No Time to Lose

United States Census Bureau

The U.S. Census Bureau is at a critical juncture. Continued investment in real-world testing of our innovations is needed now to save $5 billion while maintaining quality.

WHY THESE NEXT FEW YEARS ARE CRITICAL

The 2020 Census will be unlike any other in our nation's history.

We must test every aspect of this complicated program.

Simple on its face, the census requires years of careful planning.

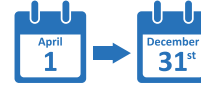By 2018 we must complete all tests and "lock in" our plans.

2020 Census

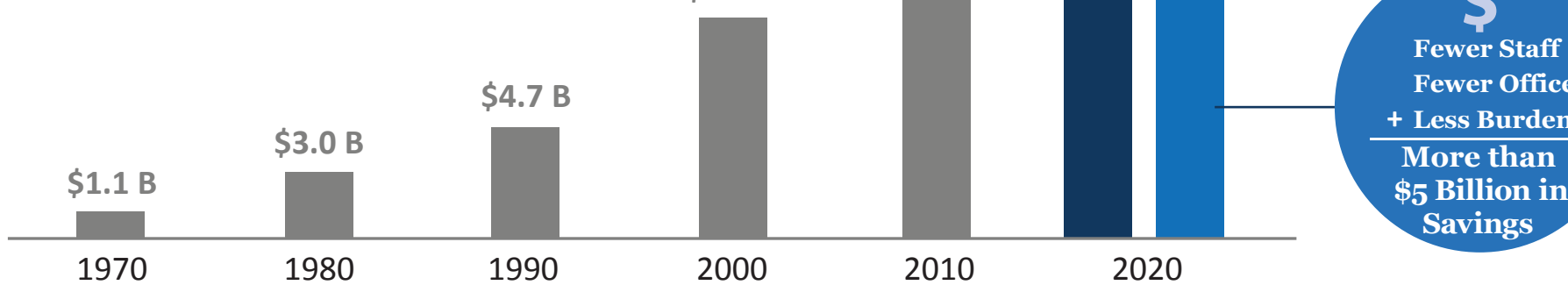**330+** million people

140+ million households

April 1 → December 31st
less than **9 months** to count every person, tabulate data, and produce the results

