



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:

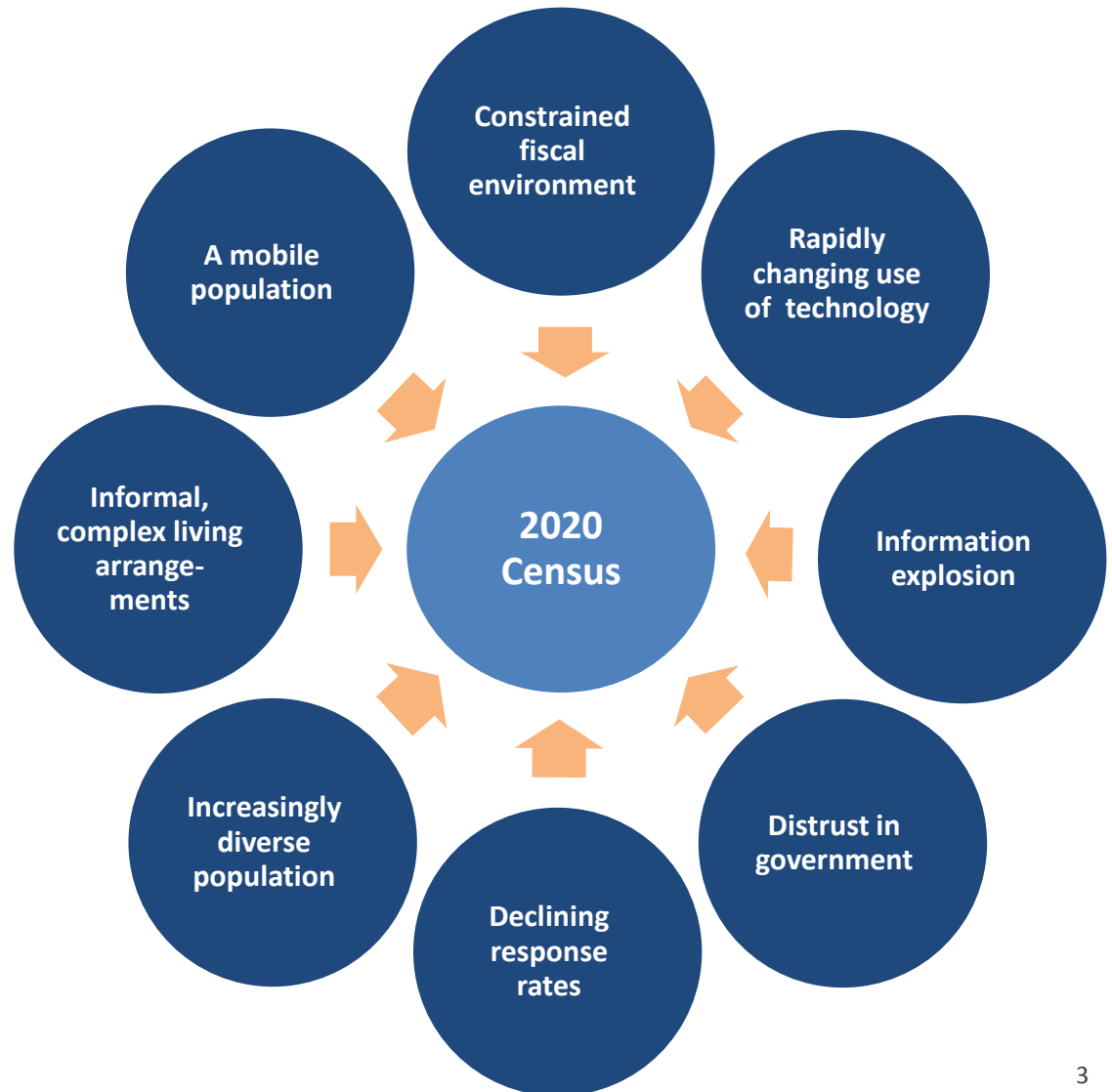
***Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...** The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every 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

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.



The 2020 Census

Goal and Key Innovation Areas

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

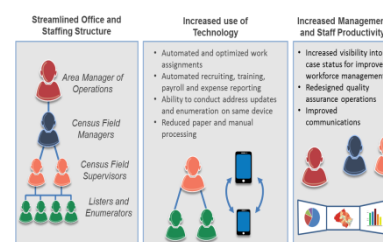
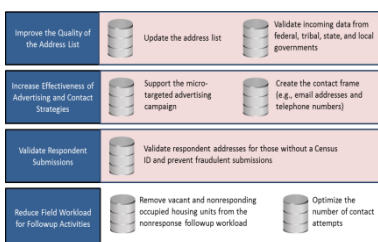
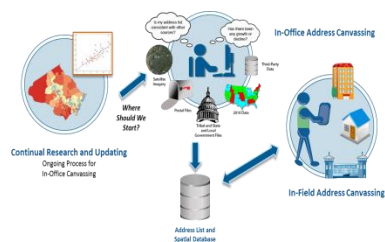
Focus on Four Key Innovation Areas

