



2020 Census Update

Goldschmidt Data Workshop
Society of American Business Editors and Writers

January 11, 2017

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:

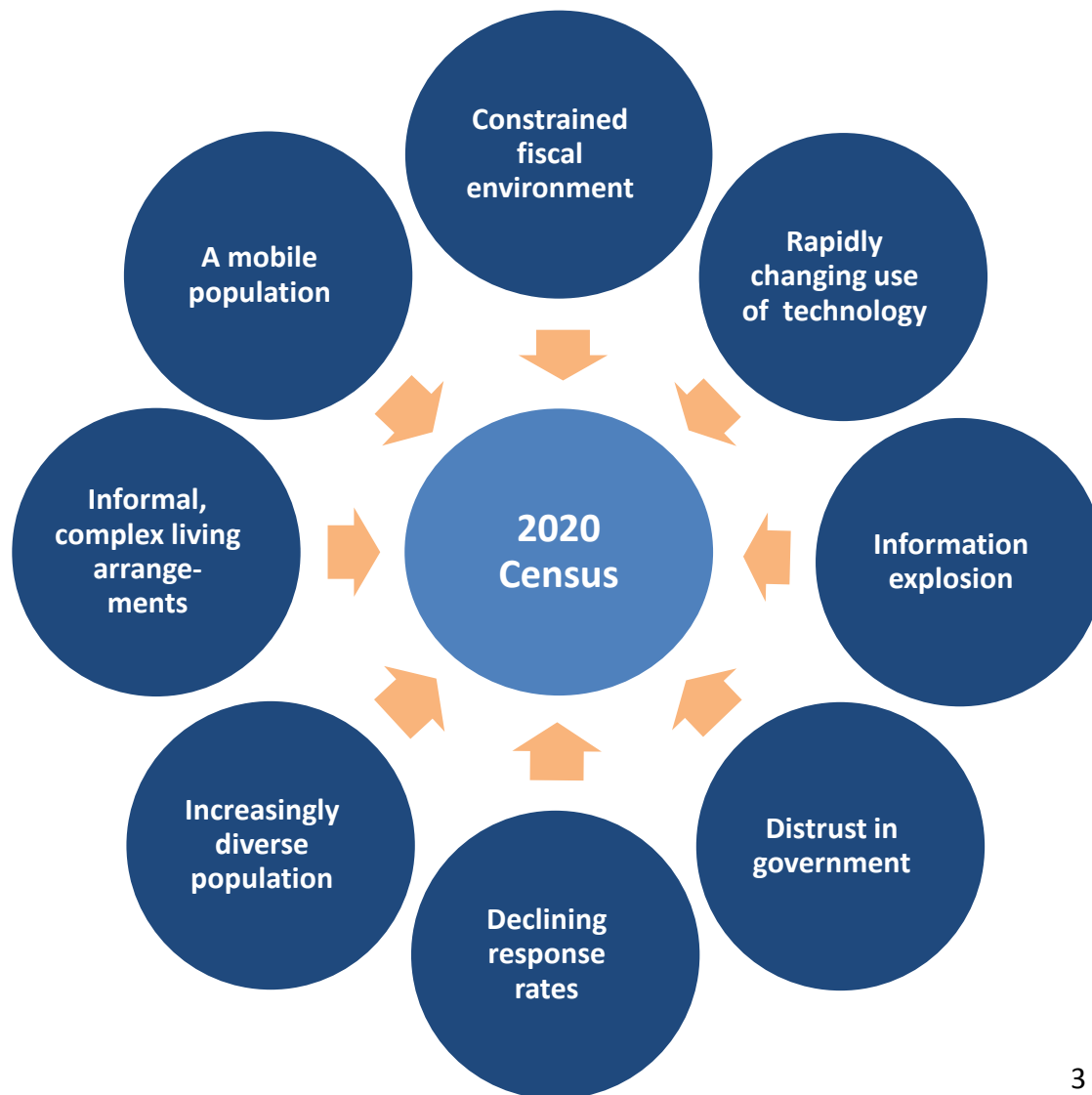
Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent 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 housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

