2020 Census
Where are We Now

- CBAMs Findings Released
- 2020 Census TEAs Released
- Partnerships
- 2020 Census Tagline and Logo
- Recruiting and Hiring
- Final Operational Plan Released
- Printing & Mailing
- Area Census Offices (ACOs)
- 2018 Test Data Release
Preliminary Self-Response Rates

Housing Unit
52.3%

Housing Population
56%
### Proportion of Self-Response and NRFU for each Race

Total Household Population: 571,000

<table>
<thead>
<tr>
<th>Race</th>
<th>Self-Response</th>
<th>NRFU</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>56%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>White</td>
<td>68%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Black</td>
<td>39%</td>
<td>46%</td>
<td>15%</td>
</tr>
<tr>
<td>American Indian and Alaskan Native</td>
<td>44%</td>
<td>42%</td>
<td>14%</td>
</tr>
<tr>
<td>Asian</td>
<td>59%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>37%</td>
<td>55%</td>
<td>8%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>38%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>61%</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Blank</td>
<td>19%</td>
<td>71%</td>
<td>10%</td>
</tr>
</tbody>
</table>

1 Other includes Coverage Improvement and Administrative Records.

Note: Actual percentages may not sum to 100 due to rounding.

DRB Approval Number: CBDRB-FY19-RAGLIN-B0001
2018 End-to-End Census Test
Proportion of Self-Response Modes for each Race

Total Household Population: 571,000

Note: Actual percentages may not sum to 100 due to rounding.
2018 End-to-End Census Test
Proportion of Self-Response and NRFU for Hispanic Origin

Total Household Population: 571,000

<table>
<thead>
<tr>
<th></th>
<th>Self-Response</th>
<th>NRFU</th>
<th>Other(^1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>56%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>43%</td>
<td>48%</td>
<td>9%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>67%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Blank</td>
<td>17%</td>
<td>66%</td>
<td>17%</td>
</tr>
</tbody>
</table>

\(^1\) Other includes Coverage Improvement and Administrative Records.
Note: Actual percentages may not sum to 100 due to rounding.
2018 End-to-End Census Test

Proportion of Self-Response Modes for Hispanic Origin

Total Household Population: 571,000

<table>
<thead>
<tr>
<th>Mode</th>
<th>Internet</th>
<th>Paper</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>65%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>59%</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>68%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>Blank</td>
<td>41%</td>
<td>57%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: Actual percentages may not sum to 100 due to rounding.
2018 End-to-End Census Test
Proportion of Self-Response and NRFU for Tenure

Total Household Population: 571,000

<table>
<thead>
<tr>
<th>Category</th>
<th>Self-Response</th>
<th>NRFU</th>
<th>Other¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>56%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>Owned</td>
<td>75%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Rented</td>
<td>48%</td>
<td>48%</td>
<td>5%</td>
</tr>
<tr>
<td>Blank or Multiple</td>
<td>6%</td>
<td>56%</td>
<td>38%</td>
</tr>
</tbody>
</table>

¹ Other includes Coverage Improvement and Administrative Records.

Note: Actual percentages may not sum to 100 due to rounding.
2018 End-to-End Census Test
Proportion of Self-Response Modes for Tenure

Total Household Population: 571,000

<table>
<thead>
<tr>
<th>Tenure Type</th>
<th>Internet</th>
<th>Paper</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>65%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Owned</td>
<td>69%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Rented</td>
<td>58%</td>
<td>34%</td>
<td>8%</td>
</tr>
<tr>
<td>Blank or Multiple Responses</td>
<td>43%</td>
<td>52%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Note: Actual percentages may not sum to 100 due to rounding.
In-Field Address Canvassing begins in **143** days

First enumeration in Toksook Bay, Alaska begins in **299** days

Census Day 2020 is in **370** days

Apportionment counts are given to the President in **644** days
Findings from the Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups report findings have been released and our on our website.

• Quantitative survey and qualitative focus groups inform and inspire creative strategy.

• The research told us what people know about the census, what motivates them to respond, and what prevents them from responding.

• Ultimate goal is to increase self response to the 2020 Census.
Shape your future
START HERE >
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.

Technical Integrator
Vendor: T-REX Solutions, LLC

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

Field IT Deployment (FITd)
Vendor: Unisys Corporation

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

Census Questionnaire Assistance (CQA)
Vendor: GDIT

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

Integrated Communications
Vendor: Team Y&R

Supports the advertising and partnership program.

C-SHArfPS – Recruiting & Selection
Vendor: CSRA

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

2020 Census Print and Mail
Vendor: RR Donnelly, Inc.

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

CEDCaP - ECaSE
Vendor: ImmixGroup/Pega

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.

