



## 2020 Census Overview and Update

University of Michigan Symposium on the 2020 Census  
October 31, 2018

**Albert E. Fontenot, Jr.**  
**Associate Director for Decennial Census Programs**

# 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.

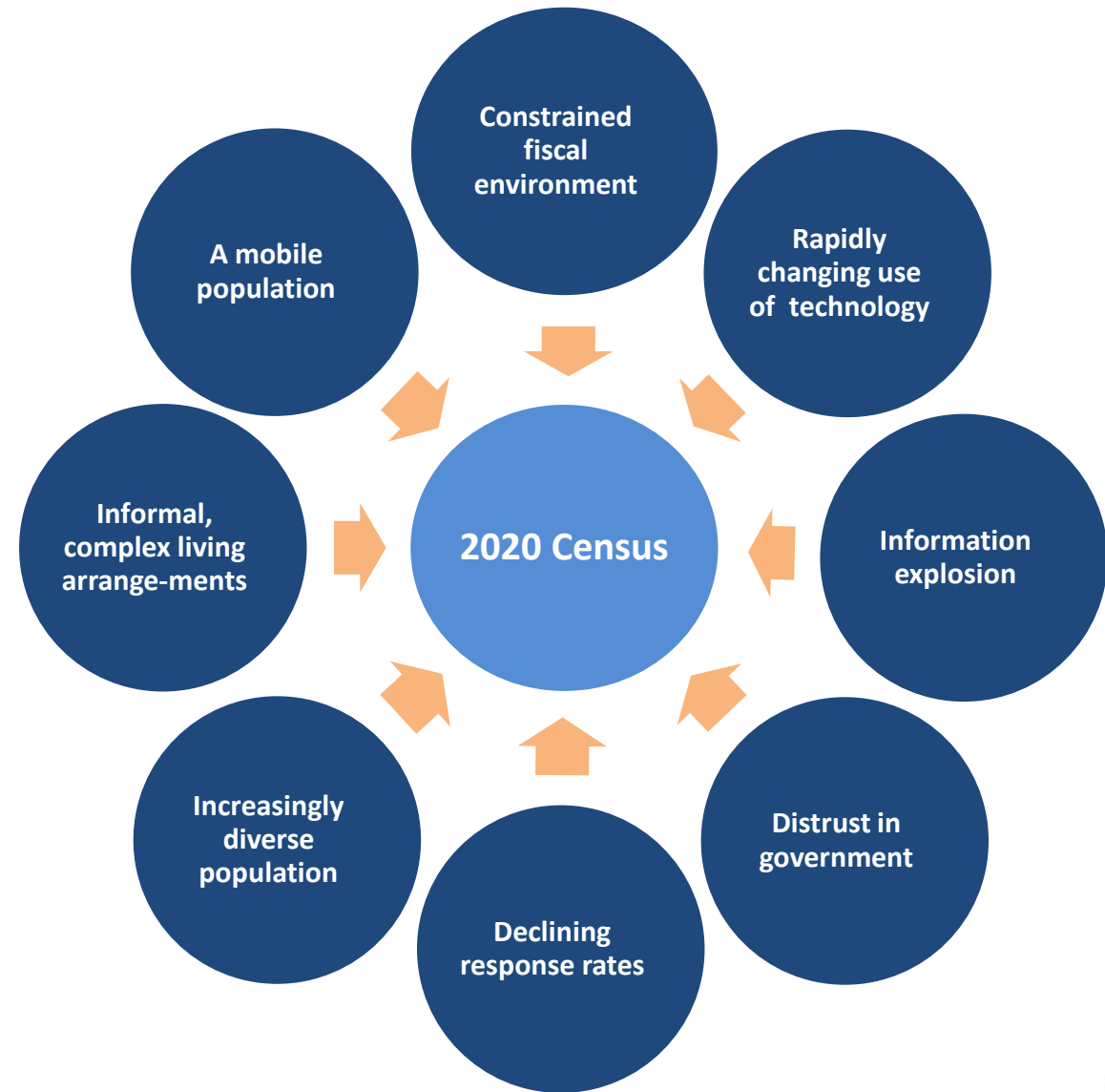
## Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion federal dollars annually 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





# 2020 Census

## Goal and Key Innovation Areas

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

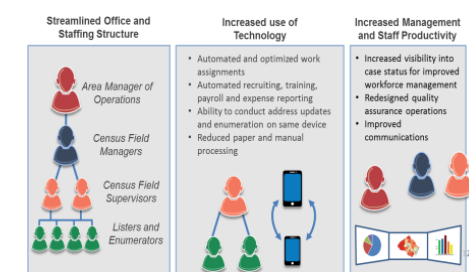
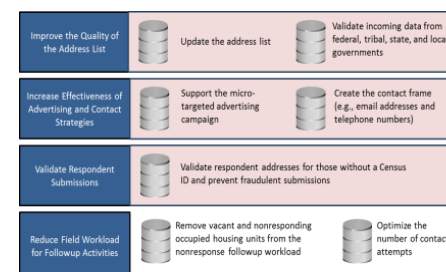
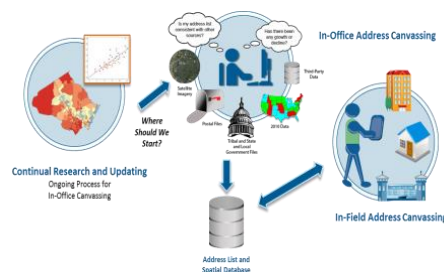
### Focus on Four Key Innovation Areas

