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

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. 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.*

**Primary Uses of Decennial Census Data:**
- Draw congressional and state legislative districts, school districts and voting precincts
- 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)
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.
2020 Census
A Complete and Accurate Count of the Population and Housing

Count everyone once, only once, and in the right place.

ESTABLISH WHERE TO COUNT
MOTIVATE PEOPLE TO RESPOND
SELF-RESPONSE
NONRESPONSE FOLLOWUP
GROUP QUARTERS
TABULATE DATA AND RELEASE CENSUS RESULTS
Identify all addresses where people could live
• Conduct a 100-percent review and update of the nation’s address list
• Use tablets and laptops to verify addresses in the field, building on the use of handheld devices for address listing in the last census
• Minimize in-field work with in-office updating
• Use aerial and street-view imagery to review addresses from the office and updating most Master Address File/Topologically Integrated Geographic Encoding and Referencing system (MAF/TIGER) data remotely, substantially cutting in-person workload
• Leverage workload models and technology to efficiently manage and route on-the-ground staff assignments for Address Canvassing
• Use multiple data sources to identify areas with address changes
• Get local government input, e.g., through Local Update of Census Addresses (LUCA)
2020 Census
Motivate People to Respond

Conduct a nationwide communications and partnership campaign
• Build on the success of using paid advertising and audience segmentation in recent decades
• Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
• Add digital advertising to target and tailor messages to various audiences
The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response
2020 Census
Integrated Partnership and Communications: 2020 CBAMS

2020 CBAMS Research

CBAMS Survey

The quantitative component of CBAMS will consist of a survey that will test the message frames that will be used to ultimately shape actual messages, rather than the messages themselves.

CBAMS Focus Groups

The qualitative component of CBAMS is designed to draw input from a wide variety of audiences at the very beginning of the message/creative development process.
2020 Census
Integrated Partnership and Communications: Components
2020 Census
Community Partnership and Engagement Program (CPEP)

CPEP focuses on engaging community partners to increase decennial participation of those who are less likely to respond or are often missed

**Educate** • Educate people about the 2020 Census and foster cooperation with enumerators

**Encourage** • Encourage community partners to motivate people to self-respond

**Engage** • Engage grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign
Community Partnership Engagement Program
Partnerships Throughout the United States

State Complete Count Commissions

Form State Complete Count Commissions with the highest elected officials for each state.

38 states or state-equivalents have formed 2020 Census Complete Count Committees thus far.

Complete Count Committees

Form Complete Count Committees at the county, municipal, and community levels.
2020 Census

Self-Response

Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Provide options for responding via the telephone and paper questionnaires
- New adaptive design techniques enable more flexible and seamless self-response options than for previous censuses
Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Assure Respondents that their Data are Confidential and Secure

Make it Easy to Respond from Any Location at Any Time
### 2020 Census Language Program

#### Summary of Non-English Support

| Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA) | • 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese  
  * Chinese (Simplified) for ISR;  
  ** Chinese (Mandarin and Cantonese) for CQA  
  Language Selection Criteria: 60,000 or more housing units |
| --- | --- |
| Language Guides (Video and Print) Language Glossaries Language Identification Card | • 59 Non-English Languages  
  • Language Guides include American Sign Language, braille, large print |
| Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials | • Spanish |
| Communications and Partnership | • Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)  
  • Procedures and Materials to Support Partnership Specialists and Partners  
  • Support Materials for Regional Offices and Partnership Specialists |
Collect data from all households, including group and unique living arrangements

- Leverage automation to efficiently manage and route on-the-ground field staff, as well as manage case assignment and the number of contact attempts
- Field workers will use handheld devices for collecting the data
- Operations such as recruiting, training, and payroll will be automated
- Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units
2020 Census
Group Quarters

Enumerate people living or staying in group quarters and provide an opportunity for people experiencing homelessness and receiving service at a service-based location to be counted in the census

• Conduct In-Office Group Quarters Advance Contact
• Conduct Group Quarters Enumeration of all group quarters through in-field visits or administrative records data

ESTABLISH WHERE TO COUNT
MOTIVATE PEOPLE TO RESPOND
SELF-RESPONSE
NONRESPONSE FOLLOWUP
GROUP QUARTERS
TABULATE DATA AND RELEASE CENSUS RESULTS
2020 Census
Tabulate Data and Release Census Results

Process and provide Census data
• Deliver apportionment counts to the President by December 31, 2020
• Release counts for redistricting by March 31, 2021 to the states
• Make it easier for the public to get information; provide flexible tools, allowing the public to view 2020 Census data any way they want
• Improvements will include visualizations, easier search functionality, and improved access to data tables and data sets
• Releasing results on a new, user-oriented Web platform featuring easier search, visualizations, and navigation to enhance dissemination and increase access to data through <data.census.gov>
2020 Census
High-Level View of Tests

