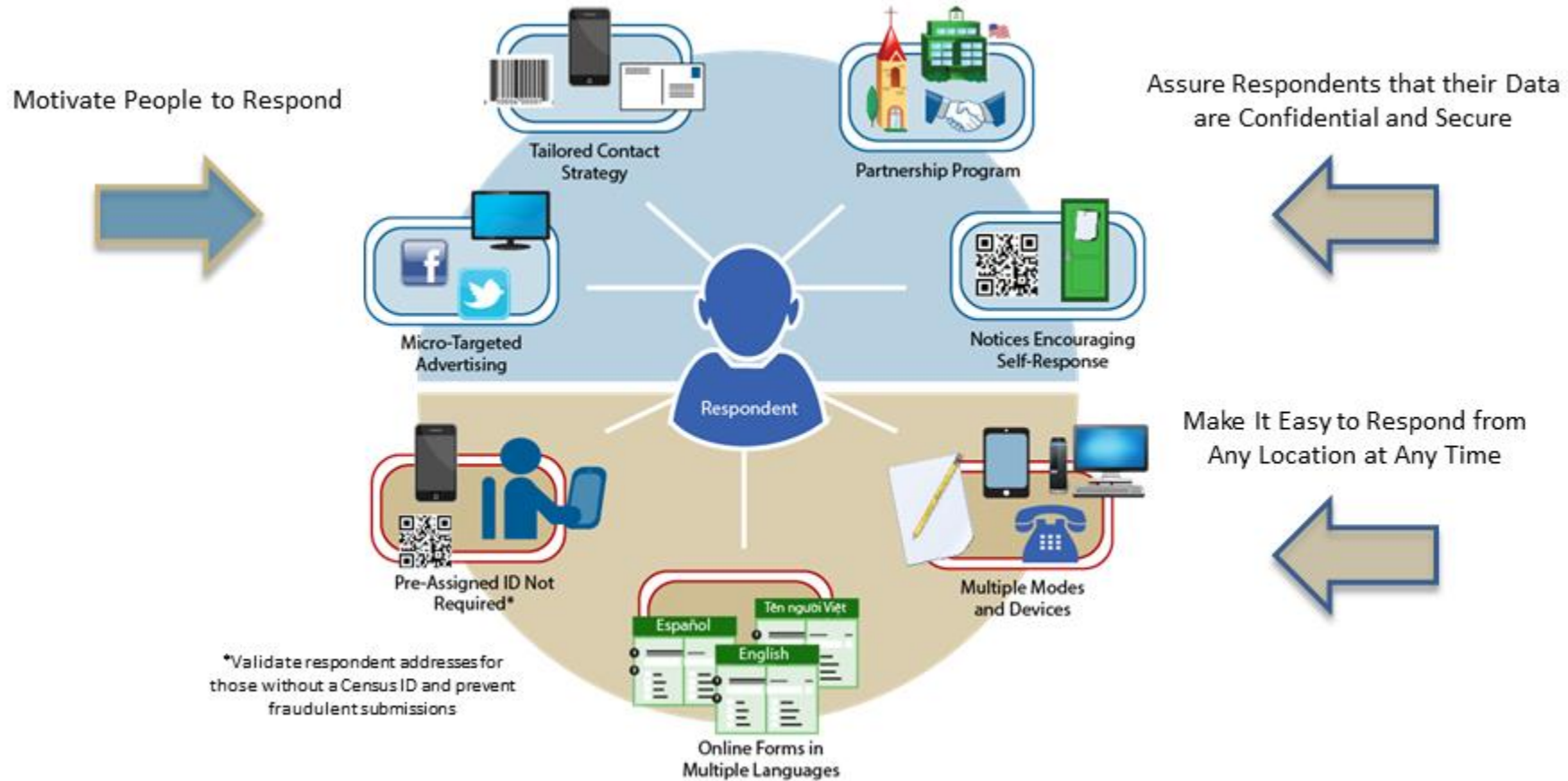Form Complete Count Committees at the county, municipal, and community levels.

