

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:

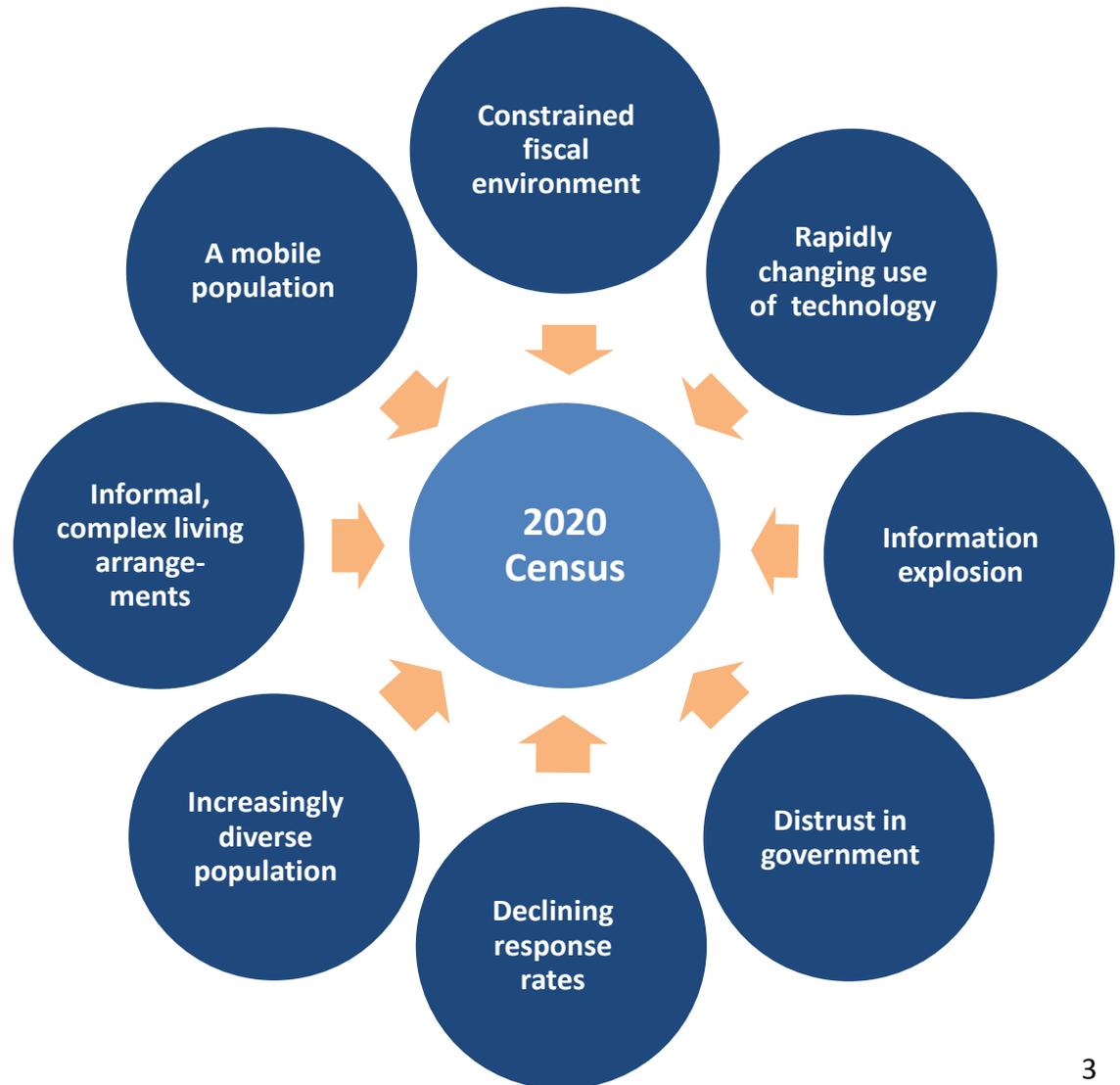
Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent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

