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

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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

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

   \textit{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

Estimated Lifecycle Costs

- 1970: $1.1 B
- 1980: $3.0 B
- 1990: $4.7 B
- 2000: $9.4 B
- 2010: $12.3 B
- 2020: $17.8 B (Traditional 2020 Census)
- Also includes $12.5 B (Innovative 2020 Census)

More than $5 billion in savings

Fewer staff, fewer offices, less burden.
The 2020 Census
A New Design for the 21st Century

Motivate People to Respond
Conduct a nationwide 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
- 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
Where are we Today?

2020 Census Lifecycle

- Released the 2020 Census Memorandum Series which documents significant decisions, actions, and accomplishments of the 2020 Census Program
- Conducting the 2016 Census Test in part of Los Angeles County, CA and part of Harris County, TX
- Posted a Federal Register Notice on the 2010 Census Residence Rule in May 2015 and a summary of comments received in February 2016
- Began tribal consultations in October 2015 and will continue through April 2016
- Began the 2020 Census Redistricting Data Program Kick-off meetings in December 2015 and will continue through 2016
Special Topic: Residence Rule and Situations

- Supports the goal of the Decennial Census, to count everyone once, only once, and in the right place
- Provides guidance on:
  - Who should be counted
  - Where they should be counted

Key Activities
- March 2015 – Federal Register notice gave the public the opportunity to review the 2010 Residence Rule and Situations
  - 262 public comments received
- June 30th, 2016 – Federal Register notice giving the opportunity for public comment on the proposed 2020 Census Residence Rule and Situations
  - Notable: Deployed Military – in 2010, counted at their home state, 2020 proposal is to count them at their usual residence
  - Notable: Prisoners – in 2010, counted at the correctional facility, no proposed change for 2020
  - Comment period originally ended August 1st, but extended to September 1st
- Late 2016 – Draft and publish the Federal Register notice containing the final 2020 Residence Rule and Situations
Special Topic: Internet Access

Optimizing Self-Response

- Internet self-response will be emphasized throughout most of the country (~80%) - “Internet Push”
  - Cost savings in paper processing
  - Better data quality via live-feedback when completing form
  - More timely processing of completed returns (no need to image/key forms)
- In areas identified to have low online response rates – will send questionnaires early, and not restrict to online responses (~20%) – “Internet Choice”
  - Via ACS data, Planning Database, FCC internet connectivity data
- Specific strategies will also be employed by our Integrated Partnership and Communications campaign to target these areas
- Regardless of self-response strategy, if households in these areas do not self-respond, they will become part of the NRFU operation, and receive in-person interview attempts
2016 Census Test

Overview

- **Purpose:** Refine technologies and methods associated with Self-Response and Nonresponse Followup operations
- **April 1, 2016 Census Day**
- **A site test in parts of Harris County, TX and Los Angeles County, CA**
  - Language diversity
  - Demographic diversity
  - High vacancy rates
  - Varying levels of Internet usage
  - Multiple locations across different time zones
  - Approximately 225,000 housing units in each test area
2016 Census Test
Self-Response: Overview

• Five Self-Response Contact Strategy Panels
• Multiple mailings to encourage self-response
• Provide language support to Limited English Proficient populations
  • Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
  • Multilingual brochures
  • Envelopes with messages written in non-English languages
• New Internet software application PRIMUS
• Refinement of Real-Time Non-ID Processing methods
• Partnerships to reach demographically diverse populations
## 2016 Census Test

**Self-Response: Contact Strategies**

Five Self-Response Contact Strategy Panels with Multiple Mailings

<table>
<thead>
<tr>
<th>Panel</th>
<th>Contact 1</th>
<th>Contact 2</th>
<th>Contact 3</th>
<th>Contact 4</th>
<th>Contact 5 Nonresponse Followup</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internet Push</td>
<td>Letter</td>
<td>Postcard</td>
<td>Postcard</td>
<td>Mail Questionnaire + Letter</td>
</tr>
<tr>
<td>2</td>
<td>Internet Push with reminder letter</td>
<td>Letter</td>
<td>Letter</td>
<td>Postcard</td>
<td>Mail Questionnaire + Letter</td>
</tr>
<tr>
<td>3</td>
<td>Internet Push with language brochure</td>
<td>Brochure</td>
<td>Postcard</td>
<td>Postcard</td>
<td>Mail Questionnaire + Brochure</td>
</tr>
<tr>
<td>4</td>
<td>Internet Push with language insert</td>
<td>Letter + Insert</td>
<td>Postcard</td>
<td>Postcard</td>
<td>Mail Questionnaire + Letter/Insert</td>
</tr>
<tr>
<td>5</td>
<td>Internet Choice</td>
<td>Mail Questionnaire + Letter</td>
<td>Postcard</td>
<td>Postcard</td>
<td>Mail Questionnaire + Letter</td>
</tr>
</tbody>
</table>

*Weekly NRFU mailings will occur to any addresses removed from the NRFU workload as a result of our administrative records modeling process.
## 2016 Census Test

### Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

<table>
<thead>
<tr>
<th>Operation/Materials</th>
<th>Non-English Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Questionnaire</td>
<td>Spanish, Chinese (Simplified), Korean</td>
</tr>
<tr>
<td>Paper Questionnaire (and mailing materials)</td>
<td>Spanish, Chinese (Simplified), Korean</td>
</tr>
<tr>
<td>Nonresponse Followup Questionnaire (and field materials)</td>
<td>Spanish, Chinese (Simplified), Korean</td>
</tr>
<tr>
<td>Census Questionnaire Assistance Interview</td>
<td>Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French</td>
</tr>
<tr>
<td>Web Pages with Fact Sheet and FAQs</td>
<td>Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai</td>
</tr>
</tbody>
</table>
2016 Census Test
Self-Response: Internet (CEDCaP System)

New Internet Software Application PRIMUS
2016 Census Test
Self-Response: Non-ID Processing
2016 Census Test
Self-Response: Questionnaire

Questionnaire in Four Languages - English, Spanish, Chinese, and Korean
2016 Census Test

Partnership and Outreach

• Partners for the 2016 Census Test Sites
• Partnership Commitment Activities for the 2016 Census Test Sites
• Partnership specialists have also provided recruiting support for the Field staff
2016 Census Test
Partnership and Outreach

Partnerships Toolkit
Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

Contents include:
• Fast facts about the 2016 Census Test
• Email Samples
• Article Samples
• Event Hosting Tips
• Social Media Content
• A list of places with public computers
• Important Internet URLs
2016 Census Test
Reengineering Field Operations

The 2016 Census Test is allowing us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up include:

• Determine the nonresponse followup strategy for the 2020 Census – how do we use administrative records to reduce the nonresponse followup universe and to determine the number of contacts we make with each nonresponding housing unit
• Refinement of the field management staffing structure
  • What is the best ratio of enumerators to local supervisors of operations and local supervisors of operations to field managers of operations
• Enhancements to the Operational Control System and COMPASS
• Refinement of the path in COMPASS to conduct proxy interviews
• Automated applications for field recruiting and administration
• Multi-unit accessibility and contact procedures

We are focusing on quality control in this test:

• Use of paradata and GPS points collected during interview
• Reinterview functionality
• Use of administrative records for in-house quality control
2016 Census Test
Reengineering Field Operations

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
2016 Census Test
Reengineering Field Operations: COMPASS (CEDCaP System)
## 2016 Census Test

### Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announced 2016 Site Selections Area Operations Support Center (AOSC)</td>
<td>June 26, 2015</td>
</tr>
<tr>
<td>Published Federal Register Pre-Submission Notice</td>
<td>August 4, 2015</td>
</tr>
<tr>
<td>Opened Regional Census Centers</td>
<td>September 24, 2015</td>
</tr>
<tr>
<td>Began Recruiting</td>
<td>November 2, 2015</td>
</tr>
<tr>
<td>Received OMB Approval</td>
<td>January 14, 2016</td>
</tr>
<tr>
<td>Opened Houston, TX AOSC</td>
<td>January 25, 2016</td>
</tr>
<tr>
<td>Opened Los Angeles, CA AOSC</td>
<td>February 23, 2016</td>
</tr>
<tr>
<td>Began Self-Response Data Collection</td>
<td>March 21, 2016</td>
</tr>
<tr>
<td>Census Day</td>
<td>April 1, 2016</td>
</tr>
<tr>
<td>Began Nonresponse Followup (NRFU)</td>
<td>May 12, 2016</td>
</tr>
</tbody>
</table>
Upcoming Tests
Address Canvassing Test

Overview

• Begins in the Fall 2016
• Two contiguous sites, approximately 12,600 blocks in total
  • One site is a mix of urban, suburban and rural territories
  • One site is a principal city of a metropolitan statistical area

Purpose

• Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
• Measure the effectiveness of In-Field Address Canvassing
• Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
• Conduct an In-Field Relisting to collect data to refine future Quality Control operations
2017 Census Test

Overview

- April 1, 2017 Census Day
- A site test on tribal lands with Update Enumerate
- Additional testing through a nation-wide self-response test

Purpose

- Test the integration of operations and systems for Update Enumerate
- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information
2017 Puerto Rico Census Test

Overview

- April 1, 2017 Census Day
- A site test in Puerto Rico

Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test adaptive design and use of administrative records and third-party data in Puerto Rico
- Test Spanish versions of the software/systems needed to support Census activities
2018 End-to-End Census Test

Overview

• April 1, 2018 Census Day
• Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

Purpose

• Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
• Produce a prototype of geographic and data products
The 2020 Census

Looking Ahead

2016 Census Test (April 1st Census Day)
Address Canvassing Test

Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries

Publish Proposed 2020 Residence Rule and Situations with 30-day Comment Period

Award Contract for the 2020 Census Questionnaire Assistance (CQA)

Award Integrated Communications Contract

Publish Final 2020 Residence Rule and Situations (Late 2016)

Puerto Rico Census Test

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.

2019 Partnership Program – Launch of the partnership program

Complete Count Committees – Formation of committee’s should be complete

Advertising – Begins in early 2020

2020 Census Day – April 1, 2020

Nonresponse Followup – 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
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More information on the 2020 Census Memorandum Series:

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/

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau