



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Office of the Director
Washington, DC 20233-0001

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Memorandum for: Carol Gore
Chair
Census National Advisory Committee

From Steve D. Dillingham
Director
U.S. Census Bureau

Subject: U.S. Census Bureau Responses to Census National Advisory Committee
2018 Fall Recommendations

The U.S. Census Bureau thanks the Census National Advisory Committee for its recommendations. We are responding to the committee recommendations submitted during the November 1-2, 2018, meeting.

Your expertise is necessary to ensure that the Census Bureau continues to provide relevant and timely statistics used by federal, state, and local governments, as well as business and industry, in an increasingly technologically oriented society.

Attachment

**National Advisory Committee on Racial, Ethnic and Other Populations
Fall 2018 Meeting Recommendations***

To: Steven Dillingham
Director

Submitted by: Carol Gore, NAC Chair

Date: Friday, November 2, 2018

All recommendations submitted were reached by consensus vote

Section I. Update on the 2020 Census

1. NAC recommends that the Census Bureau evaluate and report on the potential effects of any presidential executive order purporting to alter the current definition of United States citizenship on 1) content of the Census 2020 citizenship question; and 2) Census 2020 staff hiring currently limited to citizens.

CENSUS RESPONSE:

The 2020 Census questions were submitted to Congress, and we are planning our operations and communications accordingly. Should a legal or legislative action change any of the 2020 Census content, we will adapt accordingly. Regarding hiring, while there is an annual appropriations act restriction regarding the ability to hire and pay residents who are not U.S. citizens, there is not a ban, and we will use all legal flexibilities provided by Congress to hire the workforce we need. These flexibilities, , allow the Census Bureau to hire a permanent legal resident applying for U.S. citizenship, a person admitted as a refugee or granted asylum who has filed a declaration of intent to become a permanent resident and then a citizen when eligible, or a person who owes allegiance to the United States.

2. The NAC understands that the Census Bureau's current decision is to request waivers to the requirement that it hire only United States citizens for staff positions only in limited circumstances. NAC recommends that the Bureau expand to request a blanket waiver for hiring non-citizens as field and partnership staff, including enumerators.

CENSUS RESPONSE:

The Census Bureau thanks the NAC for the recommendation. While there is an annual appropriations act restriction regarding the ability to hire and pay residents who are not U.S. citizens, there is not a ban and we will use all legal flexibilities provided by Congress to hire the workforce we need. These flexibilities, allow the Census Bureau to hire a permanent legal resident applying for U.S. citizenship, a person admitted as a refugee or granted asylum who has filed a declaration of intent to become a permanent resident and then a citizen when eligible, or a person who owes allegiance to the United States.

3. Local, community-based hiring will be critical to obtaining an accurate count in Historically Undercounted populations. A robust economy may not be the ultimate cause of low hiring and recruitment in the Black community, as double digit unemployment and an entrenched “underemployed,” segment of the African American population continues to lag well behind a robust national economy. NAC recommends that the Bureau inform the NAC of hiring and recruitment obstacles in real time to enlist the support and assistance of advisors and stakeholders to ensure an accurate count of African American populations.

CENSUS RESPONSE:

We appreciate and accept NAC’s support and assistance for reaching our African American population. We are collaborating with our stakeholders at the national, state, and local levels, including NAC, to assist with promoting awareness of Census jobs within communities that may experience issues with reaching staffing goals. Recognizing the wide reach and support of the NAC participant organizations, we will continue to partner with you, as appropriate, and look forward to your assistance in support of the recruitment efforts.

4. More than 700,000 formerly incarcerated individuals are released nationally to communities each year according to statistics. NAC recommends that Census Bureau add outreach to these returning individuals in partnership and communications plans. An accurate count of returning individuals is important to historically undercounted populations.

CENSUS RESPONSE:

The Census Bureau thanks the NAC for the recommendation. Census Recruiters and Partnership Specialists work closely with local communities and organizations to address unique outreach challenges. We interface with faith-based organizations, half-way houses and other organizations that facilitate the release of formerly-incarcerated individuals. Our Partnership and Communication Team will consider this recommendation for integration in the plan. We would be pleased to report back later.

5. As members of the National Advisory Committee on Racial, Ethnic and Other Populations of the U.S. Census Bureau, we represent a large and diverse share of the expertise outside the Census Bureau itself on the science of collecting information from people about their racial, ethnic, and nationality status

We are recommending that the U.S. Census Bureau submit, on behalf of the NAC, the following brief statement regarding the inclusion of the citizenship question to the President of the United States, the Secretary of Commerce, and members of the U.S. House of Representatives and U.S. Senate:

“As experts selected for the National Advisory Committee on Racial, Ethnic and Other Populations to advise the U.S. Census Bureau, we state – in our professional judgment – that there is no value to adding a citizenship question to the United States Decennial Census and doing so will undermine the very purpose of the Census to provide a complete and accurate count, as required by the Constitution.”

Many of us have submitted individual commentary to the U.S. Census Bureau that provides much fuller information on the research and science that undergirds this recommendation,

which we also hope will be shared with the President, the Secretary, and members of Congress.

