

The 2020 Census

A New Design for the 21st Century

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:

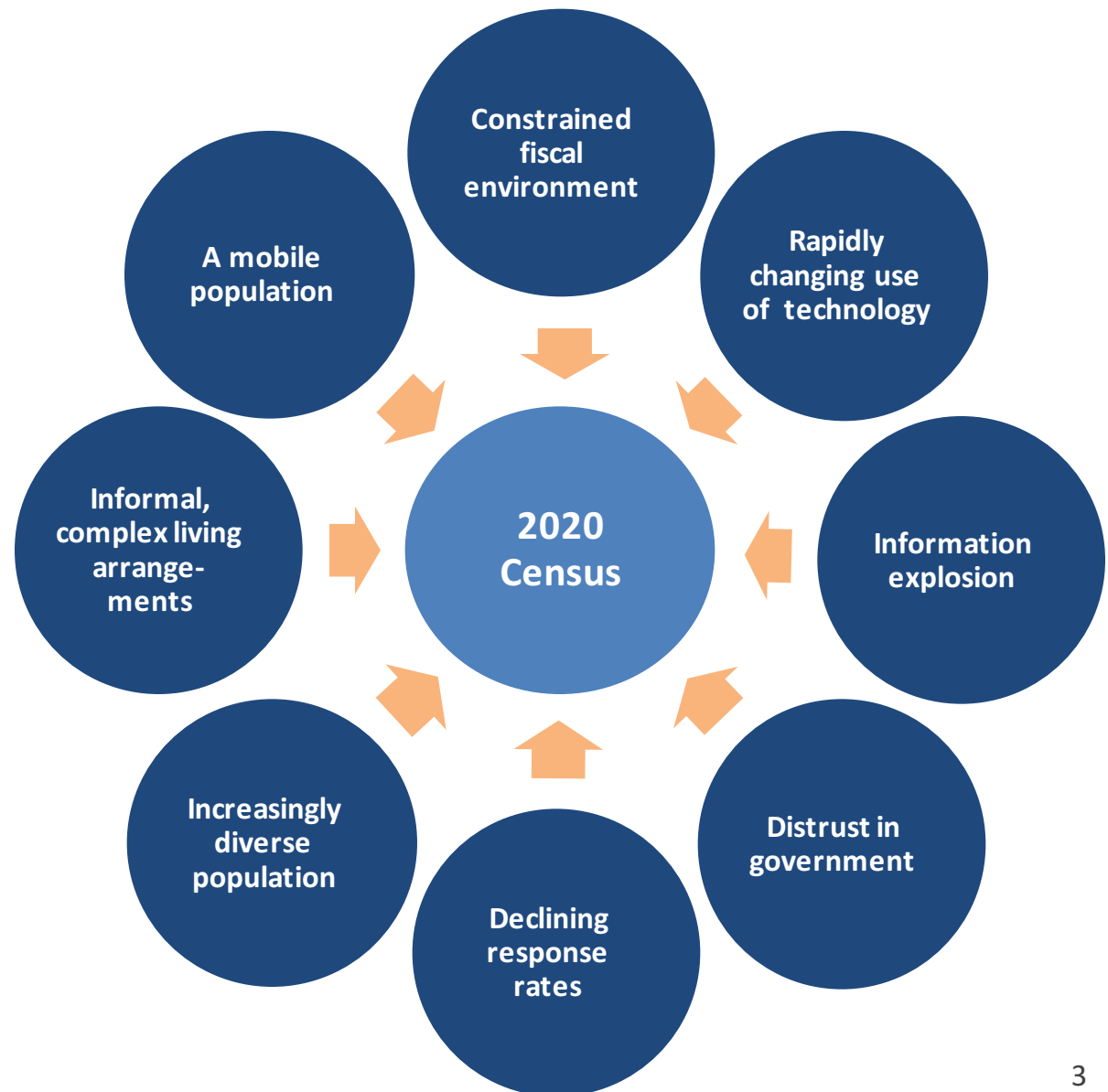
***Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...** The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every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

Goals and Key Innovation Areas

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

Challenge Goal: Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

Focus on Four Key Innovation Areas

Reengineering
Address Canvassing

Optimizing
Self-Response

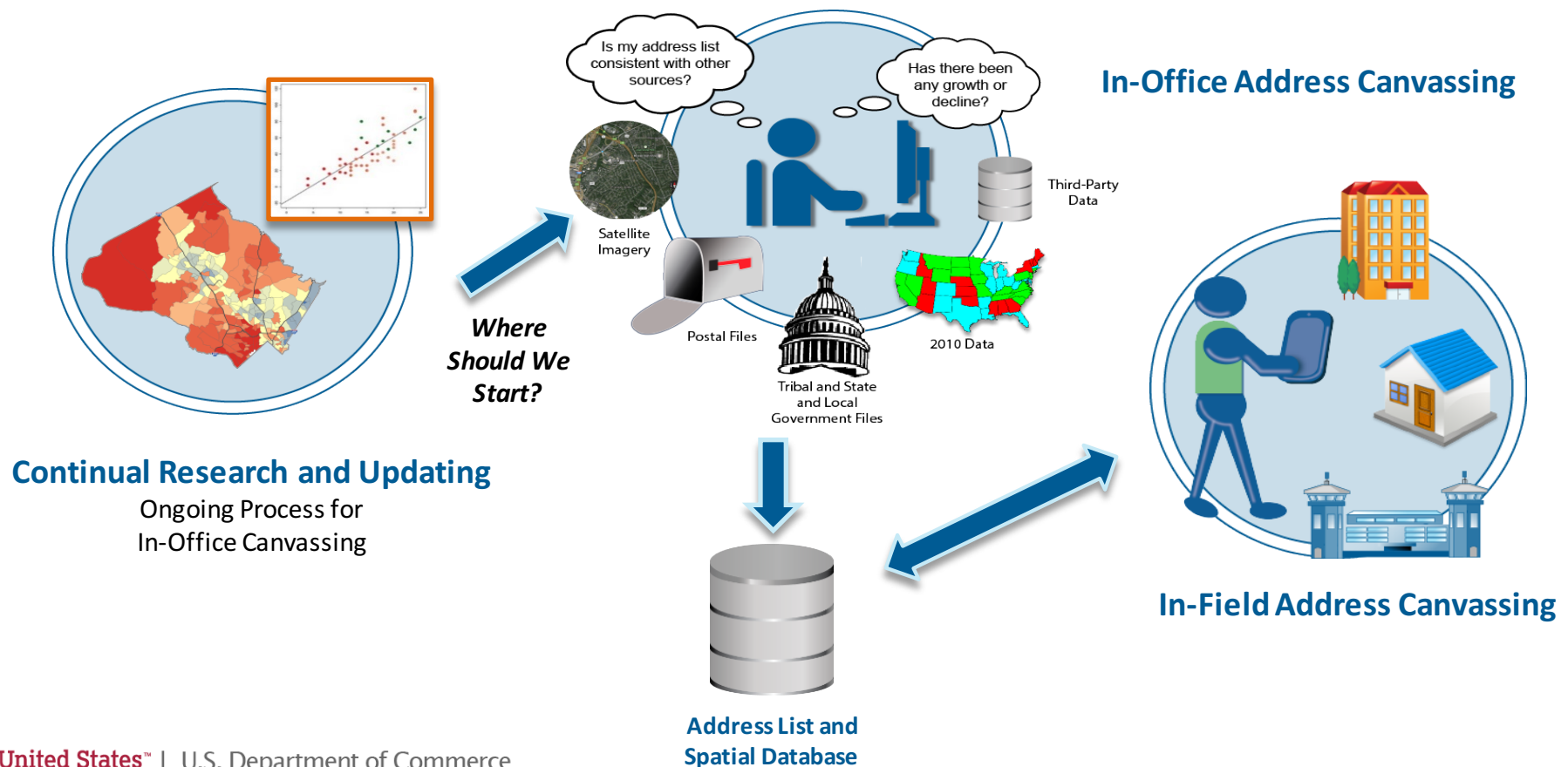
Utilizing
Administrative
Records and Third-
Party Data

