

2020 Census Update

Presentation to the National Advisory Committee

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The original versions of slide 2, “Key Milestones” and slide 10, “Where are We Now” have been revised.

2020 Census

Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Launch Advertising Campaign	January 2020	
Begin Remote Alaska Enumeration	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 16, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the time frame for data collection.

2018 End-to-End Census Test

At a Glance

All systems deployed and integrated effectively.

Response Rate

52.3%



We managed to have a **strong response** without an advertising campaign for the 2018 test.

More than half of all households responded to the test on their own (surpassing our goal for the test).

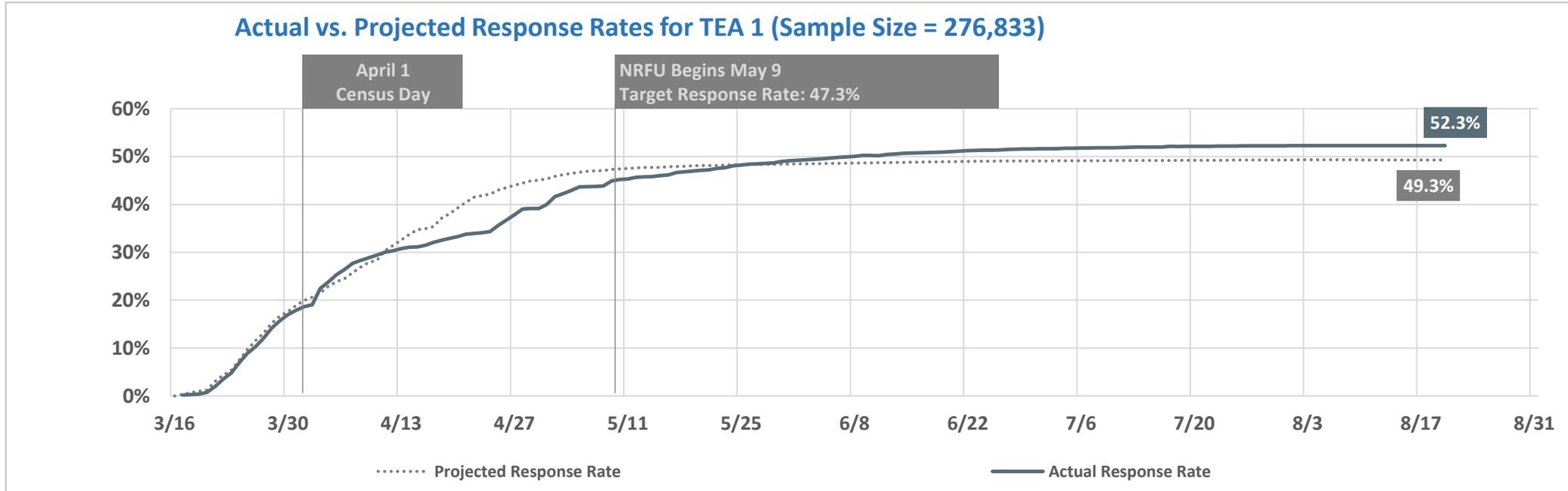
Technology and automation increased enumerator productivity.

Those who did not respond to the mailed questionnaire on their own were visited by one of the **700+ census takers hired** for the 2018 Census Test.

Enumerators completed 1.56 cases per hour worked. This is a **remarkable improvement in productivity** compared with 2010, when enumerators completed 1.05 cases per hour worked.

2018 End-to-End Census Test

Self-Response of Housing Units: Final Summary Snapshot



Response by Mode				
	Self-Response (TEA 1)		Update Leave (TEA 2)	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
Total Responses	147,334	100.0%	663	100.0%
Internet	90,161	61.2%	209	31.5%
Phone	10,995	7.5%	27	4.1%
Paper	46,178	31.3%	427	64.4%

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277,000 housing units in sample
- Internet Two-Panel Design:
 - ~195,000 (70.3 percent) Internet First (invitation letter on first contact)
 - ~82,000 (29.7 percent) Internet Choice (questionnaire on first contact)
- Language Two-Panel Design:
 - ~218,000 English (78.7 percent)
 - ~59,000 Bilingual: English/Spanish (21.3 percent)