CENSUS RESPONSE:

Recommendation not accepted. We appreciate the NAC's expert opinion on all topics discussed at every Committee meeting. As a FACA committee, deliberations and recommendations will continue to be shared through established processes.

6. The NAC strongly endorses a policy of not following up on unanswered citizenship questions. While Census now says it is unlikely they will conduct follow up on a missing citizenship question, it would be helpful to have a clear and definitive policy on this that we can convey to trusted messengers and the general public.

CENSUS RESPONSE:

The Census Bureau does not accept this recommendation. Respondents to the 2020 Census are required by law to answer every question on the form, and the Census Bureau has not yet determined how unanswered questions will be handled. The best way to ensure that the Census Bureau does not follow up with a household is to provide a complete response to the 2020 Census questionnaire by the Internet or telephone or by returning a paper questionnaire.

7. The NAC recommends that the Census Bureau put out a clear, public statement on how its NRFU policy will address missing responses to questions on the decennial census form, including when only one question is missing a response.

CENSUS RESPONSE:

The Census Bureau thanks the NAC for this recommendation, but does not accept this recommendation. The Census Bureau will encourage all respondents to respond to all questions on the 2020 Census. Issuing a public statement on the handling of missing response data - even when only one questions is missing a response - is inconsistent with the ultimate goal of a complete and accurate census.

8. Workforce recruitment strategies must focus on securing enumerators with the needed linguistic and cultural skills. For example, because the nation's teacher workforce does not always reflect the U.S. population's demographics, focusing solely on teachers would not necessarily address the need for certain populations.

CENSUS RESPONSE:

The Census Bureau thanks NAC for their recommendation. The Census Bureau recruits and hires locally, as we seek a workforce that is reflective of the community where they will serve. The decennial recruitment strategy includes geocoding applicants, which is a process of assigning geographic codes (for example, census tracts) to each applicant, based on where they reside. This process allows for strategic selection and hiring at the local level, which we believe creates the best environment for identifying census workers who are vested in their communities, and who will reflect that local commitment to provide a complete count. Additional selection criteria may include specific language skills for

enumerators serving in diverse communities. These strategies are key to encouraging participation and to achieving an accurate count.

Section II. Census Barriers, Attitudes, and Motivators Study (CBAMS): Update and Discussion

1. Further research regarding barriers to 2020 Census participation must include Black immigrants, including Caribbean, African, Haitian and other interethnic Black populations. The African American population is diverse demographically, socially and culturally. In fact, much of the growth in the Black population is due to the increase in Black immigration—comprising approx. 5 million. An undercount of Black immigrants will negatively affect an accurate count of the Black population. Specific messaging to encourage Census participation among Black immigrants must be a priority in Y& R's messaging for the Black population.

CENSUS RESPONSE:

We appreciate this recommendation, but it is not fully accepted. The research conducted in advance of the 2020 Census on barriers is complete. We have moved into the concepting phase of the creative process. We will test the messaging using multiple methods - including focus groups - with members of the Black/African American target audience and its subpopulations, including immigrants. Team Y&R's subcontractor focused on the Black/African American population, Carol H. Williams Advertising (CHWA), will ensure the campaign appropriately targets this population. CHWA has been intimately involved in the development of the campaign platform and tagline. They will continue to be involved in the rest of the creative development as well as media buying specific to the channels that best target this audience. Additionally, messaging for the campaign will encourage everyone to participate and to count everyone in their household.

2. NAC recommends that research, partnership and communication activities reflect the diverse experiences of the Latino population, including linguistic differences (e.g. English-speaking Latinos) and racial diversity (e.g. Afro-Latinos), as their perspectives, needs and concerns can be unique from the rest of the Latino population.

CENSUS RESPONSE:

Research, partnership, and communication activities will reflect diverse experiences. Partnership Specialists work with community leadership and organizations in the areas that they cover to ensure that Census is providing outreach to all demographics within the community. Partnership Specialists help address areas of concerns within the community and enlist the community leaders to assist with providing outreach about the importance of responding to the decennial census and what it actually means to the communities.

3. NAC recommends the Census Bureau incorporate the needs and growing concerns of the Central American immigrants in its research, partnership and communications plans, specifically regarding the citizenship question and its immigration implications in order to ensure their participation in the 2020 Census. The concern of this community comes from their association with the situation of migrant children separation and the refugees originating in that region, as well as the ending of Temporary Protective Status.

CENSUS RESPONSE:

The Integrated Communications and Partnership Program aims to reach everyone living in the country through a variety of advertising or through partners and their advertising. The Census Bureau, along with its communications contractor, Team Y&R is constantly evaluating the landscape to understand what complexities exist and how the communications campaign can reach those least likely to participate in the 2020 Census or those hardest to reach. In some cases, that contact will come through partnerships with organizations who can access groups and transmit our messages. Our partners will receive campaign materials they can customize to reach their stakeholders.

4. NAC recommends that the Bureau prepare and distribute immediately its messaging response to people who distrust the federal government. In particular, the Census Bureau should provide messaging response to those who believe the government will not comply with current law protecting against the misuse of data reported to the Census.

