





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)

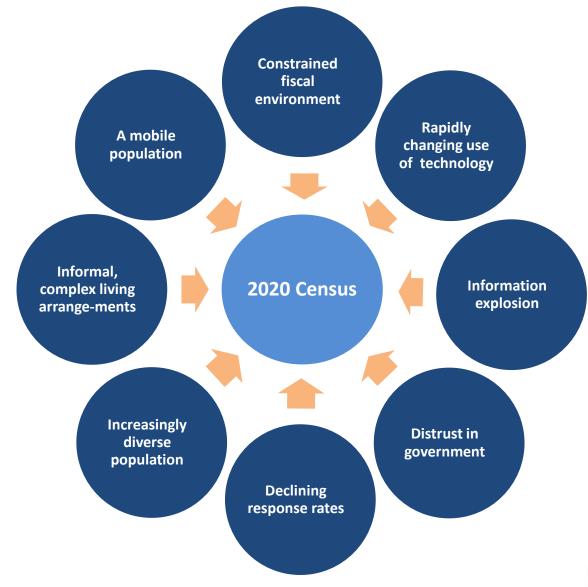




The Decennial Census

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.





A Complete and Accurate Count of the Population and Housing







Goal and Key Innovation Areas

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

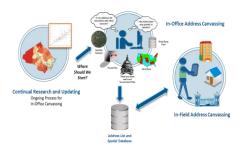
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

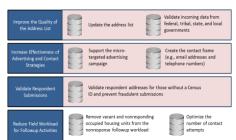


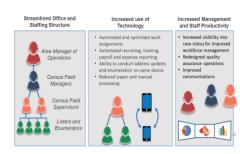
















Establish Where to Count







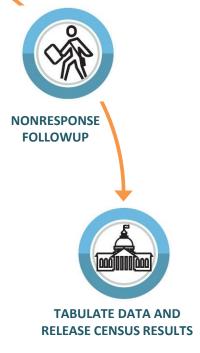
GROUP QUARTERS

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
- Delineate types of enumeration areas, including those designated as Update Leave, where Census hand delivers questionnaires to addresses that do not have "city-style addresses" and to areas affected by natural disasters
- Use multiple data sources to identify areas with address changes
- Get local government input through the Local Update of Census Addresses

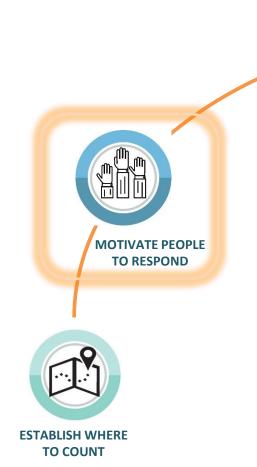
Reengineering Address Canvassing for the 2020 Census

- 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





Motivate People to Respond







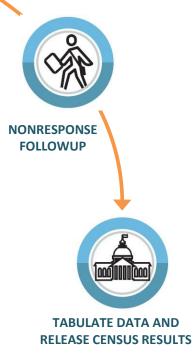


Conduct a nationwide communications and partnership campaign

 Build on the success of using paid advertising and audience segmentation in recent decades

Optimizing Self-Response for the 2020 Census

- Communicate about the census based on advanced modeling techniques to increase awareness and self-response
- Add digital advertising to target and tailor messages to various audiences



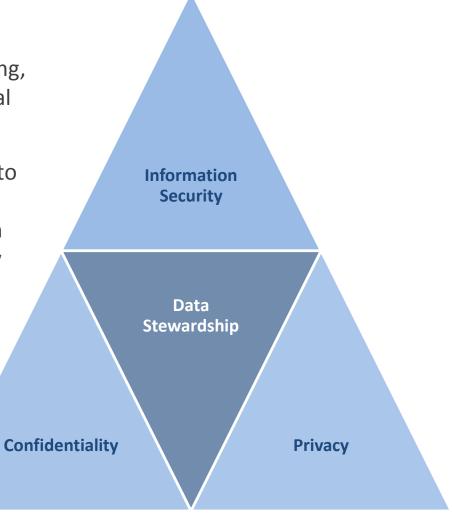


Census Data Stewardship – Insuring Your Data Is Safe And Secure

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.

