



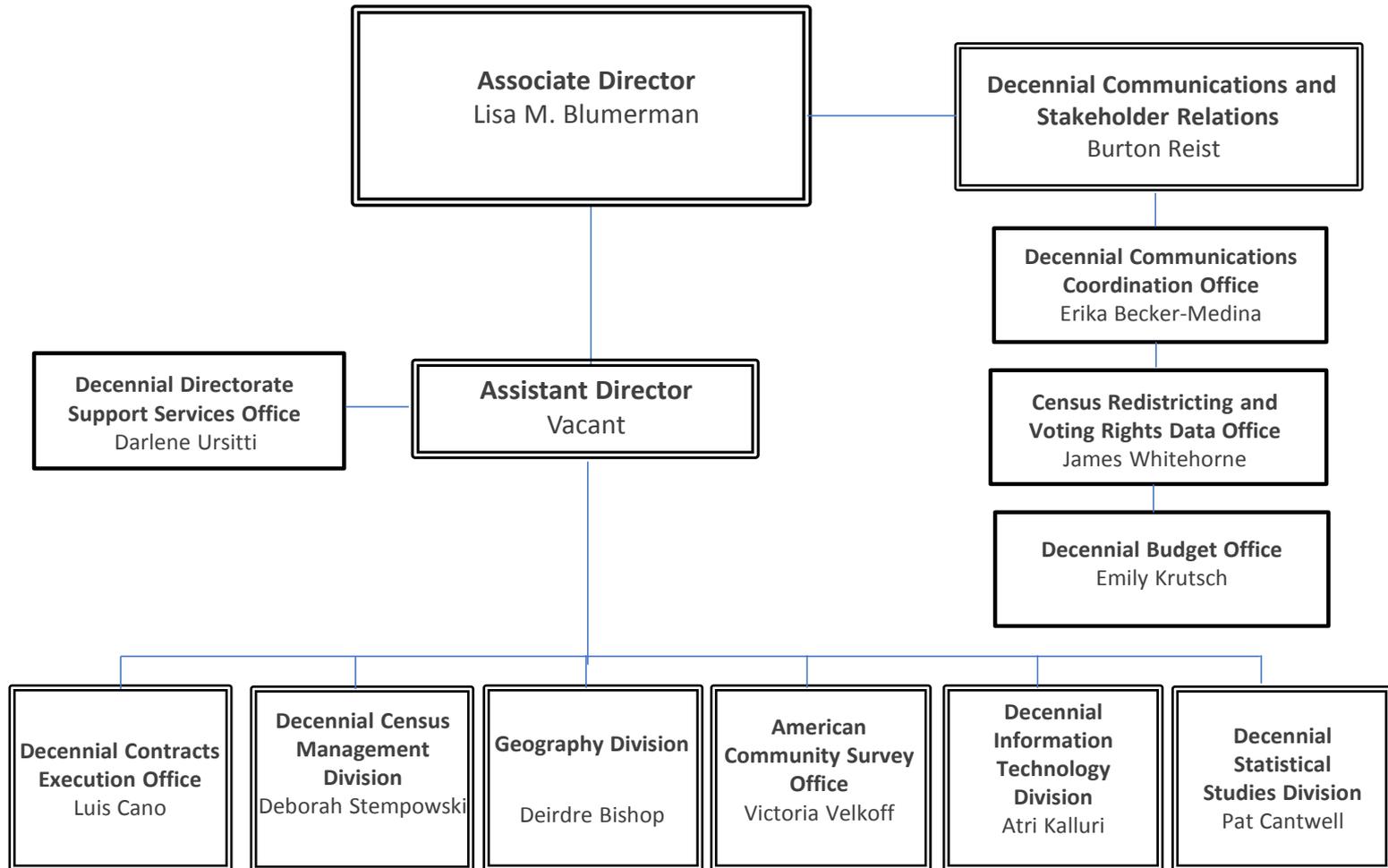
2020 Census Update

Presentation to the Census Scientific Advisory Committee

March 30, 2017

Decennial Census Programs

Directorate Organization



Decennial Census Programs

Budget

Budget (in thousands)				
	FY14 (Enacted)	FY15 (Enacted)	FY16 (Enacted)	FY17 (President's Budget)
2020 Census	\$232,687	\$344,566	\$598,886	\$778,290
American Community Survey	\$230,600	\$230,899	\$230,899	\$251,053
Geographic Support	\$55,613	\$58,202	\$58,202	\$84,715