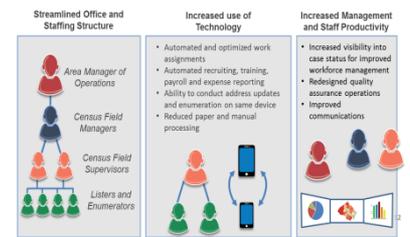
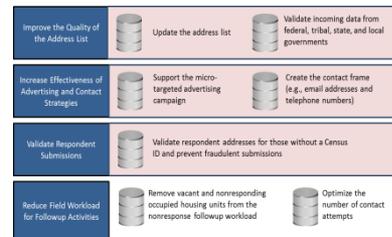
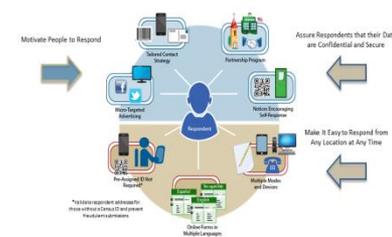
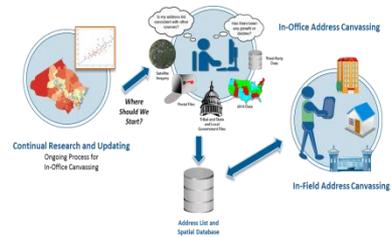
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

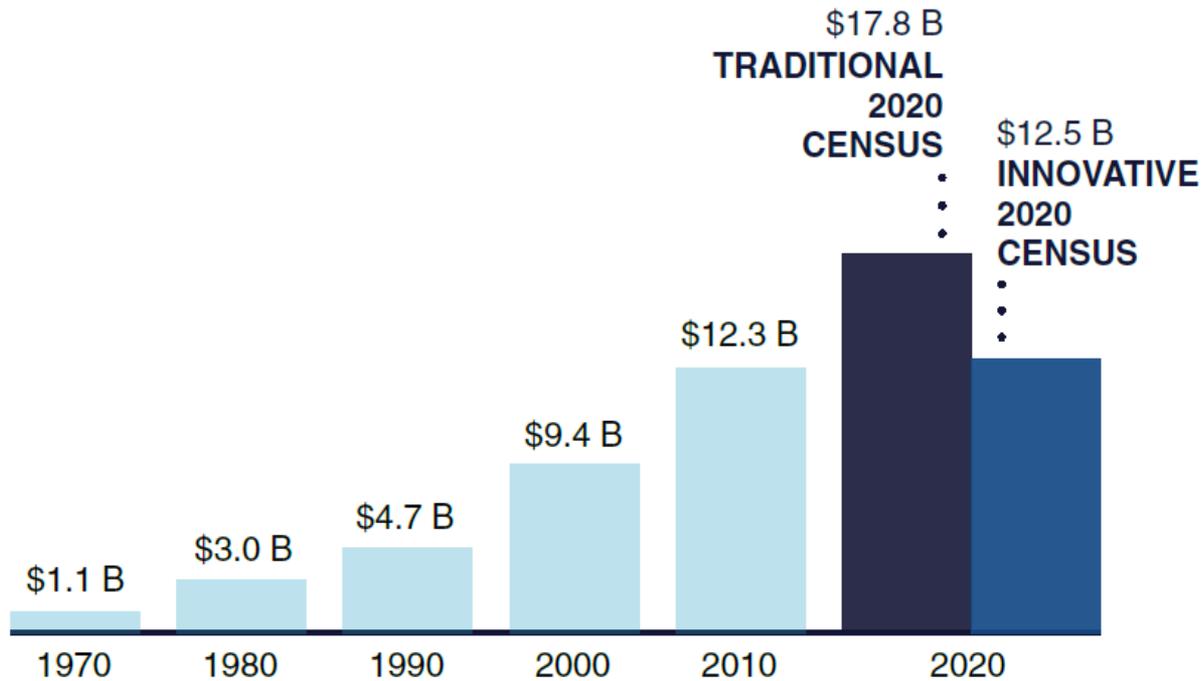
Utilizing Administrative Records and Third-Party Data

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

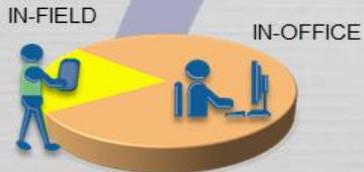
Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.

