US DEPT OF COMMERCE

Moderator: Michael Cook
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Coordinator: Welcome and thank you for standing by. Your lines have been placed in a listen-only mode for today's presentation until the question-and-answer session. If at that time you'd like to ask a question, please press Star 1 on your telephone keypad. However, if you would like to get into the queue at this time, you may press Star 1.

Today's call is being recorded. If you have any objections, you may disconnect at this time. I will now introduce your conference host, Mr. Michael Cook. You may begin.

Michael Cook: Good afternoon. And thank you for joining us for today's virtual event. My name is Michael Cook, and I'm the Senior Advisor for Strategic Communications in the Director's Office at the Census Bureau. This is the second webinar the Census Bureau has held so far about our planning for the 2030 Census, and how the public's input is helping us better prepare for the next census, and how the public can continue to stay involved and engaged in the lead-up to the 2030.

For today's webinar, I'm joined by Robert Santos, Director of the Census Bureau, Deborah Stempowski, Associate Director for Decennial Census Programs at the Census Bureau, and Tiffany Yowell, Chief of the Quality Branch in the Decennial Census Management Division at the Census Bureau. Today's speakers will share on how the Census Bureau carefully reviewed the comments we received last year through the 2030 Census Federal Register

Notice. This was the first time the public had an opportunity to formally give input on planning and designing the next decennial census.

Immediately following these presentations, we'll begin taking your questions. Please note, if you are watching today's webinar via YouTube, you'll need to dial into the phone line to ask a question. That phone number is listed on your screen now. If you already know what you'd like to ask, you can get in line now and ask a question -- to ask your question rather by dialing Star 1.

Without further ado, I turn it over to Director Santos. Director?

Robert Santos: Hi. Hello everyone. You know, last year we eagerly requested your ideas for a better 2030 Census using a Federal Register Notice. We did this because we needed the public's input. We recognized how critical it is to engage everyone in our work. That includes stakeholders, tribes, partners and communities, everyone. You see, we need a community as the whole approach to complete our mission of producing quality data on our nation's people and economy. So, we issued a call for your ideas.

And guess what? We received a tremendous response. Thousands of comments flowed in from across the country. We're deeply grateful for the efforts of all who submitted their ideas. So thank you for that. Your input is a testament to public service and civic engagement in its truest forms. And you gave us much to contemplate and to incorporate.

Today, we're so excited to share how we're incorporating this feedback into our 2030 Census Research Program. Now just so you know, we're still early in our journey to the 2030 Census. Considerable research, testing and learning lie ahead. Don't worry though, we'll continue to apprise you on our preparations as we go along. For example, stay tuned for my upcoming blog

post on research plans to reach historically undercounted populations and hard-to-count populations more generally.

As we endeavor to develop an exceptional 2030 Census, we very much need to stay engaged with each other. Continuous engagement is key. After all, we're all in this together. We can't achieve our mission without you. Our efforts and our nation are stronger when we work together towards a common goal of a complete and accurate census.

Thank you again for all those who took the time and care to share your recommendations with us. And now I'll go ahead and turn the presentation over to Deb Stempowski, our wonderful Associate Director for Decennial Census Programs. Deb?

Deborah Stempowski: Great. And thank you, Director Santos, and thank you all for joining us for today's webinar. As you know, this is the second webinar in our 2030 Census series. During the first webinar in July, we shared the 2030 Census research projects as well as our testing strategy and timeline. Today, we'll discuss the 2030 Census Federal Register Notice, also referred to as an FRN.

From August 17 through November 15 in 2022, the public had the opportunity to give us input on planning and designing the next census. You really came through and we thank you for that. Today we're going to discuss the process of reviewing the comments that you submitted, the themes found in these comments and share their impact on the 2030 Census Research Plan.

We made the commitment to carefully review your comments that we received through the FRN, and we've completed our task. We were pleased to see that many of your comments aligned with our existing 2030 Census

research, giving us confidence that we are in sync with many of your priorities.

Additionally, we've received fresh ideas about new research projects or ways of expanding existing research projects, allowing us to consider various approaches to our studies. You can be assured that the Census Bureau is committed to ongoing communication and community involvement throughout the decade.

I'm now going to hand it over to Tiffany Yowell, Chief of our Quality Branch in the Decennial Census Management Division, to share specifics about the FRN and what we're doing with the feedback we received. Tiffany?