The 2020 Census

2017 Activities

Operations and Deliverables

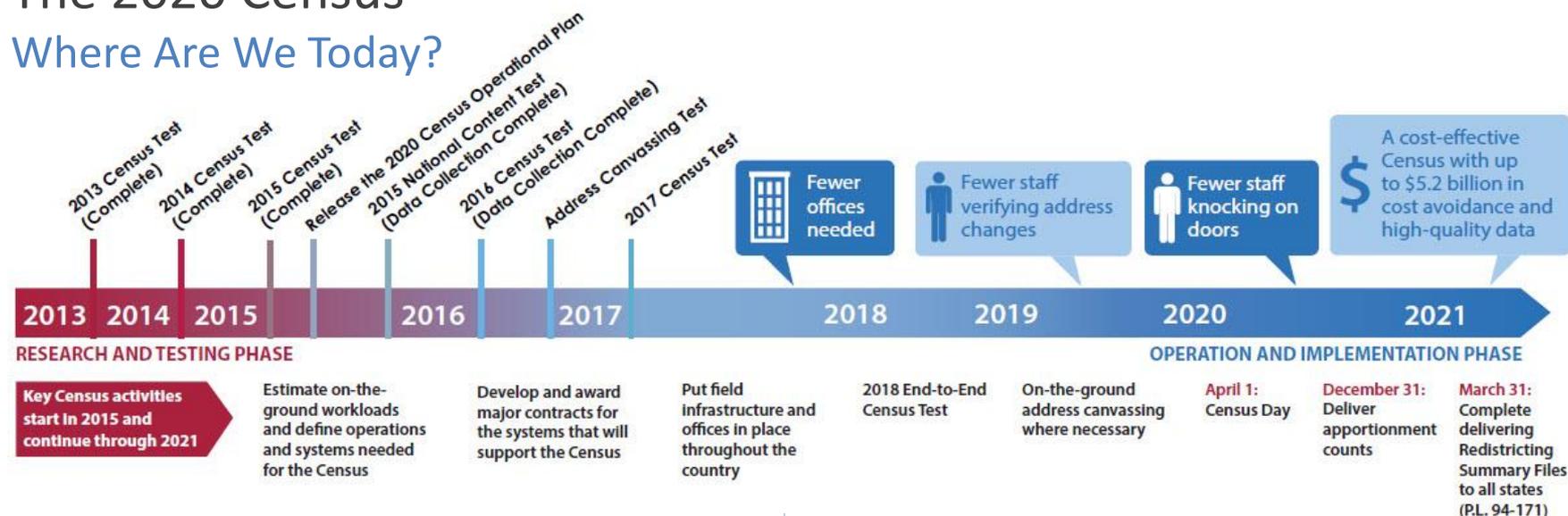
- Conclude operations for Address Canvassing Test
- Submit 2020 Census subjects to Congress by March 31, 2017
- Conduct 2017 Census Test
 - Nationwide Self-Response Test
 - Response, Census Questionnaire Assistance, Paper Forms, Real-Time Non-ID Processing, Internet Self-Response
- Begin 2018 End-to-End Census Test

Planning, Building, and Developing

- IT investments, CEDCaP, and Systems Engineering and Integration
- Building out Field Infrastructure
- Data Quality, Special Operations, and Administrative Records
- Program Management
- Redistricting Data Program
- Local Update of Census Addresses (LUCA)

The 2020 Census

Where Are We Today?