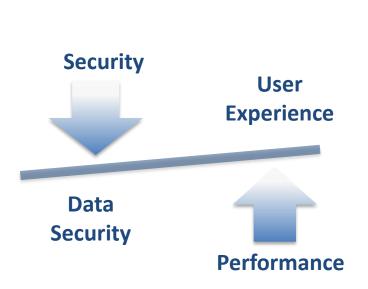






Secure System Design

Designed to Contain, Sustain, and Maintain Public Trust



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

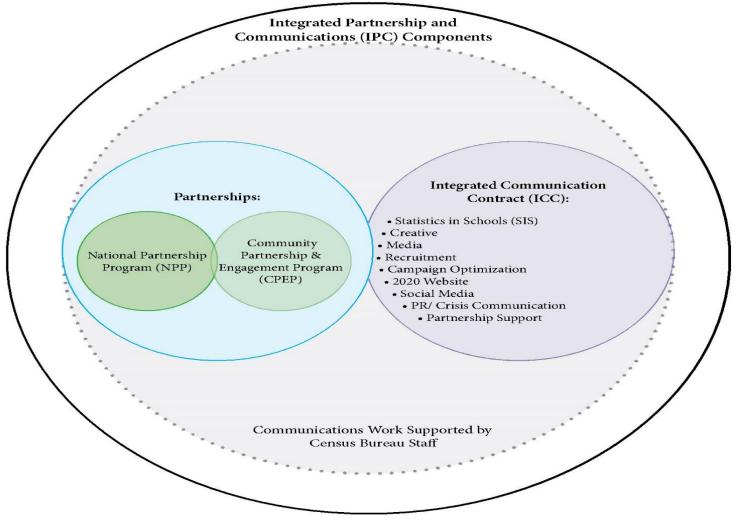
Contain Issues + Sustain Services = Maintain Public Trust

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)



Motivating Response through a Multifaceted Approach







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







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

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

Accelerate

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

Provide

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



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

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

Encourage

Encourage community partners to motivate people to self-respond.

Engage

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



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.

