2020 Census Overview and Update

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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

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

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

\textit{Contain Issues + Sustain Services = Maintain Public Trust}

\textbf{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
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**: 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.
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**
- 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.
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.
Make it easy for people to respond anytime, anywhere
- Mail materials across the nation so people can respond on their own

Optimizing Self-Response for the 2020 Census
- Provide multiple modes of response: internet, paper, and phone
- Encourage people to use the new online response option
- Provide online questionnaires and phone support in 13 languages
Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Tailored Contact Strategy

Partnership Program

Notice Encouraging Self-Response

Pre-Assigned ID Not Required

Assure Respondents that their Data are Confidential and Secure

Make It Easy to Respond from Any Location at Any Time

Online Forms in Multiple Languages

Multiple Modes and Devices

United States Census Bureau
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 |
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 in-field 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.)
2020 Census
Nonresponse Followup

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
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>
Connect with Us

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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/

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Thank You

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