



The 2020 Census Program: Overview

Presentation to the National Advisory Committee
Spring Meeting

May 26, 2016

Decennial Census Programs

Budget

	Budget (in thousands)				
	FY14 (Enacted)	FY15 (Enacted)	FY16 (President's Request)	FY16 (Enacted)	FY17 (President's Request)
2020 Census	\$232,687	\$344,800	\$662,550	\$631,885	\$778,290
American Community Survey	\$230,600	\$230,600	\$256,798	\$225,969	\$251,053
Geographic Support	\$55,613	\$55,600	\$81,060	\$58,962	\$84,175
TOTAL	\$518,900	\$631,000	\$1,000.409	\$916,816	\$1,114,058

The 2020 Census

The 2020 Census

Goals and Key Innovation Areas

Overarching Goal: To count everyone once, only once, and in the right place

Challenge Goal: Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

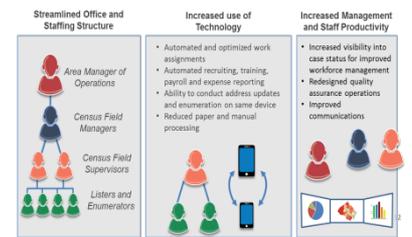
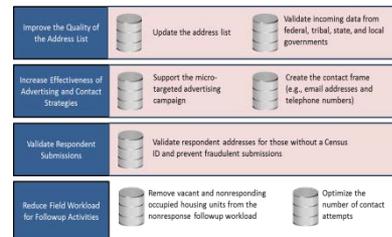
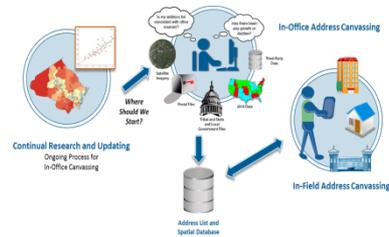
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

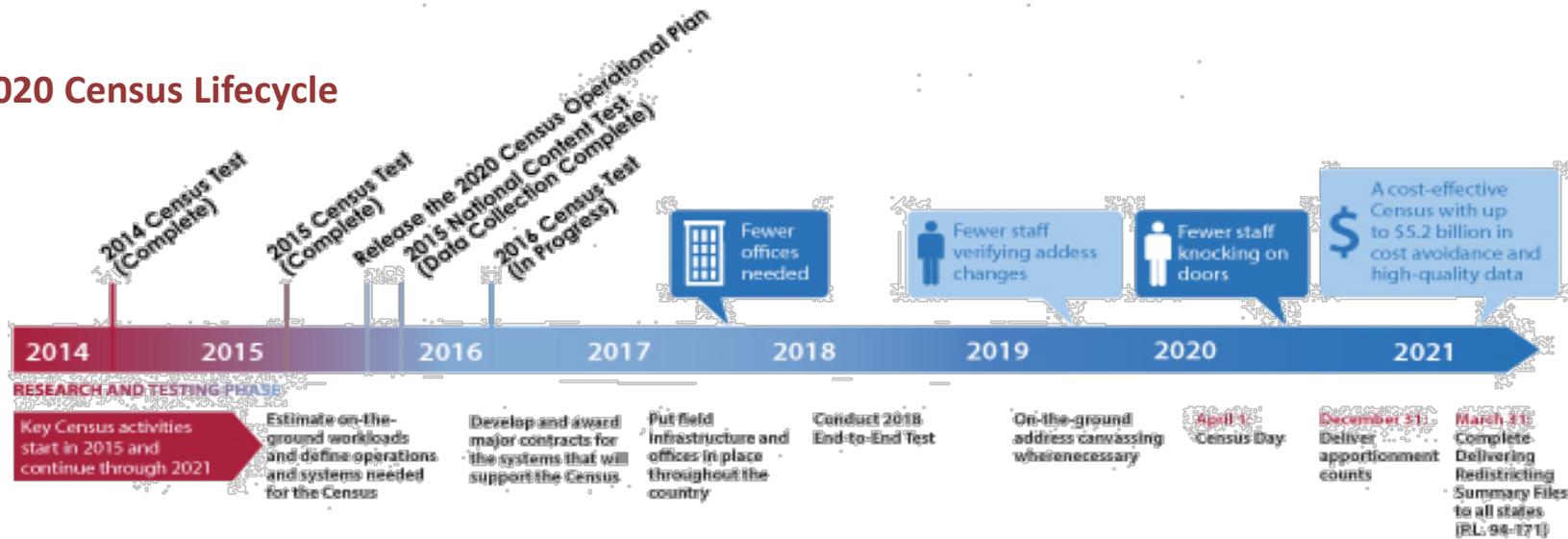
Reengineering Field Operations



The 2020 Census

Where are we Today?

