

Program Update: The 2020 Census

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Decennial Census Programs

Presentation to the Census Scientific Advisory Committee
Spring Meeting

April 14, 2016

Decennial Census Programs

Budget

	Budget (in thousands)				
	FY14 (Enacted)	FY15 (Enacted)	FY16 (President's Request)	FY16 (Enacted)	FY17 (President's Request)
2020 Census	\$232,687	\$344,800	\$662,550	\$631,885	\$778,290
American Community Survey	\$230,600	\$230,600	\$256,798	\$225,969	\$251,053
Geographic Support	\$55,613	\$55,600	\$81,060	\$58,962	\$84,175
TOTAL	\$518,900	\$631,000	\$1,000.409	\$916,816	\$1,114,058

The 2020 Census

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

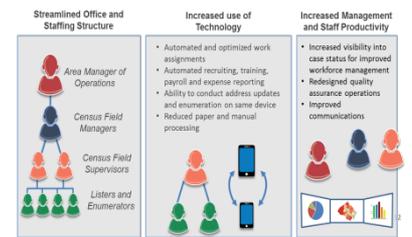
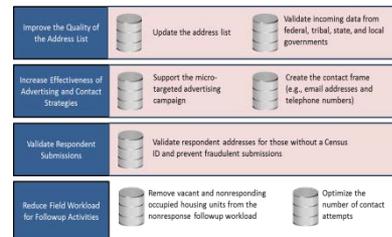
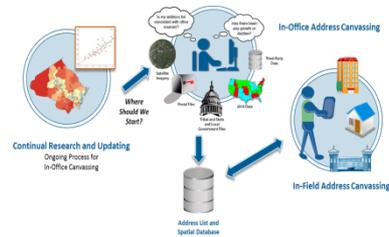
Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

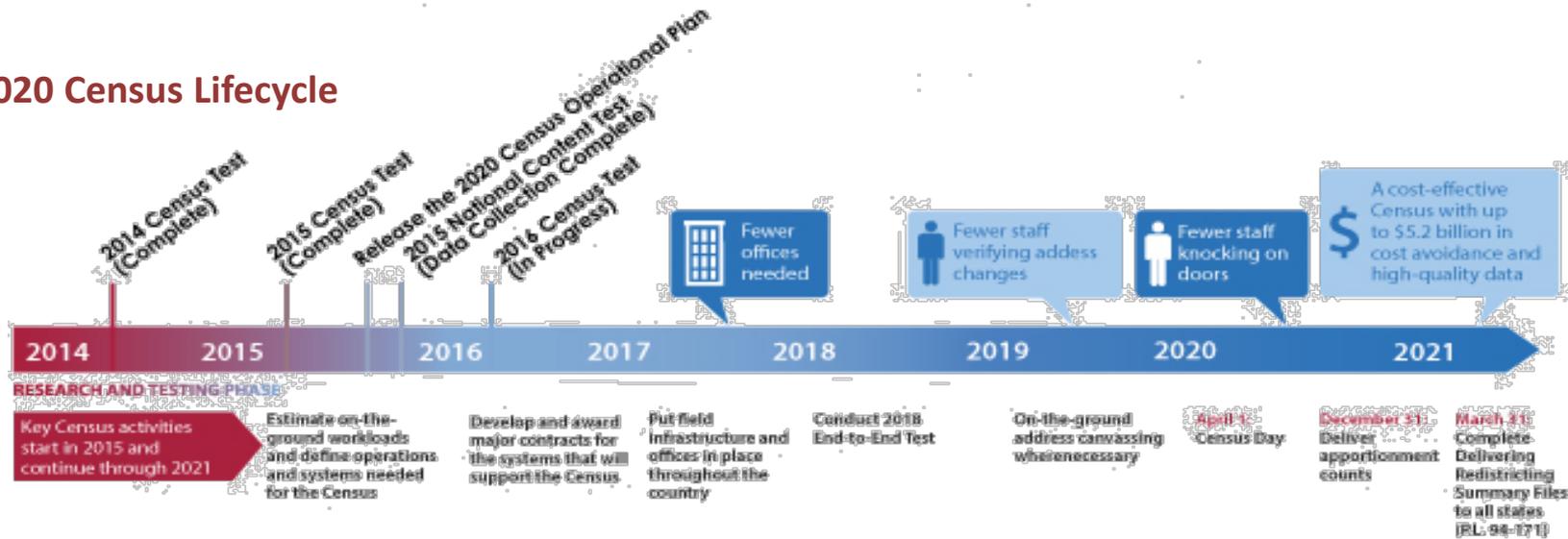
Reengineering Field Operations



The 2020 Census

Where are we Today?