Tiffany Yowell: Thank you, Deb. Through this FRN, you were invited to share comments on how the Census Bureau can improve people's experience during the 2030 Census. We were specifically interested in strategies that may improve or enhance the way that people respond on their own. So, the FRN asked the public to provide comments and suggestions on the following five categories. Reaching and motivating everyone, technology, new data sources, how we contact respondents, and respondent support services.

Additionally, we received comments about topics that fell outside of these five categories. You provided valuable feedback on various aspects of the Census including content, operations management, and what we've described as comments about other topics which was a catch-all for comments that didn't fit into any of the other categories. Through all submission formats, email, voicemail and the FRN portal, we received over 8,000 comments.

As in comments came in, they were evaluated to determine if they aligned with the requests made in the FRN. Comments which contained suggestions

for research underwent a full analysis. We first categorized them by FRN topic. For example, reaching and motivating everyone or technology. Then the comments were mapped to the work being carried out in an enhancement area or in other parts of the Census Bureau. They were also mapped to current 2030 Census research projects if there was a connection.

We reached out to the Census Scientific Advisory Committee and the National Advisory Committee to receive their feedback. These committees concurrently reviewed the comments and gave us their prioritized research ideas which informed our analysis process. Then next steps were proposed for each comment. And lastly, our leadership reviewed these proposed next steps and made final decisions about incorporating this feedback into census research and planning.

After the initial analysis, our experts worked with their teams to develop dispositions for each comment. The comments fell into six groupings covered by existing projects. These comments are already being researched. Recommended for development, we can pursue these comments without additional research. New projects are suggestions not previously included in our research and will be added to our 2030 Census Research Plan.

Expanded projects contain ideas that are similar to scope covered in existing projects so the plans will be broadened to include additional research questions. 2030 Census program for Evaluations and Experiments/2040 Census, these comments require additional study and resource allocation and will be considered for the 2040 Census and or as an experimental study during the 2030 Census. And considered but not selected, where implementation is not feasible or not in scope for the Decennial Census Program.

There was an abundance of FRN comments that aligned with existing research projects. More than half of the comments we received are already being worked as part of ongoing research. Some examples of these include suggestions to improve our messaging and advertising, to measure the accuracy of the census and to perform market research on future mobile device technology. These comments confirmed how our priorities align with the public. This reaffirms our confidence that we are on the same page working together towards a successful 2030 Census.

Before we get into the new research that's coming out of this FRN, let's first take a look at some of the recommendations that we intend to develop. These are comments that don't require research, so we intend to pursue incorporating these suggestions into our planning. First is improved census questionnaire assistance and contact strategies. We want to better support respondents when they have questions about filling out their census questionnaire. Live web chat functionality and the chatbot component are being considered as possible options to improve access and customer support.

Second is expand the Census Barriers, Attitudes and Motivators Study or CBAMS. This study is research we conduct to drive the Census Integrated Partnership and Communications Program. For the 2020 Census, this study consisted of a nationwide survey and series of focus groups that covered a range of topics related to census participation and completion.

The focus groups conducted for the 2020 Census included Puerto Rico and for the 2030 Census we intend to expand research efforts in Puerto Rico when possible. We also intend to investigate the methodological options of adding the island areas that include American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, the U.S. Virgin Islands to the study.

Third is implement quick response or QR codes. We want to make it easy for people to get information about the census. We will investigate the requirements for providing QR codes for respondents to easily access information, like answers to FAQs and language guides. We will also look into providing QR codes for enumerators to easily access information relevant to them, including training and user guides.

Fourth is explore alternative administrative data sources. We will pursue additional valuable data sources as suggested in the comments received, such as data from the Federal Student Aid Program and the National School Lunch Program. Another example is data from the Choice Neighborhood Planning Grants from the U.S. Department of Housing and Urban Development.

The next groupings are new and expanded interests that we plan on incorporating into our research. And instead of just telling you about them, I'm going to show you where you can learn more about the projects and the enhancement areas. Let's look at the 2030 Census Research Project Explorer tool that we shared in July. This tool can be found at www.census.gov/2030-census-research-explorer.