Reengineering Field
Operations

The 2020 Census: Establish Where to Count

Reengineering Address Canvassing

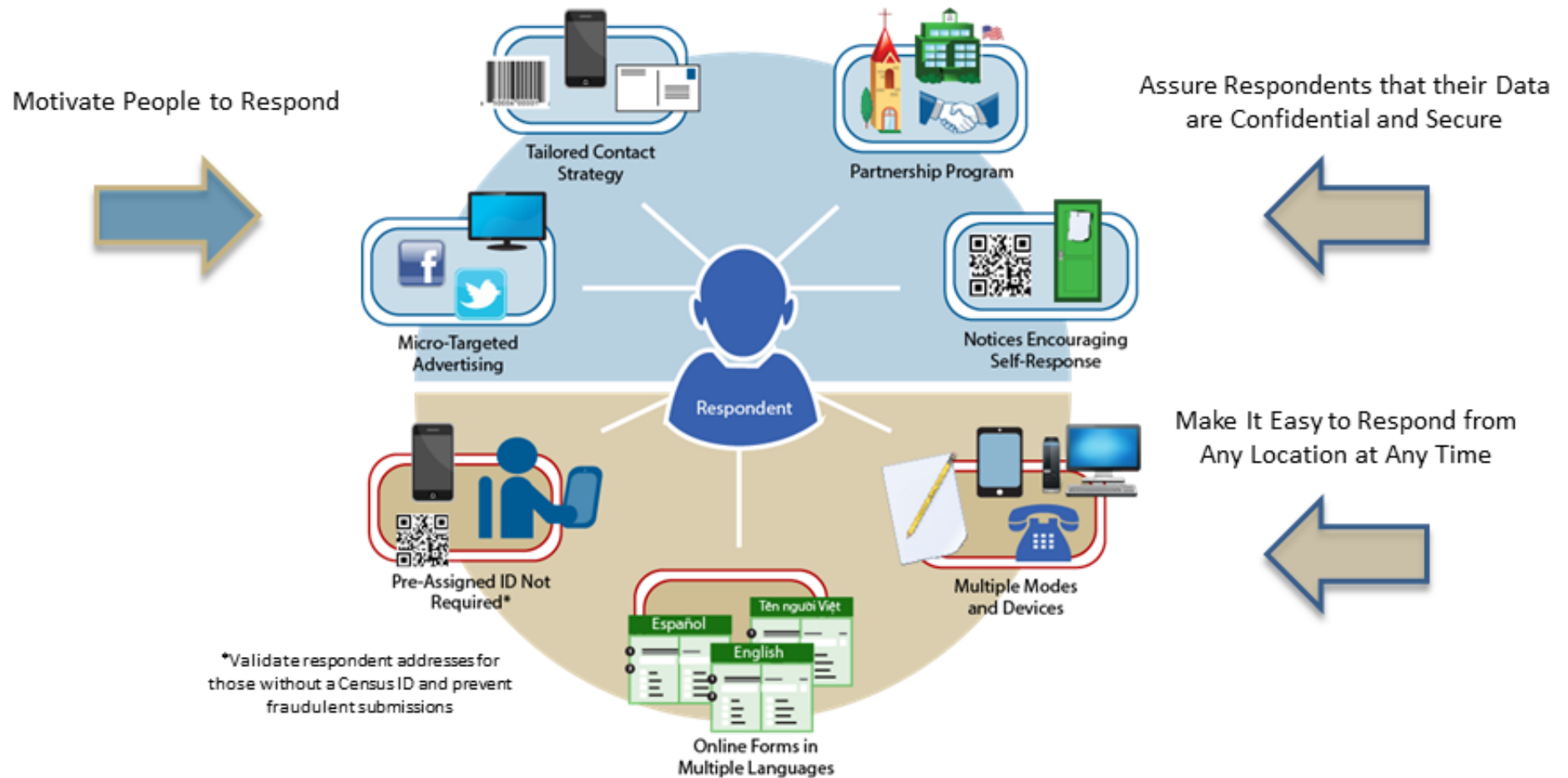
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



The 2020 Census: Motivate People to Respond

Optimizing Self-Response

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



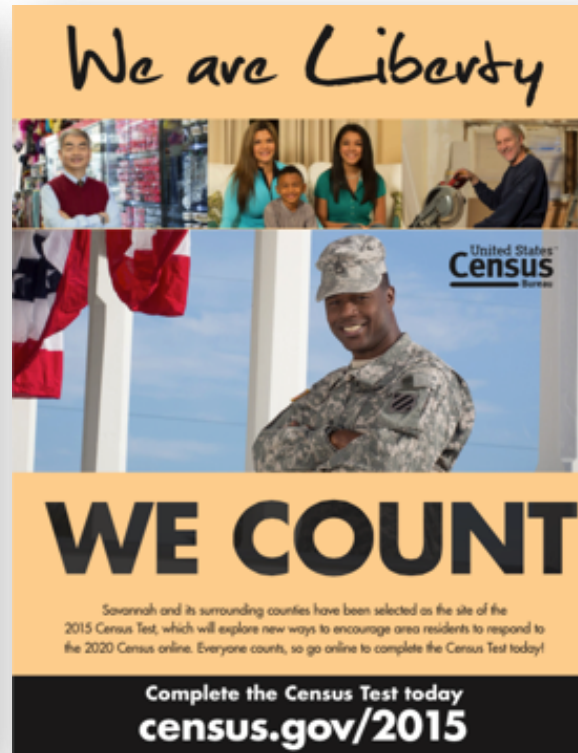
The 2020 Census: Motivate People to Respond

