



2020 Census Program Management Review

Decennial Census Programs
U.S. Census Bureau

February 1, 2019

Welcome



Albert E. Fontenot, Jr.
Associate Director for Decennial Census Programs

Welcome

Housekeeping Items

- Meeting is being broadcast via a publicly available web broadcast
 - Consider all microphones live at all times when having sidebar conversations
- For questions, please remember to speak directly into the microphones for the benefit of other participants, including those watching via any external broadcast
 - 2020.census.pmr@census.gov
- There are legal requirements we must follow when talking with contractors or potential contractors
 - Information from Molly A. Shea, Chief, Acquisition Division
- Location of restrooms – next to elevators in green (just outside the auditorium)
- Emergency exits

Welcome

Dr. Dillingham Confirmed as Census Bureau Director

- The U.S. Senate on January 2 unanimously confirmed Steven Dillingham to be the next Director of the U.S. Census Bureau. He was then sworn in on January 7, and he is now in the office.
- Dillingham has more than 25 years of statistical, research, senior management, and legal experience in the federal government.
- He previously served as the Director of the Office of Strategic Information, Research, and Planning for the Peace Corps, and as Director of the Bureau of Justice Statistics and the Bureau of Transportation Statistics.



Welcome

Today's Agenda

- Welcome and High-Level Program Updates
- 2020 Census Operational Plan
- 2019 Census Test
- 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups Report Findings
- 2020 Census Systems Readiness Update
- Wrap-Up

2020 Census Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	✓
Begin In-Field Address Canvassing	August 18, 2019	
Launch Advertising Campaign	January 2020	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 12, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 7, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

2020 Census Upcoming Milestones

In-Field Address
Canvassing begins
in **198** days



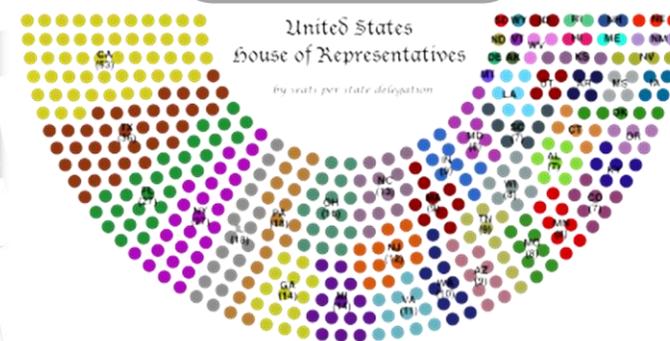
First enumeration in
Toksook Bay, Alaska
begins in **354** days



Census Day 2020 is
in **425** days



Apportionment counts
are given to the
President in **699** days



2020 Census

Major Contracts*

Contract Status **Awarded** Pre-Award

Technical Integrator Vendor: T-REX Solutions, LLC

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.

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.

Decennial Device as a Service (dDaaS) Vendor: CDW-G

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

Field IT Deployment (FITd) Vendor: Unisys Corporation

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

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.

C-SHaRPS – Recruiting & Selection Vendor: CSRA

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

Integrated Communications Vendor: Team Y&R

Supports the advertising and partnership program.

C-SHaRPS Fingerprinting Vendor: IndraSoft, Inc

Provides fingerprinting services for field staff.

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

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

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 Major Accomplishments

Hiring

YOU'RE HIRED

- As of January 29, 2019, over 100,000 applications were transmitted into the Decennial Applicant Personnel and Payroll System (DAPPS)

Operational Plan Update

2020 Census Operational Plan
A New Design for the 21st Century
Issued December 2018
Version 4.0



- The final 2020 Census Operational Plan is being released
- Will highlight key design changes and selected accomplishments

CBAMS Findings

CBAMS 2020 Research

CBAMS Quantitative

The quantitative component of CBAMS will consist of a survey that will test the message frames that will be used to ultimately shape actual messages, rather than the messages themselves.

