

American Indian and Alaska Native 2020 Census Tribal Consultation Meeting

National Webinar

Overview of the Census and Planning for the 2020 Census

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The Decennial Census

Mission of the U.S. Census Bureau

- To serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

Purpose of the 2020 Census:

- To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



The Decennial Census

Primary Uses of Decennial Census Data:

- Apportion the U.S. House of Representatives
- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Provide funds to states and tribal governments
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of market)
- Provide population benchmarks for nearly every other United States survey



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



Count Everyone Once In the Right Place

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



2020 Operational Schedule

2020 Census – Key Operational Milestones

September	2015	Release 2020 Census Operational Plan
October	2015	Start Partnership with 2020 Census Tribal Consultations
March	2017	Census Topics to Congress
Summer	2017	Local Update of Census Addresses (LUCA)
April	2018	Census Questions to Congress
December	2017	Open Regional Census Centers (RCCs)
January	2019	Open Field Offices
August	2019	Begin In-Field Address Canvassing
February-April	2020	Deliver questionnaires
March	2020	Begin field enumeration activities
April 1	2020	Census Day
December	2020	Deliver 2020 Census Apportionment counts
March	2021	Complete delivery of Redistricting data
June	2021	Complete release of 2020 Census data products



Thank you!

