



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:

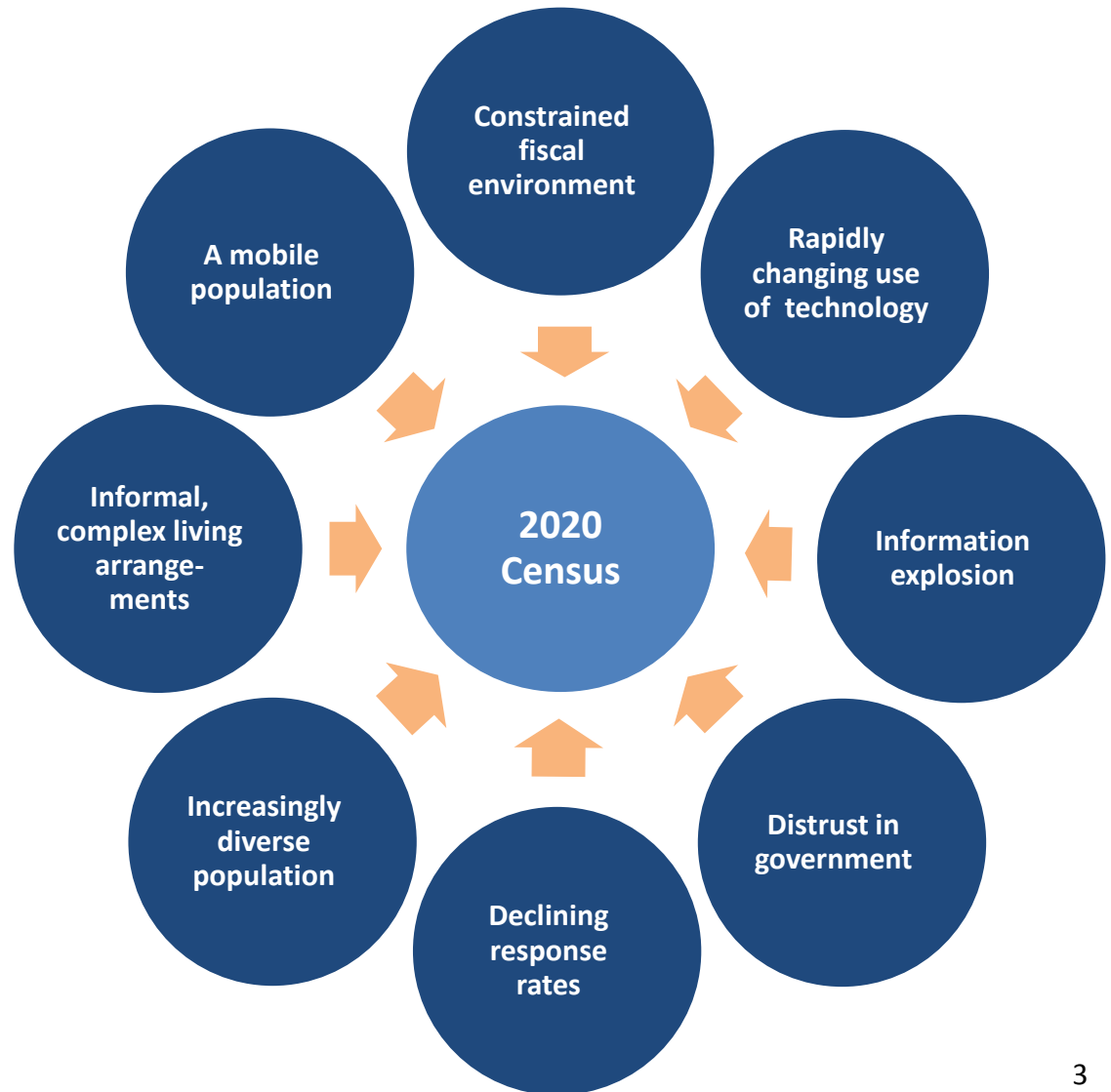
Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent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

