

## 2020 Census – Latest Update – Transcript

Please stand by for realtime captions.

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Good afternoon everyone. Welcome to the Academy. My name is Joe Perkowski. We got another webinar titled 2020 census, latest update. Kathy is the portfolio manager of the national partnership program with the U.S. Census Bureau. She is presenting a series of webinars to keep us up-to-date on what's going on with the 2020 census. We appreciate that. Before we get started I have to go through our Heise housekeeping reminders. If you have questions you'd like to ask Kathy or technical issues, feel free to use the chat box. Work people on desktops and laptops is at the bottom right-hand corner of your screen. I will keep track of questions coming in. At the end of the presentation, we will respond to questions. We are recording the session and we will email a link to everyone that is in the webinar. We will send you a certificate of participation via the email you used to register for the webinar. Additional certificates because multiple people watch the webinar with you, reach the outreach and include the title of today's webinar along with the names and email addresses of those in attendance. Desktop computer or laptop you can zoom in on the slides being presented. Click on the full-screen button on the bottom left side of your screen. To exit the full-screen, mouse the blue bar over the top of the screen so it expands and then click on the blue return button to get back. At the end of the session we will share a webinar satisfaction survey. Will let you know when the survey is available. We appreciate your feedback during the session including comments and presentations style and value of the webinar. Also, I did not check with Kathy on this. If she would do in a screen sharing and go to live websites, if she did that, when she started doing that you would not be able to see the chat box. In that case if you wanted ask questions, watch the chat traffic as Kathy is presenting, once screen sharing is beginning mouse over the blue bar and when the menu pops up, click on chat and enable the chat box. With that, I'll have the virtual microphone over to Kathy who will take it from here.

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Thank you Joe and thanks everybody for your time. Most importantly, for continuing to be our partner through this census. It has gone well beyond what anybody could have ever predicted. With all the challenges. If there was ever a census to be part of, this is the one to learn. There's so many lessons here. We thought the Internet connectivity, online self response where the system hold up, we thought that would be our major problem. That's the only thing we have not had a problem with. We really appreciate you continuing to join the webinars and spread the importance of the 2020 census. As we begin to come to a close for this constitutionally mandated social activity and count of the nation of everyone that lives here. I never like to assume that there are people on the phone that have been on other webinars. Recaps some of the slides from the very beginning, just made updates. Just to capture them in cases of the first time you are joining us for one of the updates on the census. We will begin in earnest around slide six or seven as were we are at this moment. Joe, I will go ahead and take control of the screen. Again, this is the first time we have been online self response. It's gone incredibly well. We were thankful this was an opportunity to roll out the online self response because of COVID. Further, I think it's a last slide, you will see where hovering over 66% of the house line