CENSUS RESPONSE:

The Census Bureau maintains and regularly distributes messaging about confidentiality, trust and security. Messages around these subjects will also be part of the 2020 Census communications campaign. As that campaign content is developed and disseminated, we will look to the National Advisory Committee and others to help us ensure that messaging is broadly disseminated.

https://www.census.gov/about/policies/privacy/data_stewardship.html

Section III. Update on Integrated Partnership and Communications Program

1. The Census Bureau has concentrated its AIAN outreach to certain federally-recognized tribes through Tribal Consultations. The committee has not heard enough details, however, on the Bureau's strategy to reach Urban Indians. This population has significant characteristics related to cultural and geographic isolation and should have specific messaging and additional research on how to reach and increase participation among Urban Indians.

CENSUS RESPONSE:

Research associated with the IPC has included all members of the AIAN audience. Our goal is to reach everyone and encourage them to respond to the 2020 Census. This includes Federally-recognized tribes, State-recognized tribes, and Urban Indians. Creative concepts and messaging will be shared with the AIAN audience for their review and input.

https://www.census.gov/about/policies/privacy/data_stewardship.html

2. The NAC recommends that the Census Bureau accelerate its process for recruiting, hiring and training Partnership Specialists.

CENSUS RESPONSE:

Census is actively recruiting, hiring, and training Partnership Specialists in a timely manner, consisted within the established 2020 Decennial hiring goal. The onboarding process for Partnership Specialists includes providing the necessary training to ensure Partnership Specialists are educated and trained in working with community leaders and organizations to conduct decennial outreach in their communities.

3. The NAC recommends that the U.S. Census explore communications and marketing opportunities through national partners related to tax filing activities, including the Internal Revenue Service, Voluntary Income Tax Assistance programs, and tax preparers and preparation services – especially focused upon families with children who benefit from the Earned Income Tax Credit and the Refundable Child Tax Credit.

CENSUS RESPONSE:

We are already developing a relationship with the Internal Revenue Service to examine these possibilities.

4. The NAC recommends that the U.S. Census, in developing national partnerships, identify those organizations and agencies which have the most contact with families with young children in providing services and supports (and can be trusted messengers) and give priority to enlisting their participation in ensuring a complete count of young children. This includes, in particular, the WIC program and federal qualified health centers and other safety net health care providers.

CENSUS RESPONSE:

The Census Bureau has partnered with the Annie E. Casey Foundation, the Federation of Pediatric Organizations and the Partnership for America's Children to focus on improving the count of young children. We are also working with our state agency partners. In addition to the research the Census Bureau conducted through the Census Barriers, Attitudes and Motivators Study (CBAMS), we are actively coordinating with external partners conducting their own child-focused messaging research to ensure findings are exchanged and incorporated into our plans and messaging. We have plans to conduct additional research on messaging around the count of young children. Further, the Census Bureau is establishing a taskforce to focus on the count of young children, which includes external experts.

5. Early understanding of obstacles in Census response during NRFU operations can be extremely valuable to issue new messaging if needed to counter unexpected issues that are noticed in the field. We recommend early conduct of ethnographic research with ethnographers embedded in the field with census enumerators. This was done in Census 2010 but not aimed at rapid response in messaging. Nonetheless the findings were very useful, in particular with regards to how to approach different language communities. The ethnographic research could focus on what is helping reassure immigrant communities, the young children undercount, and other crucial topics.

CENSUS RESPONSE:

This recommendation is very useful, as we are currently making decisions about specific research efforts we may implement during the 2020 Census operations. This recommendation will be added to the list of potential projects that we currently are y considering.

6. The partnership program must include an awareness campaign for local leaders to advise on TEA designations, including those areas that will receive the questionnaire on the first mailing, and those who will be Update/Leave

CENSUS RESPONSE:

The situation on the ground is evolving in many areas, and we want to be responsive to the latest data and local needs. We are waiting to make final decisions about these areas until closer to 2020 when we can be confident we have chosen the best operation for counting each. Regardless of how households receive the form, everyone will receive a census letter inviting them to respond. Everyone will receive a paper questionnaire, if they have not responded by telephone or internet. Everyone will have a choice of three response options. Everyone who has not responded to the census will be included in the Nonresponse Followup operation. The messaging is the same regardless of the TEA or mail cohort designation.

7. The Communications program needs a robust strategy to encourage “trusted voices and organizations” to promote Census participation – a more effective strategy than just citing Title 13 is needed in light of the new questionnaire.

CENSUS RESPONSE:

The Census Bureau’s Partnership Program, which has national and local components, works with external organizations and trusted voices to educate their stakeholders, employees and audiences about the 2020 Census and its importance, to motivate response and, in some cases, facilitate response. The Census Bureau will actively share 2020 Census messaging and materials with partners who will be able to customize the materials to, for example, put them in a language not supported by the Census Bureau to reach everyone with these important messages.

8. More research is needed in understanding why adults report that they would not include young children on the Census form.