In addition to the research that we've already begun, here you'll also be able to find the new research we're incorporating which came directly from your feedback to the FRN. Let's take a quick look at how you can navigate the tool and the information you'll find there. To identify which projects are new or have expanded in scope, thanks to your feedback, we've added an orange marker on the top left corner and a banner on the bottom labeled New Information so you can easily identify them as you scroll through the tool.

Let's first look at the new research projects that were developed based on comments received. This is work that had not been a part of any existing 2030

Census Research Project or ongoing scope of work. We determined that these ideas you provided would be beneficial and possible to pursue as new projects. The two new projects are, one, allowing respondents to leave messages for future generations through a time capsule. And two, investigating the inclusion of cultural competency into staff training. Next we'll take a closer look at those projects.

The Messages for Future Generations project will consider the feasibility of adding an option to the 2030 Census questionnaire to capture a time capsule message hopefully to increase self-response and participation in the 2030 Census. This time capsule message would allow the public the ability to leave a personalized size notes to engage with future generations. If feasible, the public could access these notes 72 years after the Census Day when released by the National Archives and Records Administration or NARA.

The second new research project, Cultural Competency Training, will research the options for and feasibility of cultural competency training for Census Questionnaire Assistance representatives and field staff. This project will help define the training content, the number of training modules, the individuals who would take training, what would trigger the requirement to take training within X number of miles from the cultural area, and the possible cost to develop the training module.

Let's take a look at the FRN comments that led us to expand the scope of existing research projects. This is work that is related to an existing 2030 Census research project, but is not fully covered in the current scope definition. Therefore the scope of an existing project will be expanded to include the idea. These research projects include tailored contact strategies, research to improve communications, messaging and advertising efforts and

enhanced external engagement. Now let's take a closer look at each of these projects and see how they'll be broadened.

First is tailored contact strategies. The current objective of this project is to examine the use of tailored contact strategies that incorporate in-office enumeration methods and estimated response propensities. We intend to expand this scope by researching the possibility of using a mass texting campaign to announce the Census Day and to encourage response.

Second is research to improve communication, messaging and advertising efforts. The current objective of this project is to conduct research that will inform a data-driven communications and advertising campaigns to increase self-response and improve data quality. We intend to expand this scope by researching the messaging around the fact that NARA does not release census results for 72 years in order to build additional trust in the confidentiality of response data.

Third is enhance external engagement. The current objective of this project is to explore ways the Census Bureau might be able to equip partners and stakeholders to increase their capacity to support the census, identify gaps and leverage networks to further activate resources such as local trusted voices and improve response. We intend to expand this scope to include research of a partnership system that will allow our requests for specific materials and information. In addition, we will engage with disability advocacy organizations and communities to improve future Census Bureau engagement.

Now that we've introduced our new research plans and showed you how you can follow them using our Research Explorer tool. Let's talk about the final two groupings into which public comments fell. First, we have the 2030 Census Program for Evaluations and Experiments, 2040 Census.

These were the comments you provided that we deemed innovative and valuable to pursue in the future, but were not feasible for immediate action due to current policies or resource limitations. But we want to keep them on our radar for 2040. So these ideas may contribute to experimental studies or evaluations to be conducted concurrently with the 2030 Census.

Finally, we have the grouping considered but not selected. This grouping contains comments that were considered but not selected to pursue due to past research and subject matter expertise or they were comments that were not of a research nature or they were out of alignment with the Census Bureau's mission.

For example, do not contact households for which the Census Bureau already has a quality administrative record. While the Census Bureau has studied the effectiveness of this strategy, it is our commitment to provide each household the opportunity to respond. This is particularly important for questions that depend on personal identity and those for which administrative records data may not align with current census question formats such as race or ethnicity questions.

We have covered a lot of information here today. We've reviewed the comments that we received through this FRN and how we analyze them. We've shown you the new and expanded 2030 Census Research Projects and how to find them in the 2030 Census Research Explorer tool. And I know we are all eager to follow the 2030 Census Research Projects as they move forward.

Although we covered a lot today, there's still more information about the FRN that we'd like to share. Later this year, we plan to release a final report that

will cover this entire effort. In that report, we'll dive deeper into this process and provide further details about our analysis of your comments. You'll be able to find information about the final report once it's been published on our Web site at www.census.gov/2030frn. And we will keep you apprised of the publication date and the availability of the dedicated web page.

