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

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Decennial Census Management Division
U.S. Census Bureau

National Conference of State Legislatures
Fall Forum
December 9, 2015
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 household (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: Establish Where to Count
Reengineering Address Canvassing Milestones

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2016</td>
<td>Begin MAF Coverage Study (In-Field)</td>
</tr>
<tr>
<td>September 2016</td>
<td>Begin 2016 Address Canvassing Test (In-Field)</td>
</tr>
<tr>
<td></td>
<td>Release the LUCA Detailed Operational Plan</td>
</tr>
<tr>
<td>September 2017</td>
<td>Begin In-Field Address Canvassing for the 2018 Census End-to-End Test</td>
</tr>
<tr>
<td>August 2019</td>
<td>Begin In-Field Address Canvassing for the 2020 Census</td>
</tr>
</tbody>
</table>
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: Motivate People to Respond

**Optimizing Self-Response**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>March 2016</td>
<td>Begin 2016 Census Test (April 1 Census Day)</td>
</tr>
<tr>
<td>September 2016</td>
<td>Release the Internet Self-Response Detailed Operational Plan</td>
</tr>
<tr>
<td>March 2017</td>
<td>Begin 2017 Census Test (April 1 Census Day)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Begin 2020 Census Internet Self-Response data collection</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Census Day</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Improve the Quality of the Address List</th>
<th>Update the address list</th>
<th>Validate incoming data from federal, tribal, state, and local governments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Effectiveness of Advertising and Contact Strategies</td>
<td>Support the micro-targeted advertising campaign</td>
<td>Create the contact frame (e.g., email addresses and telephone numbers)</td>
</tr>
<tr>
<td>Validate Respondent Submissions</td>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
<td></td>
</tr>
<tr>
<td>Reduce Field Workload for Followup Activities</td>
<td>Remove vacant and nonresponding occupied housing units from the nonresponse followup workload</td>
<td>Optimize the number of contact attempts</td>
</tr>
</tbody>
</table>
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
### Reengineering Field Operations – Field Infrastructure

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2016</td>
<td>Finalize number of Area Census Offices</td>
</tr>
<tr>
<td>September 2016</td>
<td>Release the Field Infrastructure Detailed Operational Plan</td>
</tr>
<tr>
<td>January 2017</td>
<td>Finalize locations of Area Census Offices</td>
</tr>
<tr>
<td>December 2017</td>
<td>Begin opening RCCs</td>
</tr>
<tr>
<td>January 2019</td>
<td>Begin opening Area Census Offices</td>
</tr>
<tr>
<td>December 2020</td>
<td>Complete closing of Area Census Offices</td>
</tr>
<tr>
<td>June 2021</td>
<td>Complete closing of all RCCs</td>
</tr>
</tbody>
</table>
The 2020 Census: Count the Population
Reengineering Field Operations – Nonresponse Followup

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>September 2016</td>
<td>Release the Nonresponse Followup Detailed Operational Plan</td>
</tr>
<tr>
<td>May 2017</td>
<td>Begin NRFU for 2017 Census Test</td>
</tr>
<tr>
<td>May 2018</td>
<td>Begin NRFU for 2018 Census End-to-End Test</td>
</tr>
<tr>
<td>April 2020</td>
<td>Begin NRFU data collection for the 2020 Census</td>
</tr>
<tr>
<td>August 2020</td>
<td>End NRFU data collection for the 2020 Census</td>
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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

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
A New Design for the 21st Century

<table>
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<tr>
<th>2020 Design Changes</th>
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<tr>
<td>Conduct In-Office Address Canvassing of 100 percent of the nation’s addresses and</td>
</tr>
<tr>
<td>In-Field Address Canvassing of approximately 25 percent of the nation’s addresses</td>
</tr>
<tr>
<td>Multiple modes for self-response (Internet, paper, telephone)</td>
</tr>
<tr>
<td>2 Data Capture Centers</td>
</tr>
<tr>
<td>6 Regional Census Centers</td>
</tr>
<tr>
<td>Approximately 250 Area Census Offices</td>
</tr>
<tr>
<td>Approximately 300,000 Trained Enumerators for Nonresponse Followup</td>
</tr>
<tr>
<td>Use of administrative records and third-party data to identify vacant housing units,</td>
</tr>
<tr>
<td>best time to visit a housing unit, and enumerate nonresponding occupied housing units</td>
</tr>
</tbody>
</table>
The 2020 Census
A New Design for the 21st Century – Estimated Lifecycle Costs

- Traditional 2020 Census: $17.8 B
- Innovative 2020 Census: $12.5 B

More than $5 billion in savings through fewer staff and less burden.

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
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

2019 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

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

Timing and scope of activities subject to final appropriation level for FY 2016
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