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 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**

- Area Manager of Operations
  - Census Field Managers
    - Census Field Supervisors
      - Listers and Enumerators

**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.

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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 to inspire participation

Establish Where to Count

- Identify all addresses where people could live
- 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 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

- $1.1 B (1970)
- $3.0 B (1980)
- $4.7 B (1990)
- $12.3 B (2010)
- $17.8 B (TRADITIONAL 2020 CENSUS)
- $12.5 B (INNOVATIVE 2020 CENSUS)

MORE THAN $5 BILLION IN SAVINGS

Fewer Staff
Fewer Offices
Less Burden
The 2020 Census
The 2020 Census Key Upcoming Activities*

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 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 End-to-End Test (April 1st Census Day)
Question Wording to Congress – by March 31, 2018

Partnership Program – Launch of the partnership program
Complete Count Committees – Formation of committee’s should be complete

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

Redistricting Counts to the States – by March 31, 2021

*Timing and scope of activities subject to final appropriation level for FY 2016
**Topic and question wording for the American Community Survey will be delivered along with the topics and question wording for the 2020 Census
Thank you