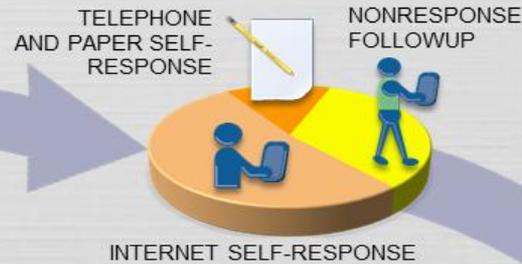


Establish Where to Count

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 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

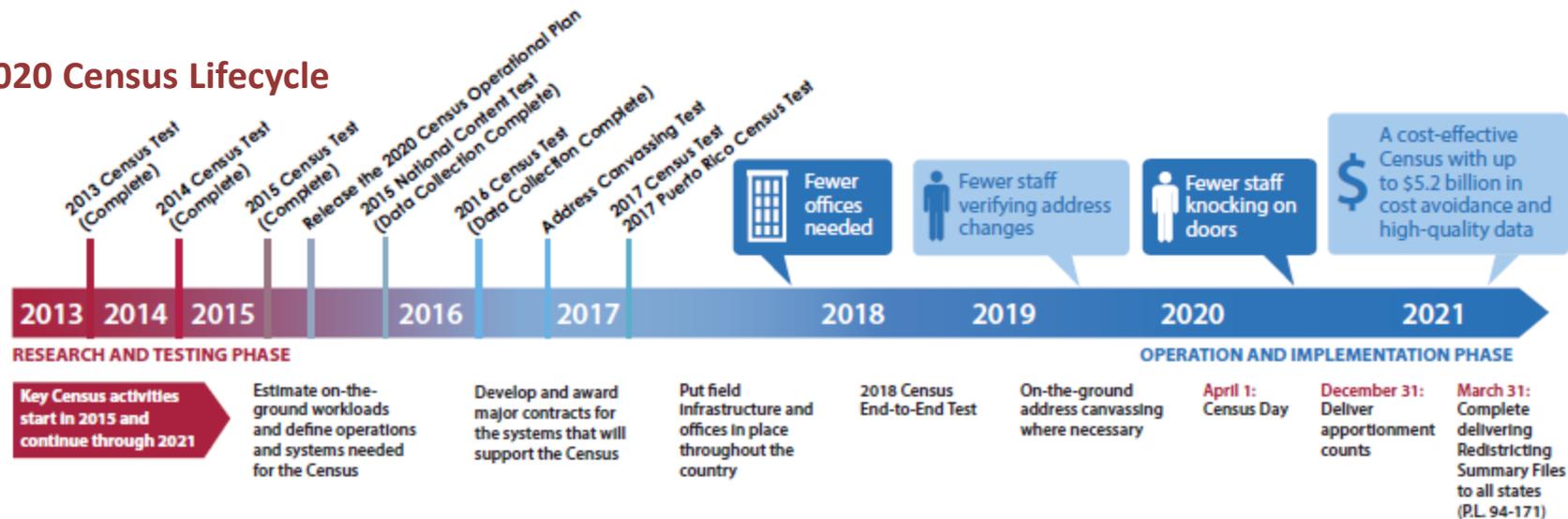
- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



The 2020 Census

Where are we Today?

2020 Census Lifecycle



- Released the 2020 Census Memorandum Series which documents significant decisions, actions, and accomplishments of the 2020 Census Program
- Conducting the 2016 Census Test in part of Los Angeles County, CA and part of Harris County, TX
- Posted a Federal Register Notice on the 2010 Census Residence Rule in May 2015 and a summary of comments received in February 2016
- Began tribal consultations in October 2015 and continued through April 2016, followup meetings begin in September 2016
- Began the 2020 Census Redistricting Data Program Kick-off meetings in December 2015 and will continue through 2016

2016 Census Test

Purpose

Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

Self-Response:

- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
- Form partnerships and conduct outreach efforts to reach historically hard to count populations
- Refine Real Time Non-ID Processing methods
- Test languages utilizing non-Roman characters (Chinese and Korean) in all response modes