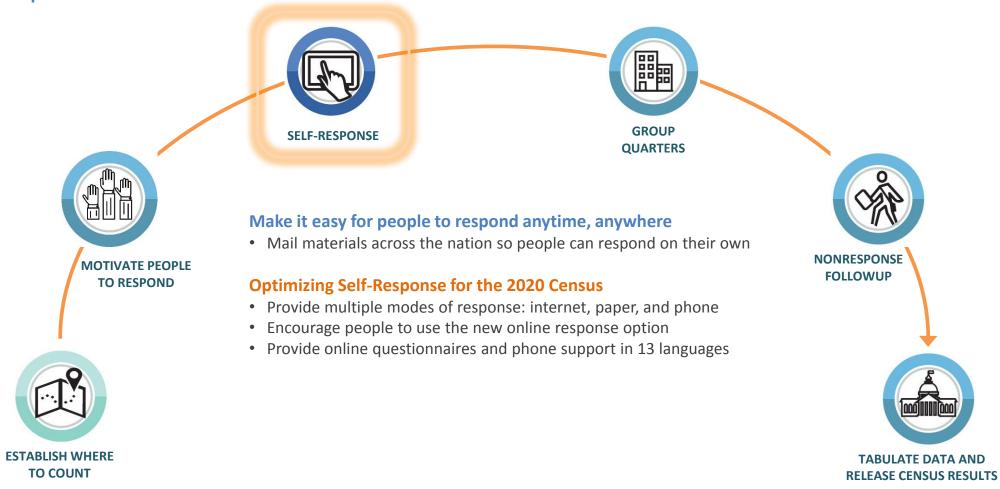
Complete Count Committees



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



Self-Response

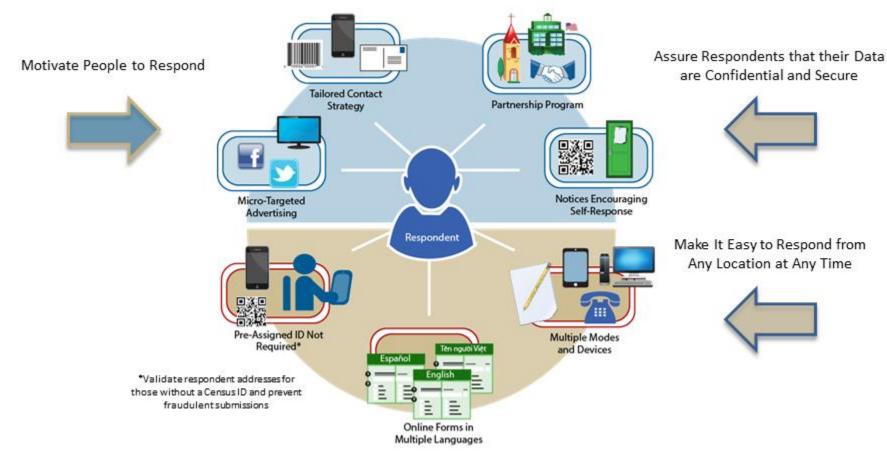






Optimizing Self-Response

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





Group Quarters

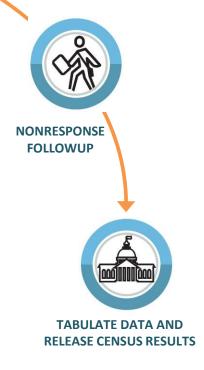


TO COUNT



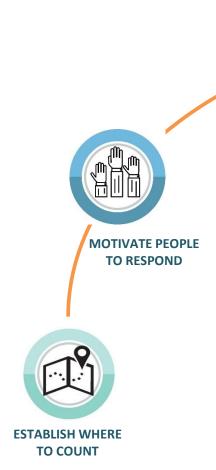
Enumerate people living or staying in group quarters and provide an opportunity for people experiencing homelessness and receiving service at a service-based location to be counted in the census

- Conduct operation for all people living in group living arrangements in facilities that are owned or managed by an entity or organization providing housing or services for the residents (e.g., college/university student housing, residential treatment centers, nursing/skilled nursing facilities, group homes, correctional facilities, workers' dormitories, and domestic violence shelters)
- Conduct Group Quarters Enumeration of all group quarters through infield visits or administrative records data
- Conduct Service-Based Enumeration at locations including emergency/transitional shelters, soup kitchens, regularly scheduled mobile food vans, and targeted non-sheltered outdoor locations (e.g., under bridges, cemeteries, etc.)





Nonresponse Followup







SELF-RESPONSE



GROUP QUARTERS

Collect data from all households

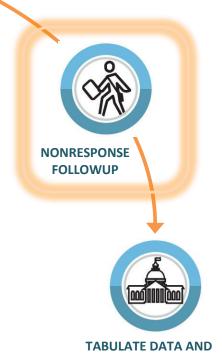
• Conduct in-person follow-up with those households who have not responded on their own

Reengineering Field Operations for the 2020 Census

- Operations such as recruiting, training, and payroll will be automated
- 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

Utilizing Administrative Records for the 2020 Census

• Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units before sending field staff to nonresidential addresses or vacant houses



RELEASE CENSUS RESULTS



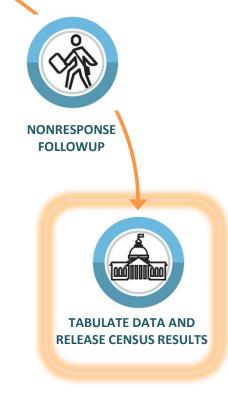
Tabulate Data and Release Census Results







- 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>







TO COUNT

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



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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



twitter.com/uscensusbureau



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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Thank You

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