We thank each of you who sent in comments for your participation. We also thank those of you who joined us on the webinar today. We are committed to ongoing conversations with you throughout the planning and implementation of the 2030 Census. Continuous engagement and communication with you are imperative to the success of our mission which is to build the most complete and accurate 2030 Census possible.

Back to you, Michael.

Michael Cook: Thank you, Tiffany. We're ready to begin to take your questions. Taking your questions today are Tiffany Yowell, Deborah Stempowski, and Jennifer Reichert, the Chief of Decennial Census Management Division.

Operator, can you please give instructions on how people can submit their questions?

Coordinator: Certainly. Once again, if you'd like to ask your question, please press Star 1 on your telephone keypad. Only record your first and last name. To withdraw your question, you may press Star 2. Once again, to ask a question, please press Star 1 on your telephone keypad. And one moment for the first question.

Michael Cook: Thank you, operator. As we wait for the questions to come in, we want to highlight a few resources for today's release. They will all be able to be found on our -- via our homepage on census.gov. There you'll find a banner. It

hyperlinks to a 2030 Census Press Kit. Those resources will be available this afternoon.

Okay. Looks like we're ready to start taking questions. Operator, do we have of our first question.

Coordinator: And it looks like the first question is coming from Dr. Bloxom of Erase The Divide. Your line is open.

Bloxom: Good afternoon. I appreciate all the in-depth information shared here. I have a question mainly around the digital divide hard to count areas and what we know as technology being a super social determinant. How can we kind of bridge technology gaps and infuse technology into communities that we already know are hard to count that are disconnected and that are typically undercounted in the census with everything that we know about the digital divide and these marginalized communities lack of access to technology?

And as a follow-up question to that, what is the chance that the questions around broadband access and technology access in the actual census survey itself can be changed to state whether or not the individuals actually own the broadband access and aren't receiving it as a supplement to another program they may be connected to.

Michael Cook: Thanks for those questions, Dr. Bloxom. Just before our SMEs chime in or speak up, we may or you may, when you talk about questions around broadband, may be referencing one of our other surveys, the American Community Survey, which asks specifically about access to the Internet. But I'll pause here to see if our subject matter experts for today's conference or webinar have anything to say in reference to your first line of questions.

Deborah Stempowski: Hi, everyone, this is Deb Stempowski, again. I think, Michael Cook did address the second question. I believe that's something that's on our American Community Survey. But in terms of the first question around the digital divide, you know, we are doing some work. I'll call it to bring technology to some of those communities through research on our Mobile Questionnaire Assistance, where we can have events and bring devices there where people can gather and respond to the census.

But I think it's also important for us to keep in mind that technology changes quickly, so we will certainly keep emerging trends on our radar and when we can use it and ensure it's well tested and implemented in production we will certainly do that. Thanks for your questions.

Michael Cook: Thanks for that. Operator, do we - are we ready for our next caller?

Coordinator: The next question is coming from Allison Plyer, the Data Center of New Orleans and your line is open.

Michael Cook: Hi, Allison.

Allison Plyer: Hey, (unintelligible). Good afternoon, everyone. Can you all hear me?

Michael Cook: We can. Loud and clear.

Allison Plyer: Yes. Good. One thing I've been thinking about is, about some of the metrics that are used for assessing success. There's lots of them, but kind of a key one at the end of the day is net accuracy, which I think just -- I know you all know, but for listeners, it offsets omissions, people who aren't counted with people who are double counted. It also includes imputations in there.

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But so that's, you know, really I mean, offsetting people who are double -- uncounted with people who are double counted really isn't indicating how accurate or fair the census is. And so there's a number of indicators like that that over the years the Census Bureau has used that are frankly, you know, a little misleading when we're looking for an accurate census that counts everybody only once and in the right place. So wondering if you all have reconsidered focusing particularly on total net accuracy.

Michael Cook: Thanks for that.

Deborah Stempowski: Hi, Allison. Sorry, Michael. Go ahead.

Michael Cook: No. Go ahead. I'm done.

Deborah Stempowski: Yes. I jumped right in because Allison's a familiar voice. And thanks for being here today. So I think one of the areas that we're still looking at our research or are doing some research and developing options for is around how we would measure things like we've measured through our post-enumeration survey in previous censuses. So we've got different options under consideration. And you know, we'll share those out and the results of those as we move further along in next research period.

