

2020 Census Operational Plan Overview and Operational Areas

Lisa M. Blumerman, Associate Director
Decennial Census Programs
U.S. Census Bureau

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The 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:

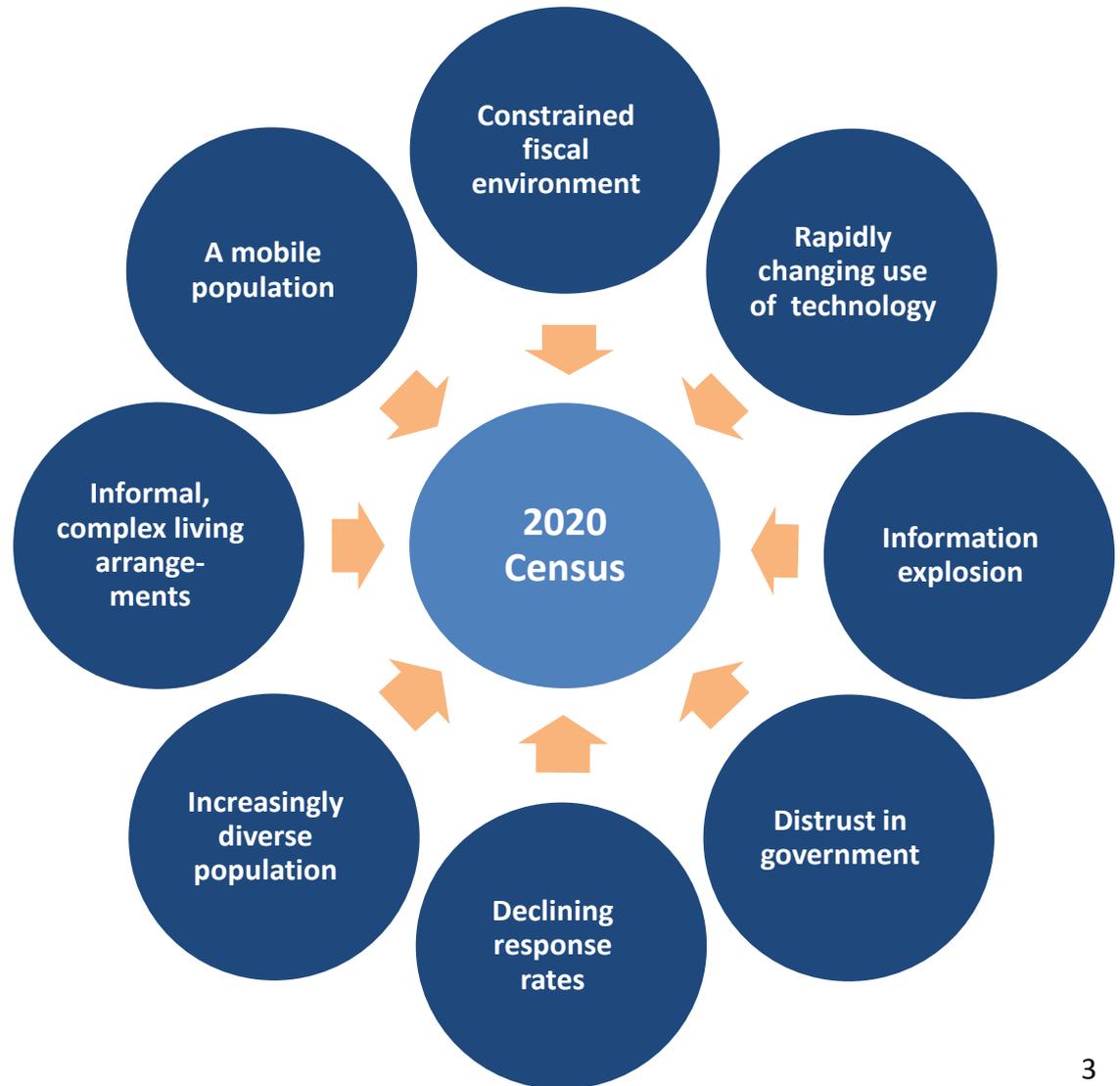
Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent 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

The Decennial Census

The 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.



The 2020 Census

Goals and Key Innovation Areas

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

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

Focus on Four Key Innovation Areas

Reengineering
Address Canvassing

Optimizing
Self-Response

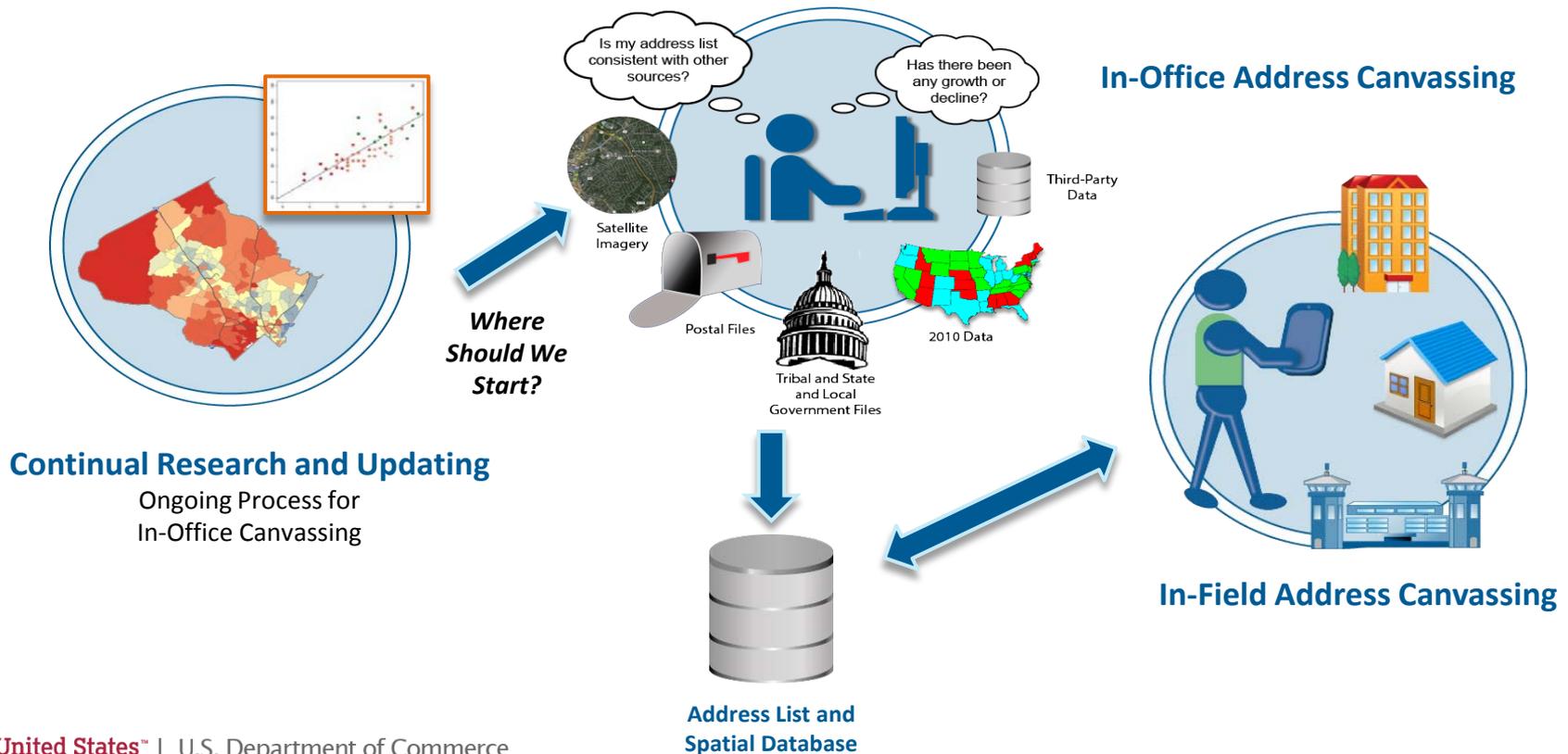
Utilizing
Administrative
Records and Third-
Party Data