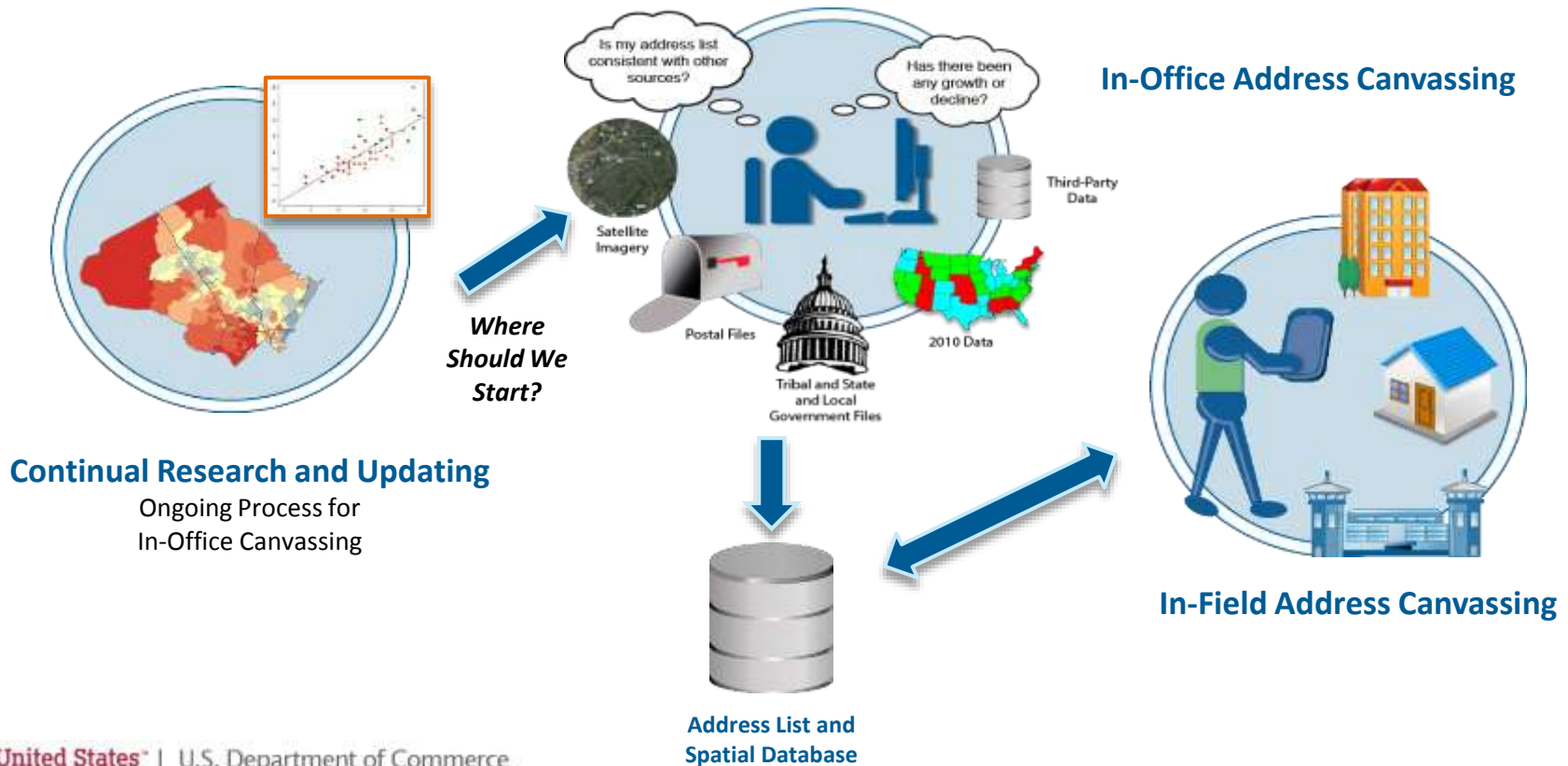
Utilizing
Administrative
Records and
Third-Party Data