Reengineering
Address Canvassing

Optimizing
Self-Response

Utilizing
Administrative
Records and Third-
Party Data

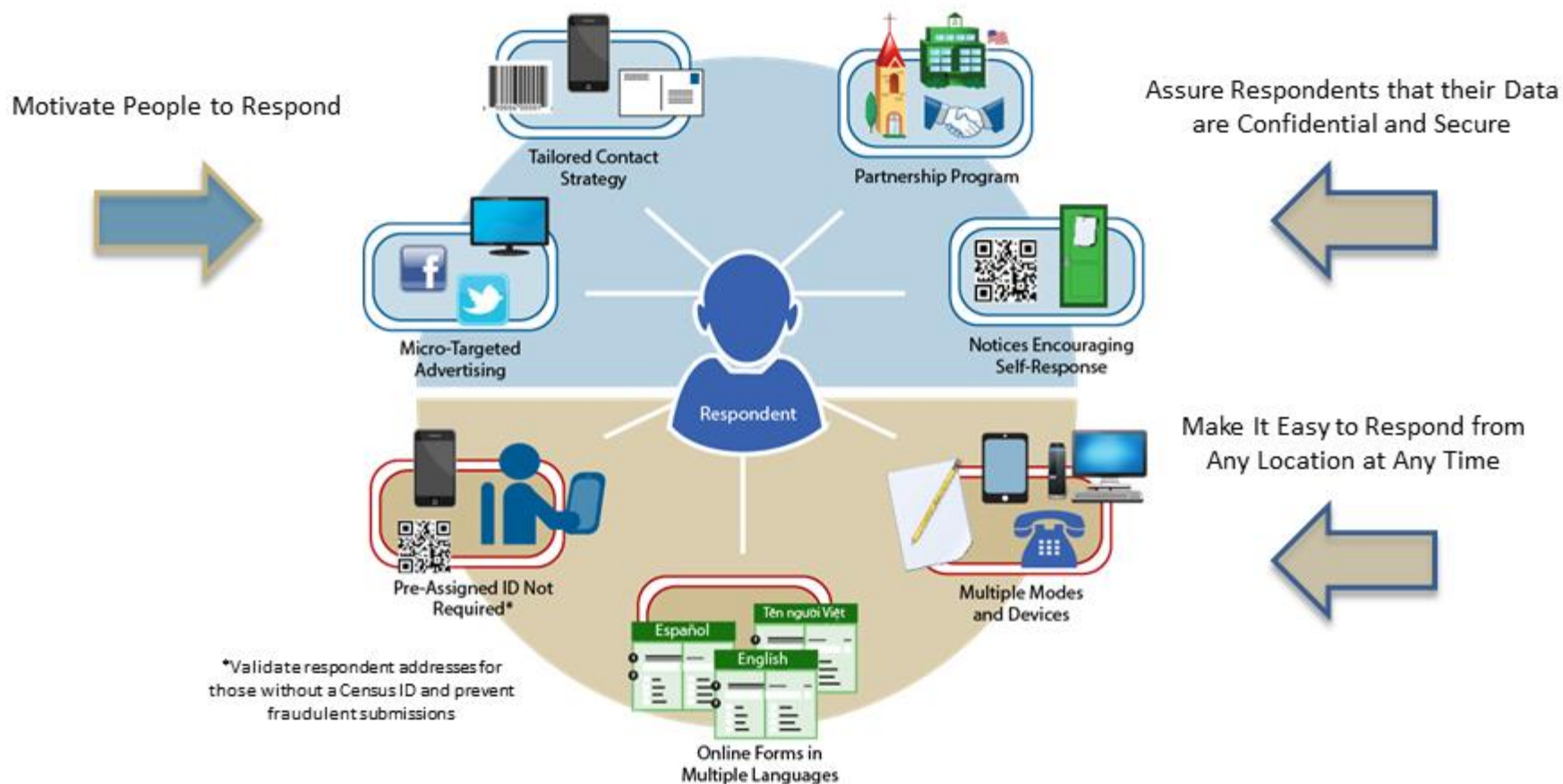
Reengineering Field
Operations



The 2020 Census: Motivate People to Respond

Optimizing Self-Response

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



Integrated Partnership and Communications

Main Components

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



Integrated Partnership and Communications

2020 Census Partnership Mission

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



Sponsorship
and Promotions



Message and Brand
Awareness



Activities and Events



Social and Digital Engagement



Increase Response
Rates



Data Use and
Feedback



Policy/Advocacy

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

Confidentiality and Security

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

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)