Reengineering Address  
Canvassing

Optimizing  
Self-Response

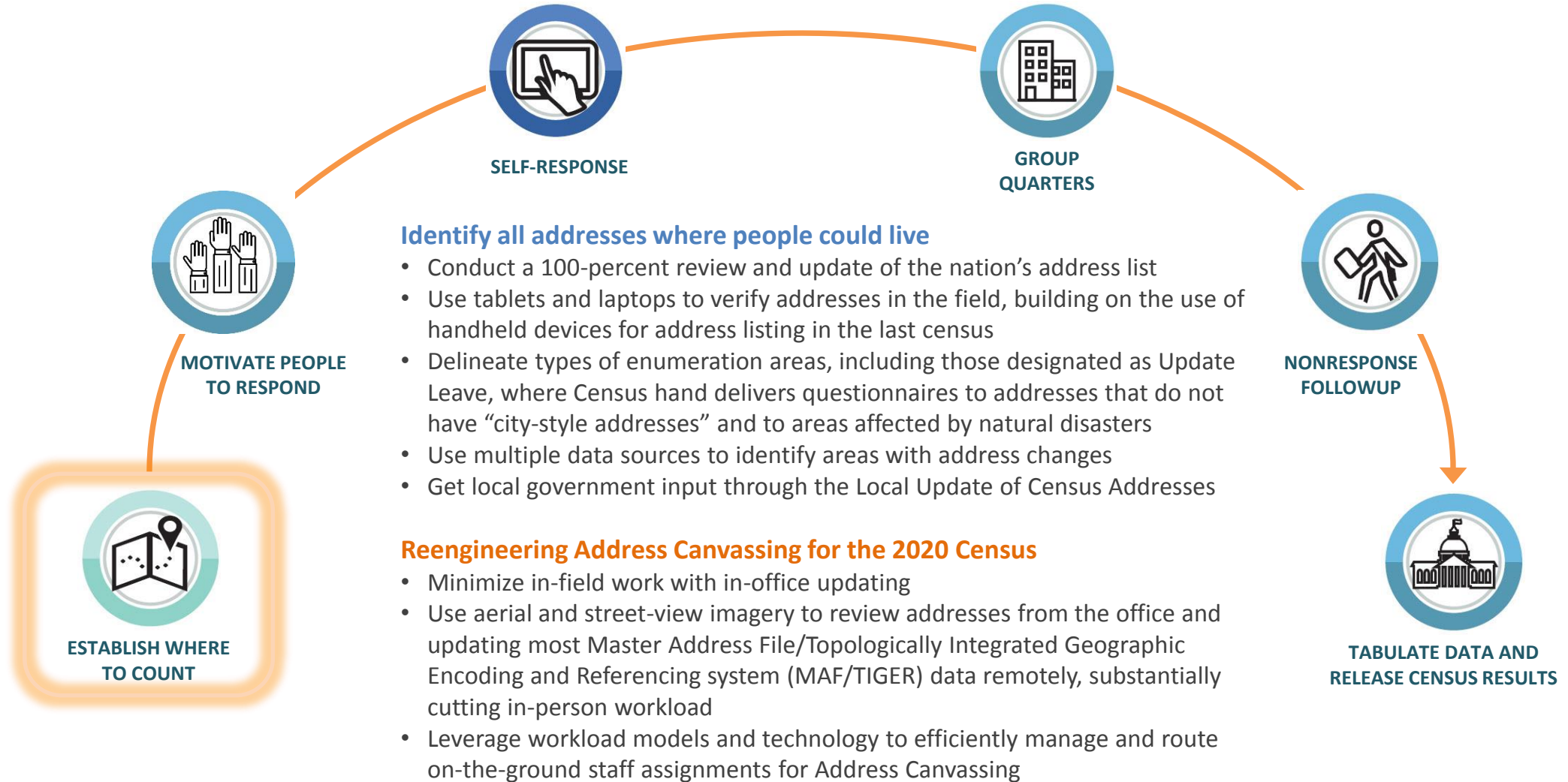
Utilizing Administrative  
Records and Third-  
Party Data