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

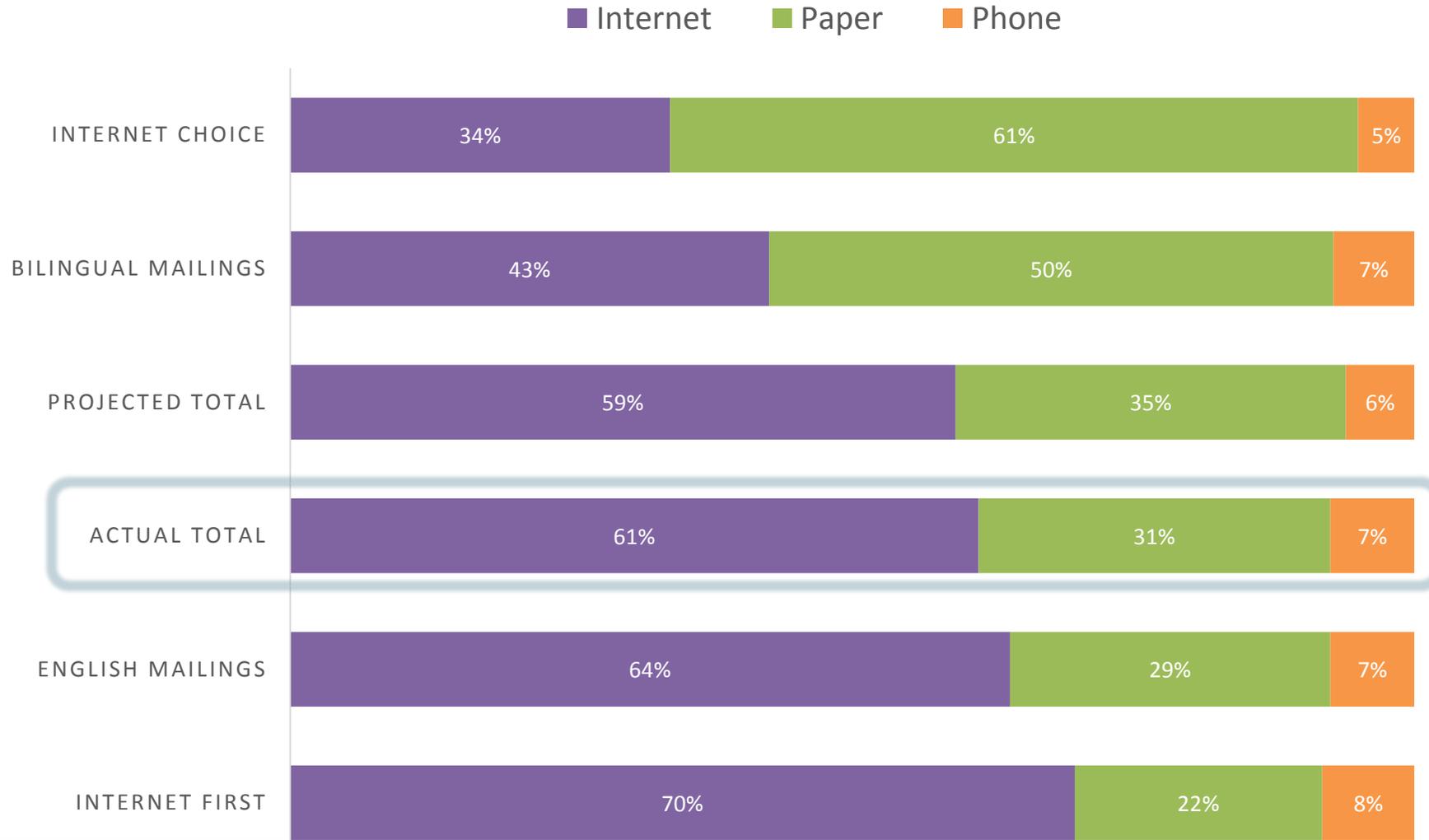
Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Total Volumes	All	276,589	276,589	250,140	198,924	187,467
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Proportion of Self-Response Modes by Panels and Mailing Groups*



*Self-response type of enumeration area (TEA 1) only.
Note: Actual Total percentages do not sum to 100 due to rounding.

