

2020 Census: Counting Everyone Once, Only Once, and in the Right Place

A Design for Hard to Count Populations

National Advisory Committee Fall 2018 Meeting

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Decennial Census Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:
*Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*
- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
- Provide population benchmark for nearly every other United States survey

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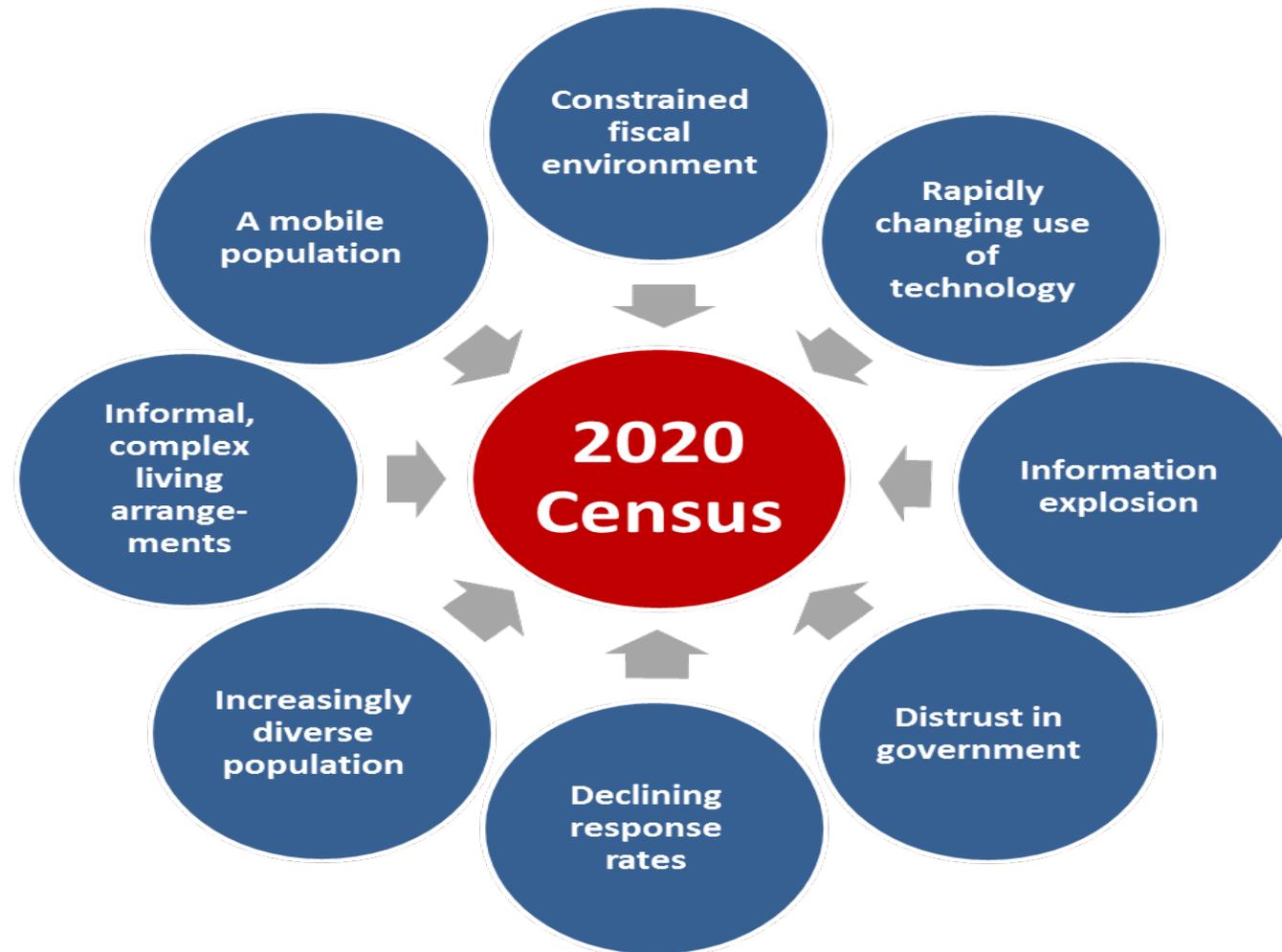
A Complete and Accurate Count of the Population and Housing