Reengineering Field  
Operations



# 2020 Census

## Establish Where to Count



# 2020 Census

## Motivate People to Respond

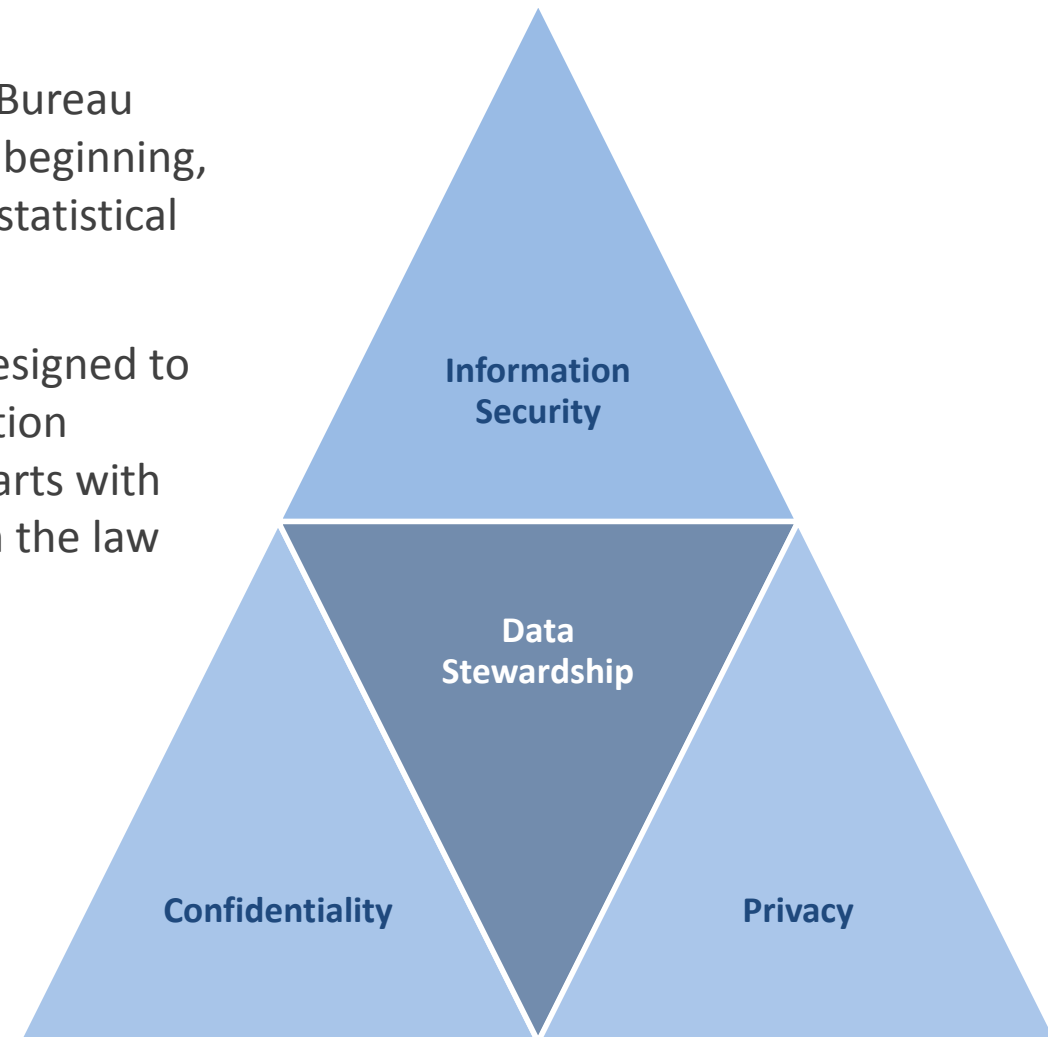


# Census Data Stewardship – Insuring Your Data Is Safe And Secure

## Our Culture Values Data Security

Data Stewardship is the formal process the Census Bureau uses to care for respondent information—from the beginning, when a respondent answers, to the end, when the statistical data products are released.

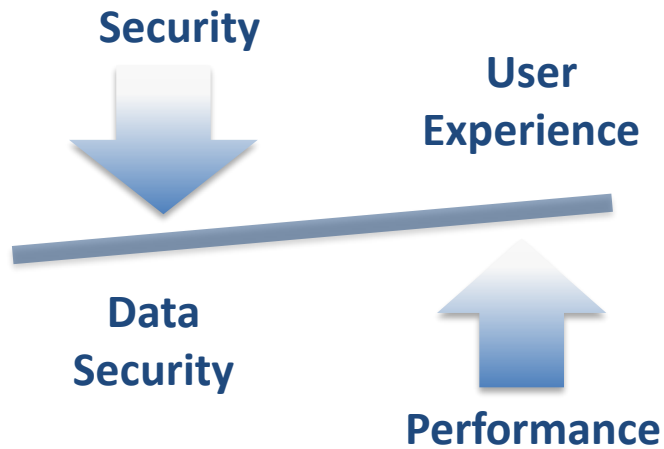
Data Stewardship is a comprehensive framework designed to protect information over the course of the information lifecycle, from collection to dissemination, and it starts with creating a culture of confidentiality that is based on the law and designed to maintain public trust.





