The Road to 2020

Jamey Christy
Regional Director
US Census Bureau
Los Angeles Region
Why We Do a Census

- Article 1, Section 2 of the US Constitution
  
  *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.*

- Key Purpose is Apportioning the US House of Representatives
APPORTIONMENT

OFFICIAL RESULTS 2010

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
</tr>
<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
Also About Fairness…

- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - ADA
    - Age Discrimination Act
  - Fair Housing Act
### Table 2. Ten Largest Census-Guided Assistance Programs, FY2008

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
<th>Department</th>
<th>FY08 Expenditures</th>
<th>Type of Assistance and Recipient</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program</td>
<td>Department of Health and Human Services</td>
<td>$261,143,624,624</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>20.205</td>
<td>Highway Planning and Construction (Federal-Aid Highway Program)</td>
<td>Department of Transportation</td>
<td>$36,795,552,695</td>
<td>Formula grants and project grants to states</td>
</tr>
<tr>
<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>Department of Housing and Urban Development</td>
<td>$15,340,853,794</td>
<td>Project grants to public housing agencies</td>
</tr>
<tr>
<td>84.027</td>
<td>Special Education Grants to States</td>
<td>Department of Education</td>
<td>$10,786,318,120</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>84.010</td>
<td>Title I Grants to Local Educational Agencies</td>
<td>Department of Education</td>
<td>$7,513,986,185</td>
<td>Formula grants to state educational agencies (local agencies are subgrantees)</td>
</tr>
<tr>
<td>10.410</td>
<td>Very Low to Moderate Income Housing Loans</td>
<td>Department of Agriculture</td>
<td>$7,268,193,451</td>
<td>Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children’s Insurance Program</td>
<td>Department of Health and Human Services</td>
<td>$7,100,682,976</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>10.557</td>
<td>Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program)</td>
<td>Department of Agriculture</td>
<td>$6,138,491,549</td>
<td>Formula grants to states</td>
</tr>
<tr>
<td>14.195</td>
<td>Section 8 Housing Assistance Payments Program (Project-based Section 8)</td>
<td>Department of Housing and Urban Development</td>
<td>$6,002,587,454</td>
<td>Direct payments to public housing agencies</td>
</tr>
<tr>
<td>93.600</td>
<td>Head Start</td>
<td>Department of Health and Human Services</td>
<td>$5,681,535,945</td>
<td>Project grants to local service providers</td>
</tr>
</tbody>
</table>

The 2010 Census

- A Very Good “Net” Census

U.S. Total Percentage Net Undercount from 1980 - 2010

- 1.4% (1980)
- 1.61% (1990)
- 0.8% (2000)
- -0.01% (2010)
The 2010 Census

- $17.8 B TRADITIONAL 2020 CENSUS
- $12.5 B INNOVATIVE 2020 CENSUS

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.1 B</td>
</tr>
<tr>
<td>1980</td>
<td>$3.0 B</td>
</tr>
<tr>
<td>1990</td>
<td>$4.7 B</td>
</tr>
<tr>
<td>2000</td>
<td>$9.4 B</td>
</tr>
<tr>
<td>2010</td>
<td>$12.3 B</td>
</tr>
<tr>
<td>2020</td>
<td></td>
</tr>
</tbody>
</table>
Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- 4 Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient 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.

Continual Research and Updating
Ongoing Process for In-Office Canvassing
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: Count the Population
Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

<table>
<thead>
<tr>
<th>Improve the Quality of the Address List</th>
<th>Update the address list</th>
<th>Validate incoming data from federal, tribal, state, and local governments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Effectiveness of Advertising and Contact Strategies</td>
<td>Support the micro-targeted advertising campaign</td>
<td>Create the contact frame (e.g., email addresses and telephone numbers)</td>
</tr>
<tr>
<td>Validate Respondent Submissions</td>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
<td></td>
</tr>
<tr>
<td>Reduce Field Workload for Followup Activities</td>
<td>Remove vacant and nonresponding occupied housing units from the nonresponse followup workload</td>
<td>Optimize the number of contact attempts</td>
</tr>
</tbody>
</table>
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

- 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 use of Technology

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications

Increased Management and Staff Productivity

Area Manager of Operations

Census Field Managers

Census Field Supervisors

Listers and Enumerators

Revised CENSUS BUREAU
census.gov
2016 Census Test
Los Angeles County, CA
California

- Largest Hard To Count population in the Nation
- “Net” Undercount of 0.26%
  - 3.2% Counted in Error
  - 1.7% “Imputed”
  - 5.1% Omitted
- Already Engaging the Governor’s Office
- Many Organizations already working
Ways we Partner…

- Local Update of Census Addresses
  - Federal Law allows us to share our address list with local government officials – strict provisions!

- Raising Awareness / Building Trust
  - Prior to 2010 – primarily messaging
  - Technology introduces new flexibility for 2020
  - Key – making it relevant
The 2020 Census
Where Are We Today?
Thank You!

Jamey Christy
Regional Director
James.t.christy@census.gov
818-267-1700