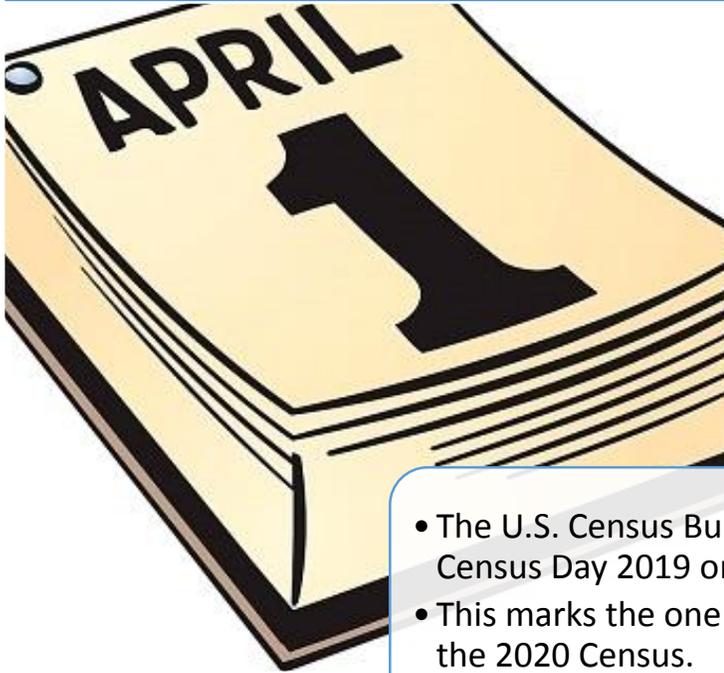
CBAMS Qualitative

The qualitative component of CBAMS is designed to draw input from a wide variety of audiences at the very beginning of the message/creative development process.

- Findings from the CBAMS Survey and Focus Groups report findings
- Quantitative survey and qualitative focus groups inform and inspire creative strategy.
- Report available on our website

2020 Census Culmination of Planning

Census Day 2019



- The U.S. Census Bureau will celebrate Census Day 2019 on Monday, April 1.
- This marks the one year out milestone for the 2020 Census.
- More details about our plan and how to access the event via livestream will be coming in the near future.