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2020 Census
Self-Response

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

GROUP QUARTERS

Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Provide options for responding via the telephone and paper questionnaires
- New adaptive design techniques enable more flexible and seamless self-response options than for previous censuses

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

United States Census 2020

2020 Census
Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Tailored Contact Strategy

Partnership Program

Assure Respondents that their Data are Confidential and Secure

Micro-Targeted Advertising

Respondent

Notices Encouraging Self-Response

Pre-Assigned ID Not Required*

Make It Easy to Respond from Any Location at Any Time

Multiple Modes and Devices

*Validate respondent addresses for those without a Census ID and prevent fraudulent submissions

Online Forms in Multiple Languages

2020 Census Language Program
Summary of Non-English Support

Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)	• 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese *Chinese (Simplified) for ISR;* *** Chinese (Mandarin and Cantonese) for CQA* Language Selection Criteria: 60,000 or more housing units
Language Guides (Video and Print) **Language Glossaries** **Language Identification Card**	• 59 Non-English Languages • Language Guides include American Sign Language, braille, large print
Paper Questionnaire & Mailing Materials **Field Enumeration Instrument & Materials**	• Spanish
Communications and Partnership	• Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum) • Procedures and Materials to Support Partnership Specialists and Partners • Support Materials for Regional Offices and Partnership Specialists

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2020 Census
Nonresponse Followup

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

GROUP QUARTERS

ESTABLISH WHERE TO COUNT

TABULATE DATA AND RELEASE CENSUS RESULTS

Collect data from all households, including group and unique living arrangements
- Leverage automation to efficiently manage and route on-the-ground field staff, as well as manage case assignment and the number of contact attempts
- Field workers will use handheld devices for collecting the data
- Operations such as recruiting, training, and payroll will be automated
- Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units

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2020 Census
Group Quarters

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

ESTABLISH WHERE TO COUNT

GROUP QUARTERS

TABULATE DATA AND RELEASE CENSUS RESULTS

Enumerate people living or staying in group quarters and provide an opportunity for people experiencing homelessness and receiving service at a service-based location to be counted in the census

- Conduct In-Office Group Quarters Advance Contact
- Conduct Group Quarters Enumeration of all group quarters through in-field visits or administrative records data

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2020 Census
Tabulate Data and Release Census Results

SELF-RESPONSE

NONRESPONSE FOLLOWUP

MOTIVATE PEOPLE TO RESPOND

ESTABLISH WHERE TO COUNT

GROUP QUARTERS

TABULATE DATA AND RELEASE CENSUS RESULTS
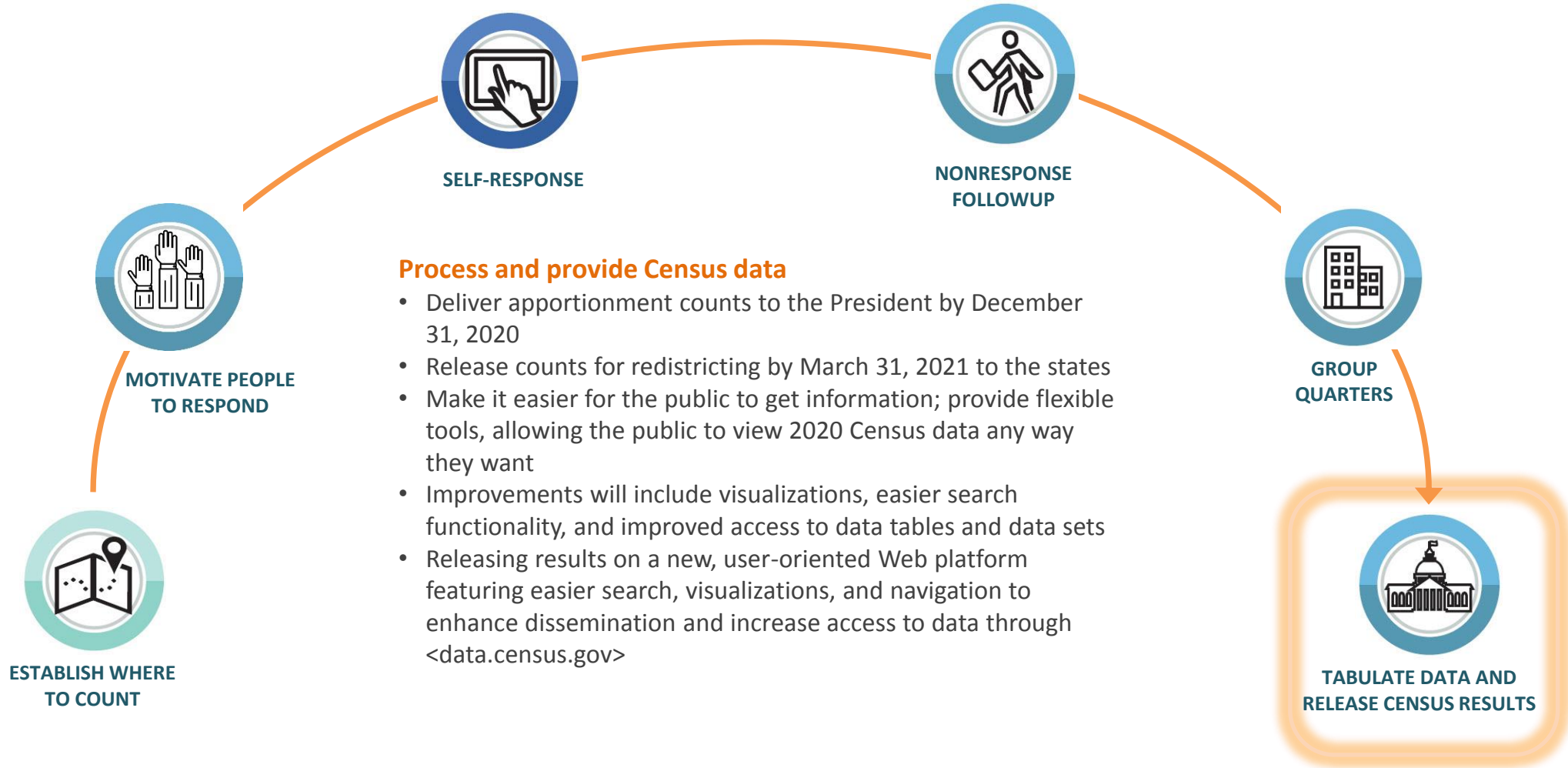
Process and provide Census data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by March 31, 2021 to the states
- Make it easier for the public to get information; provide flexible tools, allowing the public to view 2020 Census data any way they want
- Improvements will include visualizations, easier search functionality, and improved access to data tables and data sets
- Releasing results on a new, user-oriented Web platform featuring easier search, visualizations, and navigation to enhance dissemination and increase access to data through <data.census.gov>