Reengineering Field
Operations

The 2020 Census: Establish Where to Count

Reengineering Address Canvassing

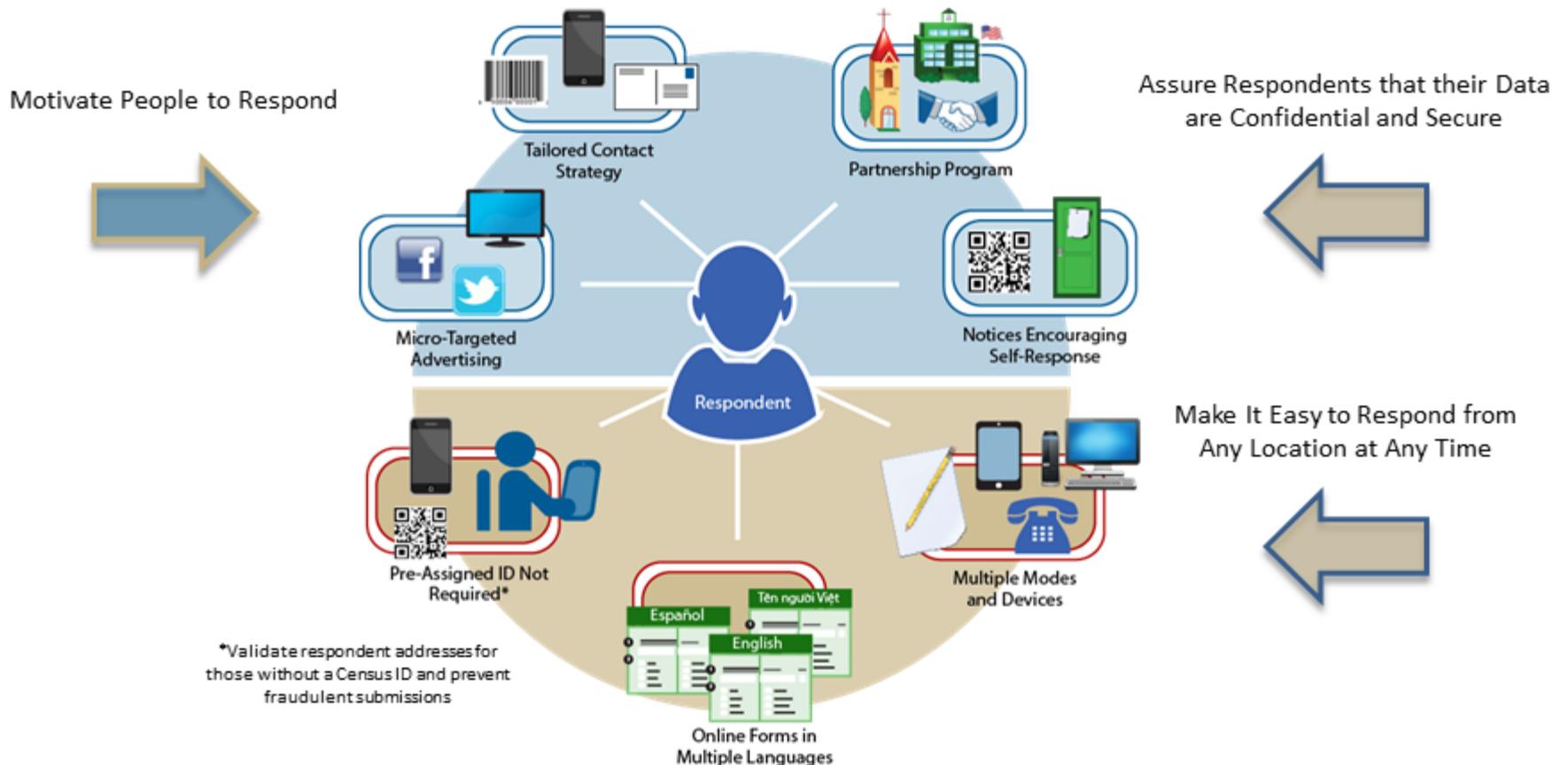
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