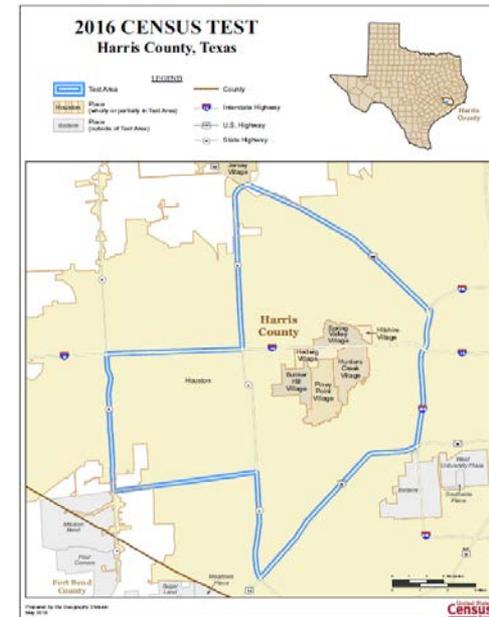
2020 Census Lifecycle



- Released the 2020 Census Memorandum Series which documents significant decisions, actions, and accomplishments of the 2020 Census Program
- Conducting the 2016 Census Test in part of Los Angeles County, CA and part of Harris County, TX
- Posted a Federal Register Notice on the 2010 Census Residence Rule in May 2015 and a summary of comments received in February 2016
- Began tribal consultations in October 2015 and continued through April 2016, followup meetings begin in September 2016
- Began the 2020 Census Redistricting Data Program Kick-off meetings in December 2015 and will continue through 2016

2016 Census Test Overview

- Purpose: Refine technologies and methods associated with Self-Response and Nonresponse Followup operations
- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 225,000 housing units in each test area



2016 Census Test

Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Provide language support to Limited English Proficient populations
 - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
 - Multilingual brochures
 - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods
- Partnerships to reach demographically diverse populations

2016 Census Test

Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure	Postcard	Postcard	Mail Questionnaire + Brochure	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

2016 Census Test

Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai

2016 Census Test

Self-Response: Internet

New Internet Software Application PRIMUS

United States Census Bureau

FAQ Instructions Burden Statement

Select Language Save and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address

Rural Route

P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

City

Anytown

State

District Of Co

ZIP Code

00000 x

Previous Next

73° 73° 73° ?

United States Census

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address

Rural Route

P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

2016 Census Test

Self-Response: Non-ID Processing

United States Census Bureau | FAQ | Instructions | Burden | Select Language - Save and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address
 Rural Route
 P.O. Box

Address Number:

Street Name:

Apartment Number:

City: State: Zip Code:

Build: a#2d5 | OMB No.: 0607-0969 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

United States Census Bureau | FAQ | Instructions | Burden | Select Language - Save and Logout

Home > Household > Web Map

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.

Cannot Locate Area Using the spatial tools found on the map.

Address Standardization

Here is the address you submitted, using standard abbreviations and formatting.

Please review your address for common errors, such as misspellings in the street name or city names, missing apartment numbers, or an incorrect ZIP Code.

123 MAIN ST

Is the address above correct? (help)

Address Number:

Street Name:

Apartment Number:

City: State: Zip Code:

Build: a#2d5 | OMB No.: 0607-0969 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

2016 Census Test Self-Response: Questionnaire

Questionnaire in Four Languages - English, Spanish, Chinese, and Korean

Num. de CMS 0807-0808 Aprobado hasta 04/30/2017

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States Census Bureau
Prueba del Censo del 2016

To complete the English questionnaire, flip this over and complete the blue side.

Comience aquí O visite <https://survey.census.gov/censustest> para completar la Prueba del Censo del 2016.

Use un bolígrafo de tinta azul o negra.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.
- Si nadie vive o duerme en esta dirección, visite <https://survey.census.gov/censustest> o llame al número que aparece en la página 2.