United States Census 2020

2020 Census
High-Level View of Tests

Test	Focus	Results
2013 Field Test	Small proof of concept test focused on new approach to Nonresponse Followup	Successfully implemented daily case assignments and the application of administrative records to reduce the Nonresponse Followup workload
2014 Census Test	Operational study of self-response and Nonresponse Followup procedures	Tested initial Internet response strategy and further developed Nonresponse Followup procedures
2015 Self-Response Test	Operational study of self-response procedures	Tested advertising strategies, internet response, contact strategies for maximizing Internet response, and the ability to allow people to respond to the census without using an identification code previously provided by the Census Bureau
2015 Census Test	Operational study of new field staffing and automated management and case assignment procedures	Showed that management of field data collection utilizing new roles, responsibilities, and staffing ratios were successful, and that entry of enumerator work availability, workload optimization, and electronic payroll were effective and efficient
2015 National Content Test	Examined new and newly structured census questions	Indicated that a combined race/ethnicity question may yield better data, and that collecting data in a new Middle Eastern/Northern Africa category can be successful

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2020 Census
High-Level View of Tests (Continued)

Test	Focus	Results
2016 Census Test	Focused on the integration of self-response and NRFU	Successful tested the expansion of language support services, showed that an increased ratio of enumerators to supervisors is viable, and showed improved use of optimized assignment generation and the routing of enumerators
2016 Address Canvassing Test	Test of reengineered address canvassing procedures	Successfully showed that the In-Office Address Canvassing operation is accurate, and that assumptions about situations that pose challenges to detecting change through imagery analysis were generally correct
2017 Census Test	Tested the integration of operations and systems for self-response	Implemented the contact strategy without issues, and fielded the full suite of public facing response systems including Internet, telephone and paper questionnaires
2018 End-to-End Census Test	Test the integration of all operations, systems, and system interfaces from Address Canvassing through the production of data products	Early Results: • Systems integrated and deployed effectively • Significant increase in enumerator productivity

2020 Census

Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Launch Advertising Campaign	November 1, 2019	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 16, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the time frame for data collection.

2018 End-to-End Census Test
At a Glance

All systems deployed and integrated effectively.