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

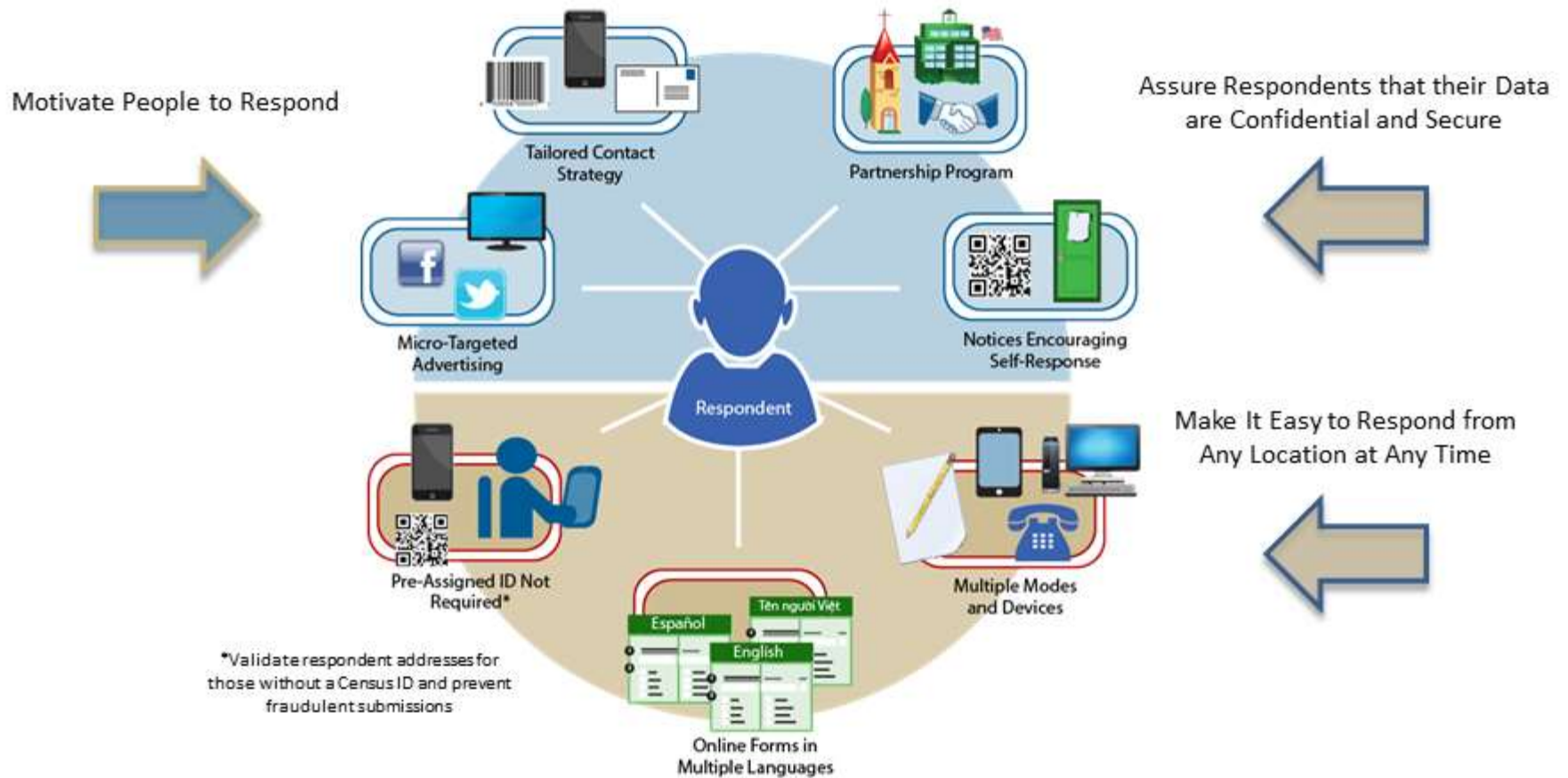
Reengineering Address Canvassing Milestones

Date	Activity
April 2016	Begin MAF Coverage Study (In-Field)
September 2016	Begin 2016 Address Canvassing Test (In-Field) Release the LUCA Detailed Operational Plan
September 2017	Begin In-Field Address Canvassing for the 2018 Census End-to-End Test
August 2019	Begin In-Field Address Canvassing for the 2020 Census