2015 Optimizing Self-Response Test

- A site test conducted in the Savannah, Georgia media market area (20 counties)
- Research how advertising, outreach, and promotion can engage and motivate respondents for action
- Findings:
 - An additional 35,249 Internet responses from housing units not selected in mail panels as a result of advertising and promotional efforts
 - “Notify Me” again had low participation
 - New postcard generated response of approximately 8 percent
 - Successful implementation of real-time non-ID processing, and matched 98.5 percent of cases

The 2020 Census: Motivate People to Respond

Optimizing Self-Response Outreach, Advertising, and Promotion

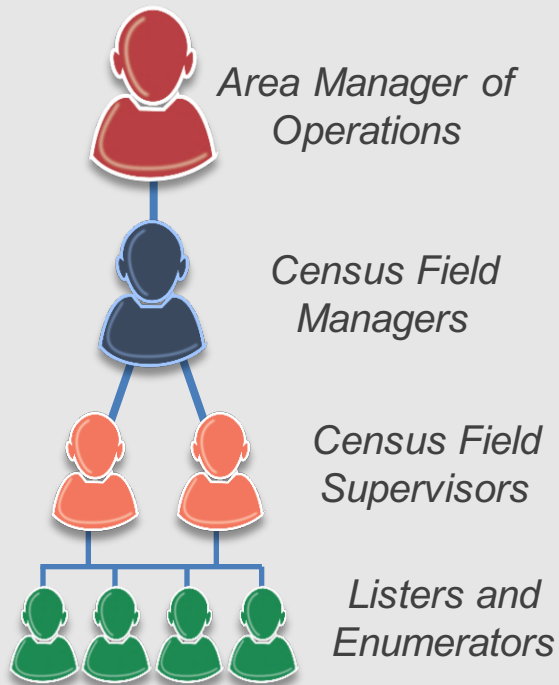


The 2020 Census: Count the Population

Reengineering Field Operations

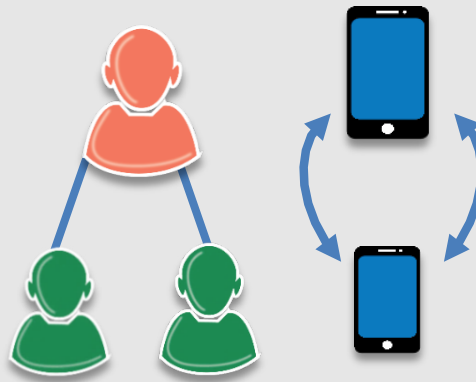
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure



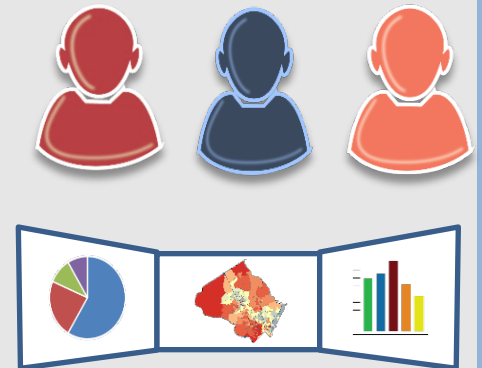
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



Increased Management and Staff Productivity








- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



The 2020 Census: Count the Population

Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

Improve the Quality of the Address List	 Update the address list	 Validate incoming data from federal, tribal, state, and local governments
Increase Effectiveness of Advertising and Contact Strategies	 Support the micro-targeted advertising campaign	 Create the contact frame (e.g., email addresses and telephone numbers)
Validate Respondent Submissions	 Validate respondent addresses for those without a Census ID and prevent fraudulent submissions	
Reduce Field Workload for Follow-up Activities	 Remove vacant and nonresponding occupied housing units from the nonresponse follow-up workload	 Optimize the number of contact attempts

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A New Design for the 21st Century

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



Establish Where to Count

Identify all addresses where people could live

IN-FIELD IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

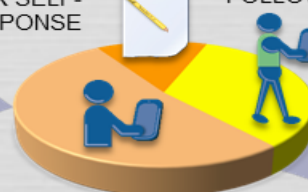
**Count Everyone Once
In the Right Place**



