



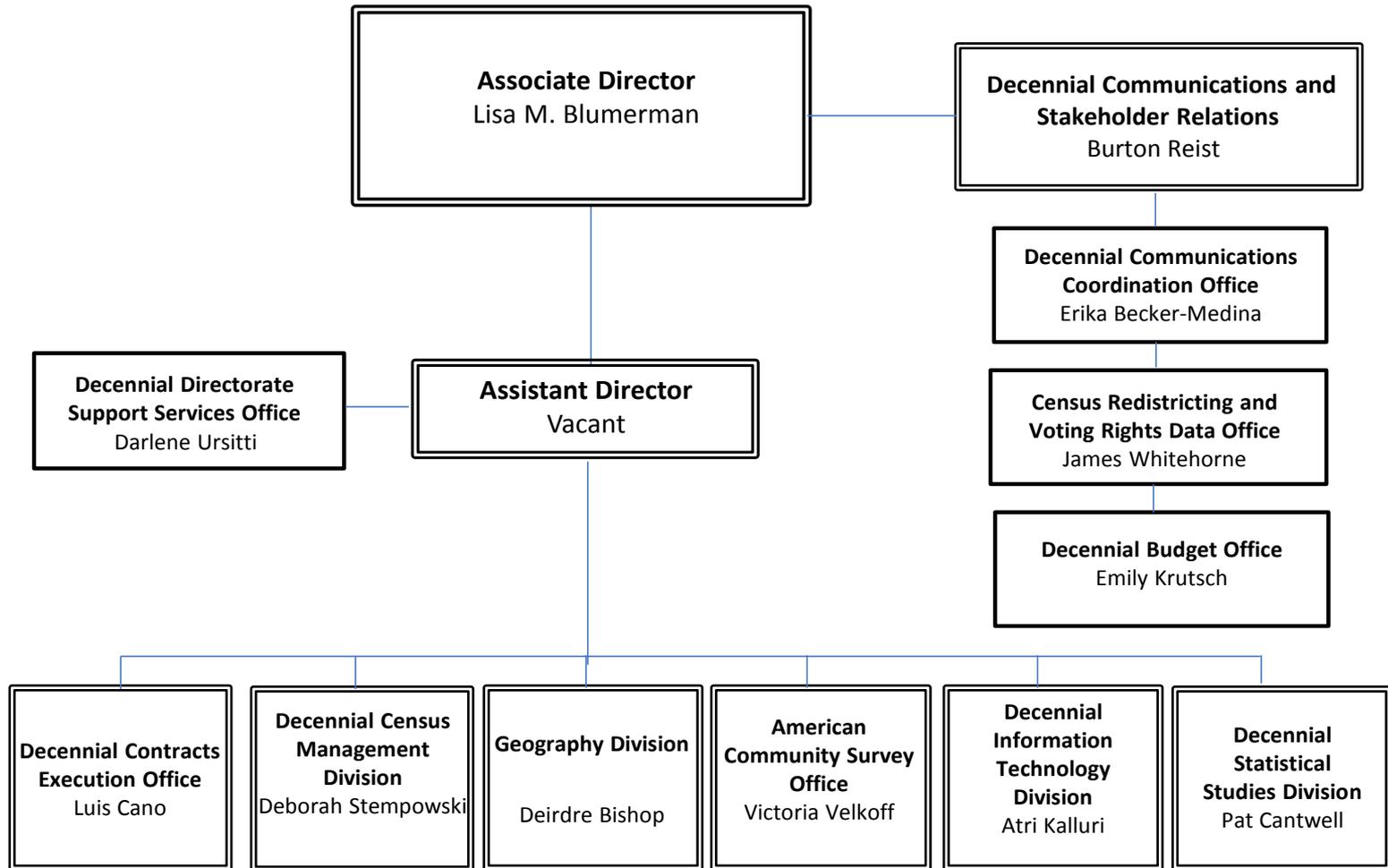
# 2020 Census Update

Presentation to the National Advisory Committee

April 27, 2017

# Decennial Census Programs

## Directorate Organization



# Decennial Census Programs

## Budget

Budget (in thousands)				
	FY14 (Enacted)	FY15 (Enacted)	FY16 (Enacted)	FY17 (President's Budget)
2020 Census	\$232,687	\$344,566	\$598,886	\$778,290
American Community Survey	\$230,600	\$230,899	\$230,899	\$251,053
Geographic Support	\$55,613	\$58,202	\$58,202	\$84,715