Response Rate
52.3%

We managed to have a **strong response** without an advertising campaign for the 2018 test.

More than half of all households responded to the test on their own (surpassing our goal for the test).

Technology and automation increased enumerator productivity.

Those who did not respond to the mailed questionnaire on their own were visited by one of the **700+ census takers hired** for the 2018 Census Test.

Enumerators completed 1.56 cases per hour worked. This is a **remarkable improvement in productivity** compared with 2010, when enumerators completed 1.05 cases per hour worked.

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2018 End-to-End Census Test
Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277k housing units in sample
- Internet Two-Panel Design:
  - ~195k (70.3 percent) Internet First (invitation letter on first contact)
  - ~82k (29.7 percent) Internet Choice (questionnaire on first contact)
- Language Two-Panel Design:
  - ~218k English (78.7 percent)
  - ~59k Bilingual: English/Spanish (21.3 percent)

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 *Letter (Internet First) or Letter + Questionnaire (Internet Choice)*	Mailing 2 *Letter*	Mailing 3* *Postcard*	Mailing 4* *Letter + Questionnaire*	Mailing 5* *"It's not too late" Postcard*
Total Volumes	*All*	*276,589*	*276,589*	*250,140*	*198,924*	*187,467*
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Proportion of Self-Response Modes by Panels and Mailing Groups*

Legend: ■ Internet ■ Paper ■ Phone

Group	Internet	Paper	Phone
INTERNET CHOICE	34%	61%	5%
BILINGUAL MAILINGS	43%	50%	7%
PROJECTED TOTAL	59%	35%	6%
ACTUAL TOTAL	61%	31%	7%
ENGLISH MAILINGS	64%	29%	7%
INTERNET FIRST	70%	22%	8%
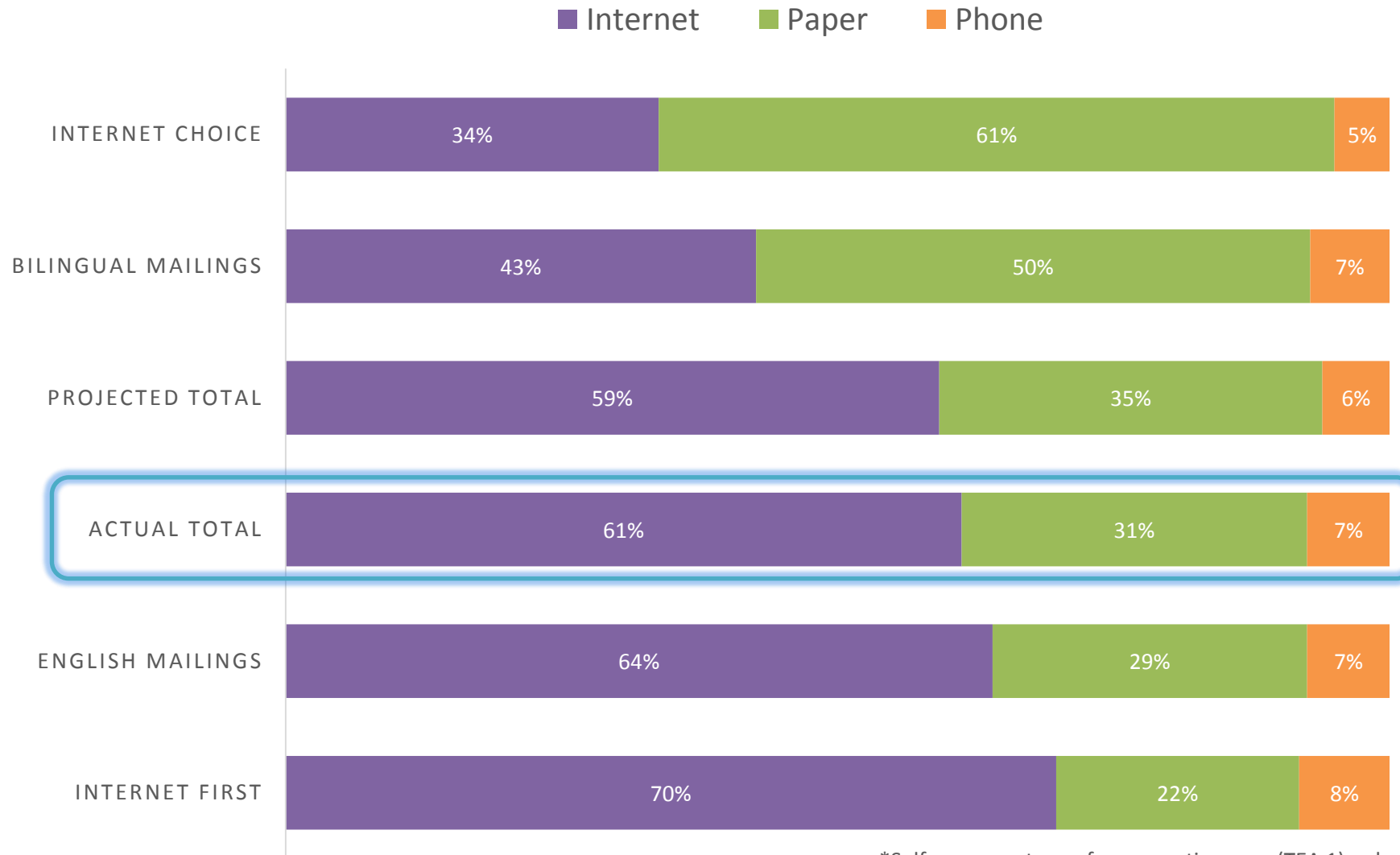
*Self-response type of enumeration area (TEA 1) only.
Note: Actual Total percentages do not sum to 100 due to rounding.