2018 End-to-End Census Test

Operational Successes from the Test

Address Canvassing Success

- ✓ Successfully implemented our 2020 Census Address Canvassing approach to listing using our Listing and Mapping Application (LiMA)
- ✓ Successfully deployed a new, independent Quality Control operation for In-Field Address Canvassing
- ✓ Successfully realized increased field lister productivity

Update Leave Success

- ✓ Successfully implemented an approach to listing and leaving a Census ID-linked form package at every housing unit using the LiMA
- ✓ Successfully merged nonresponding housing units into the Nonresponse Followup operational workload

Printing and Mailing Success

- ✓ Successfully printed and distributed 3.2 million pieces of mail
- ✓ Successfully implemented a staggered mail strategy to multiple cohorts with conditional mailings to nonresponding households

Self-Response Success

- ✓ Successfully deployed multiple modes of self-response: internet, paper, and telephone
- ✓ Successfully re-deployed an Internet Self-Response data collection instrument in English and Spanish
- ✓ Successfully stood up a Paper Data Capture operation integrating and utilizing a new scanner
- ✓ Successfully fielded questions via Census Questionnaire Assistance (CQA), offering respondents and opportunity to provide their responses to Customer Service Representatives

2018 End-to-End Census Test

Operational Successes from the Test (continued)

Census Questionnaire Assistance Success

- ✓ Successfully built out, fitted, and decommissioned call centers in Jacksonville, Florida and Sandy, Utah
- ✓ Successfully supported in-bound calls for assistance and self-response, outbound calling for the Coverage Improvement Operation, and outbound calling for the Nonresponse Followup Reinterview
- ✓ Successfully supported calls in nine languages: English, Spanish, Mandarin, Cantonese, Russian, Arabic, Tagalog, Korean, and Vietnamese

Nonresponse Followup Success

- ✓ Successfully implemented a field data collection enumeration application loaded onto iPhones to conduct interviews
- ✓ Successfully identified and removed vacant/delete cases from the workload prior to any field contact attempts
- ✓ Successfully identified Administrative Records Occupied cases and removed cases from the workload after one NRFU contact attempt

Recruiting and Hiring Success

- ✓ Successfully deployed and used the online job application and assessment for peak operations
- ✓ Successfully recruited 2,027 applications in support of Address Canvassing and 3,060 applicants in support of peak operations (Update Leave, Nonresponse Followup, and Group Quarters)
- ✓ Successfully completed fingerprint collection and background checks for all temporary field and office staff

Group Quarters Success

- ✓ Successfully demonstrated the integration of systems supporting a paper-based operation
- ✓ Successfully conducted the Service-Based Enumeration using two methods (in-person interviews and paper listing)
- ✓ Successfully demonstrated a variety of enumeration methods can be utilized for Group Quarters Enumeration

2020 Census

Moving from the 2018 End-to-End Census Test to the 2020 Census

Self-Response

- Performance and scalability across all systems
- Internet Self-Response (ISR)
 - Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
- Census Questionnaire Assistance (CQA)
 - Expand required language support to 13 languages
 - Determine locations of commercial contact center facilities
- Paper Data Capture (PDC)
 - Open two Paper Data Capture Centers (East & West)
- Forms Printing and Distribution (FPD)
 - Select print vendor
 - Create connection between the Census Bureau and the print vendor for the transmission of address files