Allison Plyer: Awesome. Well thank you all so much for the awesome Web site that helps us navigate the research agenda. It's really been helpful. Thank you.

Michael Cook: Thanks for that. And as we get ready for our next caller, I'd be remiss if I don't mention for our previous caller, the very first caller, just to reiterate that, you know, this the process of us asking for feedback on the 2030 Census is something that we're carrying through.

And if you aren't familiar with it, we do have a 2030 Census Advisory Committee where we're not going to be leaning on our own understanding of emerging technologies, but we'll be looking for those outside experts to give us that insight so that we can ensure that when we conduct the 2030 Census that we are getting our messages to and getting responses from people that are part of that digital divide. So I'll pause right there and get back to our next caller.

Operator, do we have our next caller?

Coordinator: The next caller is Richard Tobe of New York State. And your line is open.

Michael Cook: Hi, Richard.

Coordinator: One moment. It looks like it appears that he has dropped from the queue. The next question is coming from Rosalind Gold of NALEO. Your line is open.

Rosalind Gold: Great. So first of all, thank you all so much for the responsiveness of the Bureau, the transparency of the comment process. The fact that to my knowledge, that this is the first time the Bureau has really sort of cast a very broad and wide net on getting input from stakeholders about what the research and planning should be for 2030.

I wanted to ask whether there are going to be any research projects that are going to specifically look at factors that contributed to the undercount of groups that were, you know, had severe net undercounts in Census 2020. You know, for the Latino community, there was a historic undercount. There are also other population groups where there are severe undercounts. And while I realize many of the proposed research projects are looking at ways to ameliorate or prevent an undercount in the future, I was wondering whether

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the Bureau is going to try to see if there are any lessons learned from what happened in 2020 with respect to these undercounted groups.

Jennifer Reichert: Hi. Good morning. This is Jennifer Reichert. So, yes, I think as part of these ongoing projects related to improving coverage and improving engagements, there's background work going on as part of that research. Obviously, we'll never know all of the reasons. We've heard when we talk about our coverage estimates, it's difficult to understand why people are undercounted.

But we are as part of those research projects, trying to do a deep dive in there. We do have projects related to specific groups, like, for example, we have one major project that's looking at the undercount of young children, which has been a persistent problem for decades and that we've not been able to really effectively fix, if you will, in the last couple of decades.

So we have entire projects that are dedicated to just that and then other types of research related to how do we engage with the communities. We've established a strong partnership program where we're going to try to get out on the ground and talk to people who are the experts on the populations in some of these hard-to-count areas so that we can gain, you know, knowledge and experience from those directly from the communities that are hyperfocal approach to kind of understand what are the barriers that some of these communities might be facing.

What are some of the obstacles that we face in trying to make inroads with some of these communities. So that's a huge focus of our research and our outreach this decade in order to address those specific concerns that you're talking about. So I think that's for the first decade that I've been this is a huge emphasis in our research. And I think it hopefully will teach us a lot of those causes as a background of this research.

Rosalind Gold: Great and thank you. And I just want to also reiterate, thank you so much for the transparency and the Web site and access to the research projects.

Michael Cook: You're done? Thanks for that. Operator, I think we're ready for our next caller.

Coordinator: And the next question is coming from Richard Tobe in New York State. Your line is open.

Michael Cook: Hi, Richard. Welcome back.

Richard Tobe: Thank you. I'm happy -- can you hear me?

Michael Cook: We can. Loud and clear.

Richard Tobe: Okay. Great. I forgot to unmute last time. So we - New York State spent a great deal of time on the LUCA process and found it very beneficial. But we had a lot of lessons. But from our work, we managed to get every one of our counties to sign up for LUCA and literally hundreds of local governments, cities, towns and villages all participated. And it produced literally thousands of missing addresses from the Master Address File.

                  How can we best share the lessons that we learned on how to motivate the local governments going forward into 2030? We have a lot of ideas of what we did and what might be done cooperatively better with the Census Bureau. And I'd like to find a way that we could transfer some of that information and kind of talk it over.