# The 2020 Census

## 2017 Activities

### Operations and Deliverables

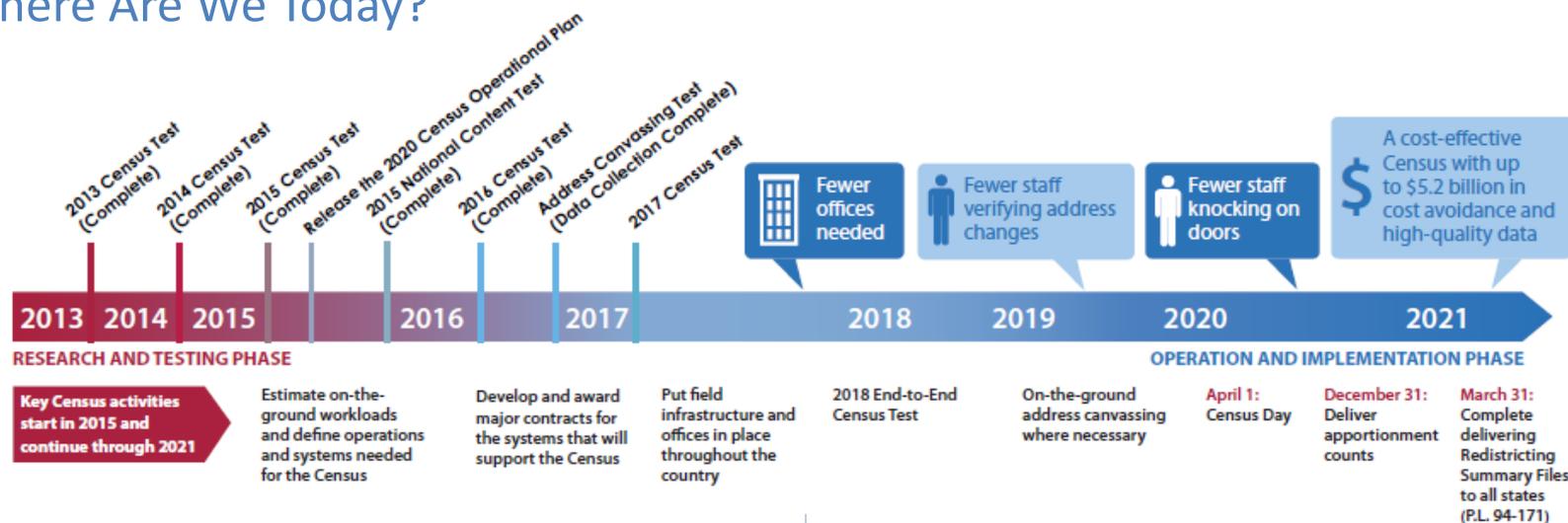
- Submitted 2020 Census subjects to Congress
- Conclude operations for Address Canvassing Test
- Conduct 2017 Census Test
  - Nationwide Self-Response Test
  - Response, Census Questionnaire Assistance, Paper Forms, Real-Time Non-ID Processing, Internet Self-Response
- Begin 2018 End-to-End Census Test

### Planning, Building, and Developing

- IT investments, CEDCaP, and Systems Engineering and Integration
- Building out Field Infrastructure
- Data Quality, Special Operations, and Administrative Records
- Program Management
- Redistricting Data Program
- Local Update of Census Addresses (LUCA)

