

Fiscal Year 2020 Budget: 2020 Census

The Census Bureau will fulfill its constitutional mandate by conducting a complete and accurate 2020 Census.

The FY 2020 budget request of \$6.3 billion (including \$1.02 billion in funds from prior-year unobligated balances) for the 2020 Census will enable the Census Bureau to conduct a census of population and housing and disseminate the results to the President, the states, and the American people. The goal is to count every-one once, only once, and in the right place.

Census Day, April 1, 2020, marks the culmination of nearly a decade of design, research, and testing. The Census Bureau counts the population by collecting information from all households, and makes it easy for people to respond anytime and anywhere by encouraging responses online, by phone, or by mailing in a paper questionnaire. For those who do not self-respond, enumerators will go to those households to ensure they are counted. We will conduct numerous special operations to enumerate those with nontraditional addresses; who live in college dormitories, nursing homes, and other group quarters (GQs); who have been impacted by natural disasters; are experiencing homelessness; and a host of other operations to ensure a complete and accurate count.

We will encourage response through a robust advertising and partnership campaign to build awareness of the 2020 Census and motivate people to respond.

We will conduct the most modern census in history using integrated, tested, and secure systems and ensure that the data that people provide remains confidential.

Key Activities Supported by the FY2020 Budget Request

Conducting the major self-response operations of the 2020 Census. In the spring of 2020, nearly every household will receive an invitation from either a postal worker or a census worker to participate in the census with the option of responding online, by mail, or by phone. In all, the Census Bureau expects to print and distribute over a billion items in 565 million mail packages mailed over five mailings. Households that have questions about the 2020 Census, are having trouble connecting to the Internet, or who just prefer to provide their responses over the phone will be supported by ten Census Questionnaire Assistance contact centers. The centers will assist respondents using a combination of interactive voice response systems and approximately 6,800 customer service representatives. The 2020 Census will also allow people to respond online or by phone without their unique census identification, allowing people to respond to the 2020 Census anytime, anywhere, even without having a mail piece or identification code handy.

Ensuring 2020 Census awareness and motivating response with a robust advertising campaign. To promote self-response to the 2020 Census, the Census Bureau has developed a multifaceted paid advertising campaign that will feature print, radio, television, and digital advertising. This advertising is developed to feature both general messages and advertising tailored to specific communities. In late 2019 and early 2020, the campaign will build awareness, focusing efforts on the importance and impact of the census and on making the population aware that the census is happening. Just before Census Day, the focus turns to messages intended to motivate response, encouraging everyone to fill out their census form, (preferably via the Internet). After the major operations of the 2020 Census are complete, a final “Thank You” phase will thank both our partners and the population at large for participating in the census. This phase will also make them aware of upcoming data releases.

Nurturing key partnerships to bolster 2020 Census participation. The Census Bureau is developing relationships with hundreds of thousands of key local figures through 1,500 partnership specialists across the nation to get the word out about the 2020 Census. This effort works hand-in-hand with the advertising campaign. The Census Bureau will leverage specially developed promotional materials and items for the Community Partnerships Engagement Program. Working closely with partners at the national and local level, the partnership specialists will ensure that each community is aware of the 2020 Census and how and why to participate. For the 2020 Census, the Census Bureau is hiring more partnership specialists—the professionals who work with these key local stakeholders—than were on board for the 2010 Census. The Census Bureau is currently establishing partners and making their engagement more robust, while also introducing some new initiatives. For the 2020 Census, the Partnership Program will continue to employ the strengths of tribal, state, and local governments, as well as community-based organizations, faith-based organizations, schools, media, businesses, social services, ethnic organizations, and others to increase awareness and participation in the 2020 Census.

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2020 Census

A Complete and Accurate Count of the Population and Housing



Conducting the major field operations of the 2020 Census. In the spring and summer of 2020, approximately 400,000 census takers will follow up with non-responding households. Workers will also go to GQs facilities to count people in college dorms, nursing homes, prisons, and other group living situations. The Group Quarters Operation will also count people experiencing homelessness and people receiving service at service-based locations.

In areas without reliable postal service or affected by recent natural disasters, households will receive their census invitation when a census taker drops it off. Some households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Supporting census operations with systems and technology. The 2020 Census will be the most technologically enabled census in history. Security being our first priority, we will work with government and private sector experts to ensure that the entire 2020 Census IT solution is secured, meeting up-to-date best practices and rigorously tested against all threats. We will also continue efforts to ensure that the system-of-systems that forms the backbone of the redesigned 2020 Census is ready and secured. This will include putting final refinements in place, ensuring that the various systems are seamlessly integrated.

Providing supporting field infrastructure and logistics management. The major field operations of the 2020 Census will be managed through an extensive infrastructure that includes six Regional Census Centers (RCCs), 248 Area Census Offices (ACOs), and two Paper Data Capture Centers. This infrastructure provides for the recruiting, hiring and onboarding, personnel and

payroll administration, training, partnership support, management, supervision, and clerical support for the 2020 Census. The Field Infrastructure and Logistics Management Operations will ensure that space is acquired and managed and that inventory is managed, enumerator work “kits” are assembled and distributed, and that supplies and materials are delivered to RCCs, ACOs, and the Puerto Rico Area Offices.

After collecting the data and assuring quality. The Census Bureau will conduct a post-enumeration survey to measure the accuracy of the 2020 Census counts. Apportionment counts are sent to the President and statistical data to the public, and redistricting data is sent to state legislatures so state governments can define congressional and legislative districts.

Mitigating and managing all program risks. In FY 2020, program management will be functioning at peak levels to ensure that every aspect of the 2020 Census is being finalized and executed on time and on budget, and that all risks are measured, monitored, and mitigated before they become issues. The 2020 budget includes a robust request to continue program management best practices and funding representing a risk reserve. Included in this is funding to manage the risks associated with cost-driving assumptions not being realized. If needed, it would be used to eliminate identified risks that, if realized, would have a significant impact on the quality of the 2020 Census.

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