Operational Update Press Briefings

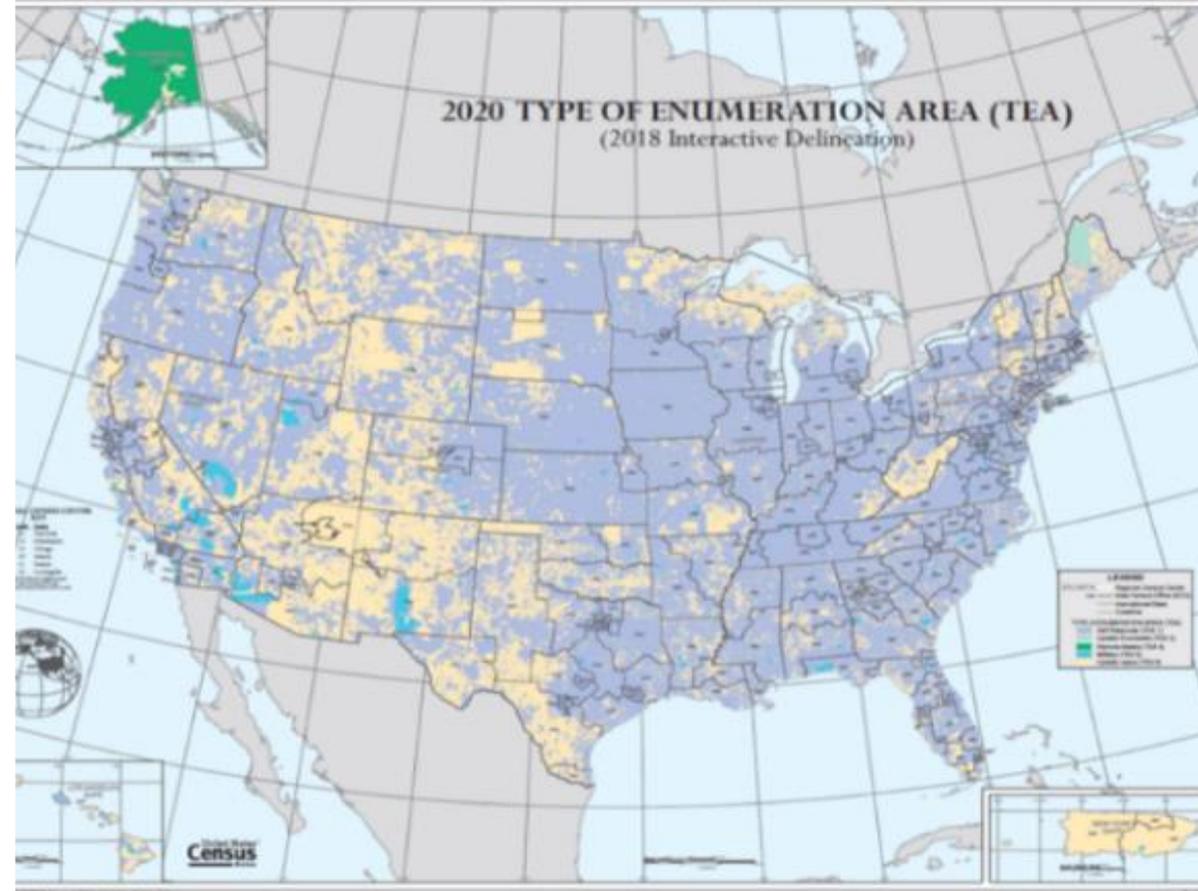


- Final push into execution phase, and away from planning
- Census Director Steven Dillingham will be giving periodic operational press briefings.

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
- This information will also be available with an interactive map that includes other geographic boundary information, such as counties or even census tracts.



2020 Census

How the 2020 Census Will Invite Everyone to Respond

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.



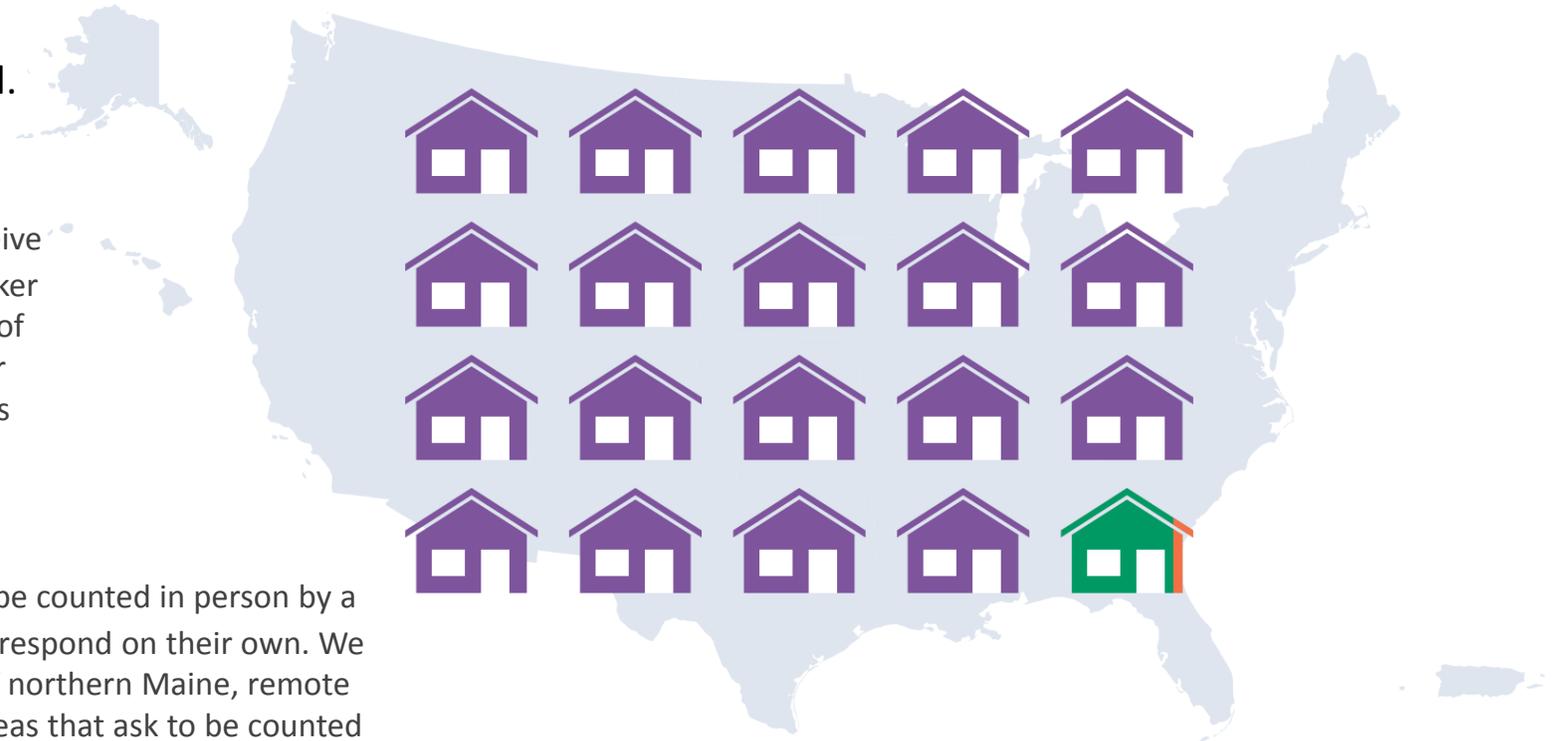
95% of households will receive their census invitation in the mail.