<table>
<thead>
<tr>
<th>Test</th>
<th>Focus</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Field Test</td>
<td>Small proof of concept test focused on new approach to Nonresponse Followup</td>
<td>Successfully implemented daily case assignments and the application of administrative records to reduce the Nonresponse Followup workload</td>
</tr>
<tr>
<td>2014 Census Test</td>
<td>Operational study of self-response and Nonresponse Followup procedures</td>
<td>Tested initial Internet response strategy and further developed Nonresponse Followup procedures</td>
</tr>
<tr>
<td>2015 Self-Response Test</td>
<td>Operational study of self-response procedures</td>
<td>Tested advertising strategies, internet response, contact strategies for maximizing Internet response, and the ability to allow people to respond to the census without using an identification code previously provided by the Census Bureau</td>
</tr>
<tr>
<td>2015 Census Test</td>
<td>Operational study of new field staffing and automated management and case assignment procedures</td>
<td>Showed that management of field data collection utilizing new roles, responsibilities, and staffing ratios were successful, and that entry of enumerator work availability, workload optimization, and electronic payroll were effective and efficient</td>
</tr>
<tr>
<td>2015 National Content Test</td>
<td>Examined new and newly structured census questions</td>
<td>Indicated that a combined race/ethnicity question may yield better data, and that collecting data in a new Middle Eastern/Northern Africa category can be successful</td>
</tr>
</tbody>
</table>
# 2020 Census

## High-Level View of Tests (Continued)

<table>
<thead>
<tr>
<th>Test</th>
<th>Focus</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 Census Test</td>
<td>Focused on the integration of self-response and NRFU</td>
<td>Successful tested the expansion of language support services, showed that an increased ratio of enumerators to supervisors is viable, and showed improved use of optimized assignment generation and the routing of enumerators</td>
</tr>
<tr>
<td>2016 Address Canvassing Test</td>
<td>Test of reengineered address canvassing procedures</td>
<td>Successfully showed that the In-Office Address Canvassing operation is accurate, and that assumptions about situations that pose challenges to detecting change through imagery analysis were generally correct</td>
</tr>
<tr>
<td>2017 Census Test</td>
<td>Tested the integration of operations and systems for self-response</td>
<td>Implemented the contact strategy without issues, and fielded the full suite of public facing response systems including Internet, telephone and paper questionnaires</td>
</tr>
<tr>
<td>2018 End-to-End Census Test</td>
<td>Test the integration of all operations, systems, and system interfaces from Address Canvassing through the production of data products</td>
<td>Early Results: • Systems integrated and deployed effectively • Significant increase in enumerator productivity</td>
</tr>
</tbody>
</table>
2018 End-to-End Census Test

Overview

Address Canvassing

• Exercise final listing/mapping capabilities in the field and to conduct in-field listing quality control

Peak Operations

• Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census

• Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements

• Produce a prototype of geographic and data products
2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277k housing units in sample
- Internet Two-Panel Design:
  - ~195k (70.3 percent) Internet First (invitation letter on first contact)
  - ~82k (29.7 percent) Internet Choice (questionnaire on first contact)
- Language Two-Panel Design:
  - ~218k English (78.7 percent)
  - ~59k Bilingual: English/Spanish (21.3 percent)

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1</th>
<th>Mailing 2</th>
<th>Mailing 3*</th>
<th>Mailing 4*</th>
<th>Mailing 5*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Volumes</td>
<td>All</td>
<td>276,589</td>
<td>276,589</td>
<td>250,140</td>
<td>198,924</td>
<td>187,467</td>
</tr>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 20, 2018</td>
<td>March 23, 2018</td>
<td>April 3, 2018</td>
<td>April 16, 2018</td>
<td>April 26, 2018</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>March 23, 2018</td>
<td>March 27, 2018</td>
<td>April 6, 2018</td>
<td>April 19, 2018</td>
<td>April 30, 2018</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
</tbody>
</table>

Dates in the table below are in-home dates.

(*) Targeted only to nonrespondents
2018 End-to-End Test

What We Learned: Successes and Challenges

All systems deployed and integrated effectively.
This test was the culmination of more than a decade of research and the last major milestone before the 2020 Census. The most important observation is that the systems supporting the reengineered approach deployed and integrated effectively.

Self-Response
- More than half of all households (52.3%) responded to the test on their own, surpassing our goal for the test.
- The two-panel design mail strategy worked as planned. The majority who self-responded did so online (61.2% internet, 31.3% paper, 7.5% phone).
- We successfully tested multiple languages for all three modes of response:
  - English and Spanish mailing materials
  - English and Spanish internet self-response instrument
  - Phone response tested in 9 languages: English, Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic and Tagalog

Nonresponse Followup
- We successfully automated processes for recruiting, hiring and training.
- We successfully reduced the workload by using administrative records to eliminate vacant housing units first.
- We successfully optimized routing of field staff assignments.
- We successfully captured and transmitted interview data safely and securely.
- We learned that our biggest challenge was hiring enough enumerators.

Group Quarters
- We successfully conducted Advance Contact from the Area Census Office.
- We successfully offered multiple methods for enumeration data collection:
  - Electronic Response Data Transfer or eResponse
  - Paper Data Collection Options
- We learned that we need to design modifications to handle GQs not reached in Advance Contact conducted by the Area Census Office.
- We learned that we need to develop plans for more frequent follow-up with GQ Administrators who choose eResponse.