units have responded. And also, and a very high rate through the nonresponse follow-up operation is currently underway. We have continued to push the messaging at how easy it was to respond. We are now trying to go through the last few important addresses that are the most important account that's where your efforts come in by continuing to promote the response to this and the operation is still continuing. For the operational update, we will talk about the virus and with the adjustments we've made, very briefly, type where we are with the reporters. Especially the FDE, it's wrapping up today. The latest on the emergence college students, and will touch on the questionnaire centers. As most of you know, we had to pivot greatly, just as we were about to hit the button or as we did hit the button on our response operation. COVID hit, we pivoted and trained. Canceled a lot of activities. Everything was shut down and went to a virtual environment. Repaired the enumerators with additional training, provided PPE. Major everyone was in accordance to guidelines in conducting operations we had. The first one we started with the enumerators would go to what called update lead. Mostly rural areas, drop off paper questionnaires, not coming in contact with anybody and just leaving and giving people the opportunity to respond online, mail it in or they would come back for a visit. We've been very pleased with keeping our enumerators say. Keeping the public safe. Anytime there was an outbreak that we heard of, we monitored that daily in different areas. We would hit pause on whatever operations we were in, including now. Of the nonresponse follow-up. The census is incredibly important, don't get me wrong we've been doing this for many years preparing for 2020 but the highest priority is the safety of our workers and the public. You will see them with masks and gloves and they have access to unending supplies of sanitizer. We do get recommendations for adjustments which we do comply and implement. Moving on. In addition to the nonresponse follow-up which is going on right now. We are also continuing to conduct group quarters and enumeration. Most of those are for colleges. Nursing homes, military jute key GQ it merely enumeration is a subset. Any kind of a housing situation, our staff has been working particularly hard. This is difficult with the count of college students because we counted them in two different ways. If the students were living on campus housing, universities were allowed to submit administrative data on those students, which was in compliance with their privacy laws. SERPA. That is like there HIPAA. That was going through their application and going along incredibly well. But the and numerous shade of college students S when the University shut down. There continues to be tremendous concern. Some universities have had a high concentration of students living in off-campus housing. They were allowed an opportunity, the final count came to 1300, that they said you can also submit administrative records on the students as well. We continued to stress the importance of students living in off-campus housing to self respond. While we appreciate the administrative data on the student, we can get the pop account in that way to make sure we have them represented in the area they live. We were not getting the questions answered. Our role is the data geeks in the data keepers, we have once a decade to look at trends in our country. The more questions we can get answered, the richer the data. That's why the messaging has been consistent with if you are a college student living in off-campus housing, please self respond. The challenge has always been and the fear, with college students and also nonresponse follow-up operation, the further we get away from able one, the more challenging and difficult it is. I'm in the heart of Chicago. All these apartment complexes, people that of left and moved on. To figure out what the unit occupied. Who lived in it does there anybody on the floor that

remembers who lived in at that can serve as a prop proxy. Apartments have their own privacy and protection put in place for residents, just an example I used that all over the country, these are the challenges we are facing. Is going to be interesting to see what happens at the end with the data when it starts to come in and are signed to start processing it, the aggregate data to see what it looks like and we should have some pretty early answers for you as we get to that point. The part of group quarters that's actively going on right now is enumeration. It's very important operation, is one that I think is the most targeted, well thought out plan to target person's experience seen homelessness because it's a transient population. It occurs over a very short period of time, over couple of days. We were supposed to do this operation back in April. Working with our national partners across the country, that have a base of persons experiencing homelessness or people that represent them, a great deal of said he was put into when can we reschedule this operation. It was through the partners in the state representative that has heavy populations that would impact their count. September 22nd through the 24th, would best mirror the week we planned in April. During the summer, some of the reasons were somewhat would be out because person experience homelessness tend to stay away from shelters. There is a dip in people getting assistance through soup kitchens so, once a cooler weather comes in the fall weather starts and that's where they see their patrons are returning for the services they offer. We don't get daily updates on that because it's such a condensed and very intense count. Since is finishing up today, we will have more information on that as we move on. They are out there living under bridges. The enumerators are in soup kitchens. They are in shelters. In Southern California, we can go down Pacific Coast Highway and see all the RVs that are in the parking areas, some of those are permanent. They will knock on doors just to see if there's anybody just passing through or if they have been living there since April first. The important thing is on April 1, that is the date we have to base the count on where you would have been living as of April 1 or if you weren't displaced as a result of COVID, like the college students were, the language has changed a little bit, where you would have been living on April 1, if it were not for COVID. Those operations are continuing. I hope to give you an update the next time we have a webinar and invited back. Again, there is drop off questionnaires on how the enumeration is done. Right now we are focused on the in-person interviews and knocking on the doors. The other part that we are actively involved in right now is nonresponse follow-up. This is the operation that is costliest to taxpayers. This is the one that all the work, all the advertising that we do leading up to this operation is to prepare to try to minimize the workload for the enumerators. So we can help keep the cost under control for this operation. What we are doing for nonresponse follow-up, they have until September 30th. You probably heard many things in the news that continue to cause confusion, not only for the public but also within the Census Bureau. We are trying our best to minimize this. We almost retracted the September 30th date starting last week into our slides. I decided to keep it in here. I don't know if it will minimize or add to the confusion. A little bit of background, used to be October 31st. The day, according to the Constitution we have to deliver the account to the administration by December 31st. Because of COVID, we went in and asked for injunction. This happened one other time in the history of the senses. Buzzes because we said if we were to deliver those dates by December 31st, we would have to and response operation by September 30th and then we could get the count to the president on that date. Then COVID hit. Of course, we said we hit pause just to figure out life and what this is looking like. When we started