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2020 Census Environment

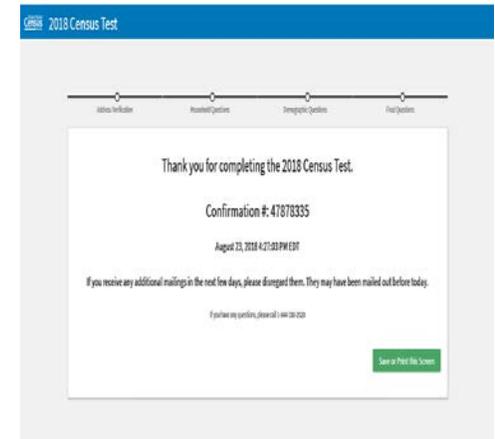
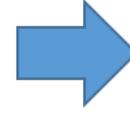
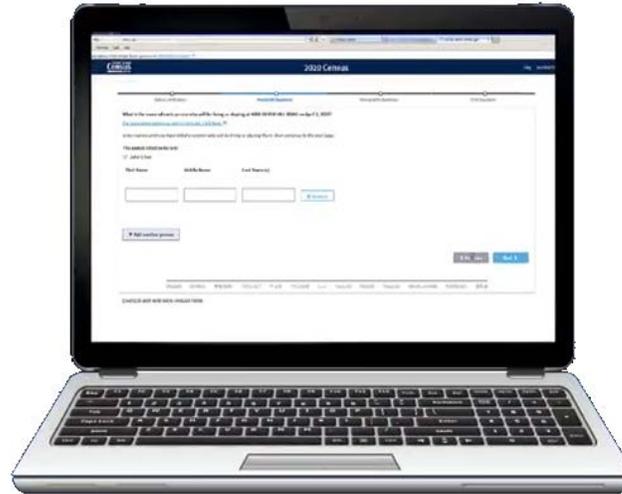
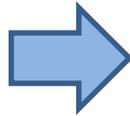
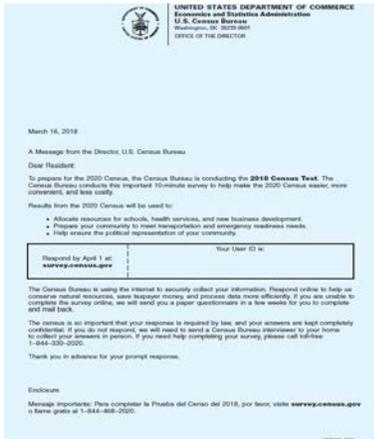
The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



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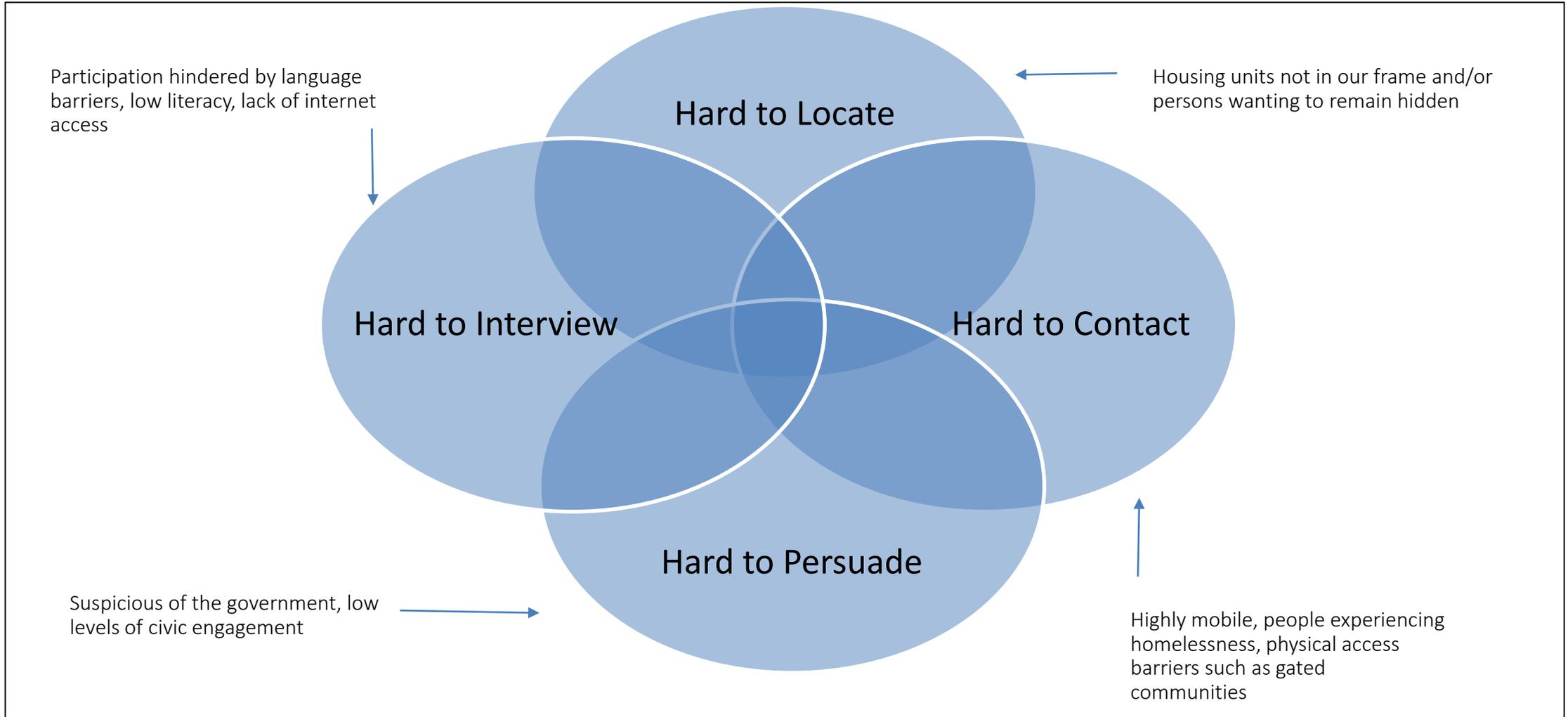
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2020 Census: The Ideal Path