CENSUS RESPONSE:

Understanding the root causes that underlie the challenges in accurately counting young children is essential to developing solutions and strategies to ensure a complete and accurate count.

Related to the undercount of young children, we are formulating our agenda of near-and long-term tasks and research. We will include your proposed research on our agenda. The timing of the research will be subject to a prioritization of the full scope of activities and the availability of resources. As you are aware, we are establishing a task force

related to the undercount of young children. This task force will prioritize the tasks and research.

9. Given that the undercount of young children may most affect those from 0 to 2, NAC recommends that the Census Bureau immediately reach out to hospitals and birth certificate issuers with educational materials to be distributed to parents in all new births from today through Census day 2020.

CENSUS RESPONSE:

Through our national and local partnership efforts, we are actively pursuing opportunities for outreach through various organizations. These organizations include hospitals, pediatric organizations, and organizations supporting low-income parents as well as other organizations with reach into communities and families with newborns, infants, and young children. While we would like to be in a position to begin the distribution of materials today, as requested in the recommendation, we are unable to meet that time line. However, we are working to establish messaging, materials in spring – summer 2019.

Section IV. Update on Design for Hard-to-Count Populations

1. NAC recommends the Census Bureau engage NAC members in the work of the group that is making efforts to better count people experiencing homelessness and housing instability through improvement of service-based and transitory location enumeration. NAC also suggests that the Census Bureau partner with housing providers, shelters and veterans organizations.

CENSUS RESPONSE:

We will engage NAC members and continue developing partnerships with organizations that can assist with identifying service-based and transitory locations.

2. NAC recommends that the Bureau devise and present a partnership and communications strategy to address the possibility of a significant undercount by intentional (in contrast to inadvertent non-inclusion of small children, for example) non-inclusion of household members, including potential non-inclusion due to citizenship/immigration status concerns.

CENSUS RESPONSE:

The Census Bureau is focused on improving the count of young children by identifying all reasons why children are not counted and what messages and trusted voices will help counter those reasons. In addition to the research the Census Bureau conducted through the CBAMS, we are actively coordinating with external partners conducting their own child-focused messaging research. We hope to incorporate these research findings into our plans and messaging. We also have plans to conduct additional research on messaging around the count of young children. Further, the Census Bureau is establishing a task force to focus on the count of young children. This task force will include external experts.

Section V. 2020 Census Respondent Experience Blueprint

1. The NAC recommends that the Census Bureau prepare a blueprint of Census 2020 operations as they pertain to Hard-to-Count (HTC) populations, to include, among other HTC populations: (1) the LGBTQ community; (2) children; (3) homeless or those facing housing instability; (4) non-citizens; (5) language minorities, to be broken down by those from language groups for which the Census Bureau is providing language services and those from language groups for which no language services will be provided; (6) AIAN persons; (7) those living in rural or geographically isolated areas; (8) those lacking traditional mailing addresses; and (9) those lacking broadband or Internet access.

CENSUS RESPONSE:

The Census Bureau currently is finalizing a report that demonstrates how each operation helps to ensure those who are hard to interview, hard to persuade, hard to contact, and hard to locate are counted.

2. The NAC recommends that the Census Bureau prepare a blueprint of Census 2020 communications, outreach, and partnership operations for its partners.

CENSUS RESPONSE:

The Census Bureau is working with Accenture Federal Services' Fjord Design Studio to develop a journey map of the 2020 Census respondent experience. Previewed at the National Advisory Committee meeting, this map includes the communications, outreach and partnership operations and a partner perspective of the experience.

Section VI. Undercount of Young Children in the Decennial Census

1. The NAC recommends that the next iteration of ROAM examine research on which census data are most related to and statistically predictive of high young child undercount geographies and include those within ROAM, along with a derived measure of "level of young child undercount" based upon statistical use of these predictive measures.

CENSUS RESPONSE:

As documented in the report found at the link below, the research team used variables from the Planning Database (PDB) to look at metrics tied to possible coverage error associated with the underreporting of children. Considering the universe of people who responded to the 2010 Census undercount probe, the research team created five strata, such that 20 percent of the households were in each group for a given variable. These variables included social, economic, and housing characteristics. To see the results, please refer to Tables 6 to 9 and 13 to 16 in the analysis report. While the data in these tables are at the household level, the rates are so small (5 per 1,000 overall) that it is not feasible to provide this data at a tract level.

<https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-coverage-followup-analysis.pdf>

2. The NAC recommends that the Census reevaluate their definition of “family” households which currently is defined as households where two or more persons are related by biology and/or a married couple is present in the household. This definition is dated, as households include a range of non-biological and non-marital family formations. For example, the Census Bureau consult the definition of non-traditional families in the Department of Labor’s Family and Medical Leave Act (FMLA) regulations defining “in loco parentis.” We believe expanding this definition could assist in increasing the count of children and other household members.

