The 2020 Census: Preparing for the Road Ahead

Presentation to the National Association of Counties – 2017 Annual Conference
Columbus, OH

July 23, 2017
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

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the United States 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.

• Draw congressional and state legislative districts, school districts and voting precincts
• Enforce voting rights and civil rights legislation
• 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)
• Provide population benchmark for nearly every other United States survey
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.
The 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**

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**Reengineering Address Canvassing**

- Centralized and updated address list
- In-office canvassing
- In-field canvassing

**Optimizing Self-Response**

- Reduce people to respond
- Support tailored advertising campaigns
- Create contact lists
- Reduce field workload for follow-up activities

**Utilizing Administrative Records and Third-Party Data**

- Increase the quality of the address list
- Utilize data sourcing from federal, state, and local governments
- Identify repeat addresses
- Create the contact list
- Reduce the number of contact attempts

**Reengineering Field Operations**

- Streamline office and staffing structure
- Increased use of technology
- Increased management and staff productivity
- Increased visibility into operational efficiency and workforce management
  - Integrated quality assurance operations
  - Improved communications
The 2020 Census: Motivate People to Respond
Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.
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
Use strategic national and local partnerships to increase public trust, awareness, and support of the Census Bureau’s mission to accurately measure the nation’s population and economy.
Integrated Partnership and Communications
Community Partnership and Engagement Program Objectives

**Enroll** community partners to increase decennial participation of those who are less likely to respond or are often missed

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign
Community Partnership Engagement Program
Partnerships Throughout the United States

**State Complete Count Commissions**

Form State Complete Count Commissions with the highest elected officials for each state
- Legislation
- Census Outreach Budget
- Partnership Agreement
- Briefing and training materials
- Partnership Specialist support

**Complete Count Committees**

Form Complete Count Committees at the county, municipal, and community levels
- Resources
- Partnership Agreement
- Briefing and training materials
- Partnership Specialist support
Local Update of Census Addresses

Overview

Background

- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)
- Provides a voluntary opportunity for designated representatives of tribal, state and local governments to review and comment on the addresses used to conduct the decennial census

Who Can Participate?

- Federally recognized tribes with a reservation and/or off-reservation trust land
- States
- Counties
- Incorporated places – cities, towns, boroughs, or villages
- Townships (Minor Civil Divisions)

Confidentiality and Security

- Information provided to/from LUCA is covered under Title 13 of the United States Code

Preparation and Next Steps for Participation

- Prepare (now!)
- Register to participate (July 2017)
- Attend a training workshop (Fall/Winter 2017)
  - In-person workshops
  - Self-training aids and webinars available online
- Conduct your LUCA review (February – April 2018)
  - 120 calendar days upon receipt of materials to complete review
2020 Census Redistricting Data Program

Background

Public Law 94-171 passed in 1975
- Requires that the program is conducted in a non-partisan manner
- Establishment of non-partisan liaison(s) by legislative leadership and governor in each state
- Notification of Governor and Legislative Leadership of the start of each program phase
- Requires the Secretary of Commerce, through the Census Bureau, to allow states to identify the geographic area tabulations needed for legislative redistricting
  - Tabulation Blocks
  - Voting Districts (wards, precincts, etc.)

Requires the Census Bureau to establish criteria surrounding the collection of the identified geographic area types
- Must be provided 4 years prior to Census Day
- Allows for analysis of submissions and enforcement of criteria by the Census Bureau

Requires the tabulated data be delivered by 1 year from Census Day
- April 1, 2021 for the 2020 Census

Requires data be delivered to:
- Governor
- Officers and public bodies of the State having responsibility for legislative redistricting
  - Legislative Leadership
  - Commissions, etc.
American Community Survey

Background

1790-1930 Census
one form to all households

1940-2000 Census
short form & long form

1996-2004 ACS
demonstration period

2005-present ACS/PRCS
annual estimates for all geographies

2010 Census and future
short form only
American Community Survey
Overview

• Ongoing monthly survey sent to 3.5 million addresses per year to produce detailed population and housing estimates each year
  • Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
• Designed to produce critical information on small areas and small population groups previously collected on the decennial long form
• Covers 35+ topics and supports over 300 known Federal Government uses
• Data released twice annually
  • 1-year estimates (12 months of data)
  • 5-year estimates (60 months of data)
## American Community Survey

### Differences between ACS and Census

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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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