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A Framework for Hard-to-Count Populations ¹



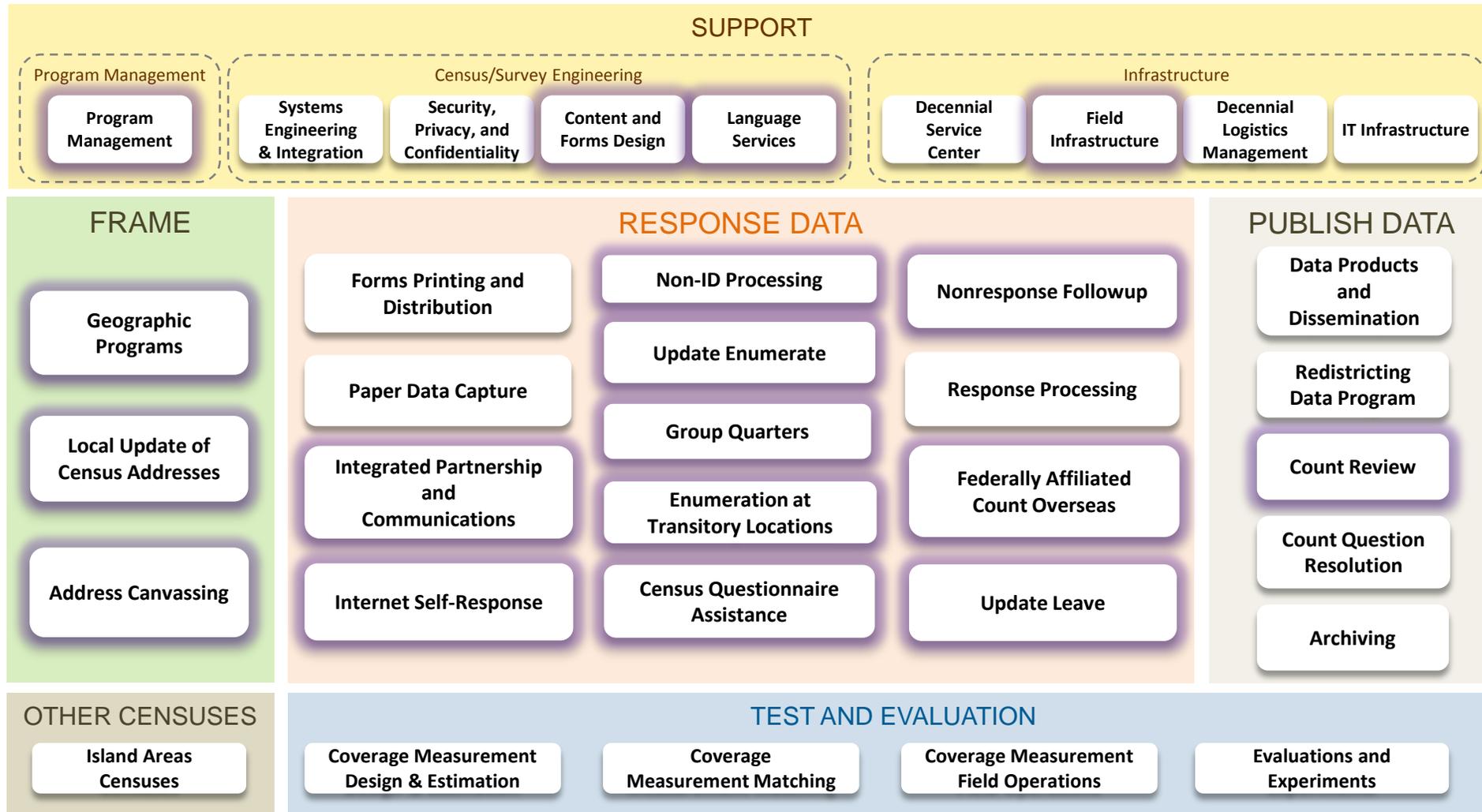
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A Look at the Hard-to-Count Populations*