Nonresponse Followup:

- Finalize the strategy for using administrative records in support of Nonresponse Followup
- Test multiple ratios of enumerators to supervisors
- Implement enhanced procedures for conducting interviews at multi-unit structures and via proxy
- Continue to refine our use of technology and automation to reengineer field operations

2016 Census Test Operations

Focus of the Test

Required to Support the Test

NOT Included in the Test

SUPPORT

Program Management

Program Management

Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing

RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership & Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Americans Count Overseas

PUBLISH DATA

Data Products and Dissemination

Redistricting Data

Count Review

Count Question Resolution

Archiving

OTHER CENSUSES

Island Areas Censuses

TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

2016 Census Test

Key Activities

Activity	Date	
Site Selection Announcement	June 26, 2015	✓
Publish Presubmission Federal Register Notice	August 4, 2015	✓
Deliver OMB (Paperwork Reduction Act) Clearance Package	October 28, 2015	✓
Receive OMB (Paperwork Reduction Act) Approval	January 12, 2016	✓
Open Regional Census Centers	September 24, 2015	✓
Conduct Recruiting	October 2015 – April 2016	✓
Open Area Operations Support Centers	January 2016	✓
Conduct 2016 Census Test	March – June 2016	✓
Begin Self-Response Data Collection	March 2016	✓
Census Day	April 1, 2016	✓
Conduct Field Training	April – May 2016	✓
Conduct Coverage Reinterview, Nonresponse Followup, and Nonresponse Followup Reinterview	May – June 2016	✓
Complete Research and Analysis Reports	Quarter 2 of Fiscal Year 2017	

2016 Census Test

Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Partnerships to reach demographically diverse populations
- Provide language support to Limited English Proficient populations
 - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
 - Multilingual brochures
 - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods

2016 Census Test

Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure + URL	Postcard	Postcard	Mail Questionnaire + Brochure/URL	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

*Weekly NRFU mailings will occur to any addresses removed from the NRFU workload as a result of our administrative records modeling process.

2016 Census Test

Preliminary Self-Response Rates as of July 12, 2016

		Los Angeles County Site				Harris County Site			
	Panel	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1	Internet Push	33.4%	3.0%	13.5%	49.9%	29.6%	2.2%	8.9%	40.7%
2	Internet Push with Reminder Letter	34.5%	2.7%	13.4%	50.6%	30.2%	2.4%	8.9%	41.5%
3	Internet Push with Language Brochure	34.3%	3.2%	15.7%	53.2%	28.0%	2.0%	9.6%	39.6%
4	Internet Push with Language FAQ Insert	36.6%	3.2%	14.3%	54.0%	29.9%	2.1%	8.6%	40.6%
5	Internet Choice	18.4%	1.2%	36.7%	56.2%	13.2%	0.8%	18.5%	32.5%
Total		31.4%	2.7%	19.3%	53.4%	27.4%	2.0%	10.2%	39.6%

*Individual components may not add to total due to rounding.

2016 Census Test

Partnership and Outreach as of June 9, 2016

- Partners for the 2016 Census Test Sites
 - Harris County, Texas - 258 Partners
 - Los Angeles County, Texas - 262 Partners
- Partnership Commitment Activities for the 2016 Census Test Sites
 - Harris County, Texas - 364 Activities
 - Los Angeles County, California - 596 Activities
- Partnership specialists have also provided recruiting support for the Field staff