The 2020 Census: Motivate People to Respond

Optimizing Self-Response

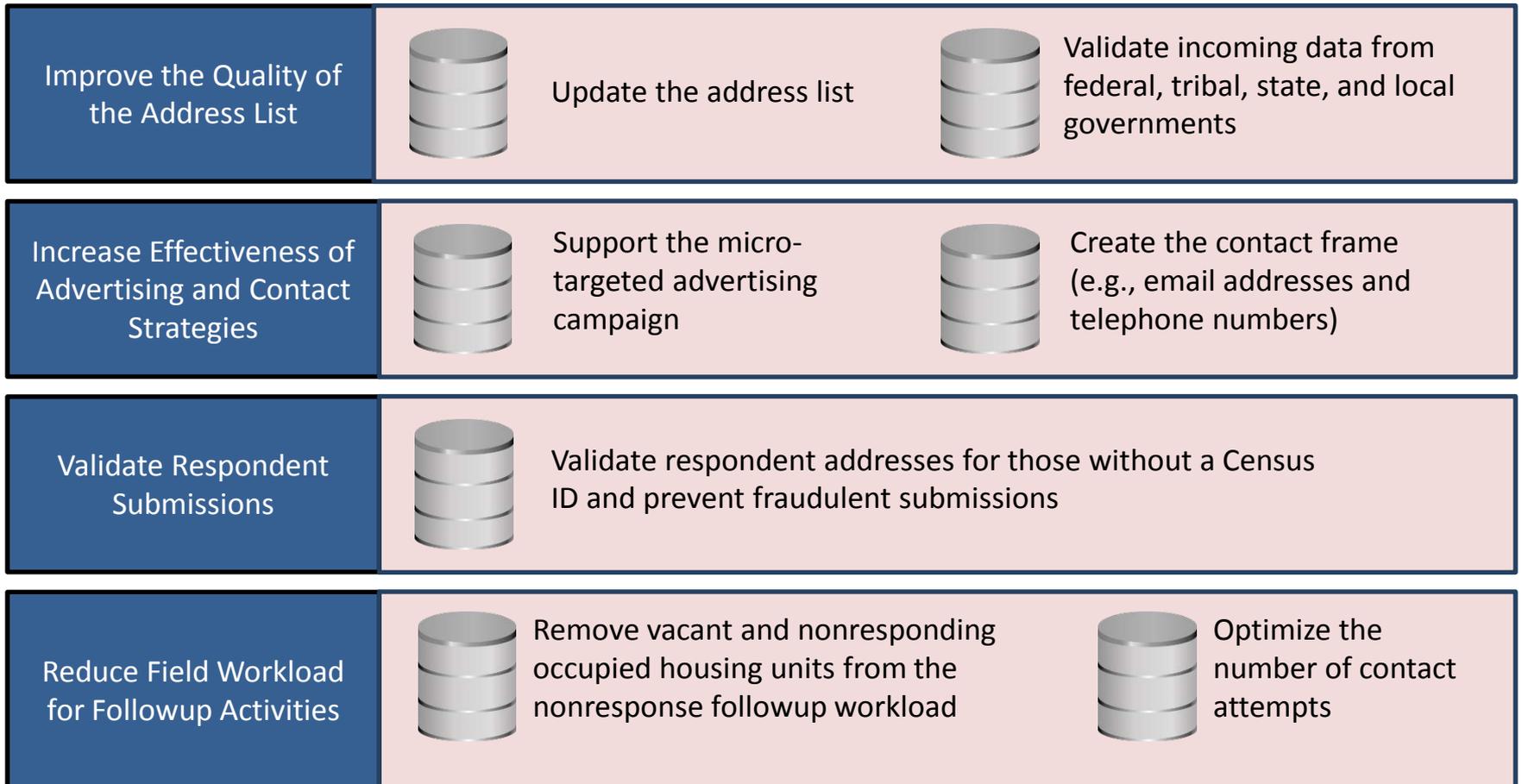
Generate the largest possible self-response, reducing the number of households requiring follow-up.