Nonresponse Followup

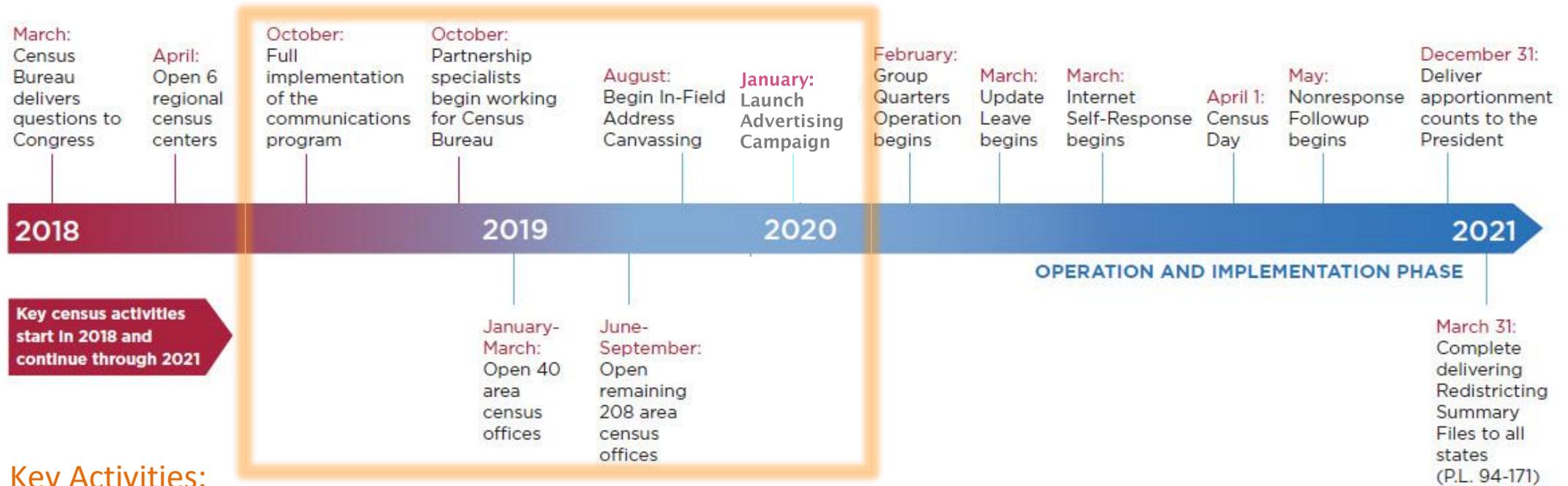
- Performance and scalability across all systems
- Mapping Application
- New work availability functionality
 - submitting multiple time slots in a day
- Additional reports (FOCS and UTS) for monitoring the operation
- Puerto Rico adaptations and updates
- Refine closeout execution

Group Quarters

- Expand Advance Contact approach to account for GQs that cannot be contacted during that period
- Refine contact strategy to encourage eResponse
- Develop additional guidance for eResponse letters to assistance GQ administrators

2020 Census

Where are We Now



Key Activities:

- Local Update of Census Addresses (LUCA)
- Boundary Annexation Survey
- Redistricting Data Program
- Complete Count Committees
- Community Partnership and Engagement Program
- National Partnership Program
- Communications Program Planning
- Recruiting
- Area Census Offices (ACOs) Leasing

2020 Census

2020 Census Operational Updates

Local Update of Census Addresses (LUCA)

- LUCA is fully underway. More than 70% (8,340) of the participating governments have sent their submissions thus far.
- This covers 95% of the population and 95% of the housing.

Boundary and Annexation Survey

- The response rate for the 2018 Boundary and Annexation Survey (BAS) is close to 90 percent, surpassing the goal of reaching an 85 percent response by the end of the fourth quarter. Of the 34,715 responding governments, 90 percent had no changes to report.
- The annual BAS is used to update information about the legal boundaries and names of all governmental units.

Redistricting Data Program

- The Redistricting Data Program (RDP) staff are assisting the Geography Division with its final quality control of voting district boundary insertion in the Master Address File/Topologically Integrated Geographic Encoding and Referencing (MAF/TIGER) system, as part of the “Phase 2 - The Voting District Project.”
- RDP staff are also testing Geographic Update Partnership Software (GUPS), which will be sent to state partners in January 2019 and used to verify their voting district boundaries and submit new updates as needed.

2020 Census

2020 Census Operational Updates (Continued)

Complete Count Committees

- State Complete Count Committees (CCCs) are underway with 39 states or state-equivalents having formed 2020 Census CCCs and an additional 10 considering to form committees.
- In addition to the state CCCs, significant work is being done to establish CCCs at the county and city level. We have established 596 local CCCs nationwide, including 37 tribal CCCs.
- We have contacted 4,290 organizations via our local partnership specialists and have completed 5,779 awareness and education events.

Community Partnership and Engagement Program

- The Census Bureau is on track toward meeting the goal of hiring 1,501 partnership specialists by June 30, 2019; these partnership specialists will work out of the six regional census centers (RCCs).
- The RCCs have hired 175 partnership specialists, which means we are on track to meet our hiring goal.