2018 End-to-End Census Test
Operational Successes from the Test

Address Canvassing Success

✓ Successfully implemented our 2020 Census Address Canvassing approach to listing using our Listing and Mapping Application (LiMA)

✓ Successfully deployed a new, independent Quality Control operation for In-Field Address Canvassing

✓ Successfully realized increased field lister productivity

Update Leave Success

✓ Successfully implemented an approach to listing and leaving a Census ID-linked form package at every Housing Unit using the LiMA

✓ Successfully merged nonresponding housing units into the Nonresponse Followup operational workload

Printing and Mailing Success

✓ Successfully printed and distributed 3.2 million pieces of mail

✓ Successfully implemented a staggered mail strategy to multiple cohorts with conditional mailings to nonresponding households

Self-Response Success

✓ Successfully deployed multiple modes of self-response: Internet, Paper, and Telephone

✓ Successfully re-deployed an Internet Self-Response data collection instrument in English and Spanish

✓ Successfully stood up a Paper Data Capture operation integrating and utilizing a new scanner

✓ Successfully fielded questions via Census Questionnaire Assistance (CQA), offering respondents and opportunity to provide their responses to Customer Service Representatives

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2018 End-to-End Census Test
Operational Successes from the Test (continued)

Census Questionnaire Assistance Success

✓ Successfully built out, fitted, and decommissioned call centers in Jacksonville, Florida and Sandy, Utah

✓ Successfully supported in-bound calls for assistance and self-response, outbound calling for the Coverage Improvement Operation, and outbound calling for the Nonresponse Followup Reinterview

✓ Successfully supported calls in nine languages: English, Spanish, Mandarin, Cantonese, Russian, Arabic, Tagalog, Korean, and Vietnamese

Nonresponse Followup Success

✓ Successfully implemented a field data collection enumeration application loaded onto iPhones to conduct interviews

✓ Successfully identified and removed vacant/delete cases from the workload prior to any field contact attempts

✓ Successfully identified Administrative Records Occupied cases and removed cases from the workload after one NRFU contact attempt

Recruiting and Hiring Success

✓ Successfully deployed and used the online job application and assessment for peak operations

✓ Successfully recruited 2,027 applications in support of Address Canvassing and 3,060 applicants in support of Peak Operations (Update Leave, Nonresponse Followup, and Group Quarters)

✓ Successfully completed fingerprint collection and background checks for all temporary field and office staff

Group Quarters Success

✓ Successfully demonstrated the integration of systems supporting a paper-based operation

✓ Successfully conducted the Service-Based Enumeration using two methods (in-person interviews and paper listing)

✓ Successfully demonstrated a variety of enumeration methods can be utilized for Group Quarters Enumeration