CENSUS RESPONSE:

The definition of family household

The current definition of “family” used by the Census Bureau includes households where at least one household member is related to the householder by birth, marriage, or adoption. This definition is not the same as saying, “where two or more persons are related by biology or a married couple is present.” We can only see the relationship to the householder; if a married couple unrelated to the householder is present, then the presence of that married couple will not make it a family household. Note that those persons reported as adopted children and stepchildren are relatives. In terms of using “in loco parentis,” we know that people report parent/child relationships as they wish. They do not always have legal adoptive ties when they report an adopted child. For example, never-married adults report having stepchildren; traditionally, stepchildren were viewed as being gained when an individual married the biological parent of those children.

The definition of who is considered related to the householder (thus, a family member) is independent of whether respondents report all household members. Whether the householder lists person under 18 as child, grandchild, housemate, other relative, or nonrelative does not influence the undercount of children. Respondents report the relationship as they view it. Then, the Census Bureau applies the definition of family described above to show family households in data products. Labeling a household as “family” or “nonfamily” will not change the number of children counted in the household.

What we show in tabulations

The Census Bureau shows a variety of family and household configurations, depending on the purpose of the tabulation and the flexibility of the data source. The American Community Survey (ACS) and decennial census data have the least flexibility, since all they collect is the relationship to householder. Historically in decennial and ACS, we have shown households by whether they are family or nonfamily. Our Current Population Survey (CPS) table package, “America’s Families and Living Arrangements”, shows more detailed family configurations. In CPS, we ask respondents to identify their spouse, their cohabiting partner, and coresident parents. This collection allows us to show family groups with unmarried parents as one of the family/household living arrangements we tabulate. The America’s Families table package is available on the Web site here:

<https://www.census.gov/data/tables/2018/demo/families/cps-2018.html>

In the last few years, we introduced a table that shows household type, ignoring whether they are family households by the Census Bureau definition, and placing cohabiting

households next to married-couple households. See Table H3 at this link: <https://www2.census.gov/programs-surveys/demo/tables/families/2018/cps-2018/tabh3.xls>
We have proposed a similar household recode for use in the 2020 Census and are likely to propose it for ACS in the future, as well. Of course, users can create whatever family or household configurations they like using the microdata.

Section VII. General Recommendation

1. The NAC recommends that, regardless of whether citizenship data is included in the redistricting file (P.L. 94-171), it must continue to include total population by race and ethnicity and voting age population by race and ethnicity.

CENSUS RESPONSE:

The long-standing practice of the Census Bureau is to provide both the total population by race and ethnicity and the voting age population by race and ethnicity as parts of the P.L. 94-171 Redistricting Data File, with these categories being those expressed as needed by the states for creating and analyzing redistricting plans. In keeping with the spirit of P.L. 94-171, the Census Bureau will assess any expressed needs of the states in light of citizenship data being available for inclusion. Should a change from the prototype version of the P.L. 94-171 Redistricting Data File being produced from the 2018 End-To-End Census Test be warranted, then that new design will be presented for public comment with extreme weight being given to the needs of those officers and public bodies within the states as identified in the law.

2. The NAC reiterates our support of the combined race and Hispanic origin question with a MENA option.

CENSUS RESPONSE:

The Census Bureau appreciates the NAC's continued interest in this issue, however, the Census Bureau and other federal agencies that collect information on race and ethnicity must follow the most recent race and ethnicity standards for the federal government set by the U.S. Office of Management and Budget (OMB). In keeping with the OMB standards, which remain unchanged since 1997, the planned race and ethnicity questions for the 2020 Census will follow a two-question format for collecting data on race and ethnicity. The 2020 questionnaire will not provide for a separate Middle Eastern or North African category. Responses to the census questions on race and ethnicity are based on self-identification, and the 2020 Census design for collecting these data has improved upon the 2010 Census. Significant changes from the 2010 Census question on race are being implemented for the 2020 Census, which include adding a write-in area and examples for the White racial category and the Black or African American racial category. Providing these new write-in areas gives respondents from all backgrounds, including respondents of Middle Eastern and North African descent, the opportunity to self-identify their heritage.

3. NAC reiterates our support of collecting and reporting multiple Latino origins through all modes and in all data products.

CENSUS RESPONSE:

As in previous decades, the Census Bureau plans to collect and tabulate multiple race responses, following the 1997 OMB standards. While the OMB standards do not permit the explicit collection or tabulation of mixed ethnicities (Hispanic AND non-Hispanic) in the ethnicity question, they do encourage additional research on this subject. Therefore, the Census Bureau plans to analyze patterns of responses to the ethnicity question in the 2020 Census. We expect that this research will help us better understand the depth and breadth of mixed and multiple Hispanic ethnicity reporting and inform future collections of these data.

4. NAC recommends that the Census Bureau not prohibit a submission of an Internet questionnaire due to the failure to answer all question. Additionally, we would like to know the flow logic of Internet submissions.

CENSUS RESPONSE:

The Census Bureau will not prohibit a submission of an internet questionnaire because of the failure to answer all questions. A complete and accurate census is dependent upon the collection of quality data for every household in our self-response areas. While we strongly encourage respondents to answer every question for every person, and include edit messages if the respondent has failed to answer a question, we will still allow the questionnaire to be submitted even if all questions do not have a response. After the submission of the questionnaire, we will address any questions left unanswered by the respondent.