La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:

- No cuente a alguien que no vive aquí (por estar en la universidad o en las Fuerzas Armadas).
- No cuente a alguien que esté en un hogar de ancianos o nursing home, cárcel, prisión, centro de detención, etc., el 1 de abril de 2016.
- No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de ancianos o nursing home, ejército, cárcel, etc. De otra manera, serán contados dos veces.

El Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien que no tenga un lugar permanente donde quedarse se está quedando aquí el 1 de abril de 2016, cuente a esa persona.

1. ¿Cuántas personas estaban viviendo o quedándose en esta casa, apartamento o casa móvil el 1 de abril de 2016?

Número de personas =

FORM DF-1 (ES) (01-13-2016)

Spanish

OMB 0807-0808 臺灣時期 04/30/2017

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States Census Bureau
2016 年人口普查测试

To complete the English questionnaire, flip this over and complete the blue side.

请从这里开始看起 您也可以在网站上填写2016年人口普查测试表, 网址是: <https://survey.census.gov/censustest>

請用藍色或黑色鋼筆填表。

在您回答問題之前, 請清楚以下說明: 計算在此處居住, 此項公寓房, 或此移動房屋的人數。

- 請算上通常居住在此地址或留宿的所有的人, 包括嬰兒。
- 如果沒有人住在這個地址居住或留宿, 請查看 <https://survey.census.gov/censustest> 網址, 或請打在本表第2頁上的電話通知我們。

人口普查局同時也在一些机构和附性地进行人口统计, 所以:

- 请不要算上大学或部队的人。
- 请不要算上2016年4月1日在交際中心(养老院、監獄、拘留所等)居住的人。
- 即使過去的人現在離開了大學、交際中心(养老院、軍隊、監獄等)地方以後, 會回到這居住, 也請不要將這些人填在此表上, 以免 他們被統計兩次。

人口普查也包含沒有常住居所的人, 所以:

- 如果某個人沒有常住居所, 并于2016年4月1日暫住在此地址, 也請算上這個人。

1. 在 2016年4月1日那天, 有几个人住在这房子, 公寓或移动房屋里居住或暂住?

人数 =

FORM DF-1 (EC) (01-09-2016)

Chinese

OMB 0807-0808 韓國時期 04/30/2017

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States Census Bureau
2016 인구 센서스 시범 조사

To complete the English questionnaire, flip this over and complete the blue side.

여기에서 시작 하거나 <https://survey.census.gov/censustest> 에서 2016 인구 센서스 시범 조사에 참여해 주십시오.

한국어에 참여 편을 사용하십시오.

질문 1 에 답변하기 전, 다음 안내에 따라 이 집, 아파트, 또는 이동식 주택에 사는 사람의 수를 세어 주십시오.

- 어떤 약자를 포함해서 이 곳에서 살고 잠자면서 대부분의 시간을 보내는 모든 사람의 수를 세어 주십시오.
- 이 주소에서 살지 않는 사람이 없다면, <https://survey.census.gov/censustest> 를 방문하거나, 8페이지에 나온 번호로 전화할 수 있습니다.

인구 조사관은 기관과 시설 등에서 인구 수를 집계하고 있습니다. 그러므로:

- 대학이나 군대 등 다른 곳에서 살고 있는 사람의 수는 세지 않습니다.
- 2016년 4월 1일을 기준으로 요양원이나 요양원, 한국이나 교도소, 교정 시설 등에 살고 있는 사람의 수는 세지 않습니다.
- 이 사람들이 대학, 요양원이나 임종원, 군대, 간병 등을 떠나 이곳에 돌아올 수 예정이던 원주민도 같은 특정 시에는 이들을 포함하지 않습니다. 그렇기 없으면 이 사람들은 중복 집계됩니다.

인구 조사관은 일반적인 주거지가 없는 사람도 반드시 포함해야 합니다. 그러므로:

- 정해진 주거지가 없는 사람이 2016년 4월 1일을 기준으로 이곳에 머물고 있다면, 이 사람도 세어 주십시오.

1. 2016년 4월 1일을 기준으로 이 집, 아파트, 또는 이동식 주택에 살거나 머문 사람은 모두 몇 명입니까?