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2020 Census

Moving from the 2018 End-to-End Census Test to the 2020 Census

Self-Response

- Performance and scalability across all systems
- Internet Self-Response (ISR)
  - Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
- Census Questionnaire Assistance (CQA)
  - Expand required language support to 13 languages
  - Determine locations of commercial contact center facilities
- Paper Data Capture (PDC)
  - Open two Paper Data Capture Centers (East & West)
- Forms Printing and Distribution (FPD)
  - Select print vendor
  - Create connection between the Census Bureau and the print vendor for the transmission of address files
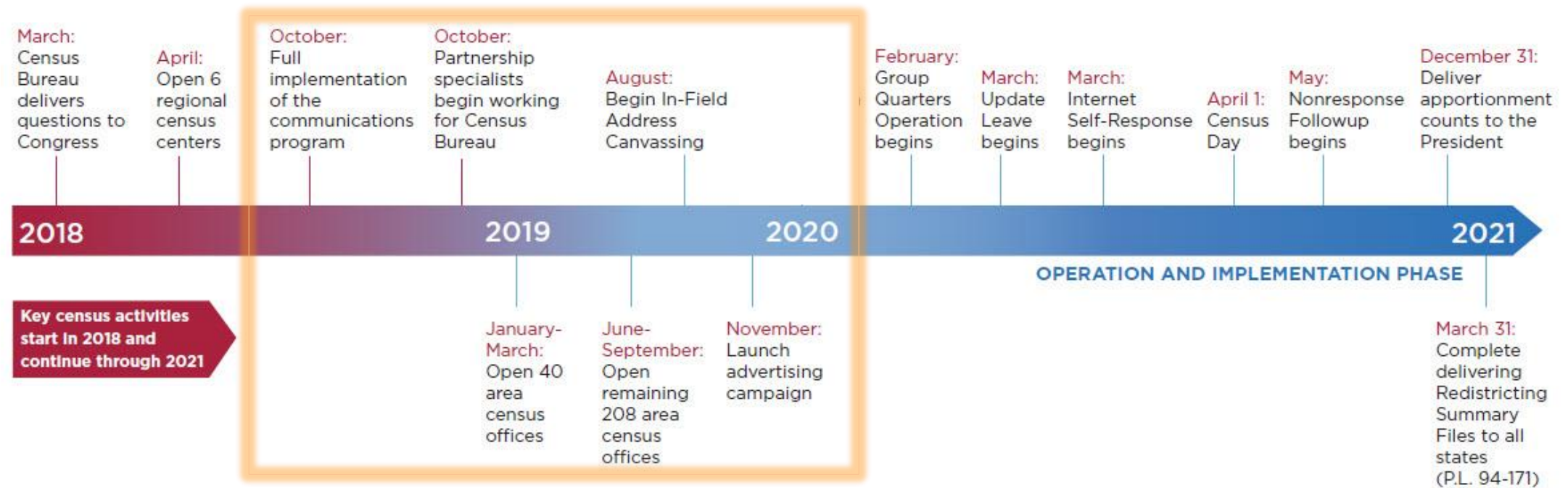
Nonresponse Followup

- Performance and scalability across all systems
- Mapping Application
- New work availability functionality
  - submitting multiple time slots in a day
- Additional reports (FOCS and UTS) for monitoring the operation
- Puerto Rico adaptations and updates
- Refine closeout execution

Group Quarters

- Expand Advance Contact approach to account for GQs that can not be contacted during that period
- Refine contact strategy to encourage eResponse
- Develop additional guidance for eResponse letters to assistance GQ administrators

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2020 Census
Where Are We Now

March:
Census Bureau delivers questions to Congress

April:
Open 6 regional census centers

October:
Full implementation of the communications program

October:
Partnership specialists begin working for Census Bureau

August:
Begin In-Field Address Canvassing

February:
Group Quarters Operation begins

March:
Update Leave begins

March:
Internet Self-Response begins

April 1:
Census Day

May:
Nonresponse Followup begins

December 31:
Deliver apportionment counts to the President

2018   2019   2020   2021

OPERATION AND IMPLEMENTATION PHASE

Key census activities start in 2018 and continue through 2021

January-March:
Open 40 area census offices

June-September:
Open remaining 208 area census offices

November:
Launch advertising campaign

March 31:
Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

Key Activities:

- Local Update of Census Addresses (LUCA)
- Complete Count Committees
- National Partnership Program
- Community Partnership and Engagement Program
- Communications Program Planning
- Recruiting

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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: http://www.census.gov/2020Census

youtube.com/user/uscensusbureau

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

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