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

The 2020 Census: Counting Everyone Once, Only Once, and in the Right Place

Operations Supporting an Integrated Hard to Count Design



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Integrated Design for Hard to Count Populations: Stakeholder Communication/Engagement

Objectives: Early and regular engagement to discuss the operational design for the decennial census. To hear, understand, and address opportunities and challenges pertaining to Hard to Count populations.

Primary Focus: Hard to Locate, Hard to Contact, Hard to Persuade, Hard to Interview



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Integrated Design for Hard to Count Populations: Integrated Partnership and Communications

Objectives: To reach every household in the nation, delivering the right messages to the right audiences at the right time. To increase awareness of the decennial census. To promote self-response. To reduce the cost of nonresponse followup operations. And, to improve response rates for hard to count populations.

Primary Focus: Hard to Contact, Hard to Persuade, Hard to Interview



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Integrated Design for Hard to Count Populations: Content and Forms Design

Objectives: To develop content and questions to encourage high response rates across all response modes and all population groups.

Primary Focus: Hard to Persuade, Hard to Interview



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Integrated Design for Hard to Count Populations: Language Services

Objectives: To identify ways to reduce language barriers to enumeration for non-English-speaking populations and to ensure cultural relevancy and meaningful translation of 2020 Census questionnaires and associated materials.

Primary Focus: Hard to Interview



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Integrated Design for Hard to Count Populations: Field Infrastructure

Objectives: To provide human resources and personnel management support functions, including recruiting, hiring, and onboarding that reflect the diversity of the nation to support, facilitate, and encourage response.