The 2020 Census: Count the Population

Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

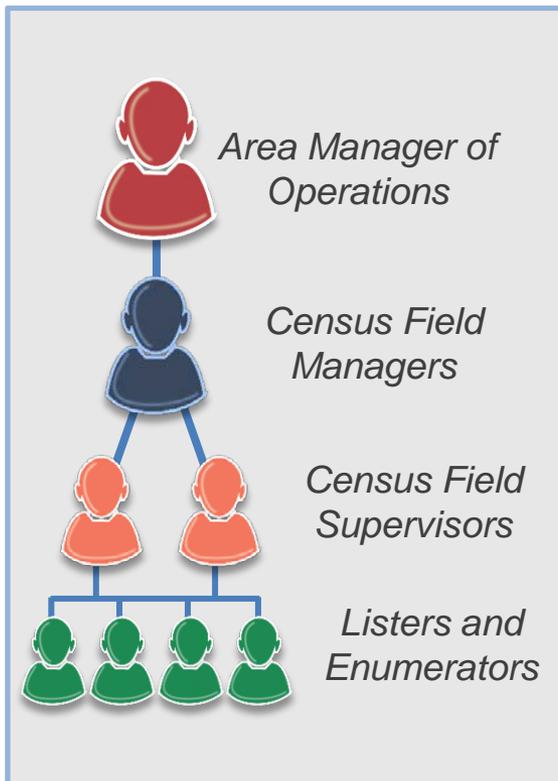


The 2020 Census: Count the Population

Reengineering Field Operations

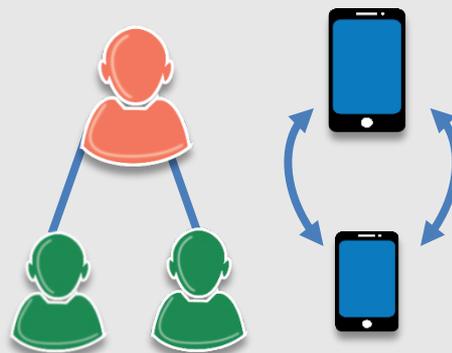
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure



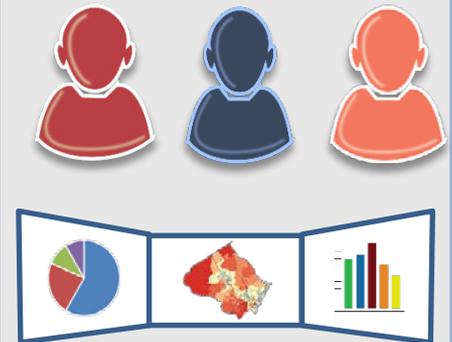
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