# Secure System Design

Designed to Contain, Sustain, and Maintain Public Trust



Census design is focused 1<sup>st</sup> on data security to protect respondents' data and 2<sup>nd</sup> on user experience so that respondents may confidently respond to the 2020 Census.

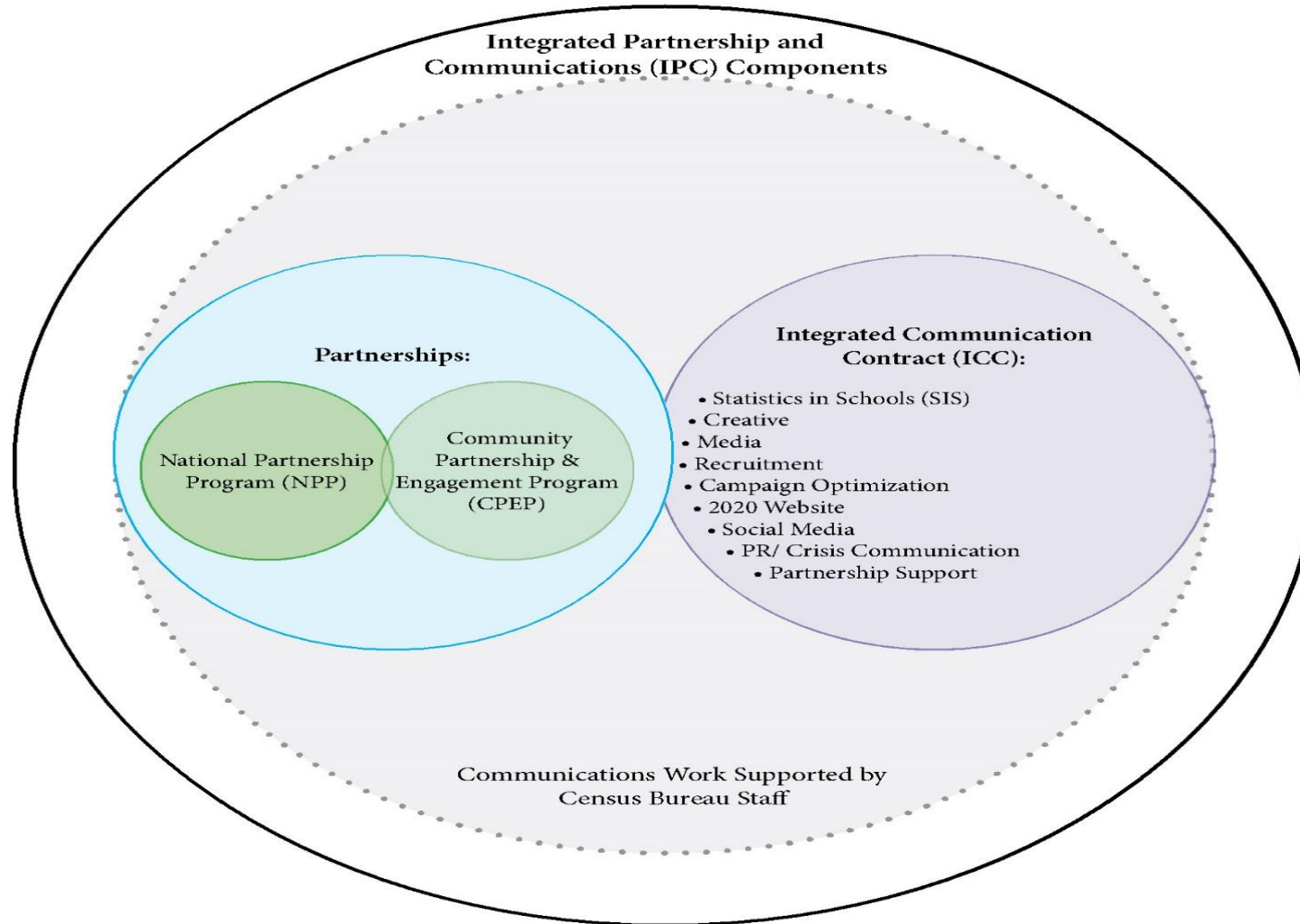
***Contain Issues + Sustain Services = Maintain Public Trust***

## Employ “Physical Security” Techniques

- “Layer” physical entry with the appropriate level of security (doors, walls)
- “Isolate” separate areas within layers to efficiently handle interactions (lines, guards)
- “Lock down” valuables behind closed doors (vaults, safes)

# 2020 Census

## Motivating Response through a Multifaceted Approach



# 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



# 2020 Census

## National Partnership Program (NPP)

NPP's purpose and mission is to leverage other voices to increase response to the census and to develop sustaining and transformational engagements through a multifaceted approach:



- **Co-create commitments with partners** that can reach many more, creating a “network effect”.



- **Accelerate ideas into action working** with organizations in many sectors, leveraging a proven, iterative process.