Section VIII. Requests for Information

1. When does the Bureau expect to make a final decision regarding which Census products will be eliminated?

CENSUS RESPONSE:

The Census Bureau appreciates the NAC's interest in the 2020 Census data products. Over the summer, the Census Bureau published a Federal Register Notice (<https://www.federalregister.gov/documents/2018/07/19/2018-15458/soliciting-feedback-from-users-on-2020-census-data-products>) soliciting feedback from data users about how they use decennial data products. We are using this feedback to help inform decisions about final data products and the implementation of the new disclosure avoidance methodology. We anticipate sharing an update on the 2020 Census data products planning at the spring 2019 NAC meeting.

2. Does the Bureau intend to offer the NAC an opportunity to provide comments on the products proposed for elimination before making a final decision?

CENSUS RESPONSE:

The Census Bureau welcomes feedback from the NAC about the Census Bureau's 2020 Census data products proposal. As identified in the published FRN, we are interested to know how

NAC members and their communities use decennial data products, which products they use most often, and which products they believe are critical to their communities.

3. If so, will the Bureau provide the NAC with an explanation for why it is considering to eliminate certain Census products?

CENSUS RESPONSE:

Because of advances in computing power and easy access to large, public datasets, there is a need for improved confidentiality protection. To keep pace with these threats, the Census Bureau is transitioning to a modern disclosure avoidance system for the 2020 Census called differential privacy. In order to maintain the accuracy of the data we publish using this methodology, we may need to reduce the amount of detailed information in the 2020 Census data products.

Our outreach with the public over the last several months has provided us with valuable insights into how data users currently use decennial data products, and this has helped us prioritize our data products for the 2020 Census. At the next NAC meeting in the spring 2019, the Census Bureau plans to share more information about the 2020 Census data products suite, including any potential plans for eliminating products.

4. For those languages not being covered by Census, it will be critical to provide NGOs and national and local partners sufficient information to translate key Census information. Other federal agencies, such as the U.S. Election Assistance Commission, prepares glossaries of commonly used terms with translations into other languages. Note that many commonly used Census terms and instructions will NOT be able to translate word-for-word into AIAN languages lacking those words in the applicable language. Only the concept will be translated, making it essential that the translations by NGOs occur long before Census Day. The NAC requests that the Census Bureau provide the compile a list of commonly used Census terms, phrases, words, and instructions in English to provide to NGOs very early in 2019. (NGOs can then work with local translators to prepare a glossary in non-English languages and dialects, especially for AIAN languages)

CENSUS RESPONSE:

The Census Bureau plans to provide a glossary of commonly used census terms in the supported 59 non-English languages for the 2020 Census. We will also provide the English list of terms for community members to produce the translations in additional languages. We will provide the English list of terms by spring 2019.

5. The date that all generic AIAN outreach and publicity materials will be available to NGOs working in the partnership program.

CENSUS RESPONSE:

These materials will be available on a rolling basis. We will share those dates when they are available.

6. Provide the NAC with the comprehensive list of partner organizations, indicating for each organization which HTC communities they serve (if any) and geographic area in which they operate. This list should be coupled with an analysis of any gaps in partnership reach; the NAC would like to receive regular updates on this partnership gap analysis.

CENSUS RESPONSE:

We look forward to providing a robust presentation on our Integrated Partnership Program to the Committee or the relevant working group in the near future.

7. Please provide us with the glossaries already prepared by the Bureau for common Census words, terms, phrases and instructions.

CENSUS RESPONSE:

The Census Bureau plans to provide a glossary of commonly used census terms in the supported 59 non-English languages for the 2020 Census. We will also provide the English list of terms for community members to produce the translations in additional languages. We will provide the English list of terms by spring 2019.

8. The NAC requests that the Census Bureau identify the percentage of those respondents who were surveyed in the Providence, RI End-To-End Test and in the other field tests that had non-traditional mailing addresses.

CENSUS RESPONSE:

Less than 0.1 percent of living quarters in the 2018 End-to- End Census Test universe had nontraditional mailing addresses. We define nontraditional mailing addresses as anything other than a complete city-style address. This could include rural route (RR) addresses, as well as "other non-city style (NCS)," which consist of P.O. Box addresses, incomplete city-style addresses, and location descriptions. The Census Bureau will mail to RR addresses, but will not attempt to mail to the "other NCS" types of addresses. For Providence, Rhode Island, there were only 262 addresses that fell into the "other NCS" category. There were no RR addresses in Providence.

9. Does the Census Bureau anticipate changing any of its 2020 Census operational procedures for those households with non-traditional mailing addresses as a result of what the Bureau learned in the ETE test and other field tests? If so, what are those changes?