The 2020 Census: Motivate People to Respond

Optimizing Self-Response

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



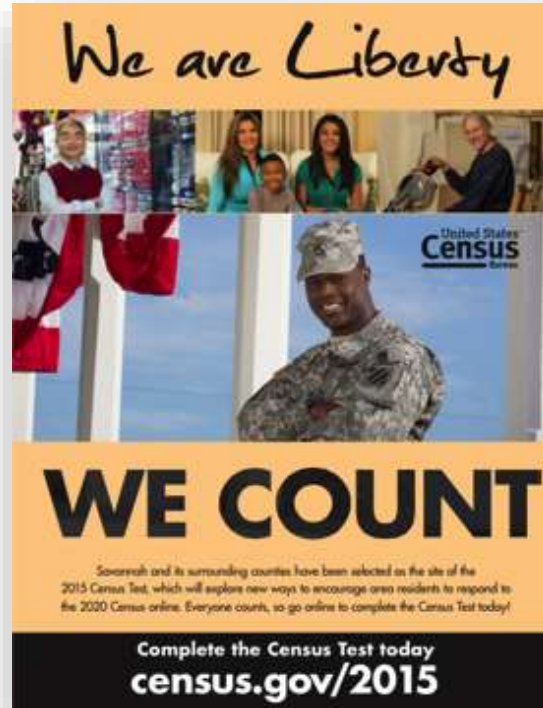
The 2020 Census: Motivate People to Respond