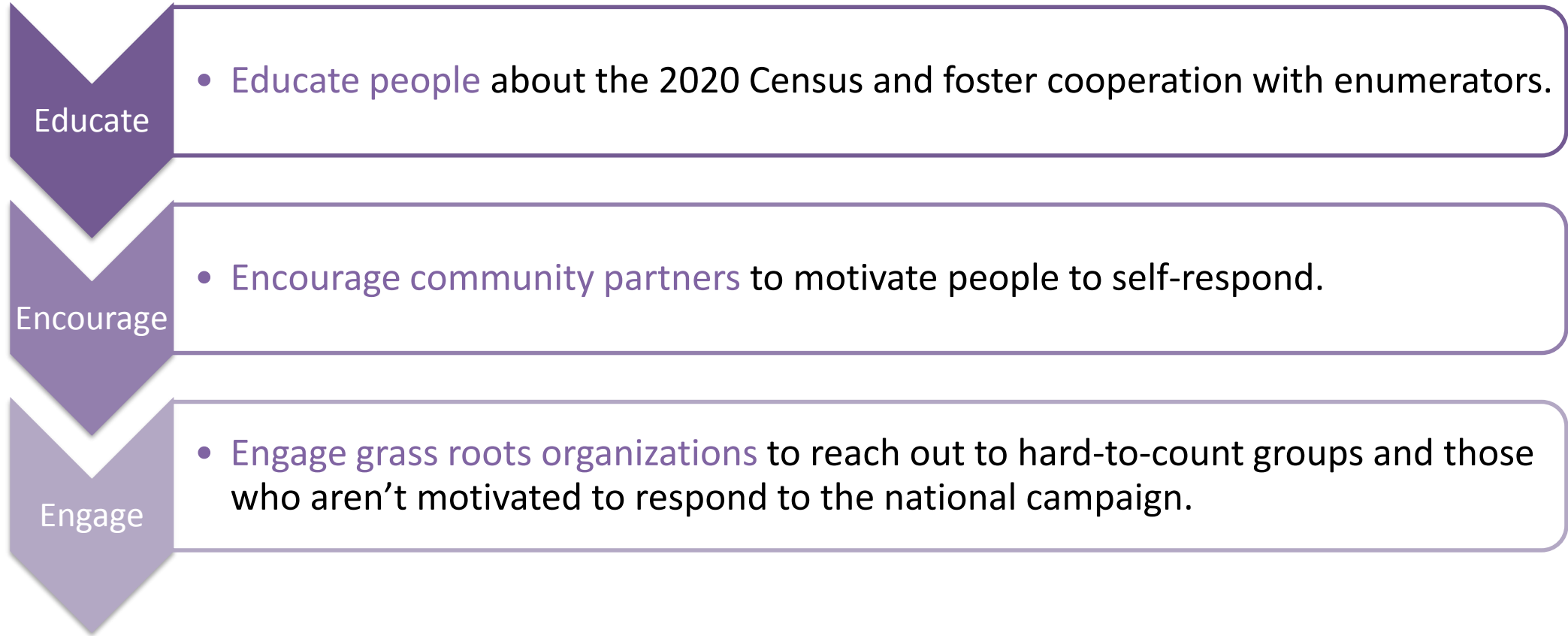


- **Provide informational resources** to those who have the expertise, creativity, and reach and who know their communities, audiences, and constituents better than anyone else.

# 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".





# 2020 Census

## CPEP-Partnerships Throughout the United States

### Leveraging Trusted Voices throughout All Elements of the CPEP

- State Complete Count Commissions (SCCCs)
- Complete Count Committees (CCCs)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach

#### 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.

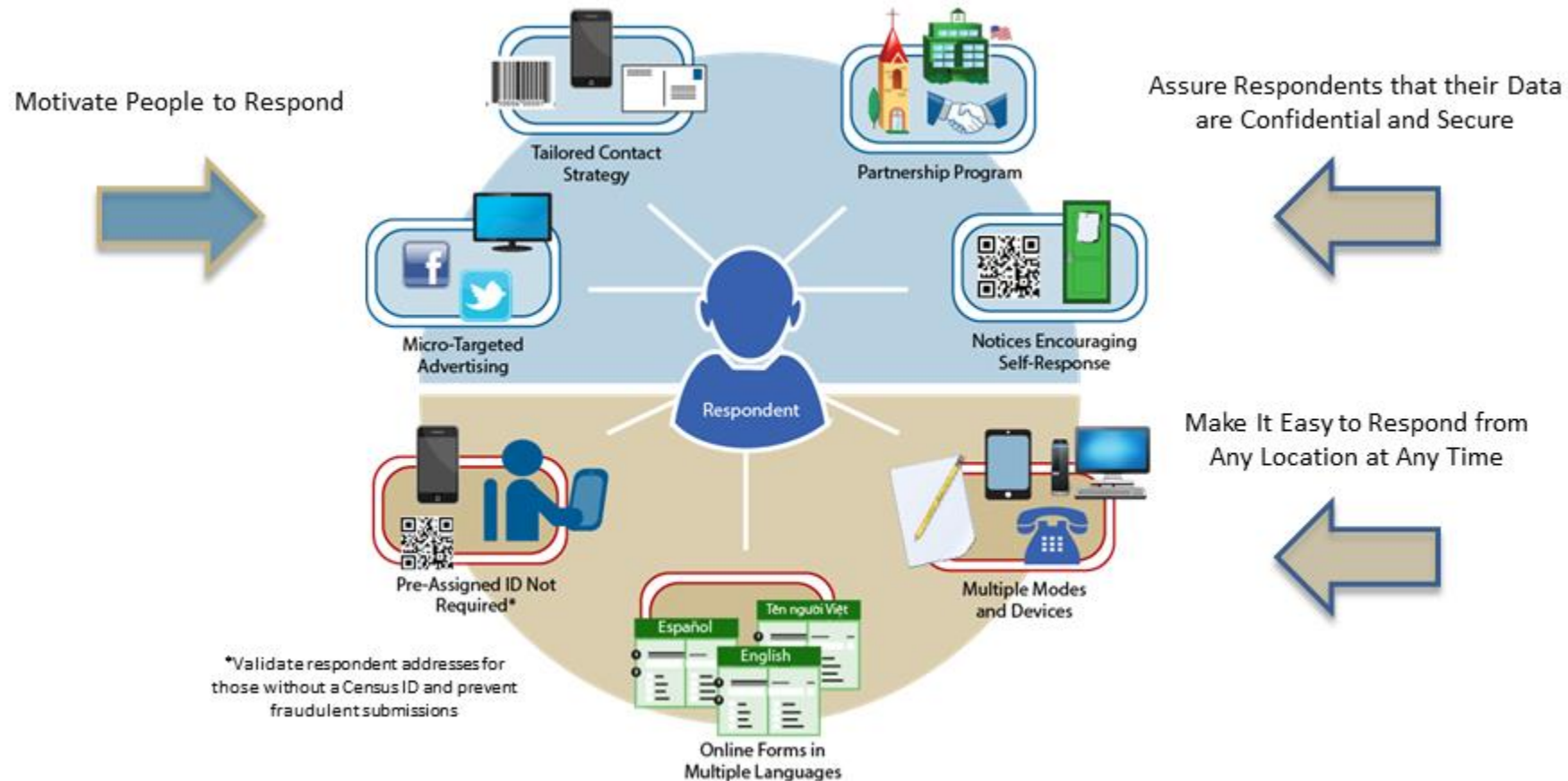
# 2020 Census Self-Response



# 2020 Census

## Optimizing Self-Response

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



# 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

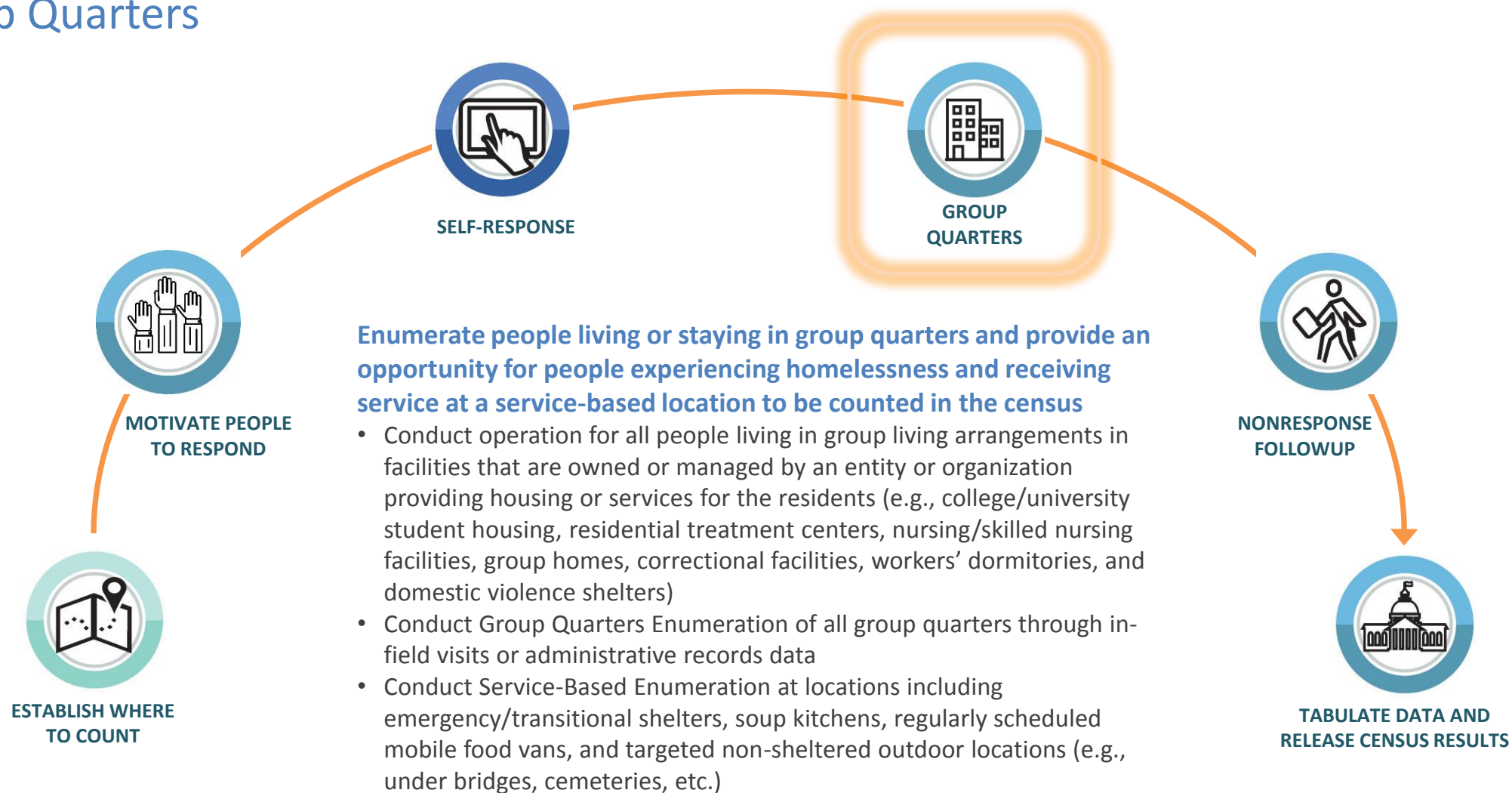
- Spanish

### 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

# 2020 Census

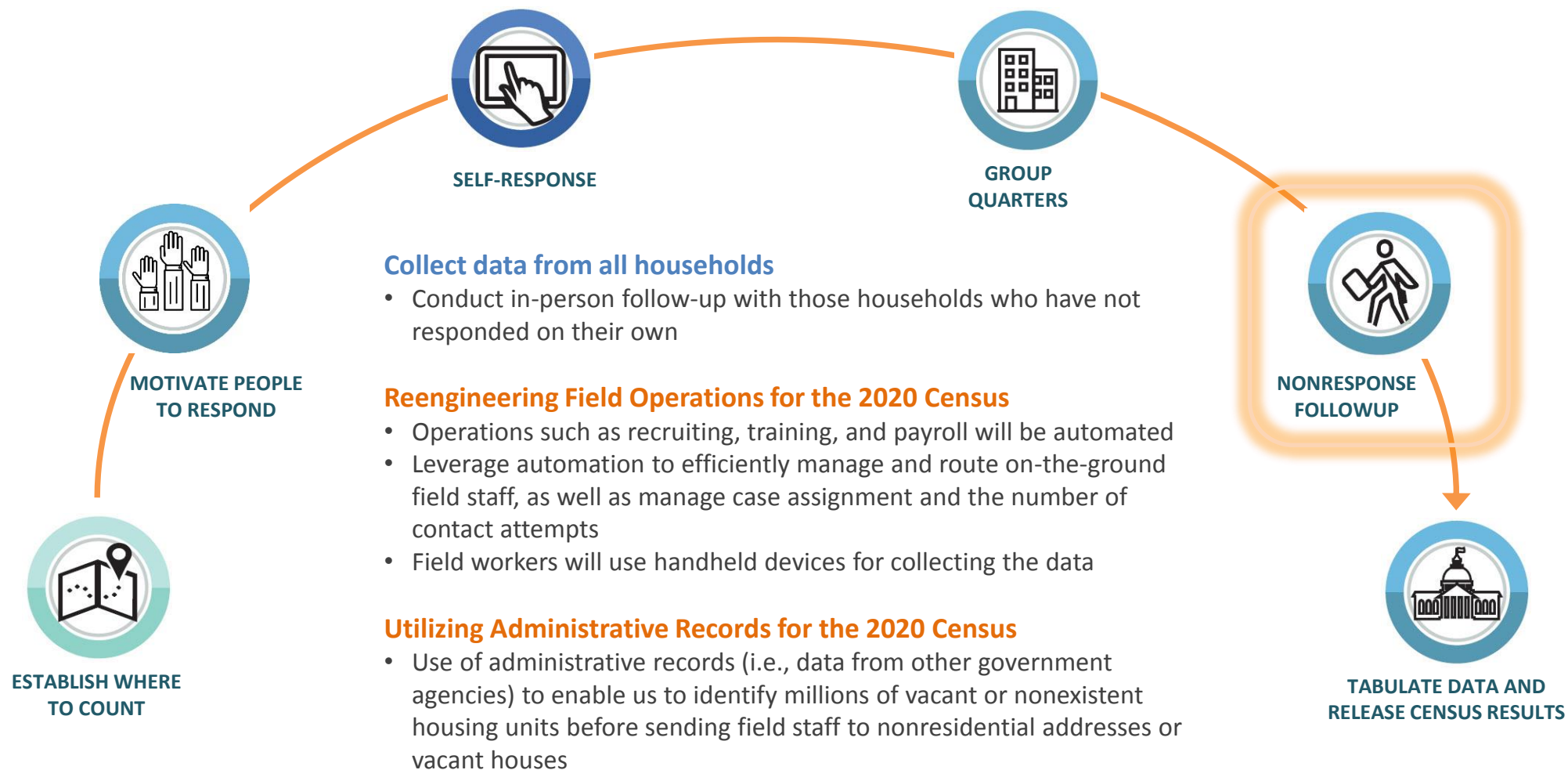