TELEPHONE
AND PAPER SELF-
RESPONSE

INTERNET SELF-RESPONSE

NONRESPONSE
FOLLOWUP



Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Release Census Results

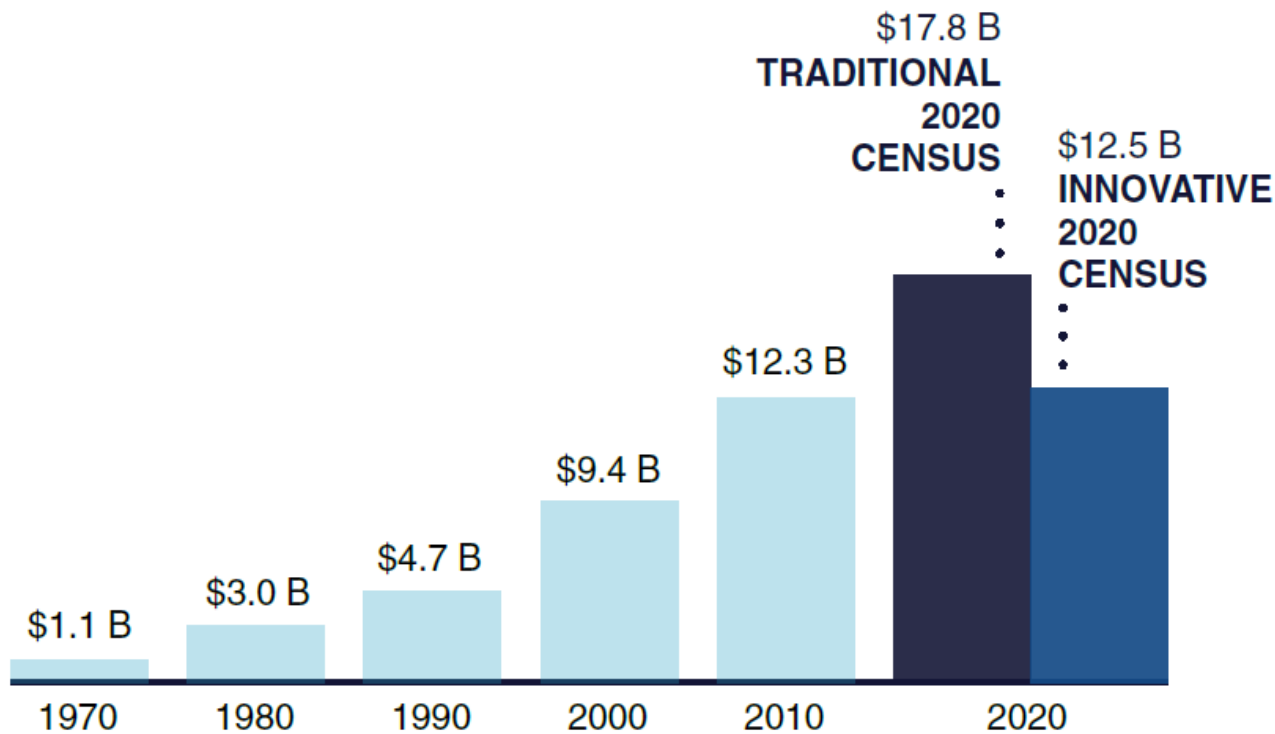
Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



The 2020 Census

Estimated Lifecycle Costs



Fewer Staff
Fewer Offices
Less Burden

**MORE THAN
\$5 BILLION
IN SAVINGS**

The 2020 Census

The 2020 Census Key Upcoming Activities*

- 2016** • **2016 Census Test (April 1st Census Day)**
2016 Address Canvassing Test
Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries
Award 2020 Census Questionnaire Assistance Contract
Award Integrated Communications Contract
- 2017** • **2017 Census Test (April 1st Census Day)**
Topics to Congress – by March 31, 2017 • •
Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018
- 2018** • **2018 End-to-End Test (April 1st Census Day)**
Question Wording to Congress – by March 31, 2018 • •
- 2019** • **Partnership Program** – Launch of the partnership program
Complete Count Committees – Formation of committee's should be complete
- 2020** • **Advertising** – Begins in early 2020
Census Day – April 1, 2020
Nonresponse Follow-up – Begins in late April and continues until late June/early July
Apportionment Counts to the President – by December 31, 2020
- 2021** • **Redistricting Counts to the States** – by March 31, 2021



Thank you