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

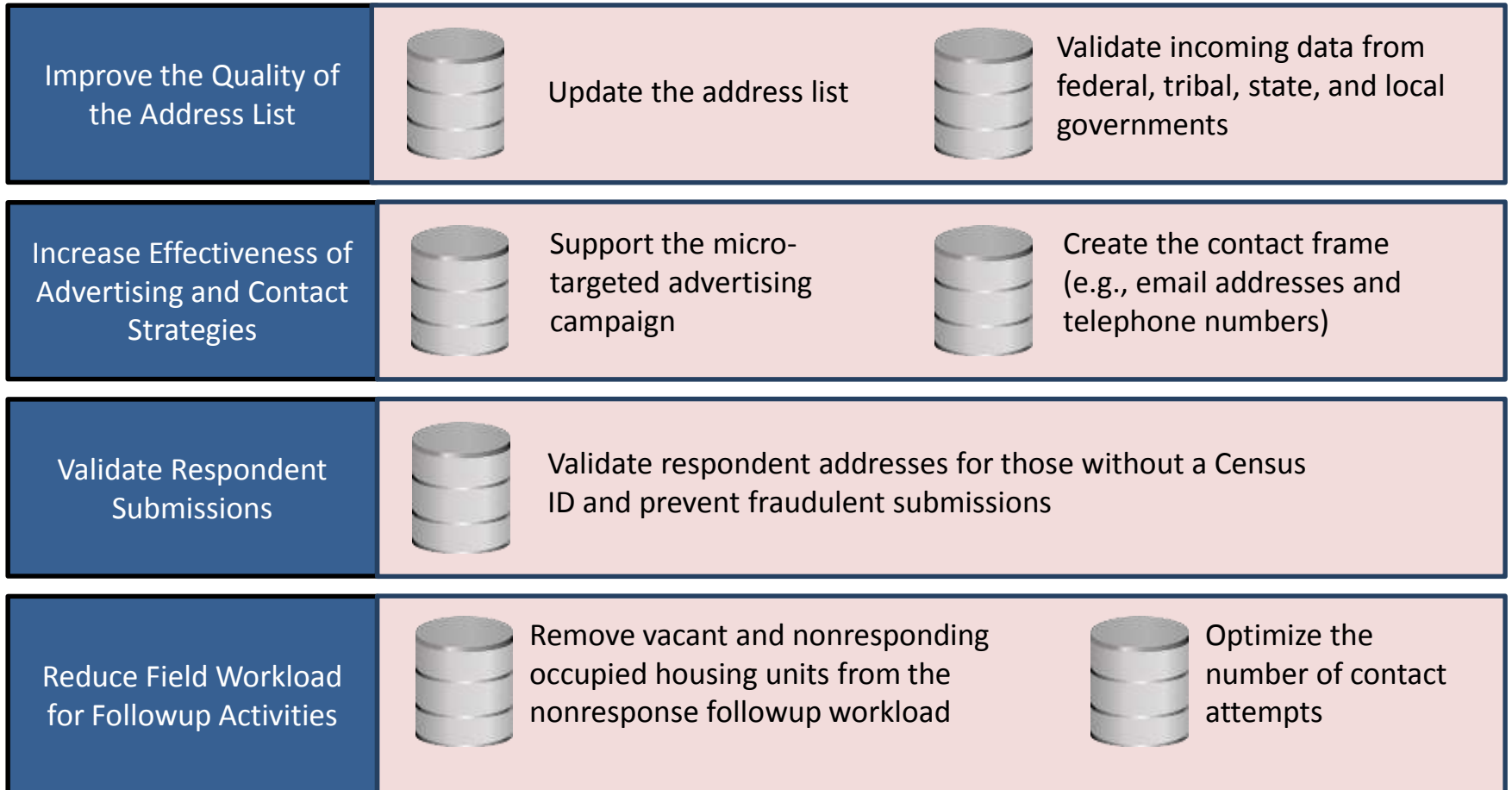
Optimizing Self-Response

Date	Activity
March 2016	Begin 2016 Census Test (April 1 Census Day)
September 2016	Release the Internet Self-Response Detailed Operational Plan
March 2017	Begin 2017 Census Test (April 1 Census Day)
March 2020	Begin 2020 Census Internet Self-Response data collection
April 1, 2020	Census Day

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.

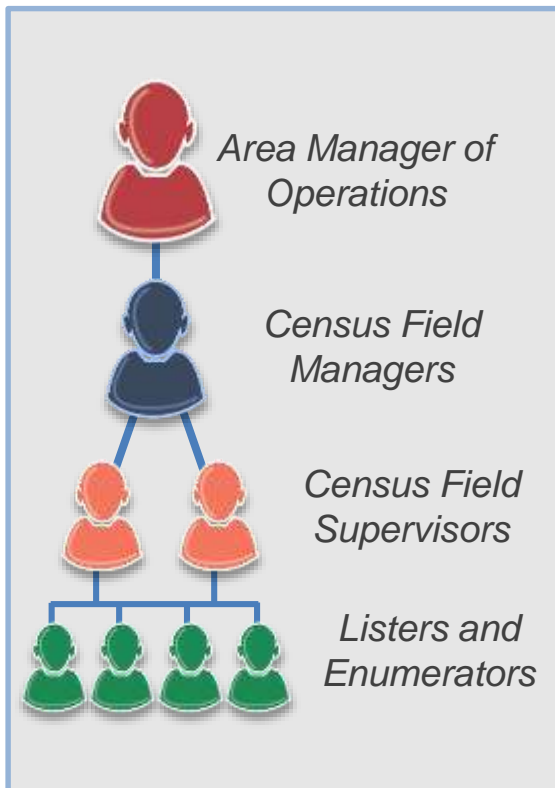


The 2020 Census: Count the Population

Reengineering Field Operations

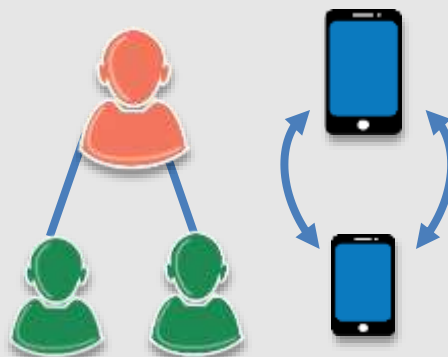
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure



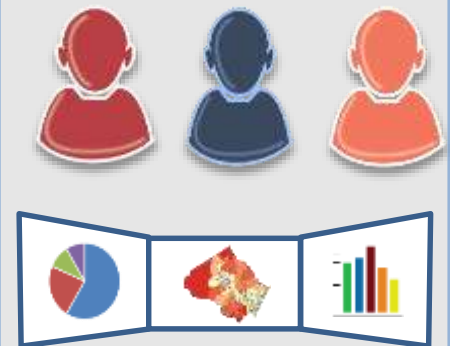
Increased use of Technology

- 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

Reengineering Field Operations – Field Infrastructure

Date	Activity
March 2016	Finalize number of Area Census Offices
September 2016	Release the Field Infrastructure Detailed Operational Plan
January 2017	Finalize locations of Area Census Offices
December 2017	Begin opening RCCs
January 2019	Begin opening Area Census Offices
December 2020	Complete closing of Area Census Offices
June 2021	Complete closing of all RCCs