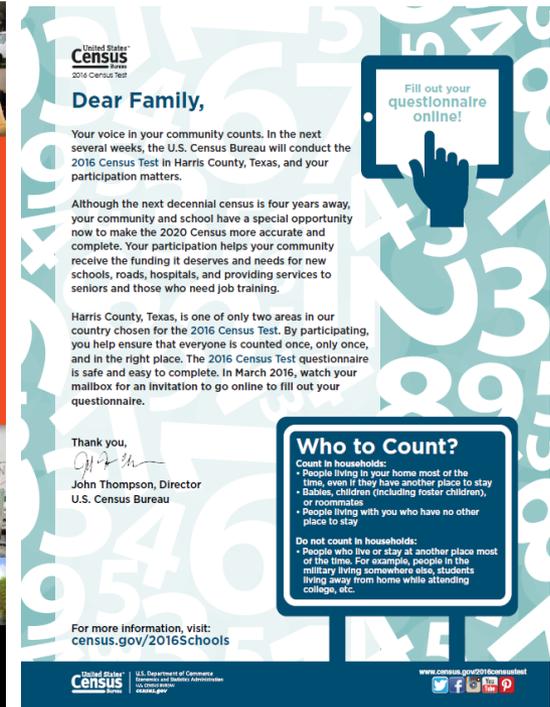
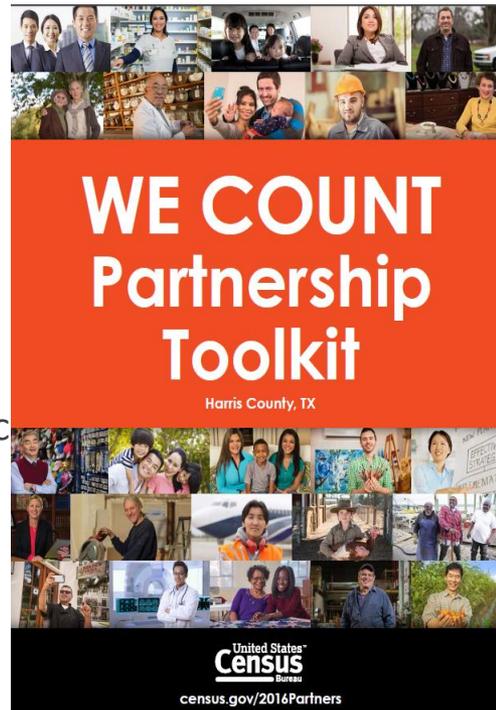
2016 Census Test Partnership and Outreach

Partnerships Toolkit

Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

Contents included:

- Fast facts about the 2016 Census Test
- Email Samples
- Article Samples
- Event Hosting Tips
- Social Media Content
- A list of places with public computers
- Internet URLs



2016 Census Test

Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai

2016 Census Test

Self-Response: Preliminary Language Findings as of July 19, 2016

- Internet
 - English – 97.5 percent
 - Spanish – 1.3 percent
 - Chinese – 1.2 percent
 - Korean – 0.1 percent
- Phone
 - English – 82.1 percent
 - Spanish – 12.1 percent
 - Chinese – 5.8 percent
 - Korean – 0.0 percent

The collage illustrates the self-response process for the 2016 Census Test. It includes:

- Mailed Letter:** A letter from the U.S. Census Bureau dated March 21, 2016, explaining the test and providing instructions for returning the form.
- Self-Response Form:** A form with instructions in both English and Korean, including a section for "Start here OR go to http://www.census.gov" and a list of questions to be answered.
- Computer Screen:** A screenshot of the online survey interface in Korean, titled "2016년 인구 센서스 시범 조사를 시작합니다" (Start the 2016 Census Test). It features a login section, a barcode, and a list of questions.

2016 Census Test

Self-Response: Non-ID Processing

United States Census Bureau | FAQ | Instructions | Burden | Select Language | Save and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address
 Rural Route
 P.O. Box

Address Number

Street Name

Apartment Number

City

State

Zip Code

Build: a#52db5 | OMB No.: 0607-0989 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

United States Census Bureau | FAQ | Instructions | Burden | Select Language | Save and Logout

Address Standardization

Here is the address you submitted, using standard abbreviations and formatting.

Please review your address for common errors, such as misspellings in the street name or city names, missing apartment numbers, or an incorrect ZIP Code.

123 MAIN ST

Is the address above correct? (Help)

Address Number

Street Name

Apartment Number

City

State

Zip Code

Build: a#52db5 | OMB No.: 0607-0989 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

United States Census Bureau | FAQ | Instructions | Burden | Select Language | Save and Logout

Home > Household > Web Map

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.

Cannot Locate Area Using the spatial tools found on the map.