# The 2020 Census

## Where Are We Today?



### Key Activities:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Award Key Contracts:** Continue to award key contracts for the 2020 Census
- **2017 Census Test:** Nationwide self-response test that includes Internet self-response, Real-Time Non-ID response and processing, and the deploying of applications in the Cloud
- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in 2017
- **Topics to Congress:** Title 13 requires the Census Bureau deliver to Congress subjects for the decennial census program by March 31, 2017, and questions by March 31, 2018
- **Operational Readiness**
  - 2020 Census Operational Plan 2.0
  - Local Update of Census Addresses (LUCA)
  - Field Infrastructure: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding
  - 2018 End-to-End Census Test

# The 2020 Census

## Key Contract Updates

### Decennial Device as a Service

- Will be a single contract for all mobile devices and services for the 2018 End-to-End Census Test through the completion of 2020 Census field operations
- **Award: Early Spring 2017**

### Fingerprinting/Badging

- Will be a single contract for the 2018 End-to-End Census Test peak operations through the completion of the 2020 Census field operations
- **Award: July 2017 – September 2017**

### Field IT Deployment

- Will be a single contract for providing IT equipment, logistics services, maintenance, and support for the Regional Census Centers, Areas Census Offices, Remote Workers, Island Area Offices and Paper Data Capture Centers
- **Award: September 2017**

2016

**Census Questionnaire Assistance** – Awarded: July 11, 2016, Awardee: General Dynamics Information Technology

**Integrated Communications Contract** – Awarded: August 24, 2016, Awardee: Young & Rubicam

**Technical Integration** – Awarded: August 26, 2016, Awardee: T-Rex Corporation, Inc.

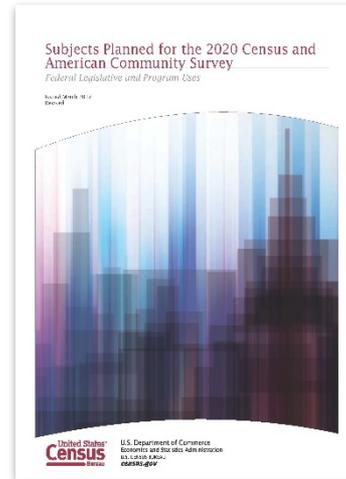
**Schedule A Human Resources Payroll System** – Awarded: November 10, 2016, Awardee: CSRA

# Subjects Planned for the 2020 Census and ACS

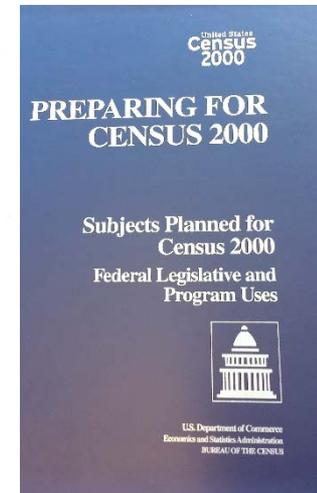
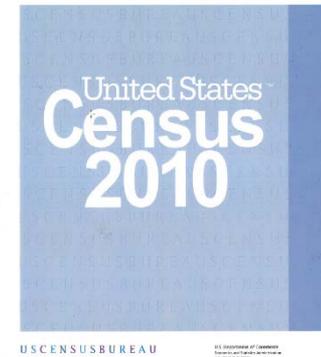
## 2020 Census Subjects

Title 13 requires that the U.S. Census Bureau deliver to Congress:

- Subjects proposed for the decennial census program by **March 31, 2017**
- Questions proposed for the decennial census program by March 31, 2018



Subjects Planned for the 2010 Census and American Community Survey  
Federal Legislative and Program Uses



The Census Bureau submitted subjects planned for the decennial census program, *including*:

- 2020 Census Subjects
  - No new subjects (same set proposed for 2010 Census)
- American Community Survey (ACS) Subjects
  - No new subjects (same set asked on current survey)
- 2020 Island Area Censuses Subjects
  - No new subjects
  - Four subjects not on the ACS, but included on 2010 Island Areas Census