The 2020 Census: Count the Population

Reengineering Field Operations – Nonresponse Followup

Date	Activity
September 2016	Release the Nonresponse Followup Detailed Operational Plan
May 2017	Begin NRFU for 2017 Census Test
May 2018	Begin NRFU for 2018 Census End-to-End Test
April 2020	Begin NRFU data collection for the 2020 Census
August 2020	End NRFU data collection for the 2020 Census

The 2020 Census

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.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

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

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 Everyone Once In the Right Place

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



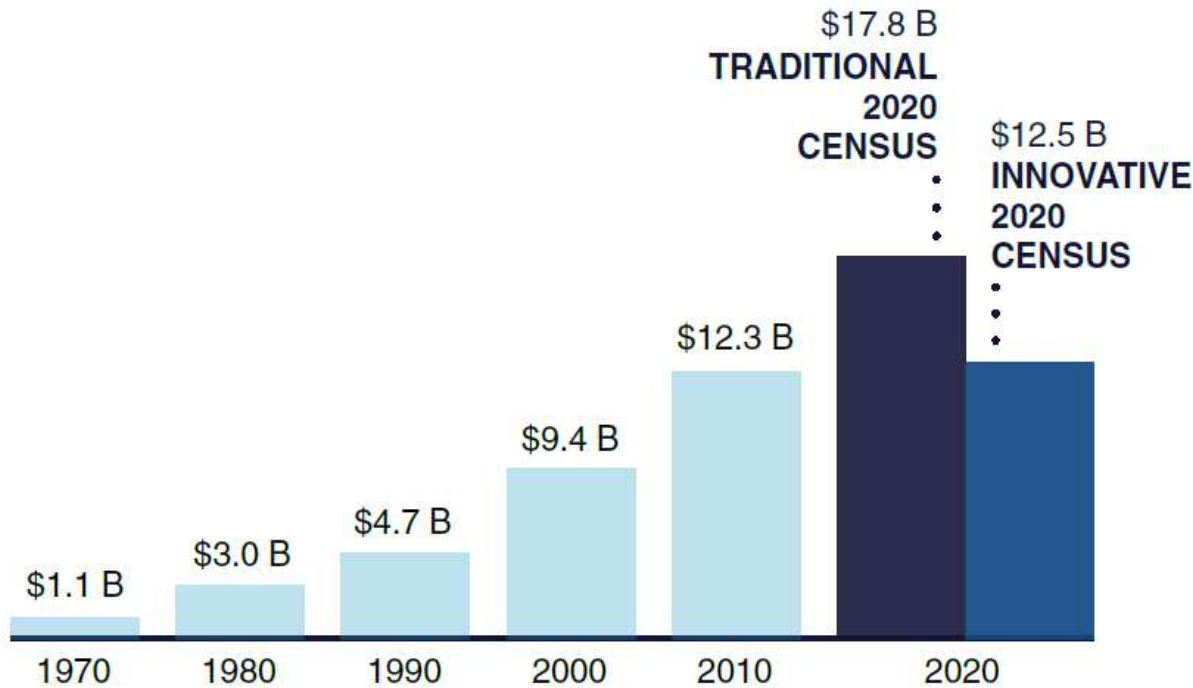
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A New Design for the 21st Century

2020 Design Changes
Conduct In-Office Address Canvassing of 100 percent of the nation's addresses and In-Field Address Canvassing of approximately 25 percent of the nation's addresses
Multiple modes for self-response (Internet, paper, telephone)
2 Data Capture Centers
6 Regional Census Centers
Approximately 250 Area Census Offices
Approximately 300,000 Trained Enumerators for Nonresponse Followup
Use of administrative records and third-party data to identify vacant housing units, best time to visit a housing unit, and enumerate nonresponding occupied housing units

The 2020 Census

A New Design for the 21st Century – 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 Census Test (April 1st Census Day)

2016 Address Canvassing Test

2016 **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)

2017 **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

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

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More information on the 2020 Census:
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