Key Activities:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Award Key Contracts:** Continue to award key contracts for the 2020 Census
- **2017 Census Test:** Nationwide self-response test that includes Internet self-response, Real-Time Non-ID response and processing, and the deploying of applications in the Cloud
- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in 2017
- **Topics to Congress:** Title 13 requires the Census Bureau deliver to Congress subjects for the decennial census program by March 31, 2017, and questions by March 31, 2018
- **Operational Readiness**
 - 2020 Census Operational Plan 2.0
 - Local Update of Census Addresses (LUCA)
 - Field Infrastructure: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding
 - 2018 End-to-End Census Test

The 2020 Census

Key Contract Updates

Decennial Device as a Service

- Will be a single contract for all mobile devices and services for the 2018 End-to-End Census Test through the completion of 2020 Census field operations
- **Award: Early Spring 2017**

Fingerprinting/Badging

- Will be a single contract for the 2018 End-to-End Census Test peak operations through the completion of the 2020 Census field operations
- **Award: July – September 2017**

Field IT Deployment

- Will be a single contract for providing IT equipment, logistics services, maintenance, and support for the Regional Census Centers, Areas Census Offices, Remote Workers, Island Area Offices and Paper Data Capture Centers
- **Award: June 2017**

Census Questionnaire Assistance – Awarded: July 11, 2016, Awardee: General Dynamics Information Technology

2016 Integrated Communications Contract – Awarded: August 24, 2016, Awardee: Young & Rubicam

Technical Integration – Awarded: August 26, 2016, Awardee: T-Rex Corporation, Inc.

Schedule A Human Resources Payroll System – Awarded: November 10, 2016, Awardee: CSRA

2017 Census Test

Overview

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

Purpose

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

National Sample: 80,000 housing units

- Housing units in mailable areas
- Remove housing units from recent decennial tests and the American Community Survey
- Stratified to oversample housing units in:
 - Alaska
 - Areas with relatively higher populations of American Indian and Alaska Natives
 - Areas with lower propensity to respond online

Reinterview: 15,000 housing units

- Conducted by phone
- Heavy oversample:
 - Alaska
 - People who identify as American Indian and Alaska Native
 - People who indicate they are enrolled in a tribe
 - People responding initially without a Census ID

2017 Census Test

Mail Strategy

Self-Response

- Self-response contact strategy two-panel design
- 80,000 housing units in sample
 - 48,900 (approximately 61 percent) Internet First (formerly Internet Push)
 - 31,100 (approximately 39 percent) Internet Choice (questionnaire on first contact)

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

Panel	Mailing 1 Letter	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* "It's not too late" Postcard
Internet First	March 20, 2017	March 23, 2017	April 3, 2017	April 10, 2017	April 20, 2017
Internet Choice	March 20, 2017 Letter + Questionnaire	March 23, 2017	April 3, 2017	April 10, 2017	April 20, 2017

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Overview

- April 1, 2018 Census Day

Goals

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

2018 End-to-End Census Test

Operational Scope

Focus of the Test

Required to Support the Test

NOT Included in the Test

SUPPORT

Program Management

Program Management

Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing **

RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership & Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters *

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Americans Count Overseas

PUBLISH DATA

Data Products and Dissemination *

Redistricting Data *

Count Review

Count Question Resolution

Archiving

OTHER CENSUSES

Island Areas Censuses

TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

(*) – Not in scope for test sites descoped from 2017 Census Test and 2017 Puerto Rico Census Test that may be added to the 2018 End-to-End Census Test.

(**) – For test sites descoped from 2017 Census Test and 2017 Puerto Rico Census Test that may be added to the 2018 End-to-End Census Test, only In-Office Address Canvassing is in scope.

2018 End-to-End Census Test

Key Activities

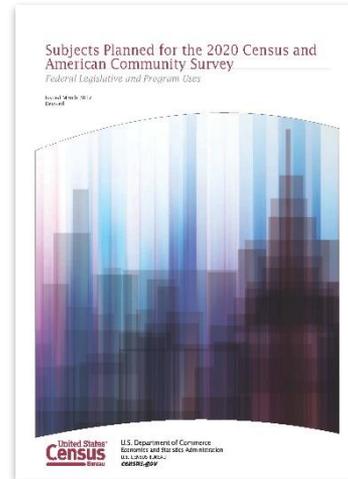
Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	March 31, 2017*	
Conduct In-Field Address Canvassing	August 14 – September 29, 2017	
Conduct Group Quarters Advance Contact	January 5 – March 9, 2018	
Conduct Self-Response, Including Non-ID Processing	March 19 – August 31, 2018	
Conduct Group Quarters Enumeration	March 28 – June 12, 2018	
Census Day	April 1, 2018	
Conduct Early Nonresponse Followup	April 3 – June 9, 2018	
Conduct Nonresponse Followup Reinterview	April 4 – August 31, 2018	
Conduct Update Enumerate	April 16 – June 16, 2018	
Conduct Update Enumerate Followup	May 7 – July 13, 2018	
Conduct Nonresponse Followup	May 10 – August 20, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