operations again, part of the plan was every passing day we were not out there and losing time on her schedule, the executive and associate directors for field operations better career executive with the senses will, well-versed many millennials censuses put together a plan and said if we can have an extra month or response operation and have an extension of delivering counts on April 1, 2021 instead of December 31st and then delivering the files for redrawing read district reliance in July, that would be able to cover all the activities for the 2020 census. We were given a temporary okay, that was accepted. We were still working to pathos. Until you get it in writing, you still have to work the two paths. We have one path for September 30 operations start winding down and the other with the extension of October 31st. So about six weeks ago, maybe just one month ago, we had a reversal on that decision. The administration said they still expected the count by December 31st and not April 1. We then, would have to wind down operations beginning on September 30th. That is the plan for today. I safer today because as soon as that notice broke, we had a lot of our national partners who filed suit. There is one in California that I just checked, we are expecting a decision today. I said we. I don't want to say we because the senses, the people here are nonpolitical organization we continue to hold that model. Working with folks for three and four censuses, I could not tell you if they were Republican, Independent, Democrat, it does not matter to our work. Is important for us to stay nonpolitical. We are expecting a decision from a court case that was filed in California. We had a temporary stay which from a federal judge in California, temporary restraining order to stop winding down operations. That's a process we were in. When we say winding down we don't say our counts will end. If you take his state for example, Illinois, if there are some areas that are pretty well finished with the enumeration, they will start to shift the enumerators. We gather up what we call the 18, we ship them to major areas that might be far from where their original work assignments were and we continue to reel in the circle. It becomes smaller and smaller. Some states are at 100% closure we will take those enumerators and send them to another state to help with efforts there to close those states out to get to the September 30th date. That's what we do as far as winding down. Right now, temporary restraining order is in place. Still continuing along the plans we would begin this even if we had the one month extension, whatever decision is that comes out today, if it is that we are to continue until October 31st, we have that plan ready to go, it just means that we ease off a little bit on some of the shifting and winding down that we are doing. For the most part, for the next couple of days, we are continuing on a path that we need to start winding this up on September 30th unless we hear otherwise. If a lawsuit comes in we are going to continue, no matter what decision is made there will be appeals. Trust me there will be appeals. We say September 30th, groups will say we will appeal it. We get an extension, they will appeal that. We are trying to stay focused and keep our heads down and keep plans we have in place, operating effectively and trying to turn down the level of noise that does not really apply to us in trying to get this accurate count of everybody that lives here. We will certainly address any questions we have about that at the end of the presentation, which will not be much longer. With any presentation I find the richest part is the questions everyone has. The mobile questionnaire assistant centers. They are going pretty well. We had to drastically scale these back because of COVID. But they are appearing in low responding track. We are aggressively pursuing them. Even though we have this mobile questionnaire assistance program, we are still limited in the number of pop-ups we can do. So, the region, the seven regional offices, 248 census assistant