Primary Focus: Hard to Persuade, Hard to Interview

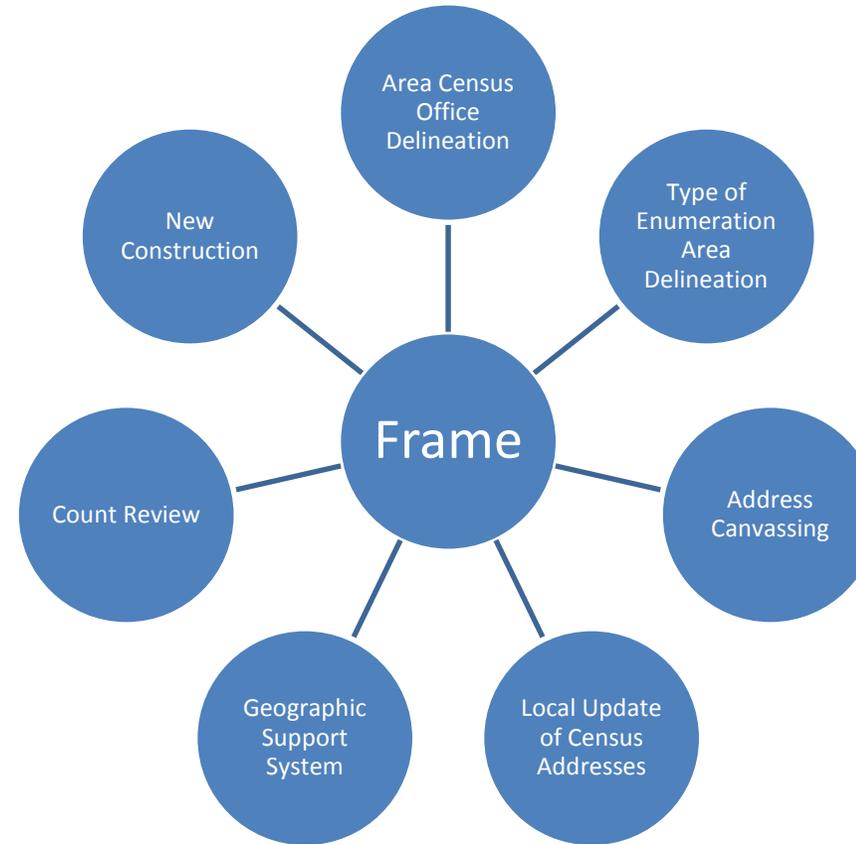


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Integrated Design for Hard to Count Populations: Frame

Objectives: To develop a high-quality geospatial frame that serves as the universe for enumeration activities representing all places where people live or could live.

Primary Focus: Hard to Locate



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Integrated Design for Hard to Count Populations: Self-Response

Objectives: To maximize self-response through a robust contact strategy and multiple response options.

Primary Focus: Hard to Interview



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Integrated Design for Hard to Count Populations: Update Leave

Objectives: To update the address frame and deliver questionnaires in geographic areas where the majority of housing units do not have mail delivered to the physical location of the address or areas that have experienced recent changes to the housing stock, e.g., natural disasters

Primary Focus: Hard to Locate, Hard to Contact



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Integrated Design for Hard to Count Populations: Update Leave

Primary Functions of UL:

- Update and/or verify the address list and feature data.
- Determine the type and address characteristics for each living quarter (LQ).
- Leave a 2020 Census Choice Questionnaire Package at every HU.

UL Can occur in geographic areas that:

- Do not have city-style addresses.
- Do not receive mail through city-style addresses.
- Receive mail at post office boxes or at drop points.
- Have been affected by major or natural disasters (e.g. Puerto Rico).
- Have high concentrations of seasonally vacant housing.

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Integrated Design for Hard to Count Populations: Update Leave

Update the Address List:

- Enumerators canvass their work assignment, comparing the ground to the Census list of addresses.
- Attempt contact at every living quarter.
- Verify and/or correct address and spatial data on the UL device for each living quarter.
- Add new or missing living quarters' addresses to the address list.

Leave a Paper Questionnaire Package:

- Enumerators write the updated address in the address fields on a Paper Questionnaire.
- Enter the Questionnaire Barcode ID on the Paper Questionnaire into the UL Device.
- Leave the Choice Paper Questionnaire Package at the housing unit (HU).

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Integrated Design for Hard to Count Populations: Update Leave

Reminder Mailings to Increase Self Response before NRFU begins

First Mailing: Reminder Letter

- A reminder letter containing an ID will be sent to mailable addresses in TEA6 UL areas.
- Includes all mailable addresses regardless if the Census Bureau has received a response or not.
- In-home target date = 4/01/20.