사람 수 = 명

FORM DF-1 (EK) (01-09-2016)

Korean

2016 Census Test

Partnership and Outreach as of May 25, 2016

- Partners for the 2016 Census Test Sites
 - Houston - 248 Partners
 - Los Angeles - 239 Partners
- Partnership Commitment Activities for the 2016 Census Test Sites
 - Houston - 350 Activities
 - Los Angeles - 517 Activities
- Partnership specialists have also provided recruiting support for the Field staff



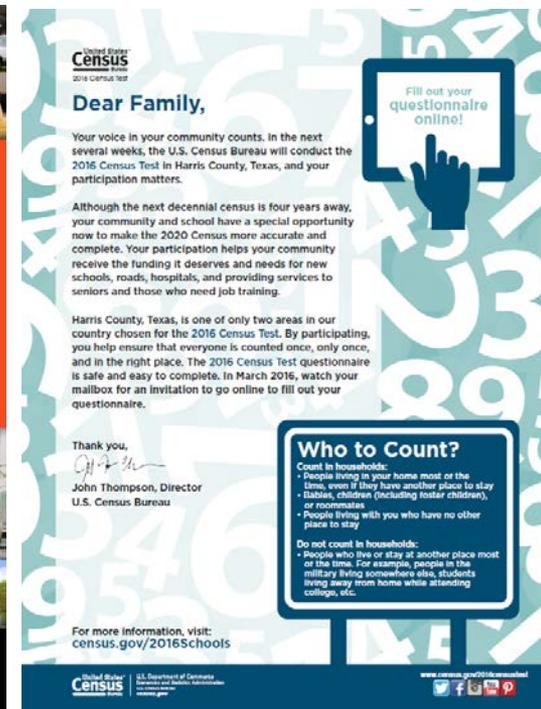
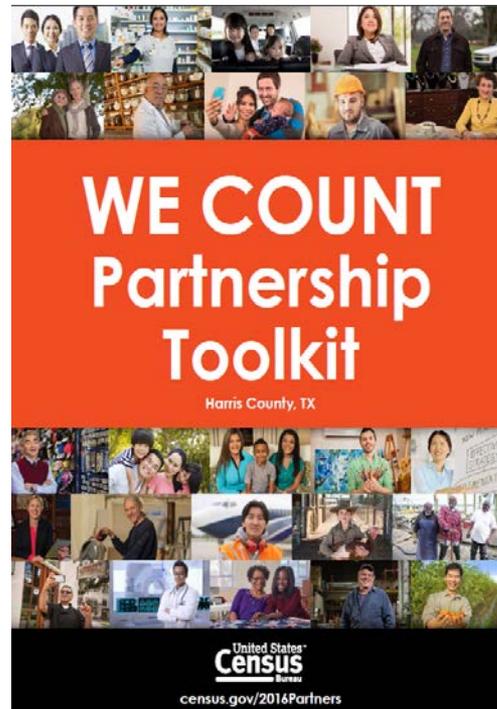
2016 Census Test Partnership and Outreach

Partnerships Toolkit

Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

Contents include:

- Fast facts about the 2016 Census Test
- Email Samples
- Article Samples
- Event Hosting Tips
- Social Media Content
- A list of places with public computers
- Important Internet URLs



2016 Census Test

Reengineering Field Operations

The 2016 Census Test is allowing us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up include:

- Determine the nonresponse followup strategy for the 2020 Census – how do we use administrative records to reduce the nonresponse followup universe and to determine the number of contacts we make with each nonresponding housing unit
- Refinement of the field management staffing structure
 - What is the best ratio of enumerators to local supervisors of operations and local supervisors of operations to field managers of operations
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

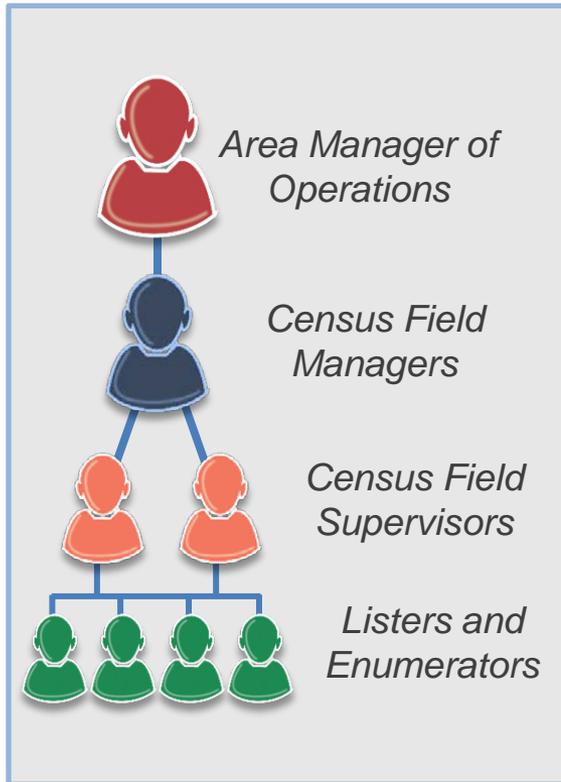
We are focusing on quality control in this test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality
- Use of administrative records for in-house quality control