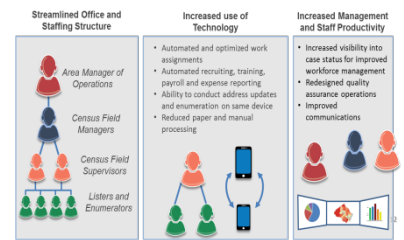
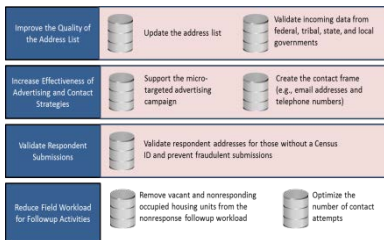
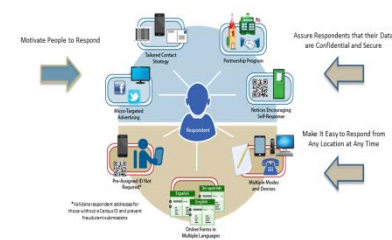
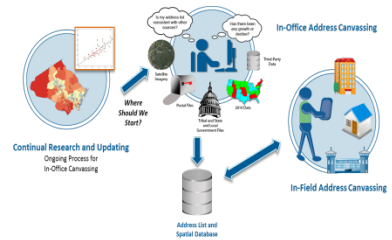
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

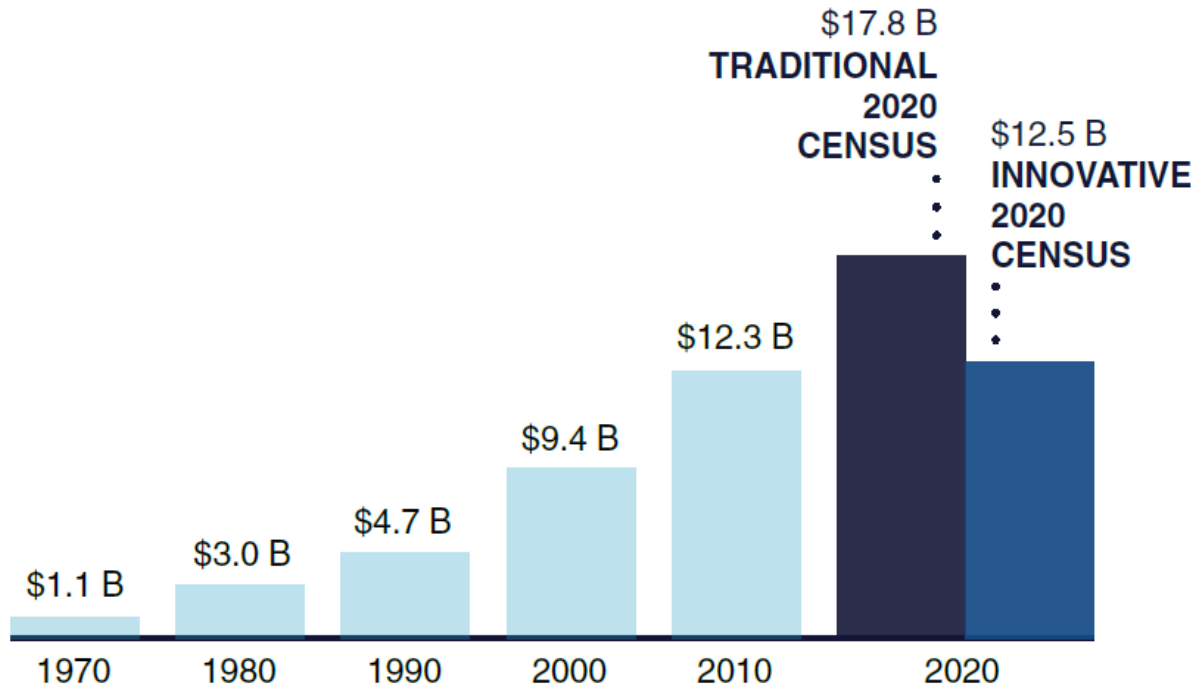
Utilizing Administrative Records and Third-Party Data