Second Mailing: Reminder Postcard

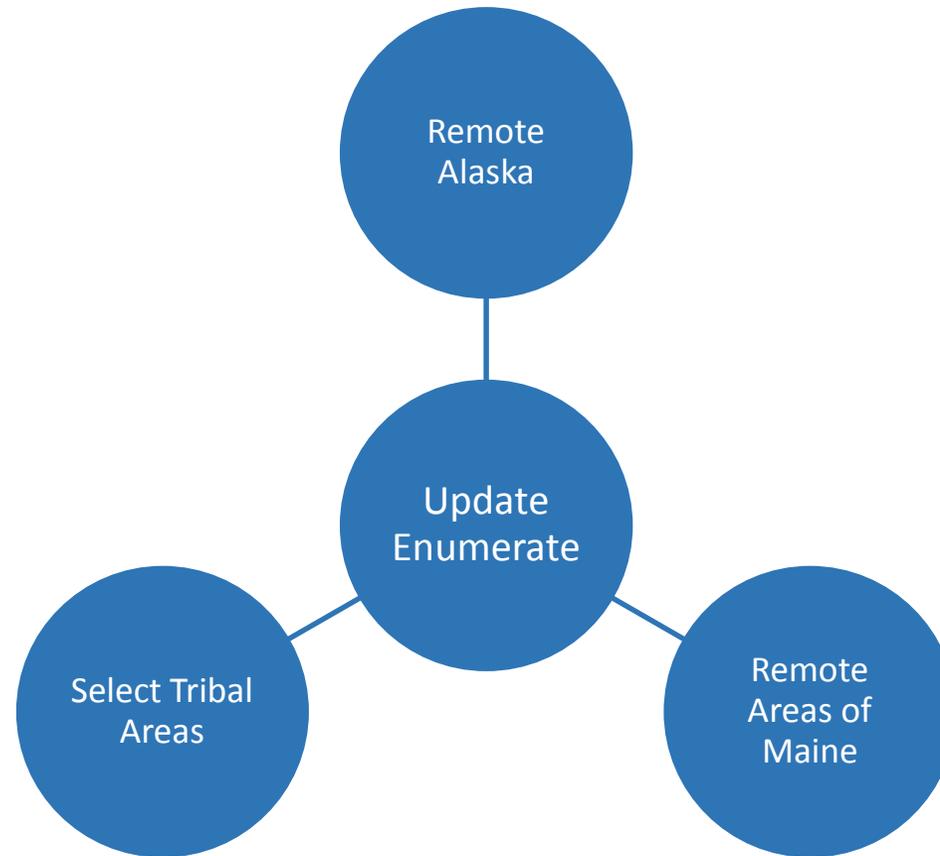
- A reminder postcard containing an ID will be sent to mailable addresses in TEA6 UL areas.
- Will only be sent to mailable address for which the Census Bureau has NOT yet received a response.
- In-home target date = 4/20/20.

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Integrated Design for Hard to Count Populations: Update Enumerate

Objectives: To update the address frame and enumerate respondents in geographically remote areas with low housing unit density that are sparsely populated or have challenges with accessibility.

Primary Focus: Hard to Locate, Hard to Contact, Hard to Interview



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Integrated Design for Hard to Count Populations: Update Enumerate

Update the Address List:

- Enumerators canvass their work assignment, comparing the ground to the Census list of addresses.
- Attempt contact at every living quarter.
- Verify and/or correct address and spatial data on the UE address register and maps for each living quarter.
- Add new or missing living quarters' addresses to the address list.

Enumerate in Person:

- Enumerators write the updated address in the address fields on the Paper Questionnaire.
- Interview an eligible household member.
- Leave a Record of Visit when no one is home, to notify the household of the visit.

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Integrated Design for Hard to Count Populations: Remote Alaska

The Remote Alaska operation focuses on parts of Alaska that contain Alaskan Native villages or that need to be visited before the ice breakup. The operation:

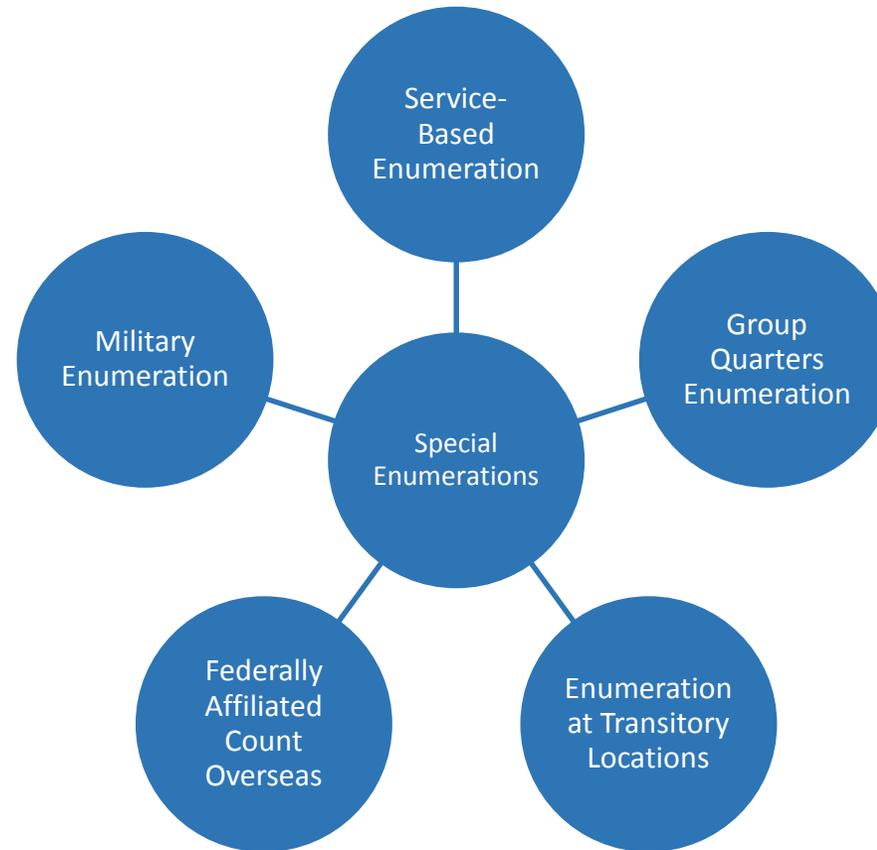
- Follows the field methodology of Update Enumerate.
- Enumerates all Group Quarters and Transitory Locations in the Remote Alaska enumeration area.
- Confirms that all living quarters have been captured with the Tribal Leader or Chair before leaving the village.
- Conducts initial visits in 2019 to begin processing applications and hire enumerators from within the villages.