2016 Census Test

Self-Response: Preliminary Non-ID Processing Results

	Total Self-Response	Total Non-ID Submissions	Non-ID Percent of Self-Response
Harris County, Texas	88,506	1,993	3.8%
Los Angeles County, California	122,634	2,451	3.6%
Total	211,140	7,783	3.7%

2016 Census Test

Preliminary Coverage Reinterview Results

Purpose: To test versions of questions for initial roster creation, undercount probes, and overcount probes

Planned Production Dates	April 25, 2016 – June 24, 2016
Actual Production Dates	May 2, 2016 – June 26, 2016
Contact Strategy	Centralized Outbound Telephone
Response Rate	55.4 percent
Target Response Rate	59.3 percent

2016 Census Test

Reengineering Field Operations

The 2016 Census Test allowed us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up included:

- Determine the nonresponse followup strategy for the 2020 Census
- Refinement of the field management staffing structure
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

We will also focused on quality control in this Test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality

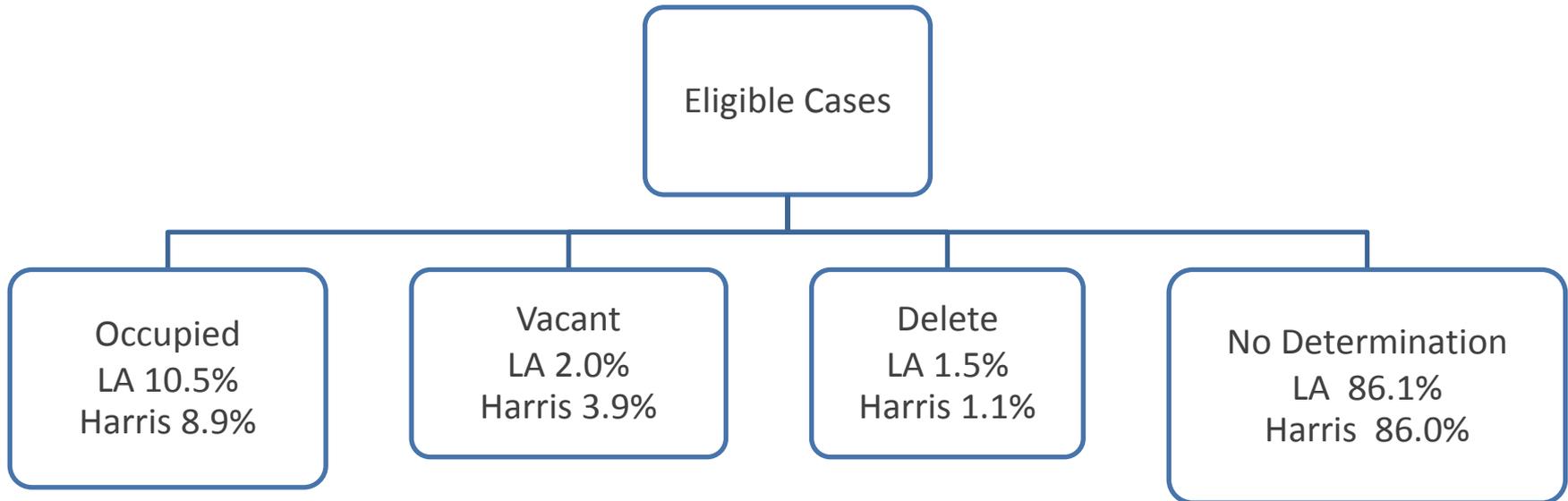
2016 Census Test

Engagement with the United States Postal Service

- Qualitative information about USPS postal carrier determination of Undeliverable-As-Addressed for Census mailings
- Focus Group with Postal Carriers
 - Los Angeles County, California: April 19, 2016
 - Harris County, Texas: April 26, 2016
- Observe Post Office and Mail Processing Facilities

2016 Census Test

Preliminary Administrative Records Processing Results



Phase 2

- Identified an additional 308 cases on June 9, 2016

Evaluation

- For administrative record occupied, vacant and delete cases, a 1-in-5 sample was sent to the field to allow comparisons of administrative record determination and census fieldwork enumeration