# 2017 Census Test

## Overview

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

## Purpose

- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information

### National Sample: 80,000 housing units

- Housing units in mailable areas
- Remove housing units from recent decennial tests and the American Community Survey
- Stratified to oversample housing units in:
  - Alaska
  - Areas with relatively higher populations of American Indian and Alaska Natives
  - Areas with lower propensity to respond online

### Reinterview: 15,000 housing units

- Conducted by phone
- Heavy oversample:
  - Alaska
  - People who identify as American Indian and Alaska Native
  - People who indicate they are enrolled in a tribe
  - People responding initially without a Census ID

# 2017 Census Test

## Mail Strategy

### Self-Response

- Self-response contact strategy two-panel design
- 80,000 housing units in sample
  - 48,900 (approximately 61 percent) Internet First (invitation letter on first contact)
  - 31,100 (approximately 39 percent) Internet Choice (questionnaire on first contact)

March							April						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

Panel	Mailing 1 Letter or Letter + Questionnaire	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* “It’s not too late” Postcard
<b>Internet First</b>	March 20, 2017 Letter	March 23, 2017	April 3, 2017	April 10, 2017	April 20, 2017
<b>Internet Choice</b>	March 20, 2017 Letter + Questionnaire	March 23, 2017	April 3, 2017	April 10, 2017	April 20, 2017

(\*) Targeted only to nonrespondents

# 2017 Census Test

## Preliminary Self-Response as of April 19 2017

### Overall Self-Response

- 29.5 percent of the 80,000 households in sample have responded as of April 19, 2017

	Initial Panel	Final Panel	Internet	Internet Participation %	Telephone	Telephone Participation %	Mail	Mail Participation %
Internet First	48,900	41,699	14,817	35.5	1,192	2.9	0	0.0
Internet Choice	31,100	24,062	2,164	9.0	144	0.6	5,614	23.3
<b>Total</b>	<b>80,000</b>	<b>65,761</b>	<b>16,981</b>	<b>25.8</b>	<b>1,336</b>	<b>2.0</b>	<b>5,614</b>	<b>8.5</b>

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



### Telephone calls

- Total calls = 4,976
  - Calls referred to agents = 2,882 (57.9 percent)

# Internet Self-Response Demonstration

# 2018 End-to-End Census Test

## Overview

- April 1, 2018 Census Day

## Goals

- 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

## Operational Scope

Focus of the Test

Required to Support the Test

NOT Included in the Test

### SUPPORT

#### Program Management

Program Management

#### Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

#### Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

### FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing \*\*

### RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership & Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters \*

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Americans Count Overseas

### PUBLISH DATA

Data Products and Dissemination \*

Redistricting Data \*

Count Review

Count Question Resolution

Archiving

### OTHER CENSUSES

Island Areas Censuses

### TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

(\*) – Not in scope for test sites descoped from 2017 Census Test and 2017 Puerto Rico Census Test that may be added to the 2018 End-to-End Census Test.

(\*\*) – For test sites descoped from 2017 Census Test and 2017 Puerto Rico Census Test that may be added to the 2018 End-to-End Census Test, only In-Office Address Canvassing is in scope.