census centers are looking at their tracks. If this is something that would benefit them, they put in a request to turn around pretty quickly. These are popping up near grocery stores. Some are happening with some libraries that are doing this. Again, we have to be careful in staying in accordance with the CDC guidelines. Most are happening outside. The blue canopy table saying 2020 census and people are coming up to the table and we are going into the people attending the event are going in and doing their shopping, asking if they have completed the senses. Focused completely on low responding tracks. What have we done? In this July push that we are doing, we did a July push in response in preparation for nonresponse follow-up happening and that proved a very fruitful. A very robust media campaign was extended through August. Before narco operations. What we have done through this last push, but more meat on the bone to the September 8th through the 30th push. We have had many of our national partners and state and local partners, we have call to action to ask them to please post things on their webinars are on their website. To send messaging to the constituents that they have a list serve. To let people know, there has been so much confusion around the date of when it's going to end. Please, if you have not responded, respond as quickly as possible. You will see in the last bullet, right now when it says 95% of the households have been counted, that also means in the nonresponse follow-up workload, houses will be vacant. That housing unit appears and we do have to mark that as they can. And not that 95% of the households have responded, that's at 66% but have been counted. That's the main difference in the statement and it's worth pointing out. With the last push, we also have put in the last bit of money we had for the advertising campaign. We have been pushing digital advertising in the low response course we have on those tracks that are still really below what the national average is. The media, money is being placed there for the last push. We hope to see some type of uptick. We see a little more every day, 10% increases, that's a lot of housing units. We are not going to stop writing until we are told to put instruments down. We have to continue pushing through this through this September 30th. Enumerators are doing an absolutely expect secular job. I continue to say that the hardest job in the Census Bureau in my opinion are the enumerators. They are out there working incredibly hard. To taking on extra cases, working extra hours. We have built incentives in for them to reward them for working so diligently to try to get this done by the September 30th date. Maybe will get an extension and have a few more weeks to be out there. But it's a day-to-day thing at this point. We are just operating at September 30th is when we will have to pull it in. We are trying our best to get to that point. Self response rate. I'm going to post in the chat box, this is a wonderful tool we have. This is as of two days ago or three days ago, the 21st. You can go to that link, see how your state is doing. You can do a deeper dive to get closer to see where your community is gives you the latest information we have. Where we will put our mobile assistant centers. Even the final days are heavy. Right now we're competing with a lot, especially since national voter registration day was two days ago. We are writing those coattails, as we did last year in some of the activities are happening for national registration day and continuing throughout the week. They are incorporating and continue to incorporate the importance of responding to the 2020 census from a social responsibility we are grateful for that. We will keep going until they tell us to stop. That is the last slide. I'd like to open it up if you have any questions.

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Thank you Kathy, great presentation, appreciate it as always. To see if we have a questions for Kathy.

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While we're waiting to see if there are questions, one thing I forgot to mention that is a hot issue, we are getting complaints. We do on every census get there where we have enumerators going to doors and for one week or another the person at the housing unit said they respond, please stop coming back. Sometimes that is a delay in the system even though the enumerators caseloads in the systems are updated several times throughout the day. Sometimes it has not been taken out of the workload. Part of that multiple visit is we do have people going and just for quality assurance to make sure this is one of the ways we track qualification. It's a very low percentage that we find out is happening. Most of the enumerators are doing a good job but with anything, there's always a chance of falsification. We can pick that up quickly. Through measures and studies we do. One is having a completely different set going door to door by saying did you respond to the census in general. And people are concerned because of proxies. If there is a vacant house, they will go to the next-door neighbor or apartment manager asking for any information, how many people were living there to complete information via proxy. People have been concerned about giving information. Typically with the proxy you don't get all the information but most the time we can get a pop count. I see there is David getting multiple visits. We can get street address because of the postmaster on file. We have a master address that we try to keep and that's one of the operations in preparation that we go out to that the address file and there's always duplicates in the same cases with redundant street addresses. It's a struggle, we can't figure out a way to perfect it if there is a way, we appreciate your patience. Sometimes people will get multiple visits even though they have answered the questionnaire.

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Thank you, Kathy. We've got I'm sorry I can't pronounce the first name. Rodrigues. Do you know about the status of census in Puerto Rico?

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I'm going to pull something up right now. The first thing I will look at is response rate map. You can see Puerto Rico down its orange, very slow response rate. That's a tremendous concern to people conducting the census in Puerto Rico. I'm just trying to pull up the latest right now Mr. Rodriguez, what I can do is send in text to people that would know the answer to it. If they cannot respond, I will provide an update to you. I know we are struggling in Puerto Rico. We can see through the response rate, is way below the national average. Again, targeting advertising. I received one response, we are doing targeted advertising, there is a lot of media campaigns going on there right now. Everything they've had to deal with. The housing units decimated with the storms. It's a difficult area to enumerate right now. I think there may be some options even after the census closes. Because some areas are hard to get to. I will provide you an update, Joe so you couldn't get those two people attending the conference or the webinar.

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The survey can be filled out on the phone, right? Assuming people have phones. I guess it would be a high response rate. Do ever send out a blast emails? Some consider span. I don't know advertising for the census do we have that?