All systems deployed and integrated effectively.


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2020
2020 Census

Moving from the 2018 End-to-End Census Test to the 2020 Census

Self-Response

• Performance and scalability across all systems
• Internet Self-Response (ISR)
  – Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
• Census Questionnaire Assistance (CQA)
  – Expand required language support to 13 languages
  – Determine locations of commercial contact center facilities
• Paper Data Capture (PDC)
  – Open two Paper Data Capture Centers (East & West)
• Forms Printing and Distribution (FPD)
  – Select print vendor
  – Create connection between the Census Bureau and the print vendor for the transmission of address files

Nonresponse Followup

• Performance and scalability across all systems
• Mapping Application
• New work availability functionality
  – submitting multiple time slots in a day
• Additional reports (FOCS and UTS) for monitoring the operation
• Puerto Rico adaptations and updates
• Refine closeout execution

Group Quarters

• Expand Advance Contact approach to account for GQs that can not be contacted during that period
• Refine contact strategy to encourage eResponse
• Develop additional guidance for eResponse letters to assistance GQ administrators

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2020 Census
Where Are We Now

- Local Update of Census Addresses (LUCA): LUCA is fully underway. 70% (8,000+) of the participating governments have sent their submissions thus far. This covers 90% of the population and 89% of the housing.
- Contracts: All but one of our major contracts are in place: the 2020 Census Printing and Mailing contract. The federal government intends to make the award in November 2019.
- Complete Count Committees: 38 states or state-equivalents have formed 2020 Census Complete Count Committees, and an additional 12 are considering forming committees.
- Area Census Office Leasing: Lease awards have been granted to all 40 Wave 1 ACOs and 121 of the 208 Wave 2 ACOs. Wave 1 offices are scheduled to open between January and March 2019 and Wave 2 offices are scheduled to open between June and September 2019.
- Communications Program Planning: As the research is being completed this Summer, we are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists: We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.

Key Activities:

- **Local Update of Census Addresses (LUCA):** LUCA is fully underway. 70% (8,000+) of the participating governments have sent their submissions thus far. This covers 90% of the population and 89% of the housing.
- **Contracts:** All but one of our major contracts are in place: the 2020 Census Printing and Mailing contract. The federal government intends to make the award in November 2019.
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- **Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists:** We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.
# 2020 Census

## Key Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
<th>Complete?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin 2020 Census Program</td>
<td>November 18, 2011</td>
<td>✓</td>
</tr>
<tr>
<td>Begin Local Update of Census Addresses (LUCA) Program</td>
<td>January 2017</td>
<td>✓</td>
</tr>
<tr>
<td>Deliver 2020 Census Topics to Congress</td>
<td>March 28, 2017</td>
<td>✓</td>
</tr>
<tr>
<td>Deliver 2020 Census Questions to Congress</td>
<td>By March 31, 2018</td>
<td>✓</td>
</tr>
<tr>
<td>Open Regional Census Centers</td>
<td>April 2018</td>
<td>✓</td>
</tr>
<tr>
<td>Conduct 2018 End-to-End Census Test</td>
<td>August 28, 2017 – August 31, 2018*</td>
<td>✓</td>
</tr>
<tr>
<td>Begin Opening Area Census Offices</td>
<td>January 7, 2019</td>
<td></td>
</tr>
<tr>
<td>Begin In-Field Address Canvassing</td>
<td>August 19, 2019</td>
<td></td>
</tr>
<tr>
<td>Launch Advertising Campaign</td>
<td>November 1, 2019</td>
<td></td>
</tr>
<tr>
<td>Begin Remote Alaska</td>
<td>January 21, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Group Quarters – Advance Contact</td>
<td>February 3, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Self-Response</td>
<td>March 16, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Update Leave</td>
<td>March 16, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Update Enumerate</td>
<td>March 16, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Group Quarters – Service Based Enumeration</td>
<td>March 30, 2020</td>
<td></td>
</tr>
<tr>
<td>2020 Census Day</td>
<td>April 1, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Group Quarters Enumeration</td>
<td>April 2, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Coverage Improvement</td>
<td>April 3, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Early Nonresponse Followup</td>
<td>April 9, 2020</td>
<td></td>
</tr>
<tr>
<td>Begin Nonresponse Followup</td>
<td>May 13, 2020</td>
<td></td>
</tr>
<tr>
<td>Deliver Apportionment Counts to the President</td>
<td>By December 31, 2020</td>
<td></td>
</tr>
<tr>
<td>Complete Delivery of Redistricting Counts to the States</td>
<td>By March 31, 2021</td>
<td></td>
</tr>
<tr>
<td>Complete 2020 Census Program</td>
<td>September 29, 2023</td>
<td></td>
</tr>
</tbody>
</table>

*Duration represents the time frame for data collection.*
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More information on the American Community Survey: http://www.census.gov/programs-surveys/acs/

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