1 chance to succeed
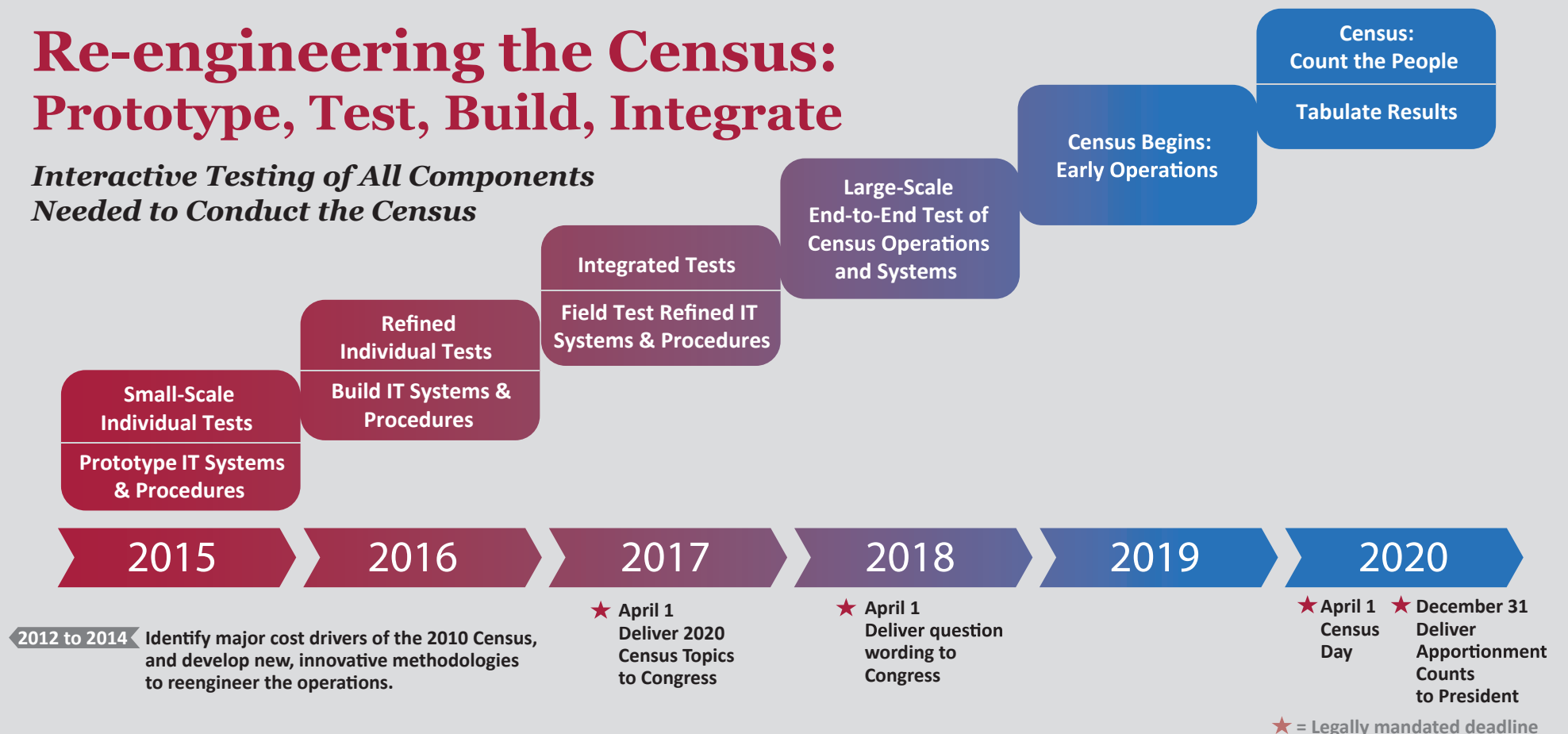
Total Cost

(In 2020 Constant Dollars through 2020)

Traditional 2020 Census $17.8 B*

Innovative 2020 Census $12.5 B

- $1.1 B — 1970
- $3.0 B — 1980
- $4.7 B — 1990
- $9.4 B — 2000
- $12.3 B — 2010
- 2020

$ Fewer Staff Fewer Offices + Less Burden
More than **$5 Billion in Savings**

Source: Bureau of the Census estimate on 2020 Census Life-cycle cost if the 2010 approach is used.
Note: Figures through 2020 shown in 2020 constant dollars.

Re-engineering the Census: Prototype, Test, Build, Integrate

Interactive Testing of All Components Needed to Conduct the Census

- **Prototype IT Systems & Procedures**
- **Small-Scale Individual Tests**
- **Build IT Systems & Procedures**
- **Refined Individual Tests**
- **Field Test Refined IT Systems & Procedures**
- **Integrated Tests**
- **Large-Scale End-to-End Test of Census Operations and Systems**
- **Census Begins: Early Operations**
- **Census: Count the People**
- **Tabulate Results**

| 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |

2012 to 2014 Identify major cost drivers of the 2010 Census, and develop new, innovative methodologies to reengineer the operations.

★ April 1 Deliver 2020 Census Topics to Congress

★ April 1 Deliver question wording to Congress

★ April 1 Census Day ★ December 31 Deliver Apportionment Counts to President

★ = Legally mandated deadline

Cost Saving Innovations We're Developing

Better Address Validation
Validate the Address List using the U.S. Postal Service, aerial imagery and other sources, rather than walking every street in the nation.

Better Use of Existing Information
Use Existing Government and Commercial Records to reduce respondent burden.

Better Response Options
Make Responding to the Census More Convenient by offering secure online, phone and mail options.

Better Field Operations
Use Technology to better manage and track field cases.

Use GPS-Enabled Technology to efficiently route and manage field staff.

Use Smart Phones and Tablets for follow-up rather than pen and paper.