Jennifer Reichert: Hi. I'll jump in and thanks. And thanks for everything that you did do to get so many local governments engaged. I think we might take your name down as a spokesman on Lessons Learned. But I think to circle that feedback to us in terms of Lessons Learned, which of course we've done it on our side, but it's great to hear from your side. I think we can probably use the e-mail box that's still up on our 2030 Web site. But if you get stuck, if you go through our Public Information Office, they will connect you directly to us.

Richard Tobe: Okay.

Jennifer Reichert: Great to hear your success story.

Richard Tobe: But we missed the congressional seat by 87, so it didn't feel like a success, but it was. And we're happy to work with the Census Bureau. We thought it was great. The partnership was great. And where we asked for things, we were able to get them. But...

Michael Cook: Thanks for that.

Richard Tobe: Thank you.

Michael Cook: Thanks. Thank you for that, Richard Tobe. Really appreciate it.

Richard Tobe: Thank you.

Michael Cook: And if you don't have it or don't know the Public Information Office is 301-763-3030. If that mailbox doesn't work for you or pio@census.gov.

And moving right along. Operator, we're ready for our next caller.

Coordinator: And the next question is coming from Hansi Lo Wang of NPR. Your line is
                  open.

Hansi Lo Wang: Thank you. I was wondering if the subject matter experts can talk more about
                  the research projects the Bureau is considering to address the overcounting of
                  certain populations, for example, the Non-Hispanic White population.

Jennifer Reichert: Hi, Hansi. This is Jennifer. We don't have projects related specifically to
                  addressing overcount. We do have projects in place to try to look at the data in
                  real time as we're processing it. We are building in the, you know, increased
                  use of administrative records, which is a great source of information to help us
                  resolve any duplication or that type of thing, whether it be locally or even
                  across the nation.

                  So you won't see, you know, research related specifically to undercounts, but
                  a lot of the real-time improvements that we're putting in place for our
                  processing and for trying to address the undercount. I think, as a side benefit,
                  will also address some of the overcount issues and a particular duplication
                  like, you know, we saw in 2020 with college students and that type of thing.

                  We are learning from those experiences and what we learned during 2020 to
                  try to unduplicate and taking those lessons forward into our research. A lot of
                  that is ongoing work just to improve our processes for unduplication of
                  processing. But we do have, as you know, an entire enhancement area that is
                  dedicated to this real-time processing, which will help us to identify these
                  duplications and other anomalies in real-time while we still have the
                  opportunity to fix it.

Hansi Lo Wang: And if I can ask as a follow-up question, the not having projects focused
                  specifically on addressing the overcounting of populations, is that ultimately a

resource-related decision, a strategy-related decision? What is the thinking behind not having any research projects specifically focusing on the overcounting of certain populations?

Jennifer Reichert: I think the research is more focused on the causes that might lead to the overcount, so such like duplication of people across different housing units or between GQs and housing units and that type of thing. So, it's really the causes of the overcounting that is being addressed through our processing and our improved monitoring of the quality of the data in real time. It's just not verbatim as that is like a project related to overcounting, but I think the improvements that we're making will address that issue.

Michael Cook: Thank you for that line of questioning, Hansi. Operator, we're ready for our next caller.

Coordinator: And the next question is coming from Mike Schneider, Associated Press. Your line is open.

Mike Schneider: Hi. Good afternoon. Thanks for having this. I was wondering if there was going to be any research on alternatives to differential privacy or any reconsideration of the disclosure avoidance methods for the 2030 Census?

Deborah Stempowski: Hi, Mike. This is Deb Stempowski. Thanks for your question. We've just gotten work underway in terms of our Futures for Disclosure Avoidance under the direction of the Chief Scientist, Sallie Keller. And so because we're just at the beginning I think stay tuned, but we are certainly committed to improving the implementation of differential privacy that we used in the 2020 Census.

Michael Cook: And I'm certain as well as we move to our next caller, Mike that we'll be transparent as we move through that process and share that information publicly with you and others.

Operator, we'll take our next caller now. Thank you.

Coordinator: The next question is coming from Candace Williams, Rural Community Alliance. And your line is open.

Michael Cook: Hi, Candace.

Candace Williams: Hello. Can you hear me?

Michael Cook: Yes, we can. Loud and clear.

Candace Williams: Okay. I was an enumerator in very rural Arkansas, so you may have already answered my question. But I dealt with like the duplicate addresses. So I wanted to know if there is a way for you to possibly lean on or engage local community organizations that are on the ground that know these very rural addresses to do some of their correcting.