National Partnership Program

- The 2020 Census National Partnership Program has identified 453 “keystone partners.” Keystone partners are an initial group of national organizations being approached to support the 2020 Census.
- So far, 83 of these organizations have agreed to become a national partner, including some high-profile organizations like Facebook and Google. An additional 99 organizations have expressed interest.

2020 Census

2020 Census Operational Updates (Continued)

Communications Program Planning

- The Census Barriers, Attitudes, and Motivators Survey (CBAMS) is complete and the data are being analyzed. We are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- Census staff are currently finalizing the review of proposals for the Creative, Media, Web and Digital, Partnerships, and Statistics in Schools orders.

Recruiting

- The field recruitment webpage went live on September 4, allowing the public to review and apply for positions in the six regional census centers and the 40 early opening area census offices. This will also get applicants into the hiring pool for the Address Canvassing listing positions.
- More than 44,000 recruits have started the application process—with no recruiting advertising. More than 39,000 have completed an application.

Area Census Offices (ACOs) Leasing

- Lease awards have been granted to all 40 Wave 1 ACOs, all 40 have complete design intent drawings and complete construction drawings. They are all scheduled to open between January and March 2019.
- The 208 Wave 2 offices were scheduled to have leases awarded by October 15, and to open between June and September 2019. All 208 have space identified. As of October 29, 178 of the Wave 2 ACOs have an occupancy agreement signed, and of those, 168 have leases awarded. So far, 66 of the Wave 2 ACOs have complete design intent drawings and 17 have complete construction drawings.

2020 Census

Undercount of Young Children

Strategies In Place to Address this Challenge

- Improved wording on the census questionnaire
- Improved enumerator training materials to emphasize the importance of including children during interviews with nonresponding households
- Messaging throughout our Integrated Partnership and Communications Program
- Advertising – traditional and digital – aimed toward households with young children
- Partnerships with organizations focused on young children including the Federation of Pediatric Organizations, the Annie Casey Foundation, and others

Next Steps

- New Program Manager in place to focus on this issue – Karen Deaver
- Task force – Internal and external experts will review and improve our work, identifying areas where we can strengthen our efforts

2020 Census

Major Contracts*

Contract Status **Awarded** Pre-Award

Technical Integrator
Vendor: T-REX Solutions, LLC
(17 subcontractors)

Ensures 2020 Census System of Systems (SoS) integrates, performs, scales, is secure, and meets business objectives.
Provides 2020 Census Cloud and On Premise Infrastructure.
Provides systems integration and testing.

CEDCaP - ECaSE
Vendor: ImmixGroup/Pega
(subcontractor)

ECaSE development services support new data collection systems. These systems support the operational control systems for Address Canvassing and Nonresponse Followup, and the data collections systems for Nonresponse Followup and Self-Response which includes internet and telephone.

Decennial Device as a Service (dDaaS)
Vendor: CDW-G (8 subcontractors)

Provides Mobile Devices for Field Data Collection Operations.
Software Integration, Cellular, Logistics, Shipping, Asset Management, Break/Fix and Disposition.

Field IT Deployment (FITd)
Vendor: Unisys Corporation

Provides the IT infrastructure for 2020 Census field sites.
IT & Telecommunications Hardware, Image Integration, Logistics, Shipping, Installation, Break/Fix and Disposition.
Regional Census Centers
Area Census Offices
Island Area Censuses Offices
Paper Data Capture Centers

Census Questionnaire Assistance (CQA)
Vendor: GDIT (10 subcontractors)

Provides call center capability for self-response, assist respondents with responding to and completing census questionnaire, and provides Interactive Voice Response.

C-SHaRPS – Recruiting & Selection
Vendor: CSRA (5 subcontractors)

Provides recruiting and selection and Learning Management System COTS for up to 400K concurrent Schedule A Field Staff.

Integrated Communications
Vendor: Y&R (19 Subcontractors)

Supports the advertising and partnership program.

C-SHaRPS Fingerprinting
Vendor: IndraSoft, Inc

Provides fingerprinting services for field staff.

2020 Census Print and Mail
Vendor: TBD

Provides the majority of printing and mailing services for the 2020 Census.

Note: Decennial Service Center (DSC) is removed from DCEO contracts and functions will be fulfilled by other areas