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Advertising campaign, it began in earnest well before April 1. We have, because you can imagine every which way on social media, they have done some text. We did not get the texting campaign as high as we would like head or as high as what we would have hope for because of problems, we are working with all of the major Verizon and AT&T in some supported and some did not. There were some going to areas. We have a list serve where people could have signed up. What we did mainly were the mailings. We did mailings and then also through the digital advertising radio, television. Every housing unit received as many as five mailings. 30% of those received paper questionnaires in the first one. Telling people you can respond by phone or the Internet, you think of libraries, they have done a phenomenal job. Libraries and other national partners send their email blast to their base sending tailored emails saying you can then support us by copying and pasting this text and sending it to your constituents. There has been a strong support from all the partners with the email. Census Bureau has a large database of email. Are they active or any good? There's only so much work we can do without violating or making people feel that big brother is looking over their shoulders. We are depending on national partners to come through for us.

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Did you ever partner with all the elections, primaries and such, do you ever partner with them. You are off to the side is people are streaming into the places. It do you do that?

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We do not partner, we cannot partner with any organization that is tied or affiliated with one political party or another. How we've done this and how we continue to do this, it is through organizations. Let's take one of my national partners the League of Women Voters. There are a lot of student led organizations that our democracy focused. Not promoting one party or another but this is what our democracy is about. It is our social responsibility to do this. We've had the benefit now we never thought we would be in this position. Think of all the educators that are doing things around Constitution day which is 17th upset number. Again I mentioned national voter registration day. Great pairing, don't forget to register and exercise your right to vote but also at the same time, respond to the census. We have worked with many museums, the museum end of American history, they have it is exhibit. It's beautiful. One is a permanent exhibit but every four years, they do add to it when we have a pretty presidential election, talking about the history of presidential elections and things like that. They've graciously highlighted 2020 census and encouraging people as well. They have the hundredth anniversary women's right to vote and they incorporated the census on that part as well incorporating messaging. Again the more we can stay in front of people's eyes, it continues to raise the awareness. We partner heavy with organizations that focus on democracy issues but we have to steer completely away from one party or the other.

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Vitiate that. Elizabeth said what about Blom and the common days.

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Litman go back to Puerto Rico, 34 percent response rate and also the Mariana Islands and Guam. I get updates, I have not heard in the last two weeks other than they are continuing with the nonresponse operation as best as they can to make sure everyone is counted. I will get an

update from one of the execs that are in charge of that program and I will pass that along to folks that are asking the question. Elizabeth and Mr. Rodriguez.

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Thank you. Amelia says where do we direct people with they want to know if they were counted. Does it change according to state?

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It does not change according to state. I'll just put it in here. I'm finding the website. I'll type it in the chat box. 2020 census.gov. There is a link. All of those have banners saying it's not too late. The 2020 census.gov has something to respond, a button that will take you quickly to the question. What you do about duplicates. How do you tell if we have already responded how do we know we responded. One way you know is in the numerator showed up at your door. The everything you cook try to respond sometimes you get a message we have already received a response from this housing unit. Sometimes you're able to get in even though you have responded on behalf of the housing unit but knows duplicates are taken out in the background. There's an algorithm that continues to check for repeat enumeration. While we want count everybody, we only want count the ones. Those duplicates are taken out. We have an algorithm that compares. What of somebody forgot to count some children and we want to get all the children's counted, one of the biggest groups that are undercounted. We tell them to go back in and put it in. Early on you can right now not so much. We will look at which is the most completed questionnaire and throughout the other duplicate.

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Great, thank you. Is still you makes the complement I'm a librarian, so many access the email in the library. We were closed during the pandemic now we only have two computers to use. According to our website, none of our residents were sent paper questionnaires. They were all expected to fill it out online.