CENSUS RESPONSE:

The Census Bureau has procedures in place for residences with nontraditional mailing addresses and we anticipate no changes before the 2020 Census. The procedures involve the collection and maintenance of location address information. The Listing and Mapping Application (LiMA) guides listers will enter a description of the address location and collect a coordinate for display on a map. Operations that use paper provide specific instructions for how to capture this type of address on paper listings and maps. This location information enables fieldworkers to find the address during subsequent operations. To the extent possible, areas with these types of addresses will be included in operations, such as Update Leave or Update Enumerate, where the address list is updated at the time of enumeration and

residences will either receive a paper questionnaire or will be interviewed by an enumerator. The Census Bureau has observed that these processes prove the most effective for ensuring an accurate count and did not identify any issues with capturing these types of addresses as documented in lessons learned or debriefings during the recent field tests.

10. In Ron Jarmin's presentation on the budget, he mentioned that there would be cuts made to the American Community Survey. Since the ACS data is used to determine information on households that affect hard to count populations, like which languages might be translated and socioeconomic information, the NAC would like to know what might areas in the ACS might be affected by the proposed budget cut.

CENSUS RESPONSE:

The Census Bureau recognizes the National Advisory Committee's concern regarding the budget for fiscal year 2019. The Census Bureau continues to evaluate the American Community Survey operations to identify opportunities for cost-savings and make the survey more efficient while maintaining high quality data. For fiscal year 2019, several cost-savings strategies were implemented in the data collection operations, which may offset the decrease in the fiscal 2019 enacted budget.

11. Is there a breakdown of the % of the CPEP budget directed to different racial ethnic groups? It was just said that 50% of the budget in 2010 targeted English language outreach BUT within that 50%, what proportions targeted hard to reach populations?

CENSUS RESPONSE:

The metric mentioned in the above question is solely based on media buys conducted in 2010 as part of the paid advertising campaign. Currently, CPEP does not have specific allocations in its budget for outreach to race and ethnic groups.

12. How do we access the CBAMS responses?

CENSUS RESPONSE:

The CBAMS final report was released in January. Individual survey responses are protected under Title 13 and not available. The results from the 2020 Census Barriers, Attitudes and Motivators Study (CBAMS) report can be accessed on this link:

<https://www.census.gov/newsroom/press-releases/2019/2020-census-cbams.html>

13. Provide the NAC with information about how the Partnerships programs ensure that it is reaching all HTC communities in all geographic areas. For example, how do you ensure that a partnership specialist has strong partnerships with organizations in their area that serve LGBTQ people, people with disabilities, people of color, people experiencing homelessness and housing instability, etc.?

CENSUS RESPONSE:

Objectives of the Community Partnership and Engagement Program (CPEP) include educating the public about the 2020 Census; encouraging community partners to motivate others to

participate; and engaging grassroots organizations to influence hard-to-count groups and those who aren't motivated to respond to the census.

Our Partnership Specialists are hired based on their in-depth knowledge, honed skillsets, and vast experience working with tribal, state, and local governments; community-based organizations; and other groups and businesses to develop and nurture productive partnerships in support of the 2020 Census. Partnership Specialists' ultimate goal is to recruit, motivate, support, and advise trusted local leaders that will use their sphere of influence and existing networks to motivate their constituents to participate in the census.

Further, we have developed program goals to ensure we are focusing our efforts on our hard-to-count communities. Specifically, one of our goals is to establish partnerships with at least one organization in all tracts with a Low Response Score of 30 or higher (approximately 9 percent of all census tracts) and in 70 percent of tracts with a Low Response Scores between 20 and 30 (approximately 41 percent of all census tracts).

CPEP is further enhanced by our work with the National Partnership Program (NPP). National organizations can wield tremendous influence with local affiliates, chapters, members and communities through leadership and endorsements. National corporations can also be helpful by supporting the census in their products and stores and by getting the word out to their employees and customers.

CPEP and NPP are integral parts of the larger 2020 Census Integrated Partnership and Communications Program, strategically designed to work in tandem with other components throughout each phase of the campaign.

Currently, we have 20 designated Partnership Tribal Staff.

<i>Region</i>	<i>TribalPS Staff</i>
<i>Atlanta</i>	<i>2</i>
<i>Chicago</i>	<i>2</i>
<i>Dallas</i>	<i>11</i>
<i>Los Angeles</i>	<i>4</i>
<i>New York</i>	<i>0</i>
<i>Philadelphia</i>	<i>1</i>
<i>Total</i>	<i>20</i>

Requests for Kendall Johnson and Maria Olmedo-Malagon: 1) a list of all regional tribal partnership specialists who have been hired + contact details 2) contact information for Y&R to pass on to additional subcontractors interested in working on the 2020 communications campaign.

CENSUS RESPONSE:

*The regions have designated partnership managers that are available to assist with any questions regarding contact information for partnership specialists. Please see **Attachment A** for a regional partnership contacts list.*

Subcontractors interested in working on the 2020 communications campaign can contact Paige Heskamp at 202-816-3234 or paige.heskamp@yr.com.

14. During the test in Providence, were there any differences in completion of census form based on mode - paper, online or interview? Request Census Bureau staff as soon as analyses is complete.

CENSUS RESPONSE:

We are analyzing results from the 2018 test now and will be happy to share these results with the NAC when they are released later this year. This will include analysis of item nonresponse differences by mode and self-response rates by mode across different demographic groups.