2020 Census Lifecycle



- Released the 2020 Census Memorandum Series which documents significant decisions, actions, and accomplishments of the 2020 Census Program
- Conducting the 2016 Census Test in part of Los Angeles County, CA and part of Harris County, TX
- Posted a Federal Register Notice on the 2010 Census Residence Rule in May 2015 and a summary of comments received in February 2016
- Began tribal consultations in October 2015 and will continue through April 2016
- Began the 2020 Census Redistricting Data Program Kick-off meetings in December 2015 and will continue through 2016

2015 National Content Test

Overview

- Conducted nationally in all 50 U.S. states, the District of Columbia, and Puerto Rico
- Used nationally representative sample
 - Approximately 1.2 millions housing units stateside
 - 180,000 housing units optimized for Coverage
 - 800,000 housing units optimized for Race and Ethnicity
 - 200,000 housing units optimized for Self-Response Strategies
 - 20,000 housing units in San Juan municipality
- Included re-interview operation
 - 100,000 housing units
- Official Census Day of September 1, 2015

Purpose

- Evaluate and compare different versions of questions that will be asked in the 2020 Census, such as race and ethnicity, relationship, and within-household coverage
- Test different contact strategies for optimizing self-response
- Refine estimates of how many people are likely to self-respond in 2020, and what portion are likely to respond via the Internet, based on a nationally representative sample

2016 Census Test

Overview

- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 225,000 housing units in each test area

Purpose

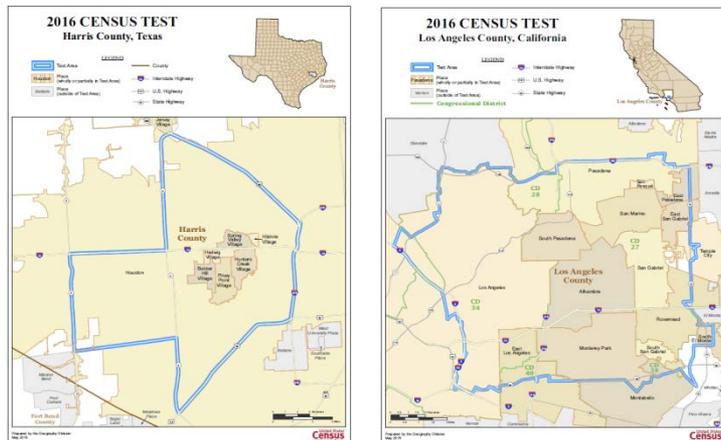
Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

Self-Response:

- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
- Form partnerships and conduct outreach efforts to reach historically hard to count populations
- Refine Real Time Non-ID Processing methods
- Test languages utilizing non-Roman characters (Chinese and Korean) in all response modes

Nonresponse Followup:

- Finalize the strategy for using administrative records in support of Nonresponse Followup
- Test multiple ratios of enumerators to supervisors
- Implement enhanced procedures for conducting interviews at multi-unit structures and via proxy
- Continue to refine our use of technology and automation to reengineer field operations



The 2020 Census

Upcoming Tests

Address Canvassing Test

- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total
 - One site is a mix of urban, suburban and rural territories
 - One site is a principal city of a metropolitan statistical area

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations

2017 Census Test

- April 1, 2017 Census Day
- A site test on tribal lands and in areas with Update Enumerate
- Additional testing through a nation-wide self-response test

Purpose

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

The 2020 Census

Upcoming Tests (Continued)

2017 Puerto Rico Census Test

- April 1, 2017 Census Day
- A site test in Puerto Rico

Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test adaptive design and use of administrative records and third-party data in Puerto Rico
- Test Spanish versions of the software/systems needed to support Census activities

2018 End-to-End Test

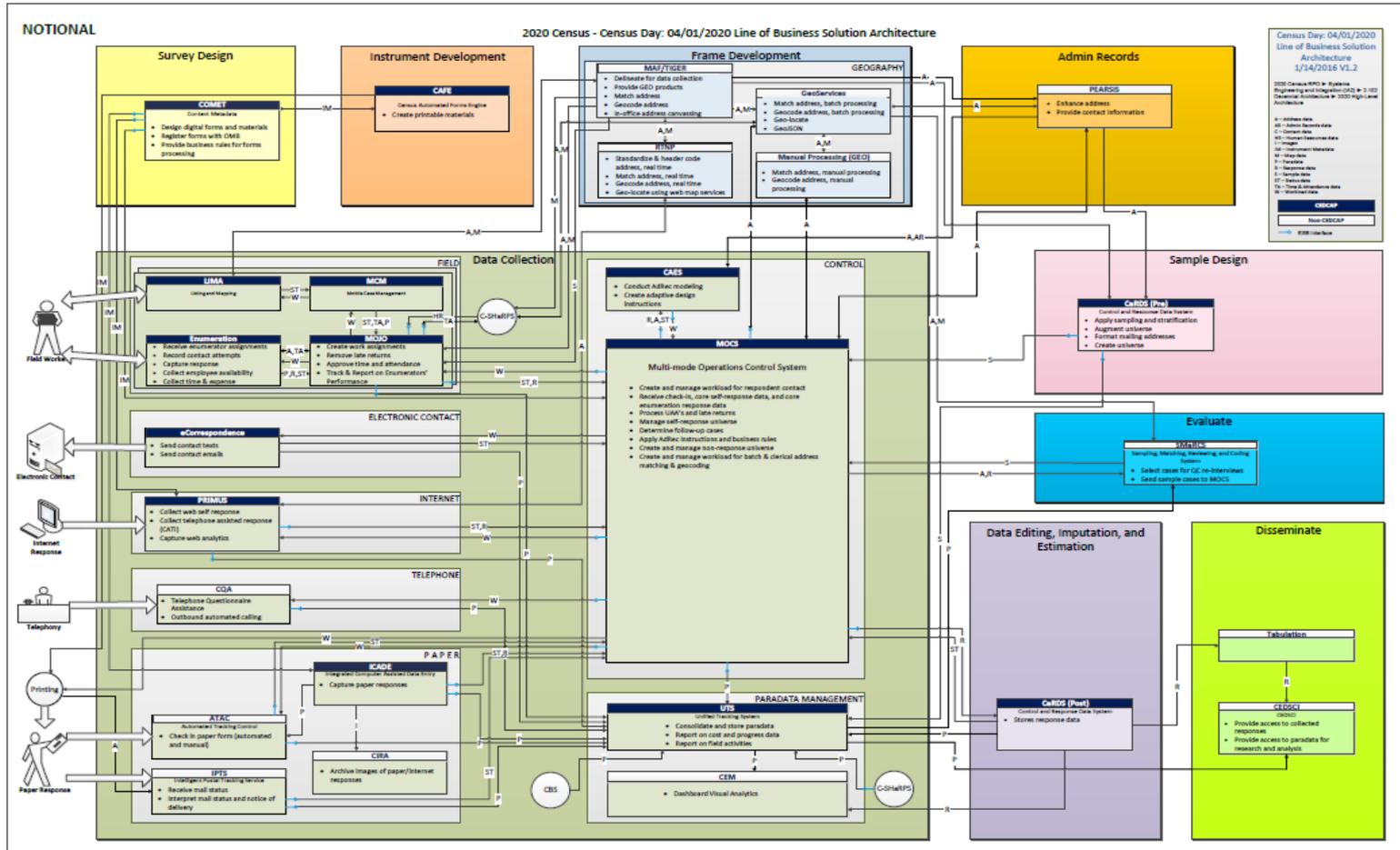
- April 1, 2018 Census Day

Purpose

- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

The 2020 Census

2020 System Architecture



The 2020 Census

2020 Census Enterprise Architecture and Infrastructure Transition Plan

- Designed to support the 2020 Census Operational Plan, with a phased approach aligned with the Census Tests
- Multi-year plan for the Census IT evolution from the 2015 Solution Architecture to the 2020 Target Solution Architecture
- Provides an integrated view and actionable plan of the IT activities and activity milestones
- Helps realize the desired Solution Architecture that can fulfill the business goals of achieving cost efficient Census via modern technology