Increased Management and Staff Productivity

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



The 2020 Census

A New Design for the 21st Century

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



Release Census Results

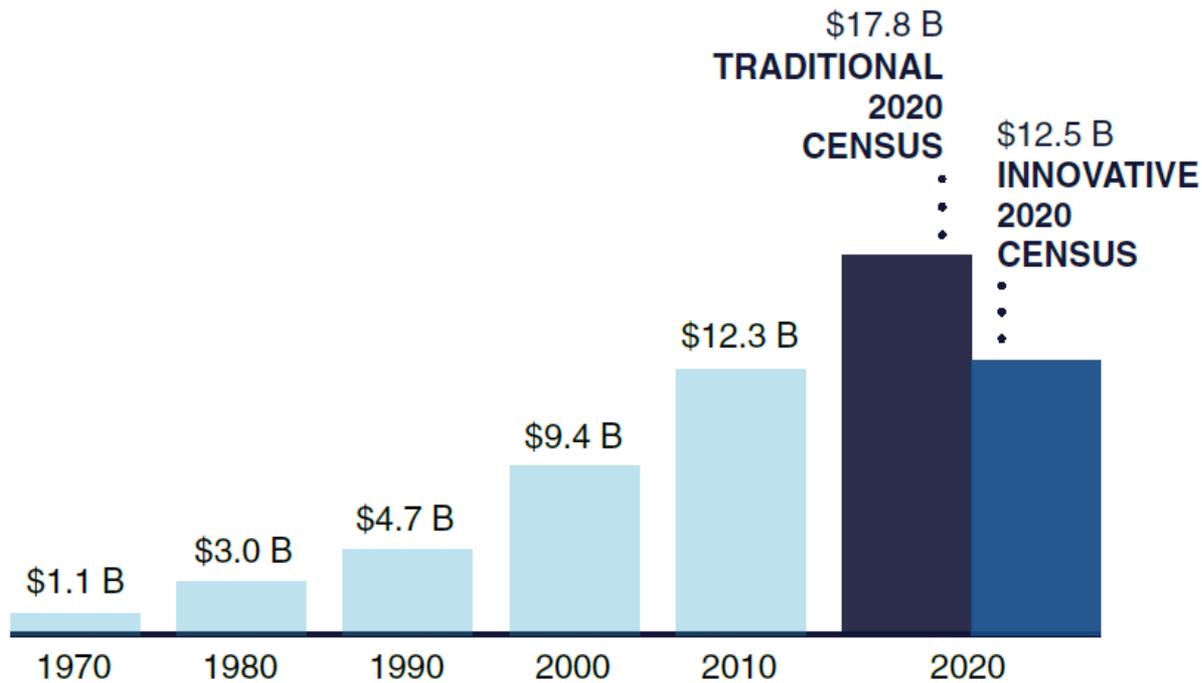
Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



The 2020 Census

Estimated Lifecycle Costs



Fewer Staff
Fewer Offices
Less Burden

**MORE THAN
\$5 BILLION
IN SAVINGS**

The 2020 Census

Discussion Questions

Reengineering Address Canvassing

Technological advances, availability of aerial imagery and administrative and third party data, as well as innovations have allowed the Census Bureau to reengineer the address canvassing operation. For the 2020 Census, the Census Bureau will canvass entire nation through the application of a 100 percent in-office address canvass, an estimated field verification (in-field canvass) of approximately 25 percent of the housing units, and the implementation of an annual Master Address File Coverage Study. What suggestions does the Committee have on tools or potential data that would help the Census Bureau detect change across the landscape?

Optimizing Self- Response

The 2020 Census Operational Plan is a significant change from the 2010 Census where we printed about 360 million questionnaires, and delivered them to nearly 133 million housing units. For the 2020 Census, everyone will have multiple opportunities to be counted including the internet, by telephone, or by mail. To encourage households to self-respond, the 2020 Census includes several components designed to work together: a nationwide integrated communications and partnership campaign, the use of tailored contact strategies and mailed materials, Census Questionnaire Assistance, and an option for response without a pre-supplied identification number. What are the Committee's thoughts on these plans?

Utilizing Administrative Records and Third-Party Data

For the 2020 Census, the Census Bureau will provide multiple opportunities for everyone to be counted - via the Internet, by telephone, or by mail. The nonresponse followup operation is the most costly portion of any census, and for the 2020 Census we plan to use administrative records and third party data to reduce the number of personal visits and determine the best time of day to visit a particular neighborhood. To reduce the number of personal visits required, we will first use available data from administrative records and third-party sources to identify vacant units and remove those from the workload. Next, we will make a personal visit to the remaining addresses. If we don't obtain an interview, then where we have high-quality administrative records from trusted sources, we will use them as the response data for the household. Where we don't have such records, we will continue follow-up visits to the addresses. What are the Committee's thoughts on these plans?

Reengineering Field Operations

We will use technology to more efficiently and effectively manage the 2020 Census fieldwork. Operations such as recruiting, training and payroll will be automated. Our field staff will use mobile devices to collect Census data and manage the work and workforce. Our efforts to reengineering our field operations will result in a streamlined operation, a reduced management structure, improvements in worker productivity, and a reduced footprint for the Census. What are the Committee's thoughts on these plans?

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