# 2018 End-to-End Census Test

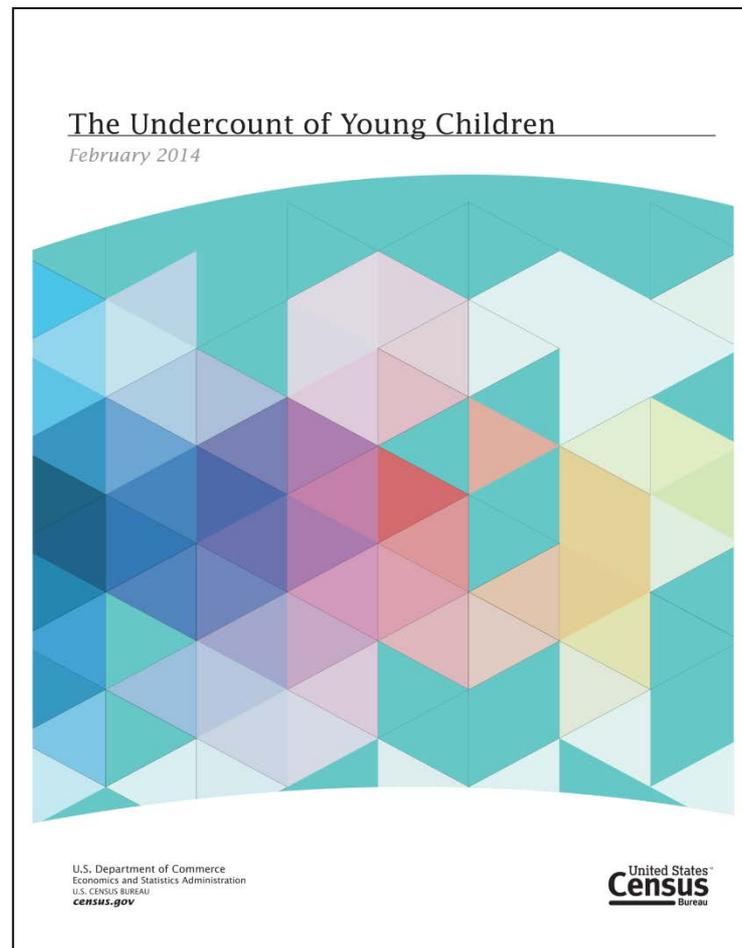
## Key Activities

Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	March 31, 2017*	
Conduct In-Field Address Canvassing	August 14 – September 29, 2017	
Conduct Group Quarters Advance Contact	January 5 – March 9, 2018	
Conduct Self-Response, Including Non-ID Processing	March 19 – August 31, 2018	
Conduct Group Quarters Enumeration	March 28 – June 12, 2018	
Census Day	April 1, 2018	
Conduct Early Nonresponse Followup	April 3 – June 9, 2018	
Conduct Nonresponse Followup Reinterview	April 4 – August 31, 2018	
Conduct Update Enumerate	April 16 – June 16, 2018	
Conduct Update Enumerate Followup	May 7 – July 13, 2018	
Conduct Nonresponse Followup	May 10 – August 20, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

# The Undercount of Young Children in the Decennial Census

## Introduction

- Persistent undercount of young children, ages 0 to 4, in the decennial census
- Recent work on the issue at the Census Bureau
  - In 2013 a Census Bureau task force reviewed available information on the undercount of young children and produced a report with research recommendations
  - A team is currently conducting several research projects to try to answer key questions about why the census misses young children



# The Undercount of Young Children in the Decennial Census

## Research Team Projects

Research team conducting several investigations

- Characteristics of young children vs. older children
  - 2010 Census
  - American Community Survey (ACS)
- Estimating census omissions
- Census Coverage Measurement (CCM)
- Coverage Followup (CFU)
  - Young children added to the 2010 Census
  - Households responding positively to undercoverage probes
- Coverage of young mothers
- Complex household typology

# The Undercount of Young Children in the Decennial Census Reports

Released four reports in January 2017 via the 2020 Census Memorandum Series

- Investigating the 2010 Undercount of Young Children - Comparison of Demographic, Housing, and Household Characteristics of Children by Age
- Investigating the 2010 Undercount of Young Children - Child Undercount Probes
- Investigating the 2010 Undercount of Young Children - Analysis of Census Coverage Measurement Results
- Investigating the 2010 Undercount of Young Children - Examining Data Collected during Coverage Followup

# The 2020 Census

## Looking Ahead

2017

**Award Contract for the Decennial Device as a Service**

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

**Begin Opening Regional Census Centers**

**Publish Final 2020 Residence Criteria and Situations**

2018

**2018 End-to-End Census Test (April 1<sup>st</sup> Census Day)**

**Partnership Program** – Launch of the partnership program

**Question Wording to Congress** – by March 31, 2018

2019

**Begin Opening Field Offices**

**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** – December 31, 2020

2021

**Redistricting Counts to the States** – by March 31, 2021

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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](https://twitter.com/uscensusbureau)



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



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



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



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