

U.S. DEPARTMENT OF COMMERCE
U.S. CENSUS BUREAU 2020 ADVISORY COMMITTEE

1. **Committee's Official Designation:** U.S. Census Bureau 2020 Advisory Committee
2. **Authority.** The Secretary of Commerce establishes the U.S. Census Bureau 2020 Advisory Committee (the committee) in accordance with the provisions of the Federal Advisory Committee Act (FACA), AS AMENDED, 5 United States Code (U.S.C.) App. 2, and with the concurrence of the General Services Administration.
3. **Objectives and Scope of Activities.** The committee will provide formal review and feedback related to 2020 Census plans and execution to devise strategies to increase census awareness, reduce barriers to response and enhance the public's trust and willingness to respond.

The committee will consider implications of enumeration strategies, new technologies, the role of state and local governments, social media and marketing, and the outreach and mobilization needs of historically undercounted populations.

The committee will address and provide recommendations on external factors and policies that may affect 2020 Census plans and identify strategies to increase Census awareness, participation and response by the American public.

The committee will help the Census Bureau communicate with and educate diverse audiences on 2020 Census plans and operations.

The committee will provide recommendations to educate the public at key 2020 Census decision points, milestones and production dates to ensure maximum self-response and participation by the public in the 2020 Census.

The committee will devise and recommend strategies to motivate people to respond to the 2020 Census through Internet self-response and other forms of enumeration, as appropriate (i.e., paper or by telephone through the Census Questionnaire Assistance Program).

The committee will consider the Census Bureau's outreach, communications and partnership efforts providing perspectives on community trends, challenges and opportunities to increase public awareness and participation in the 2020 Census.

4. **Description of Duties.** The committee will provide insight, perspectives and expertise on all aspects of 2020 Census planning and implementation to assist the Census Bureau in conducting an accurate decennial census. The committee will function solely as an advisory body and shall fully comply with the provisions of

FACA in providing insight, perspectives, and expertise on 2020 Census plans and execution.

5. **Agency of Official to Whom the Committee Reports.** The committee will report to the Director of the Census Bureau.
6. **Support.** The Census Bureau will provide staff support for the committee.
7. **Estimated Annual Operation Costs and Staff Years.** The annual cost of operation the committee is estimated at \$ 295,496, which includes 2.0 person years of staff support. Members of the committee shall not be compensated for their participation, but will upon request, be allowed travel and per diem expenses as authorized by 5 U.S.C §5701 et seq.
8. **Designated Federal Officer.** The Director will appoint a full-time or permanent part-time employee to serve as Designated Federal Officer (DFO). The DFO will call all of the advisory committee meetings, prepare all meeting agendas, attend all committee meetings, adjourn any meeting during which the DFO determines adjournment to be in the public interest, and chair meetings when directed to do so by the Director.
9. **Estimated Number and Frequency of Meetings.** The committee will meet at least twice per year.
10. **Membership and Designation.** The committee will consist of up to 25 members who will be appointed by and serve at the discretion of the Director.

Members will be selected according to protocols and applicable Department of Commerce guidance. Member organizations will be selected from the public and private sectors, have expertise in census and survey matters. Members will represent specific areas to include: diverse populations; national, state, local and tribal interest, hard-to-count populations; research; community-based organizations; academia; business interests; marketing and media industries; and professional associations.

Organizations should designate both a primary and an alternate representative with the approval of the Director.

The Director will appoint the committee chair and vice chair from among the membership to one-year terms. The chair and vice chair may be appointed for additional one-year terms. Appointment as the committee chair and vice chair will not exceed membership term limitations. Upon completion of appointment as committee chair or vice chair, the member may fulfill any remaining membership term(s) at the discretion of the Director.

Members will serve for a three-year term. All members will be reevaluated at the conclusion of each term with the prospect of renewal, pending advisory committee and 2020 decennial Census needs. Active attendance and participation in meetings and activities (i.e., conference calls and assignments) will be factors considered when determining term renewal or membership continuance. Members may be appointed for a second, three-year term at the discretion of the Director.

The committee aims to have a balanced representation among its members, considering such factors as geography, technical expertise, community involvement and knowledge of census programs and/or activities.

- 11. Subcommittees.** The Census Bureau may establish such subcommittees of its members as may be necessary subject to the provisions of FACA, the FACA implementing regulations, and applicable Department of Commerce guidance. Any subcommittees established must report to the parent committee and must not provide advice and work products directly to the agency.
- 12. Recordkeeping.** The records of the committee, formally and informally established subcommittees, or other subgroups of the committee, shall be handled in accordance with General Records Schedule 26, Item 2 or other approved agency records disposition schedule. These records shall be available for public inspection and copying, subject to the Freedom of Information Act, 5 U.S.C. §552.
- 13. Duration/Termination.** This charter will terminate two years from the date of its filing with the appropriate U.S. Senate and House of Representatives oversight committees unless earlier terminated or renewed by proper authority.

Chief Financial Officer and
Assistant Secretary for Administration

Filing Date