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

Count everyone once, only once, and in the right place.
2020 Census
Establish Where to Count

**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)
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
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
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.
2020 Census
Integrated Partnership and Communications: Components

- National Partnership Program (NPP)
- Community Partnership & Engagement Program (CPEP)

- Integrated Communication Contract (ICC):
  - Statistics in Schools (SIS)
  - Creative
  - Media
  - Recruitment
  - Campaign Optimization
  - 2020 Website
  - Social Media
  - PR/Crisis Communication
  - Partnership Support

Communications Work Supported by Census Bureau Staff
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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Specialist hiring</td>
<td>October 2018-June 2019</td>
</tr>
<tr>
<td>Partnership Specialist trainings: Media Training, ROAM Training, Manager Training</td>
<td>November 2018-March 2019</td>
</tr>
<tr>
<td>Outreach to state, county, and local governments</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Outreach to schools, non-governmental orgs, media, and affinity groups</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>October 2, 2018</td>
</tr>
<tr>
<td>National Kids Count Conference</td>
<td>October 17, 2018</td>
</tr>
<tr>
<td>Remarks to Federation of Pediatric Organizations</td>
<td>October 19, 2018</td>
</tr>
<tr>
<td>Federal outreach</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Faith-based outreach</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
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.
2020 Census
Self-Response

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

Motivate People to Respond

Tailored Contact Strategy

Assure Respondents that their Data are Confidential and Secure

Parcel to Respond

Micro-Targeted Advertising

Pre-Assigned ID Not Required*

Make It Easy to Respond from Any Location at Any Time

Respondent

Notices Encouraging Self-Response

Multiple Modes and Devices

Online Forms in Multiple Languages

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

United States Census
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
### 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 |
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
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
2020 Census
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>
## 2020 Census
### High-Level View of Tests

<table>
<thead>
<tr>
<th>Test</th>
<th>Focus</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Field Test</td>
<td>Small proof of concept test focused on new approach to Nonresponse Followup</td>
<td>Successfully implemented daily case assignments and the application of administrative records to reduce the Nonresponse Followup workload</td>
</tr>
<tr>
<td>2014 Census Test</td>
<td>Operational study of self-response and Nonresponse Followup procedures</td>
<td>Tested initial Internet response strategy and further developed Nonresponse Followup procedures</td>
</tr>
<tr>
<td>2015 Self-Response Test</td>
<td>Operational study of self-response procedures</td>
<td>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</td>
</tr>
<tr>
<td>2015 Census Test</td>
<td>Operational study of new field staffing and automated management and case assignment procedures</td>
<td>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</td>
</tr>
<tr>
<td>2015 National Content Test</td>
<td>Examined new and newly structured census questions</td>
<td>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</td>
</tr>
</tbody>
</table>
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

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

*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.
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.

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1</th>
<th>Mailing 2</th>
<th>Mailing 3*</th>
<th>Mailing 4*</th>
<th>Mailing 5*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</td>
<td><strong>Letter</strong></td>
<td><strong>Postcard</strong></td>
<td><strong>Letter + Questionnaire</strong></td>
<td><strong>“It’s not too late” Postcard</strong></td>
</tr>
<tr>
<td><strong>Total Volumes</strong></td>
<td>All</td>
<td>276,589</td>
<td>276,589</td>
<td>250,140</td>
<td>198,924</td>
<td>187,467</td>
</tr>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 20, 2018</td>
<td>March 23, 2018</td>
<td>April 3, 2018</td>
<td>April 16, 2018</td>
<td>April 26, 2018</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>March 23, 2018</td>
<td>March 27, 2018</td>
<td>April 6, 2018</td>
<td>April 19, 2018</td>
<td>April 30, 2018</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
</tbody>
</table>

(*) Targeted only to nonrespondents
# 2018 End-to-End Census Test

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

<table>
<thead>
<tr>
<th></th>
<th>Internet</th>
<th>Paper</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERNET CHOICE</strong></td>
<td>34%</td>
<td>61%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>BILINGUAL MAILINGS</strong></td>
<td>43%</td>
<td>50%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>PROJECTED TOTAL</strong></td>
<td>59%</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>ACTUAL TOTAL</strong></td>
<td>61%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>ENGLISH MAILINGS</strong></td>
<td>64%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>INTERNET FIRST</strong></td>
<td>70%</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Self-response type of enumeration area (TEA 1) only.

Note: Actual Total percentages do not sum to 100 due to rounding.
## 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

## 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

## 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

## 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
### 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
## 2020 Census

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

<table>
<thead>
<tr>
<th>Self-Response</th>
<th>Nonresponse Followup</th>
<th>Group Quarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Performance and scalability across all systems</td>
<td>• Performance and scalability across all systems</td>
<td>• Expand Advance Contact approach to account for GQs that can not be contacted during that period</td>
</tr>
<tr>
<td>• Internet Self-Response (ISR)</td>
<td>• Mapping Application</td>
<td>• Refine contact strategy to encourage eResponse</td>
</tr>
<tr>
<td>– Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)</td>
<td>• New work availability functionality</td>
<td>• Develop additional guidance for eResponse letters to assistance GQ administrators</td>
</tr>
<tr>
<td>• Census Questionnaire Assistance (CQA)</td>
<td>– submitting multiple time slots in a day</td>
<td></td>
</tr>
<tr>
<td>– Expand required language support to 13 languages</td>
<td>• Additional reports (FOCS and UTS) for monitoring the operation</td>
<td></td>
</tr>
<tr>
<td>– Determine locations of commercial contact center facilities</td>
<td>• Puerto Rico adaptations and updates</td>
<td></td>
</tr>
<tr>
<td>• Paper Data Capture (PDC)</td>
<td>• Refine closeout execution</td>
<td></td>
</tr>
<tr>
<td>– Open two Paper Data Capture Centers (East &amp; West)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Forms Printing and Distribution (FPD)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>– Select print vendor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>– Create connection between the Census Bureau and the print vendor for the transmission of address files</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Census

Where Are We Now

Key Activities:

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

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

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