I know when I was an enumerator, I tried to, you know, do what I could as far as like notating, "Hey. This is a duplicate or what?" But some of the addresses kept coming up because a digit was different or it was worded a different way. So and I know that accounted for a lot of the -- maybe the overcounting that was mentioned earlier. But just really wanted to know if there is a strategy around verified, you know, these addresses before enumerators are sent out, you know, in 2030, well before 2030.

Jennifer Reichert: Hi, Candace. This is Jennifer Reichert. Yes. I think as, you know, as we know with the maps, we made huge strides with the map to address file between 2010 and 2020. And we will continue to do that through the use of our geographic support program. One of the big efforts within that program is doing that sort of local outreach with local governments to try to share information and to share data. So where local governments can give us information, whether it be, you know, imagery or GIS information for their local areas.

We are absorbing all of those data into our processing to make sure that the Master Address File is as accurate as possible and we reduce that level of duplication. We're making huge strides with that, even as we speak, as we improve the map and all the maps and that we have. So it is definitely a high priority for this decade to continue to improve our Master Address File.

As you know for 2020, we didn't have to go out on every street in our address canvassing operation. We were able to do 65% of the country through these in-office methods using data and information we get from state and local governments. And we're going to continue to do that and hopefully be able to improve that even more for 2030 in terms of how much we have to be out on the ground to fix this duplication and find missing addresses. So it's definitely a high priority for the program for 2030. But I appreciate your feedback. That was great.

Candace Williams: Thanks. Can I ask a feedback - I mean a follow-up?

Michael Cook: Yes.

Jennifer Reichert: Mm-hm.

Candace Williams: Okay. With the ACS, I was in a meeting this week. And it was mentioned that the ACS does not have to go to every county now. Is that true? Are you just counting a certain percentage from each state now or collecting their data from a certain percentage of each state instead of, like, drilling down to each county?

Michael Cook: Thanks for that line of questioning, Candace. And I really definitely want to thank you for your service as an FR. As you may know and others may not know, the American Community Survey is a sample survey, whereas the Census, the decennial count that we do every single decade is a 100% count of the population.

And so the American Community Survey, yes, is a sample. And so as we like to say, it's that former long form of the census where it does not go to every single household. Operator, I think we're ready for our next caller.

Coordinator: The next question is coming from Maria De La Flor, E-Business Consultants. Your line is open.

Maria De La Flor: Hello. Good afternoon. Thank you very much for this presentation. Actually, I had the opportunity to make a presentation on September 21, and this is from the point of view of industrial organizational of psychologists and also taking into account diverse demographic groups among the psychologists. And I was wondering concerning the prevention of this duplication of data and looking at this from the perspective of the Hispanic and Latino communities that are blended as one ethnic group.

I was wondering if you could inform me about the advances made in the establishment of a clear distinction between what is meant for origin, ethnicity and race. Because as I am understanding, the differences between the three,

each one of them refers to a different concept. However, it still confuses Lydian Latino individuals who not being able to define their races properly as the brown color is not presented. Please, could you tell me something about it? Thank you.

Michael Cook: I really appreciate you asking that question. But wanted to point out -- and this is Michael Cook speaking, Maria -- the subject matter experts that we have here today, they're not necessarily the subject matter experts on the race and ethnicity topic at the Census Bureau. So if you could please submit your question to the Public Information Office so that we can follow-up and forward and get back in touch with you. That's 301-763-3030 is their phone number and pio@census.gov is the actual email address. So thanks for that.

Maria De La Flor: Thank you.

Michael Cook: And as we move to our next caller, continuing with the transparency thing. I want to make sure that the previous caller that was on did hear a response or received response that the American Community Survey is a sample survey, but we take a sample of every single county in the United States.

So moving on. Operator, do we have our next caller?

Coordinator: And the next question is coming from Deborah Stein, CHM. Your line is open.

Michael Cook: Hi, Deborah.

Deborah Stein: Hi. First of all, I want to echo what Allison said about how valuable the Web site on your research is. I may have missed it, but I did not see a research project on people with low-level literacy. And I'm wondering if you're

considering research on both how to reach people with low-level literacy, to let them know they need to respond and also how they most prefer to respond. I've seen studies saying 20% of our adult population is low literacy.