2016 Census Test

Nonresponse Followup Results

Field Data Collection Workload	Initial NRFU Workload	Nonresponse Validation	NRFU RI	NRFU Rework	Final Field Workload
Harris County, Texas	62,824	1,993	3,496	0	68,313
Los Angeles County, California	61,314	2,451	3,986	3,914	71,665
Total	124,138	4,444	7,482	3,914	139,978

Field Workload Resolution	Final Field Workload	Self-Response after Start of NRFU	Administrative Records Removal
Harris County, Texas	68,313	7,892	5,366
Los Angeles County, California	71,665	10,212	4,732
Total	139,978	18,104	10,098

	Field Complete	Max Attempt Removals	Unresolved Cases
Harris County, Texas	37,138	16,773	1,144
Los Angeles County, California	42,869	10,289	3,563
Total	80,007	27,062	4,707

Upcoming Tests

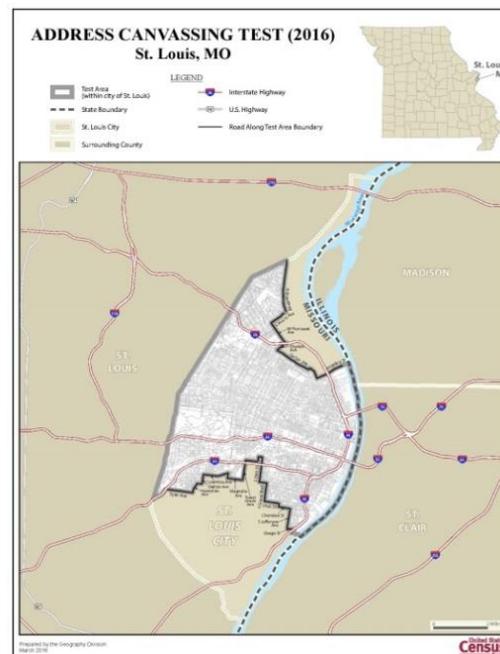
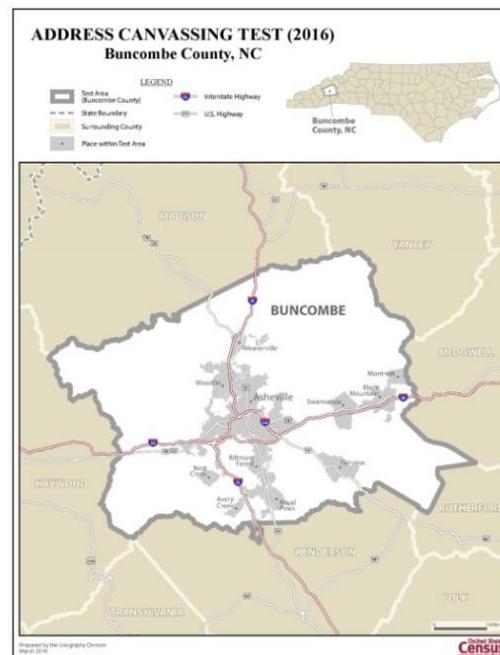
Address Canvassing Test

Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total
 - One site is a mix of urban, suburban and rural territories
 - One site is a principal city of a metropolitan statistical area