15. NAC requests clear guidance from the Census Bureau on the use of proxies or assisters who may be able to assist individuals if they use the in-language phone service (i.e. can someone be on the line with an individual to help guide them through the census while on the telephone with a translator?).

CENSUS RESPONSE:

Respondents may ask other individuals to interpret for them when speaking with a Census Questionnaire Assistance (CQA) representative. The CQA representatives will be trained and prepared to take calls from non-English speaking respondents using an interpreter. CQA will also have bilingual agents available in 12 non-English languages: Spanish, Chinese (Cantonese and Mandarin), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

16. NAC requests to see the paper version of the census questions, as well as preview of the electronic versions of the census questionnaires.

CENSUS RESPONSE:

We will provide an electronic version of the draft paper questionnaires to NAC members. Once the 2020 Internet Self-Response instrument is complete, the Census Bureau can demonstrate the instrument for NAC.

17. Please provide to the NAC copies of any reports filed with the court required by the consent decree pursuant to Gonzalez v. Pritzker (litigation involving criminal background check process).

CENSUS RESPONSE:

The settlement in Gonzalez v. Pritzker does not require any reporting to the court regarding the implementation of the agreement. (OGC)

Section IX. Topics from the 2018 Spring NAC Meeting

1. Update on Integrated Partnership and Communications Program

- a. The NAC recommends that the Census Bureau prioritize Partnership Specialists for hard to count populations in its current hiring by February 2019.

CENSUS RESPONSE:

Census is actively recruiting, hiring, and training Partnership Specialists in areas identified as having hard to count populations. We are working with community leaders and organizations within those hard to count areas to help spread the message of the importance of the decennial census and what an accurate count means to their communities in the forms of federal funding for health care, schools, roads, public assistance, etc.

- b. The NAC recommends that the training of Partnership Specialists place particular emphasis on issues affecting the hard to count populations to which they are assigned, such as non-citizenship, non-traditional addresses, homelessness, and other forms of housing instability.

CENSUS RESPONSE:

Census takes into consideration the unique challenges in hard to count populations. We are actively recruiting, hiring, and training Partnership Specialists in areas identified as having hard to count populations. Census provides the necessary training to Partnership Specialists to ensure they are equipped to address these challenges with working with community leaders and organizations in areas hard to count population.

- c. The NAC recommends that the Census Bureau not remove any of the 4.7 million residences identified as unoccupied that are on tribal lands because many of those homes on tribal lands have become or may become occupied again because of the lack of adequate housing, seasonal subsistence housing and transient population.

CENSUS RESPONSE:

Residences on tribal lands that were identified as unoccupied in the 2010 Census will remain on the address list for the 2020 Census. Procedures for the Address Canvassing operation instruct office clerks or field listers to keep habitable structures on the list regardless of their current occupancy status. If structures are identified as uninhabitable during Address Canvassing, they also will remain on the list until the time of enumeration in case their status should change. If the residence is determined to still be habitable after 2020 Census enumeration attempts, then it will be included in the final housing counts regardless of occupancy status.

- d. The NAC recommends that communication contractors need to be funded to support translation and outreach in languages outside of the 59 languages currently covered by the census language support program, such as NHPI, Alaska Native and American Indian languages.

CENSUS RESPONSE:

The already-designed communications campaign funds 59 languages only. We expect to hire partnership specialists with language capabilities that reflect the communities in which they live and work, including beyond the 59 languages. We will rely on partners to supplement the communications materials we create in languages in which they specialize.

- g. The NAC recommends that the Census Bureau share the underlying CBAMS survey responses to the NAC and provide NAC an opportunity to provide input to the Final Report prior to the end of the year.

CENSUS RESPONSE:

CBAMS responses are protected under Title 13, which stringently protects survey responses. Therefore, we are not able to share those responses with the NAC. The CBAMS report has been provided to the NAC.

Attachment A

Contact List for Field Division Regional Partnerships

December 12, 2018

REGIONS	CONTACTS	STATES
Atlanta	Marilyn Stephens Assistant Regional Census Manager 404-323-0594 (Cell) Marilyn.E.Stephens@census.gov	AL, FL, GA, LA, MS, NC, SC
Chicago	Ellisa Johnson Assistant Regional Census Manager 312-579-1518 (Office) Ellisa.Johnson@2020census.gov	AR, IA, IN, IL, MO, MI, MN, WI
Denver	Vicki McIntire Assistant Regional Census Manager 720-962-3700 (Office) Vicki.A.Mcintire@census.gov	AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY
Los Angeles	Luz Castillo Assistant Regional Census Manager 213-314-6500 (Office) Luz.M.Castillo@2020census.gov	AK, CA, HI, ID, NV, OR, WA
New York	Lisa Moore Assistant Regional Census Manager 212-882-2107 (Office) Lisa.Moore@2020census.gov	CT, ME, MA, NH, NJ, NY, PR, RI, VT
Philadelphia	Paul Reyes Assistant Regional Census Manager Office: 267.780.2402 lil.paul.reyes@2020census.gov	DE, DC, KY, MD, OH, PA, TN, VA, WV