## Group Quarters





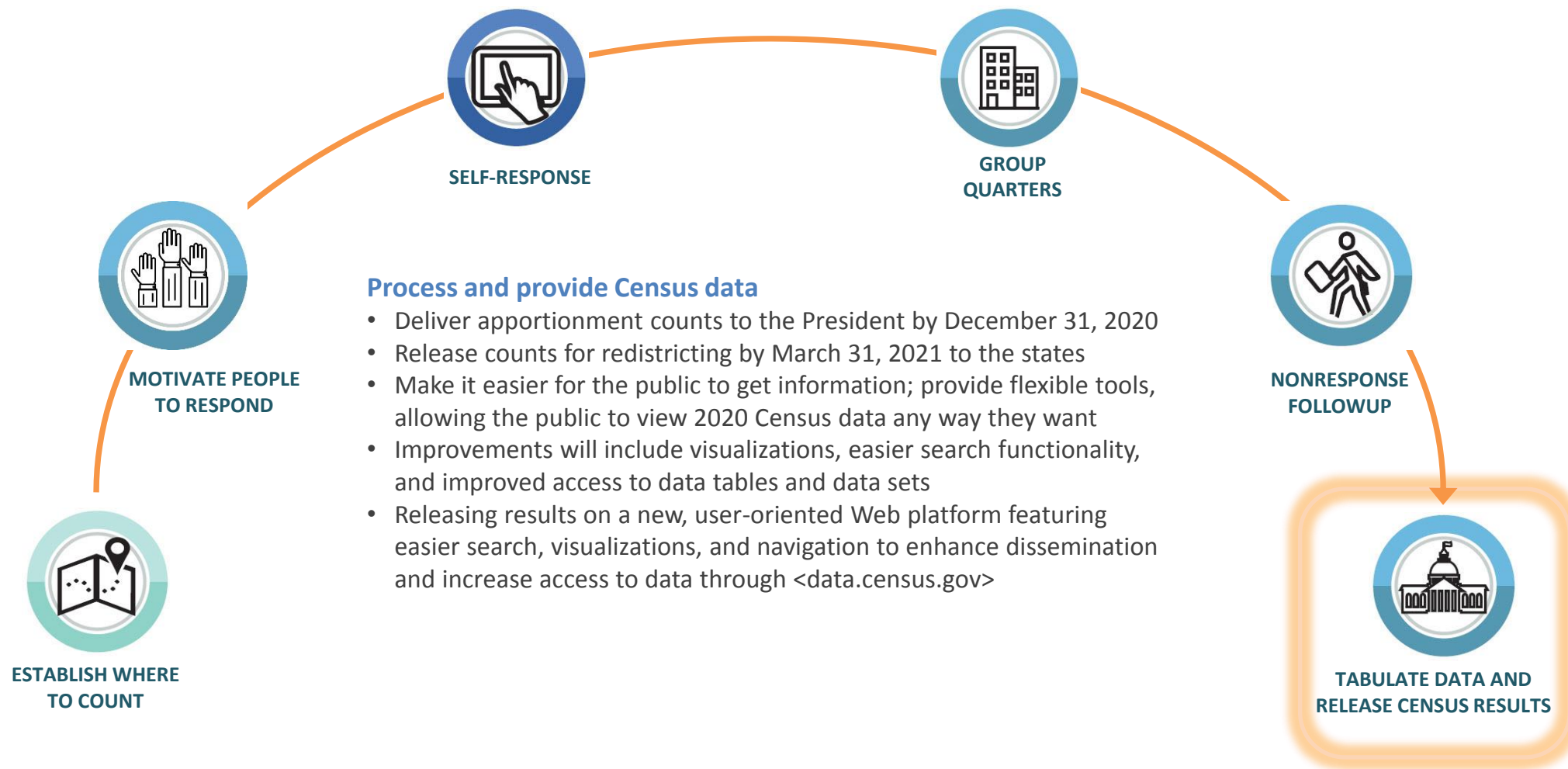
# 2020 Census

## Nonresponse Followup



# 2020 Census

## Tabulate Data and Release Census Results



## Connect with Us



Sign up for and manage alerts at  
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



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



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](https://facebook.com/uscensusbureau)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)

# Thank You

**Albert E. Fontenot, Jr.**

**Associate Director for Decennial Census Programs**

United States Department of Commerce  
Bureau of the Census  
4600 Silver Hill Rd.  
Suitland, Maryland 20233

Office 301-763-4668

[albert.e.fontenot@census.gov](mailto:albert.e.fontenot@census.gov)