2030 Census Research Federal Register Notice

CSAC Spring Meeting
2030 Census Federal Register Notice (FRN) Feedback

March 9, 2023

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2030 Census: Enhancement Areas (EAs)

- EA 1: Data Collection
- EA 2: Modernize Group Quarters Enumeration
- EA 3: Integrate Data Collection and Processing in Real Time
- EA 4: Streamline Operational Support Infrastructure
- EA 5: Continuous Data Collection and Aggregation

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2030 Census Planning Timeline

EARLY PLANNING PHASE

October 2018–September 2021

Begin Early Planning
- Analyze operational metrics.
- Study lessons learned.
- Review stakeholder feedback.
- Explore potential enhancements.

DESIGN SELECTION PHASE

October 2021–2024

Conduct Initial Design Research
- Identify high priority areas for research.
- Conduct intensive research and testing on potential enhancements.
- Finalize design enhancement recommendations (March 2024).

Solicit Feedback for 2030 Planning
- Receive input from the public through the Federal Register Notice (November 2022).
- Release comments to Advisory Committees for prioritization and feedback (March 2023).
- Release all comments received from the public (March 2023).
- Publish report with final recommendations (Fall 2023).

Select Initial Design
- Choose initial operational design based on feedback, research, evolving technology, and the changing world (December 2024).

FINAL PLANNING PHASE

2025–2027

Finalize Plans, Conduct Tests
- Develop detailed plans for each operation.
- Test new design features as needed.

IMPLEMENTATION PHASE

2028–2030

Implement Plan
- Finalize census content.
- Execute the operational plan.

Census Day
April 1, 2030

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2030 Census Research Federal Register Notice (FRN)

Goal: Seek input from the public to develop and implement strategies to improve participation in the 2030 Census. Highlighted **five categories**:

- Reaching and motivating everyone – focus on historically undercounted populations
- Technology – new ways to leverage technology in data collection
- New data sources – additional data sources, including administrative records and third-party data
- How we contact respondents – tailored contact strategies
- Respondent support services – online, telephone, language, and on-the-ground support

Timeline: August 17 – November 15, 2022

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Additional ideas for the 2030 Census

- Topics that fell outside the 5 FRN categories
  - Content
  - Operations Management
  - Other

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FRN Analysis Process

Submissions and Comments

We received submissions via three modes:

- FRN Portal
- Email
- Voicemail

Each submission may contain more than one comment

- Example: One email submission could have 3 comments:
  - 2 comments addressed Technology
  - 1 comment addressed New Data Sources

Evaluating and Analyzing

Evaluating:

As submissions were received, they were evaluated to determine whether any comments contained were in-scope

Analyzing:

Comments that were in-scope were slated to undergo a full analysis:

- Categorized by topic (e.g., Reaching and Motivating Everyone, Technology)
- Mapped to EA or Ongoing Research
- Shared with SMEs who will further analyze them for potential inclusion in 2030 research

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Comments

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Comments Received

Comment Status	Total Cumulative
Comments Received:	8,603
In-Scope Comments	8,086
Out of Scope Comments	517

Note: Out of Scope comments include those unrelated to the 2030 Census research program (e.g., job inquiries)

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Initial Analysis of Comments by Category

Category	Total: Cumulative	Total: Percent
Reaching and Motivating Everyone	2,493	31%
Technology	452	6%
New Data Resources	271	3%
How We Contact Respondents	591	7%
Respondent Support Services	362	4%
Content	1,577	20%
Operations Management	1,385	17%
Other	955	12%
Total	8,086	100%

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Note: Evaluation is ongoing and subject to change pending further review.

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Submissions

Note: Submissions may contain multiple comments.

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Submissions by Mode

Submission Mode	Total: Cumulative	Total: Percent
FRN portal	1,652	54.1%
Email	1,393	45.6%
Voice Mail	7	0.2%
Total	3,052	100%

Notes:
Evaluation is ongoing and subject to change pending further review.
The number of submissions is lower than the number of comments previously referenced, since each submission may contain multiple comments.

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Submissions by Submitter Affiliation

Submitted Affiliation	Total: Cumulative
Former Census Worker	461
Local Government	92
Federal Government	17
Academia	15
Private Sector	19
Park East High School	54
Design Thinking Workshop	13
Other	188
Not specified	2,196
Total	3,052

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Notes:
Evaluation is ongoing and subject to change pending further review.
Additional categories may be added as they emerge.

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ADCOM Outreach Activities

Activity	Total: Cumulative
Dedicated Conversations to Key Stakeholders/Partners	66
Customized Emails Based on Audiences	36
Social Media Posts	86
Email Marketing	39
Media Interviews	3
Virtual Design Thinking Workshops	7
In Person Design Thinking Workshops	6
Mentions at Meetings/Conferences with External Groups	80

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What We Heard…

Respondent Support Services

Language support

Live chat help

Stand up self-response stations

Increase call center capacity

Contact Respondents

Hire a workforce that empowers the historically marginalized

Use vans and buses to reach populations in low-response areas

Provide funding for Tribal Governments to enumerate their populations

Reaching and Motivating Everyone

Partner with school districts

Partner with adult education programs

Incentivize early response

Partner with children's shows

Emphasize data confidentiality

Partner with local rental communities, gated communities, etc.

New Data Resources

Leverage commercial shipping data

Use municipal data

Enter info when submitting taxes

Technology

Partner with private technology companies

Use tablets

Use QR codes

Develop an app

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What We Heard…
Beyond the FRN Categories

Allow enumerators to work in pairs

Changes to the race question

Improve enumerator apps

Geographies for data tables

Requests for additional questions

New/modified data tables

Keep census apolitical

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NAC/CSAC Review

- Categories for Spring review:
  - Technology
  - New Data Resources
  - How We Contact Respondents
  - Respondent Support Services
  - Operations Management
  - Other

- Category for Summer review:
  - Reaching & Motivating Everyone

- NAC and CSAC to each deliver 10 prioritized research recommendations from the FRN comments

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Census Bureau Questions

- What are the top ten research ideas from the FRN comments that you recommend the Census Bureau should pursue for the 2030 Census?
- What would CSAC like to hear about how the Census Bureau is incorporating comments from the 2030 Census FRN in the future?

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Thank you!

Questions?

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