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Integrated Design for Hard to Count Populations: Special Enumerations

Objectives: To enumerate persons in special living arrangements, including those living in group quarters, transitory locations, persons experiencing homelessness, the military, and Federally affiliated persons overseas.

Primary Focus: Hard to Interview, Hard to Contact



What Are Group Quarters?

- Group quarters are places where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. These are not a typical household type living arrangement



What Are Group Quarters?

Examples of Group Quarters include -

- Correctional Facilities for Adults
- Correctional Facilities for Juveniles
- Nursing/Skilled Nursing Facilities
- College/University Student Housing
- Military Barracks
- Group Homes for Adults
- Residential Treatment Centers
- Emergency and Transitional Shelters
- Soup Kitchens
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations

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Partnerships with Umbrella Organizations



- Critical to gaining cooperation and access to facilities is to develop partnerships with umbrella organizations
- Several partnerships have been formed
 - Department of Education (Letter of Support)
 - Bureau of Prisons (MOU established)
 - U.S. Marshall Service (MOU established)
 - Department of Defense (MOU established)
- Currently working on partnerships to collect data at sensitive facilities

Group Quarters that are Considered Hard to Interview and Hard to Contact

Service Based locations that are the Service-Based Enumeration (SBE) component of the Group Quarters operation are both hard to interview and hard to contact

Emergency and Transitional Shelters

Soup Kitchens

Regularly Scheduled Mobile Food Vans

Targeted Non-Sheltered Outdoor Locations

What Did We Learn from the 2018 Test?

- SBE occurred over a 3-day period, July 25- July 27, 2018
- There were about 140 Service-Based locations in the 2018 test
- In-person interviews were conducted at most locations using paper questionnaires
- No major data collection surprises, but we realized that-
 - the SBE frame needs improvement
 - many Service-based locations no longer exist
 - research is necessary to identify these locations
 - Possible refinement of data collection and staffing strategies to improve chances that we are able to collect data for all persons
 - Increased stakeholder and outreach efforts are critical to the success of the operation

Military Enumeration and the Federally-Affiliated Count Overseas Operation (FACO)

- For the 2020 Census, the Census Bureau plans to receive administrative records for all military personnel and their dependents from the Defense Manpower Command Division (DMCD) under the Department of Defense
- The Census Bureau will also receive counts for military personnel and their dependents stationed overseas from the DMCD, as well as from Federal agencies who have staff stationed overseas for the FACO
- The Defense Manpower will send multiple files prior to the 2020 Census to evaluate the quality and to test sending the files through the various systems for integration

What are Transitory Locations (TL)?

- The Enumeration at Transitory Locations operation enumerates individuals in occupied units at transitory locations (TLs) who do not have a Usual Home Elsewhere (UHE). TLs include:
 - Campgrounds
 - Recreational Vehicle (RV) Parks
 - Marinas
 - Hotels or Motels
 - Racetracks
 - Circus or Carnival
- Hotels/Motels are the focus of the hard-to-interview and hard-to-contact population for the ETL data collection
- ETL was not in the 2018 test

Next Steps/Action Plan

- Improve frames that, as a result, will allow us the best opportunity to count people once and in the right place; however, getting the hard-to-count group quarters and transitory locations into the frames requires a special focus
- A Working Group that will focus on identifying resources and stakeholders who can assist with locating serviced-based and transitory locations was established in September 2018
- The Working Group consists of staff from various directorates/divisions across the Census Bureau who are experts in Group Quarters and Transitory Location data collection
- Work with partnership and communication staff to collaborate on the best outreach and communication plan for these locations