Reengineering Field Operations



The 2020 Census

Estimated Lifecycle Costs



Fewer Staff
Fewer Offices
Less Burden

**MORE THAN
\$5 BILLION
IN SAVINGS**

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

IN-FIELD

IN-OFFICE



- 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

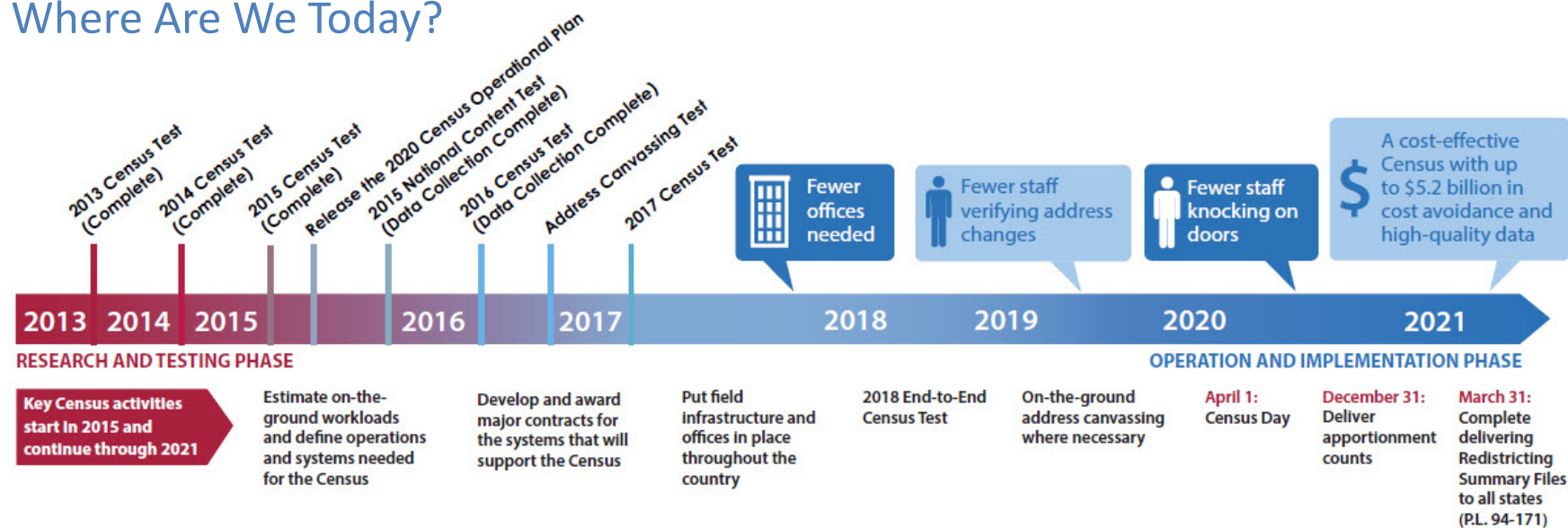
Process and Provide Census Data

- 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



The 2020 Census

Where Are We Today?



Key Activities in 2016:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Decennial Device as a Service:** Announced the decennial Device as a Service strategy for provisioning equipment for the 2020 Census
- **Census Enterprise Data Collection and Processing:** Announced on May 25, 2016 that we will purchase a commercial off-the-shelf platform to be used in tandem with several in-house solutions
- **Address Canvassing Test:** Conducted in parts of the city of St. Louis, MO and Buncombe County, NC
- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in early 2017
- **Operational Readiness**
 - 2020 Census Operational Plan 2.0
 - Award of key contracts
 - Upcoming tests

2017 Census Test

Overview

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

Purpose

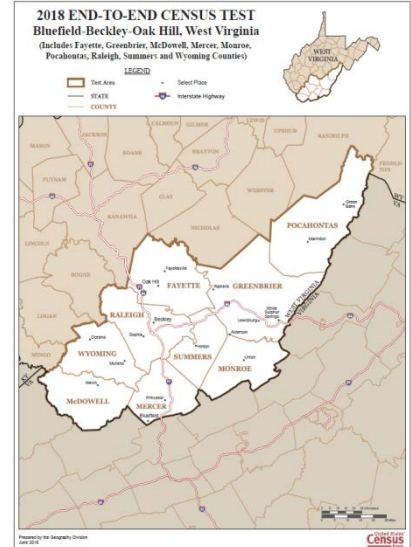
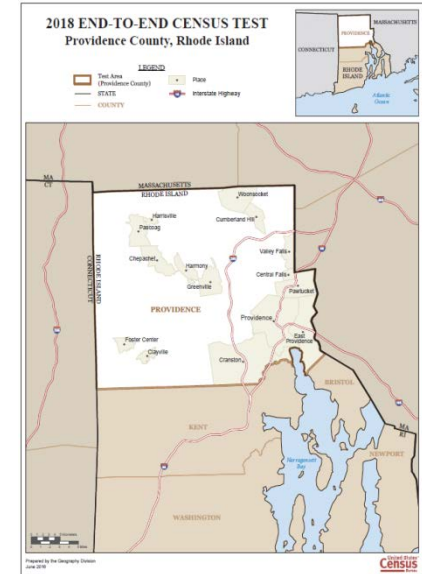
- Test the integration of operations and systems for self-response
- Test the feasibility of collecting tribal enrollment information

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

Publish Final 2020 Residence Criteria and Situations
Award Contract for the Decennial Device as a Service

2017

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

Begin Opening Regional Census Centers

2018

2018 End-to-End Census Test (April 1st Census Day)

Partnership Program – Launch of the partnership program

Question Wording to Congress – by March 31, 2018

2019

Begin Opening Field Offices

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 – 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:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



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More information on the 2020 Census:
<http://www.census.gov/2020Census>



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More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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