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 the 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

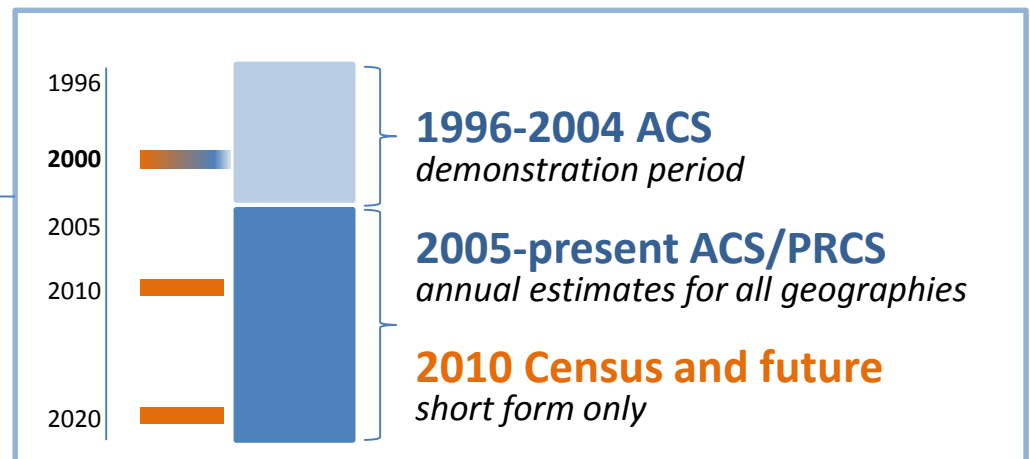
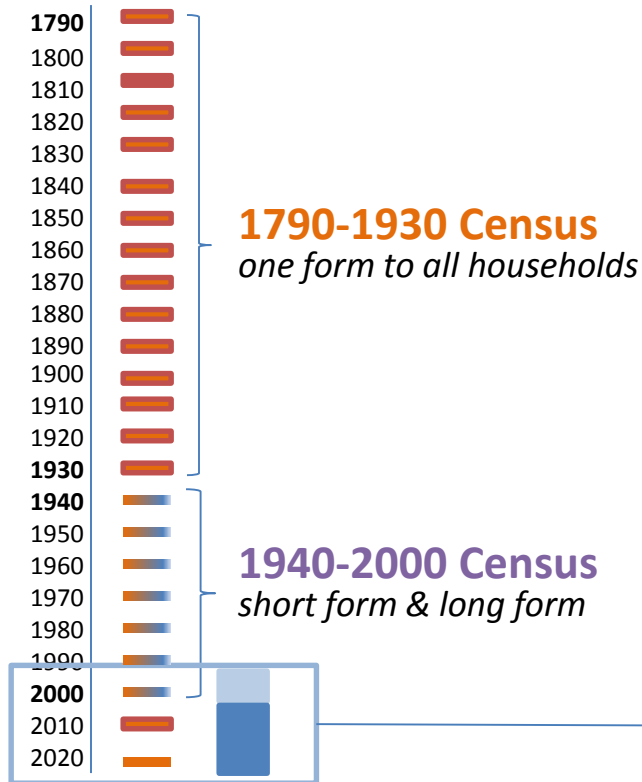
- April 1, 2021 for the 2020 Census

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



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)

Housing

Please answer the following questions about the house, apartment, or mobile home at the address on the mailing label.

1. Which best describes this building? (Include all apartments, flats, etc., never vacant.)

2. How many units in this house or mobile home are there?

3. Does this house, apartment, or mobile home have -

4. At this house, apartment, or mobile home - do you or any member of this household own or use any of the following computers?

United States Census Bureau

Welcome to the American Community Survey. You will need the materials we mailed to you to start the survey.

All the information that you provide will remain completely confidential.

Please Log In

Enter the 10-digit User ID found below the barcode on the materials we mailed to you.

User ID: [] - []

Log In

WARNING

You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has not been extended is a violation of federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474). System usage may be monitored, recorded, and subject to audit. Use of this system indicates consent to monitoring and recording.

American Community Survey

Differences between ACS and Census

	ACS	2010 Census
<i>purpose</i>	Sample estimates	Official counts
<i>produces</i>	Population characteristics	Population totals
<i>new data every</i>	Year	10 years
<i>data reflect</i>	Period of time	Point in time

Connect with Us



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



facebook.com/uscensusbureau



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/>



instagram.com/uscensusbureau



pinterest.com/uscensusbureau