Subjects Planned for the 2020 Census and ACS

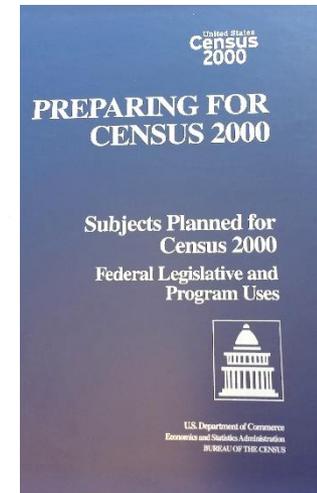
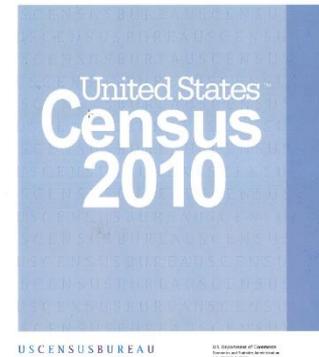
2020 Census Subjects

Title 13 requires that the U.S. Census Bureau deliver to Congress:

- Subjects proposed for the decennial census program by **March 31, 2017**
- Questions proposed for the decennial census program by March 31, 2018



Subjects Planned for the 2010 Census and American Community Survey
Federal Legislative and Program Uses