C-SHArfPS Fingerprinting
Vendor: IndraSoft, Inc

Provides fingerprinting services for field staff.

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

*This slide represents the status of major contracts for the 2020 Census and is not an exhaustive list of contracts or contract opportunities
### 2020 Census

#### Self Response Mail Strategy

**Self-Response**

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1</th>
<th>Mailing 2</th>
<th>Mailing 3*</th>
<th>Mailing 4*</th>
<th>Mailing 5*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</td>
<td>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</td>
<td>Postcard</td>
<td>Letter + Questionnaire</td>
<td>“It’s not too late” Postcard</td>
</tr>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

Dates in the table below are in-home dates.

(*) Targeted only to nonresponding households

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

- **95%** of households will receive their census invitation in the mail.
- **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).
- **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.
2020 Census
Type of Enumeration Areas (TEAs)

• Completed determination of Type of Enumeration Areas (TEAs) for the 2020 Census

• A national map is now available, displaying the TEAs for the Fifty States and Puerto Rico, and is available at www.Census.gov/2020census

• Interactive map includes other geographic boundary information, such as counties or even census tracts.

• Users can drill down and see the percentage of housing units in each TEA by clicking on a Census Tract
2020 Census
Field Infrastructure / Hiring

Recruiting and Hiring

- Over 280,000 applicants have created a profile in our online hiring tool.
- Over 220,000 of those have completed an application and assessment.
- Both of these greatly exceed our goals.

Field Infrastructure

- As of March 25, 37 Wave 1 ACOs are ready for business. All Wave 1 ACOs are scheduled to open by the end of March 2019.
- The Wave 2 offices are scheduled to open between June and September 2019. As of March 25, all have space identified, and 207 have an occupancy agreement signed and leases awarded.
2020 Census
Partnerships

Complete Count Commissions

• Complete Count Commissions (CCCs) are underway with 46 states or state-equivalents having formed 2020 Census State CCCs.
• Over 1,500 Complete count Committees at the tribal, county, city, and community level.

Community Partnership & Engagement Program

• The Census Bureau is working 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).
• As of March 19, 2019, the RCCs have hired 652 partnership specialists.

National Partnership Program

• The 2020 Census National Partnership Program continues building a list of several hundred “keystone partners”.
• Keystone partners are an initial group of national organizations being approached to support the 2020 Census.
• Notable national partners include the Boys and Girls Club of America and the YMCA.
Operational Plan Update

• **Version 1**
  - Provides the initial design for the 2020 Census. This plan reflects and supports evidence-based decision making by describing design concepts and their rationale, identifying decisions still to be made, and describing significant issues and risks related to the implementation of the Operational Plan.

• **Version 2**
  - The scope and design of the 2020 Census Operational Plan was reviewed and updated to reflect decisions and updates, however, the key concepts of the design did not change.

• **Version 3**
  - Provides the design of the 2020 Census and is consistent with how it will be tested in the 2018 End-to-End Census Test. It was reviewed and updated to reflect decisions and updates, however, the key concepts of the design did not change.

• **Version 4**
  - This is the final operational plan and reflects our final design which incorporates lessons learned from the 2018 End-to-End Census Test.
2020 Census
NRFU Administrative Records Usage

• Administrative Records (AdRec) modeling will classify households in the Nonresponse Followup (NRFU) operation as occupied, vacant, or nonexistent.

• For AdRec Vacant/Nonexistent:
  • Enumerators conduct one personal visit at the address to determine the unit status and/or attempt an interview
  • If the attempt isn’t successful, but the visit results in an indication that the unit is occupied, the address will remain in the NRFU workload for subsequent visits
  • If the attempt isn’t successful, but results in an indication that the unit is unoccupied or doesn’t exist, and recent Census mailings to the address have been returned as undeliverable, the AdRec Vacant/Nonexistent status will be used for the address
  • If recent Census mailings to the address have successfully been delivered, regardless of the results of the first attempt, the address will remain in the NRFU workload for subsequent visits

• For AdRec Occupied:
  • Enumerators conduct one personal visit at the household to attempt an interview
  • If attempt isn’t successful, and high quality AdRecs for that household exist showing stable historical housing, it is enumerated using AdRec
Phased approach will ensure accurate and complete count:

- Phase 1 – Full Optimization
  - Full optimization to complete the easiest of the NRFU workload

- Phase 2 – Semi-Permanent Assignment
  - Implement the case ownership and we get work to the “best” enumerators

- Phase 3 – Closeout
  - Final push to finish operation
Thank You

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