Transition Plan Development Strategy

- Transition Plan development according to three strategies
 - The transition process is incremental by nature, as the solution evolves from the current to target state
 - The sequencing of the transition plan has timelines for the architecture domains - Business, Application, Information, Technical, Security, and Quality, and consists of evolving these domains from the current state to the target state
 - Maximizes the utilization of enterprise standards, patterns and programs, including CEDCaP and CEDSCI
- The 2020 Census Enterprise Architecture and Infrastructure Transition Plan is a living document, and will help meet the ultimate timelines of 2018 End-to-End Test and 2020 Census

The 2020 Census

CEDCaP Transition Plan

- Baselined CEDCaP Solution Architecture and Transition Plan V1.0 in 2015
- Conduct periodic reviews with stakeholders to ensure alignment with their programs' plans
- Iteration, V3.0 to align with 2020 Census Transition Plan due April 30, 2016
- Next iteration will address changes, if any needed, based on outcome of build vs buy assessment

The 2020 Census

Looking Ahead

2016 Census Test (April 1st Census Day)

Address Canvassing Test

2016

Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries

Publish Proposed 2020 Residence Rule and Situations with 30-day Comment Period

Award Contract for the 2020 Census Questionnaire Assistance (CQA)

Award Integrated Communications Contract

Publish Final 2020 Residence Rule and Situations (Late 2016)

Puerto Rico Census Test

2017

2017 Census Test (April 1st Census Day)

Topics to Congress – by March 31, 2017

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

2018

2018 End-to-End Test (April 1st Census Day)

Question Wording to Congress – by March 31, 2018.

2019

Partnership Program – Launch of the partnership program

Complete Count Committees – Formation of committee's should be complete

Advertising – Begins in early 2020

2020

Census Day – April 1, 2020

Nonresponse Followup – Begins in late April and continues until late June/early July

Apportionment Counts to the President – by December 31, 2020

2021

Redistricting Counts to the States – by March 31, 2021

The American Community Survey

The American Community Survey

2016 Data Collection Operational Changes and Enhancements

Questionnaire Changes:

- Removed Business or Medical Office on Property question
- Removed the flush toilet section of the Plumbing Facilities question
- Revised the Computer Use and Internet Access questions

Mailing Strategy Changes:

- Reduced the number of mail contacts with the respondents by eliminating the Pre-notice Postcard
- Accelerated initial letter mailing date to increase the likelihood of earlier self-response prior to the Replacement Package mailout

Internet Instrument Updates:

- Enhance internet instrument to make reporting easier and more respondent friendly (July 2016)
- Enhance internet instrument to educate respondents on Why We Ask

Training and Coaching:

- Completed “Respect the Respondent” Training in all three telephone contact centers (December 2015)
- Performance Coaching for Field Representatives began in February 2016
- Refresher Training for all Field Representatives planned for Spring (May 2016)

The American Community Survey

Agility in Action – Key Action Areas

- Using administrative records
- Reducing follow-up contact attempts
- Testing messaging in mail materials
- Modifying survey questions
- Asking less frequently or of fewer respondents
- Communicating with respondents
- Promoting awareness of data uses
- Engaging subject-matter experts
- Advocating for respondents
- Leveraging a communications strategy

<http://www.census.gov/programs-surveys/acs/operations-and-administration/2015-16-survey-enhancements.html>

Agility in Action: A Snapshot of Enhancements to the American Community Survey

U.S. Census Bureau
American Community Survey Office

Revised August 2015



U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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The American Community Survey

2016 Agility In Action Updates

Mail Messaging Test Results:

- Completed five messaging tests in 2015
- Package, envelope, and mail strategy testing in March, April, May, September, and November
- All reports are available on the ACS website, except November 'Why We Ask' test

Reduce In-Person Follow-Up Contacts

- Limiting personal visit attempts based on research conducted in August 2015 (June 2016)

Continued Consultations with Experts:

- CSAC ACS Matrix Sampling & Administrative Records (February 2016 – present)
- National Academy of Sciences Subject Matter Expert groups (March – June 2016)
- White House Behavioral Sciences Team (April 2016)

Administrative Records Feasibility Reports:

- Telephone (September 2015)
- Year Built (November 2015)
- Condominium Status (November 2015)
- Income (March 2016)

2016 ACS Content Test

- Test wording changes proposed by an Interagency Committee (March – June 2016)

Cognitive Testing

- Conduct ongoing cognitive testing for wording changes that may reduce burden, difficulty, or sensitivity for respondents (through August 2016)

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



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



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



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