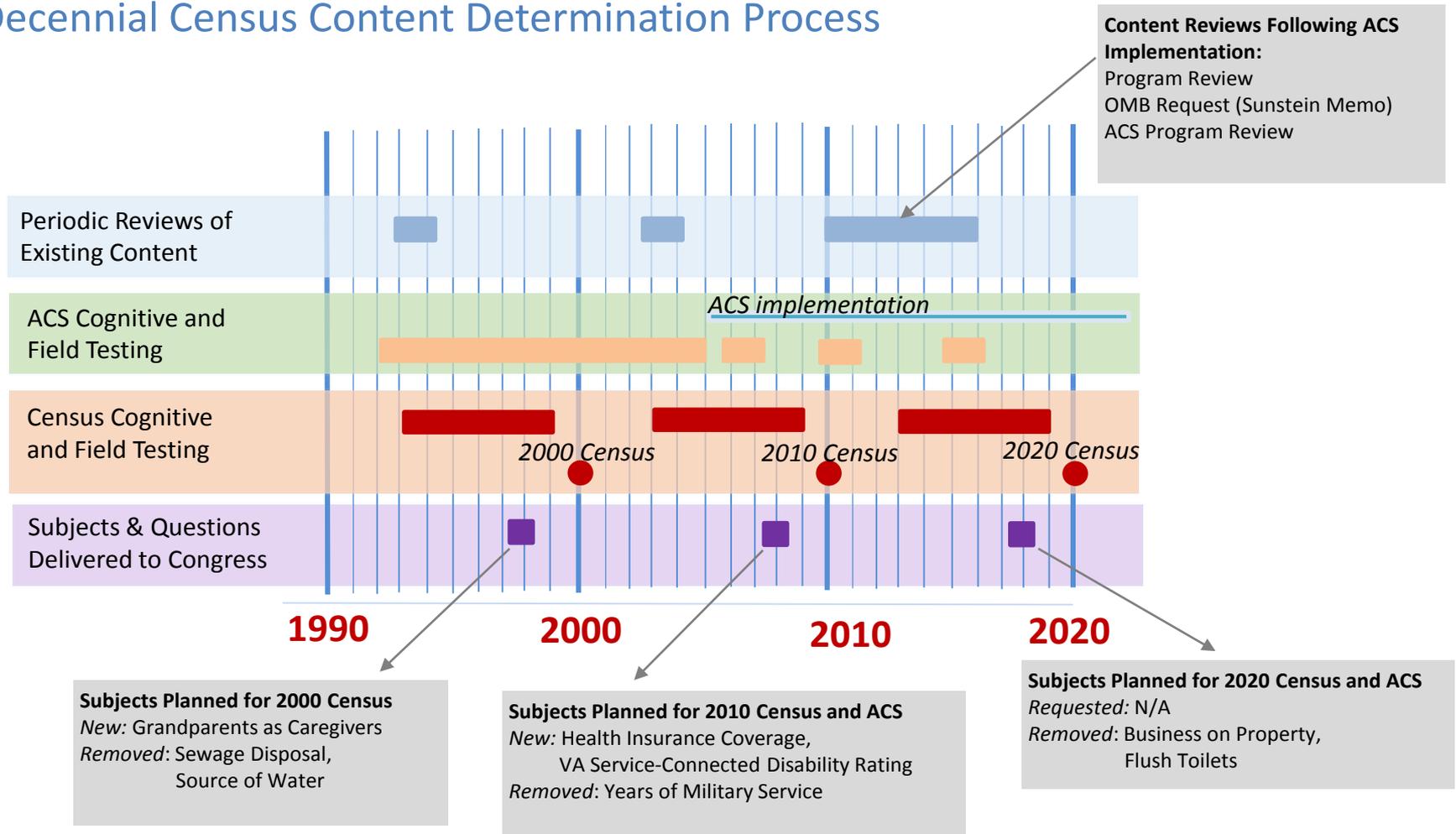


The Census Bureau submitted subjects planned for the decennial census program, *including*:

- 2020 Census Subjects
 - No new subjects (same set proposed for 2010 Census)
- American Community Survey (ACS) Subjects
 - No new subjects (same set asked on current survey)
- 2020 Island Area Censuses Subjects
 - No new subjects
 - Four subjects not on the ACS, but included on 2010 Island Areas Census

Subjects Planned for the 2020 Census and ACS

Decennial Census Content Determination Process



Local Update of Census Addresses

Background

- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)
- Implemented in the support of the 2000 Census and refined to support the 2010 Census
- Provides a voluntary opportunity for designated representatives of tribal, state and local governments to review and comment on the addresses used to conduct the decennial census

What's New for 2020 LUCA:

- **Offers** streamlined participation – Full Address List Review
- **Provides** the digital address list in convenient standard software formats
- **Includes** ungeocoded address records for state and county participants
- **Requires** residential multi-unit structure identifiers (e.g., Apt 1, Unit A2, #3001, etc.)
- **Includes** residential structure coordinates, if available
- **Allows** participants to submit residential structure coordinates, if available
- **Allows** participants to submit non-city style addresses with corresponding map spot

Local Update of Census Addresses

Where are we now?

- Completed the Advance Notice mailing
- Opened the LUCA Geographic Programs Support Desk
- Posted address block count lists on the LUCA website
- Preparing to create the LUCA materials and process the returns
- Refining processes to match LUCA records to the MAF/TIGER System
- Developing training and user materials for partners

Local Update of Census Addresses

Schedule

Activity	Date	
Advance notice mailed to Highest Elected Officials, Tribal Chairs, Governors, and other LUCA contacts	January 2017	✓
LUCA promotional workshops begin	March 2017	✓
LUCA invitation and registration materials mailed to Highest Elected Officials, Tribal Chairs, and Governors	July 2017	
LUCA training workshops begin	October 2017	
Participants review and update the Census Bureau's address list	February – April 2018	
Process LUCA submissions	February – September 2018	

The 2020 Census

Looking Ahead

Award Contract for the Decennial Device as a Service

2017 Census Test (April 1st Census Day)

2017

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

Begin Opening Regional Census Centers

Publish Final 2020 Residence Criteria and Situations

2018

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

Partnership Program – Launch of the partnership program

Question Wording to Congress – by March 31, 2018

2019

Begin Opening Field Offices

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 early/mid-April and continues until late July

Apportionment Counts to the President – December 31, 2020

2021

Redistricting Counts to the States – by March 31, 2021

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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>



youtube.com/user/uscensusbureau



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



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