2016 Census Test

Reengineering Field Operations

Streamlined Office and Staffing Structure



Increased use of Technology

- 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

The diagram shows a supervisor (orange icon) connected to two enumerators (green icons). To the right, two smartphones are shown with bidirectional arrows between them, indicating data synchronization and mobile access to the system.

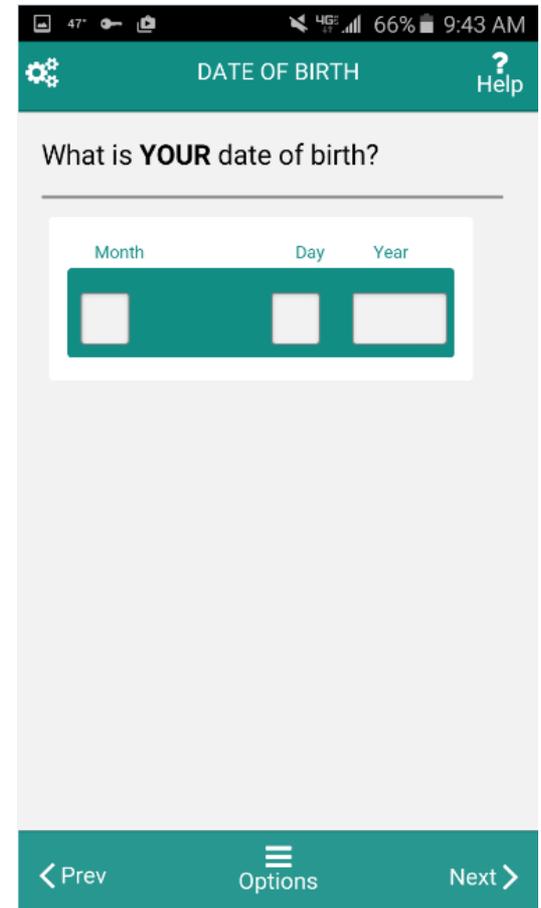
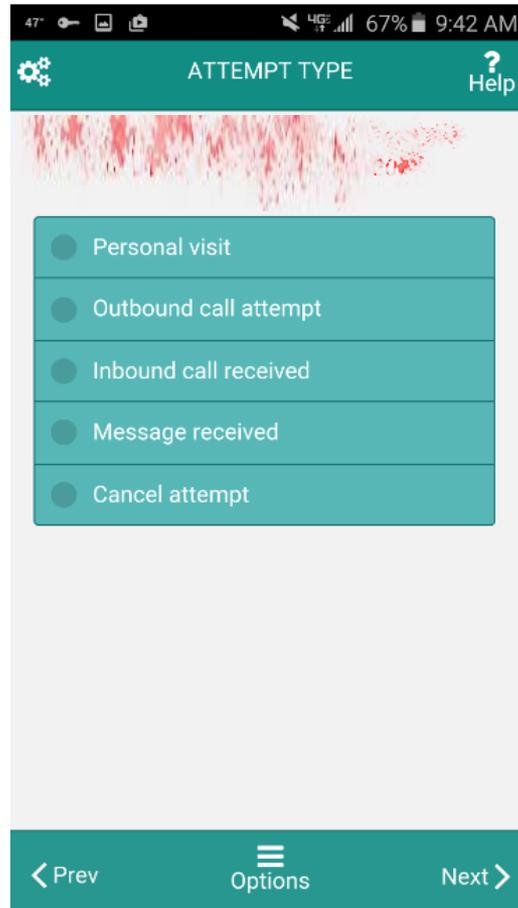
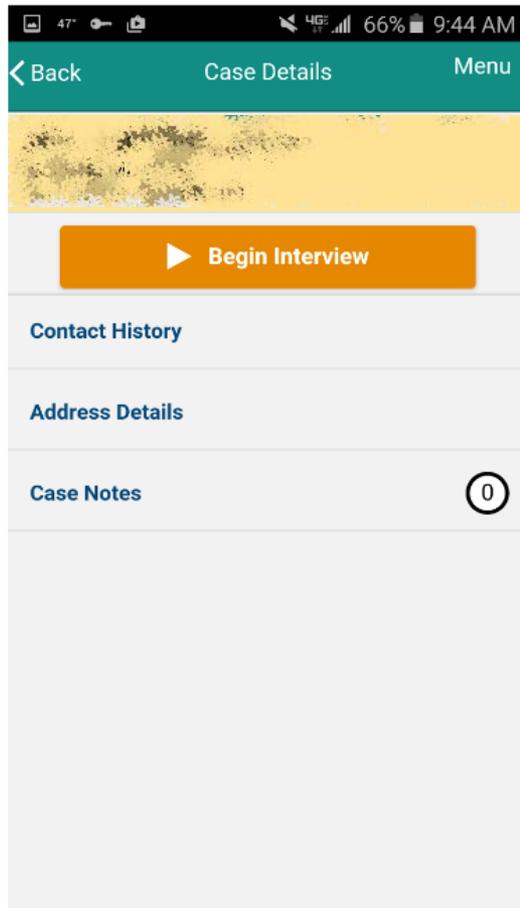
Increased Management and Staff Productivity