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations

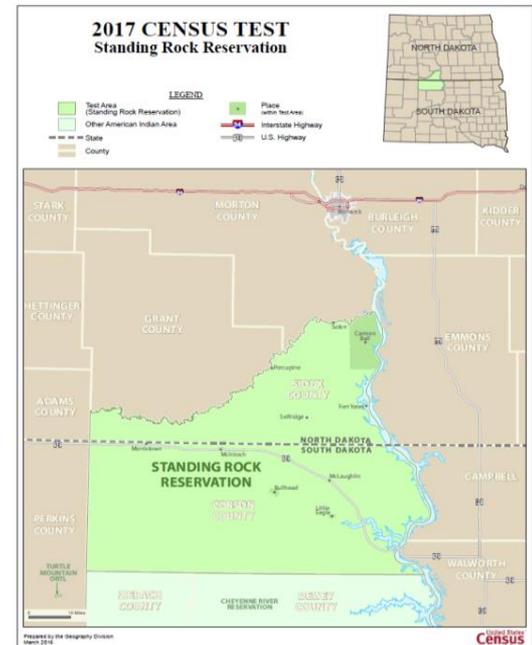
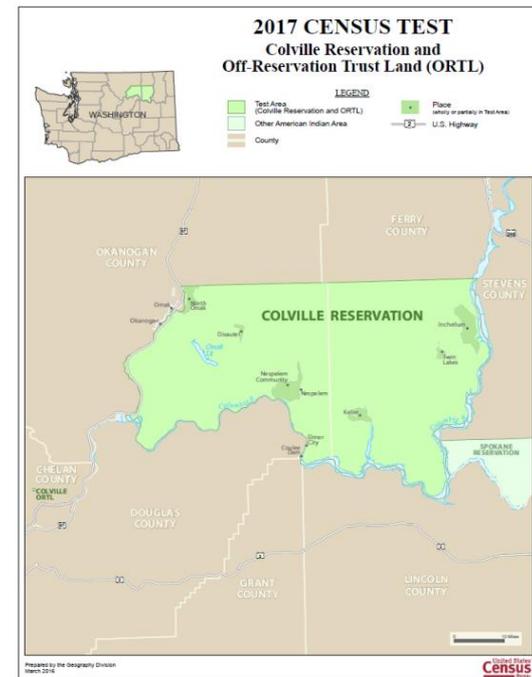


2017 Census Test Overview

- April 1, 2017 Census Day
- A site test on tribal lands with Update Enumerate
- Additional testing through a nation-wide self-response test

Purpose

- Test the integration of operations and systems for Update Enumerate
- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information



2017 Puerto Rico Census Test

Overview

- April 1, 2017 Census Day
- A site test in Puerto Rico

Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test adaptive design and use of administrative records and third-party data in Puerto Rico
- Test Spanish versions of the software/systems needed to support Census activities

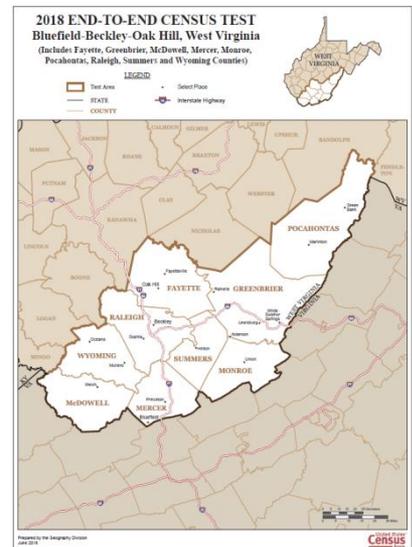
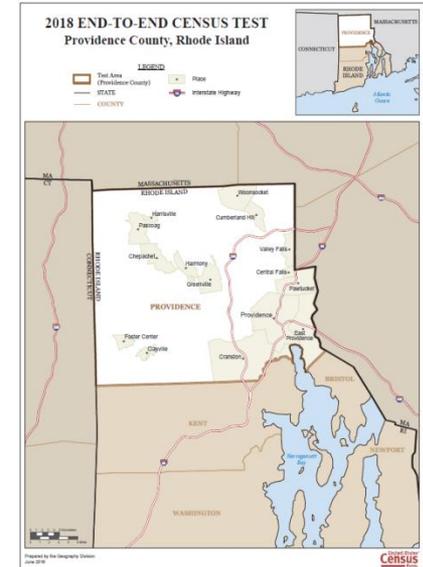


2018 End-to-End Census Test Overview

- 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

2016 Census Test (April 1st Census Day)

Address Canvassing Test

2016

Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries

Publish Proposed 2020 Residence Rule and Situations with 30-day Comment Period

Award Contract for the 2020 Census Questionnaire Assistance (CQA)

Award Integrated Communications Contract

Publish Final 2020 Residence Rule and Situations (Late 2016)

Puerto Rico Census Test

2017

2017 Census Test (April 1st Census Day)

Topics to Congress – by April 1, 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 April 1, 2018

2019

Partnership Program – Launch of the partnership program

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 – by 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>



twitter.com/uscensusbureau



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



youtube.com/user/uscensusbureau



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



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