I've seen a study that says 50%, presumably using a somewhat broader measure of what low literacy is. And I think if the Bureau addressed this concern, it might help it meet a variety of, you know, capture a variety of the populations it currently has trouble reaching. So I'm wondering if you're looking at any research specifically related to literacy skills, both on communicating with them and finding out how they want to communicate with you.

Jennifer Reichert: Hi. This is Jennifer Reichert, again. Yes. I think it is covered in our research projects in terms of we have several projects that are related to improving access as well as improving our outreach and engagement with different parts of the community. And certainly the low literacy groups would be part of those groups that we were reaching out to.

We do have some actions within our research program to reach out to areas within the Census Bureau that help us in terms of making sure we meet minimum requirements from ensuring that everyone can interact with our instruments and with our materials, as well as disability groups also to try to make sure that everything is accessible in the best way possible for all of our different responding groups. So as part of the research where we are doing the outreach and engagement and trying to improve access, we will be covering those parts of the communities as well.

Michael Cook: Thanks for that. Operator, do we have another caller?

Coordinator: At this time, we're still waiting for additional callers to queue up. As a reminder, you may press Star 1 on your telephone keypad to get into the queue. And one moment for the next question.

Michael Cook: I'll note some of the major upcoming releases while we give just a couple pause and couple more seconds for people to ask their questions. On October 19, the Census Bureau will release new geographic mobility and place of birth data at the state level. These data come from the 2022 American Community Survey, ACS.

And on October 24, the Census Bureau and the Bureau of Labor Statistics will jointly hold the first in a series of webinars to share updates and lay the groundwork for improvements to the Current Population Survey. Finally, on December 17 -- I'm sorry, December 7 rather, we will release the American Community Survey five-year estimates. Operator, do we now have any more callers?

Coordinator: Yes. We do have a question coming from Allison Plyer, the Data Center of New Orleans. Your line is open.

Allison Plyer: Hello. Well since we have a little extra time, I hope it's okay if I ask a follow-up question.

Michael Cook: Yes, it is.

Allison Plyer: Okay. Awesome. Yes. So appreciate these opportunities to, you know, that you all are providing for everybody to provide input and ask questions. Some of the other questions folks have asked have been tremendous. And I was thinking about Deb's question about folks who have lower literacy levels and response.

And I think, you know, this is an area where it seems like it's very tricky, right? Because you know, people with lower literacy levels are not necessarily in a particular community or even of a particular demographic. And I mean except maybe lower educational attainment, right, but those folks can be sprinkled throughout. And, you know, they're not. You know, they often try to hide any challenges they're having.

So, it seems like it might be really important to do something very distinct to get at those folks, to reach those folks and to see what are those modes that they would prefer to respond. You know, some observation about how folks with lower literacy tend to utilize or not utilize the Internet. That seems like an important element given the large scale. So, I wonder if there's still opportunities for the Census Bureau to take on new research projects based on some of the feedback that you're getting. I think that was, I guess that's my question.

Jennifer Reichert: I think that we are always willing to take on new research in as much as it will improve our ability to increase response and increase accessibility. Like I said, I think as part of our research, we are reaching out to the experts in these types of areas to make sure that we're making all of our products and our response options as accessible as possible.

But certainly if there are other ideas or advice on experts that we should deal with, I'd be happy to receive that through the Web site or the email address so that we can pursue that. But it is part of our efforts. We did see some of these comments from our FRN comments about making sure that we are accessible to these low literacy groups. And so it's certainly a priority for us to incorporate that into our design into our planning.

Allison Plyer: Awesome. Thank you.

Michael Cook: And thank you for that. And with that given our time -- a lot of time, that was our final question. If you have additional questions after today's webinar, and you didn't get an opportunity to ask it, please contact the Public Information Office at 301-763-3030 or email us at pio@census.gov. Or if you have more general questions, please contact our Customer Service Center.

And as a reminder, you can find resources from today's webinar in our 2030 Census Press Kit in our Newsroom. I'd like to thank everyone who took part in today's webinar, Tiffany Yowell, Jennifer Reichert, Deborah Stempowski and Director Robert Santos. I'm Michael Cook. Thank you for joining us and have a great rest of your day. Thanks, everyone.

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