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I have some corrections to add to that. In the beginning, we did six mailings. We added a mailing due to COVID. We had on record we would do five mailings. A 30% through a lot of research, we sent paper questionnaires immediately. It was a determination that was made that people that receive the questionnaires were more apt to trust a paper questionnaire that may be in an area that does not have Internet connectivity. 30% right off the bat we send them questionnaires. Of the rest of the housing units received postcards, an indication to respond either by calling, going online or calling our service center and requesting a paper questionnaire. Those mailings went out every two weeks. The invitations, reminders. When we got to the fifth mailing. Any housing unit that did not respond yet, they received a paper questionnaire. Anyplace we have not had a response from, they went out all those housing units received paper questionnaires I purposely did not fill mine out and I wanted to see how the system would play out. I got a paper questionnaire at the end. If you were one of the housing units it got a question paper questionnaire during our fifth mailing, you still have the opportunity to go online and give your information over the phone or fill out the paper questionnaire and send it back. We added a sixth mailing when we realized this was going to take us into September. Again, constantly paring down the addresses to those that we did not hear from. Sending another postcard saying enumerators are going to start coming out. So please respond either by the paper questionnaire that we sent you two weeks ago, you can call



this number or log on this website to respond, whatever you are most comfortable with, we did not have a quick preference. Once we hit nonresponse follow-up, although housing units that had not responded, that's when the enumerators have to go knocking on the doors. It does that help clarify things?

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Thank you. Kathy put in the 2020 census.gov URL there. Thank you, we got some time so please get some more questions in for Kathy, if you would. In the meantime, Corey, can you put in the satisfaction survey. And also the link to pass webinars, the archive if you would please.

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The job for getting everyone on board for the 2020 census and responding, what's this done, we don't go away and wait until 2030, there's a very small team planning for 2030, it sounds so crazy. It's actually happening. Once we get the aggregate data and release of some of our data tools that are coming. We will certainly have webinars available. We do have data dissemination specialists. Those are super data geeks. We love them. Is a free service that if you are interested in learning about census data and you need more information than what we offer on any of our data tools. They would be there to listen to what you need and help direct you. I've the Internet for a very long time and I'm impressed sitting in a meeting and knowing we have a data set that I never realized that we had. Trying to get through all the data and sometimes it's much easier to have someone point to exactly where you want to go to address the data needs that you have. Than the Census Bureau also has economic census. That's our other big survey that happens more frequently than the Centennial census. We are gearing up for that to collect all the economic data from the nation. This organization we partner with many international countries and teach them about efforts we have done to help them complete their census, especially the Third World country and statistic Australia and Canada, there's a lot of information sharing that's happened throughout the decade when the Centennial years are gone. Were still very busy, no the data is available. We do this for the nation, is there for you to use. We are here to explain what data tools you have. We usually get a strong presence of librarians that come to our table with specific questions. We can show them right there because we have our DDS with us. Don't forget about that part once we move beyond of the 2020 census. We are still here to answer questions about the data products coming out.

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Thank you, Kathy we appreciate it. Still a little bit of time. Going into wrap up comments. We still have time for questions. Put those in the chat box. First off I like to think Cathy . Great presentation. And also our tech support. They do a great job. Our next one is in October. The Federal election commission and federal campaign finance laws. Also, don't forget to visit for our fall, 2020 depository conference. Because of COVID this is our first fall virtual conference. We have terrific and keynote speakers along with the national archives. We have among other presentations, presentation from Internet archive. That should be exciting, please register for that. You will receive notice of all of our up coming webinars when they are nouns, sign up for email alerts service. From the FDL webpage link to the section at the FDL homepage you can view calendar events and access pass webinars. Look for those in the chat box. Also web form to ball and volunteer for the Academy webinar. If you can think about it presentation or anything related to the information or FDL management. All be good candidates for a webinar.

Let's see if we have any other last minute questions here. Shout out a bunch of shout outs coming in. Very informative. Thank you so much for helping us.

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That was me you been a magnificent partner, your patience has been remarkable you continue to invite us back we are in grateful. Even with two people on the line. Messages so important and we appreciate you sharing our passion. Cory, thank you for keeping this together I told you yesterday when we are meeting on a scale of 0 to 10 with the tech stuff I met a zero thank you very much.

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You are welcome.

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I will close things out another shout out from Jacqueline. Thank you one more time, Cathy , Corey. In queue audience. Come on back. We have more webinars to conference. Have a great rest of your day. Thank you.

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[ Event concluded ]