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

The diagram features three icons representing management and staff (red, dark blue, and orange). Below them is a dashboard with three panels: a pie chart, a map of the United States, and a bar chart, representing data visualization and reporting tools.

2016 Census Test

Reengineering Field Operations: COMPASS (CEDCaP System)



Note: Screenshot contains test data.

2016 Census Test

Preliminary Self-Response Rates as of May 25, 2016

		<u>Los Angeles County Site</u>				<u>Harris County Site</u>			
	Panel	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1	Internet Push	31.90%	2.70%	12.69%	45.55%	28.04%	1.91%	8.29%	38.25%
2	Internet Push with Reminder Letter	33.06%	2.39%	12.64%	46.41%	28.72%	2.08%	8.30%	39.10%
3	Internet Push with Language Brochure	32.63%	2.81%	14.80%	48.33%	26.34%	1.74%	9.02%	37.10%
4	Internet Push with Language FAQ Insert	34.95%	2.77%	13.53%	49.54%	28.39%	1.82%	8.07%	38.28%
5	Internet Choice	16.82%	0.84%	35.83%	52.02%	11.92%	0.57%	17.92%	30.41%
Total		29.81%	2.31%	18.48%	48.89%	25.88%	1.72%	9.61%	37.21%

*Individual components may not add to total due to rounding.

2016 Census Test

Preliminary Nonresponse Followup Rates as of May 25, 2016

Operation	Site	Current Workload	Self-Response after NRFU Start by Percent	Administrative Records Removal by Percent	Field Complete Total by Percent
NRFU	Harris County, TX	62,824	7.25%	3.92%	16.67%
	Los Angeles County, CA	61,314	10.25%	2.63%	18.82%
	Subtotal	124,138	8.73%	3.28%	17.73%
Re-Interview	Harris County, TX	1,479	N/A	N/A	15.69%
	Los Angeles County, CA	1,639	N/A	N/A	13.61%
	Subtotal	3,118	N/A	N/A	14.59%
Total	Subtotal	127,256	8.52%	3.20%	17.65%

*Individual components may not add to total due to rounding.

The 2020 Census

Looking Ahead

2016 Census Test (April 1st Census Day)

Address Canvassing Test

2016

Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries

Publish Proposed 2020 Residence Rule and Situations with 30-day Comment Period

Award Contract for the 2020 Census Questionnaire Assistance (CQA)

Award Integrated Communications Contract

Publish Final 2020 Residence Rule and Situations (Late 2016)

Puerto Rico Census Test

2017

2017 Census Test (April 1st Census Day)

Topics to Congress – by March 31, 2017

Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018

2018

2018 End-to-End Test (April 1st Census Day)

Question Wording to Congress – by March 31, 2018.

2019

Partnership Program – Launch of the partnership program

Complete Count Committees – Formation of committee's should be complete

Advertising – Begins in early 2020

2020

Census Day – April 1, 2020

Nonresponse Followup – Begins in late April and continues until late June/early July

Apportionment Counts to the President – by December 31, 2020

2021

Redistricting Counts to the States – by March 31, 2021

Connect with Us



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau



More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



More information on the 2020 Census:
<http://www.census.gov/2020Census>



instagram.com/uscensusbureau



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



pinterest.com/uscensusbureau