Next Steps/Action Plan

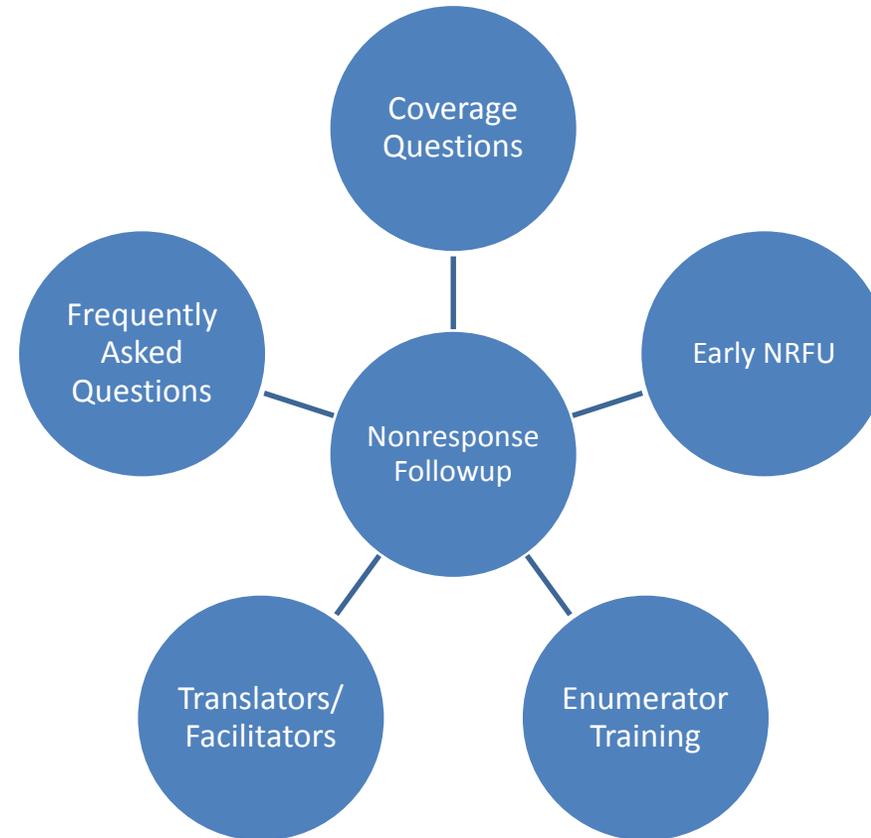
- The Working Group will conduct research and work with Stakeholders, including local officials to obtain addresses of possible Service Based and Transitory Locations
- We are aware of the different and unique places that persons experiencing homelessness are staying
- Conduct HQ telephone operation to call hotel/motels to verify that hotel rooms are used for long term stay
- Conduct HQ carnival circus research to update frame
- Identify the 'gray areas' between GQs and TL to ensure coverage

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Integrated Design for Hard to Count Populations: Nonresponse Followup

Objectives: To determine or resolve the housing unit status (occupied, vacant, non-existent) for nonresponding housing units for which a self-response has not been received and to collect census response data for housing units determined to be occupied.

Primary Focus: Hard to Persuade



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Integrated Design for Hard to Count Populations: Coverage Improvement

Objectives: To re-contact housing units in an effort to determine if people were missed, counted in the wrong place, or counted more than once during the census.

Primary Focus: Hard to Locate



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Integrated Design for Hard to Count Populations: Unexpected Events/Natural Disasters

- Rapid Response
- Factors:
 - Timing
 - Severity
 - Impacted geographic area
 - Access
 - Environmental
- Past Experiences:
 - Hurricanes: Katrina, Rita, Maria
 - Flooding: Red River
 - Earthquakes: San Francisco
 - H1N1 (Swine Flu) Virus

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Integrated Design for Hard to Count Populations: Tools*

- Planning Database
- Response Outreach Area Mapper (ROAM)
- Residence Criteria/Instructions
- Coverage Questions
- Language Materials
- Mailing Strategy
- Non-ID Response
- Administrative Records
- Field workforce
- Blitz Enumeration

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Integrated Design for Hard to Count Populations

Summary:

- Considerations of the 2020 Census environment
- Understanding Hard to Count Populations
- Integrated 2020 Census operational design
- Counting everyone once, only once, and in the right place

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Integrated Design for Hard to Count Populations: How Can You Help?

If we can not do “more”, how can we do “better” with what we have?

QUESTIONS?