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.



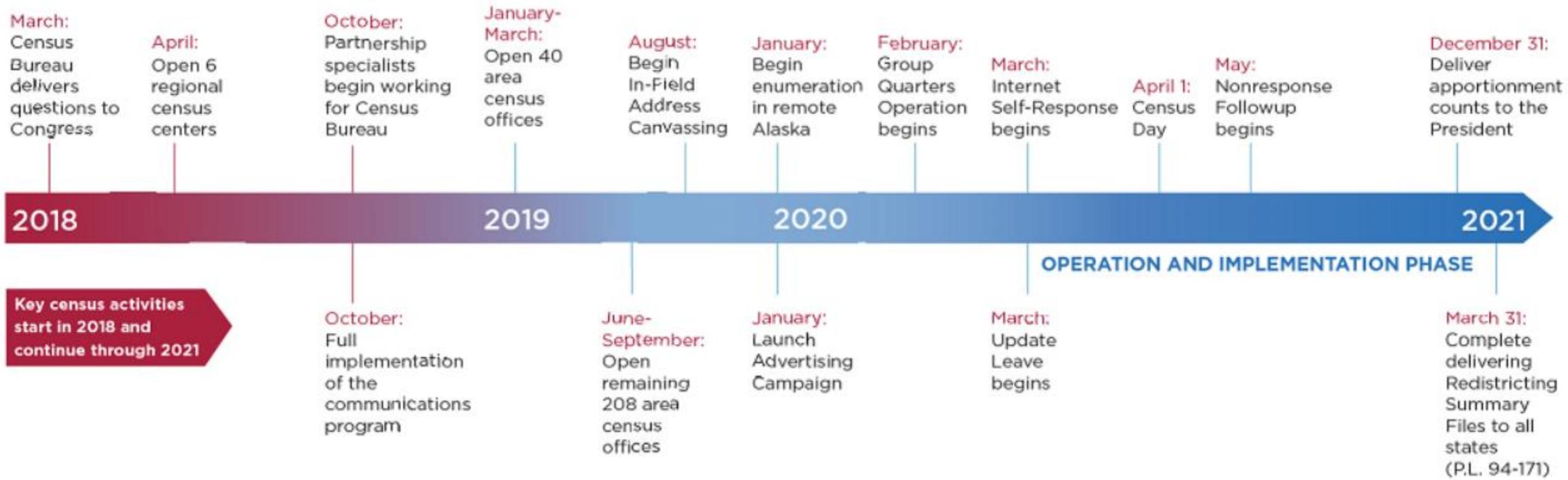
2020 Census Operational Status Updates

James B. Treat

Assistant Director for Decennial Census Programs, Operations and Schedule Management

2020 Census

Where are We Now



- Area Census Offices (ACOs)
- Recruiting and Hiring
- State Complete Count Commissions/ Complete Count Committees
- Community Partnership and Engagement Program (CPEP)
- National Partnership Program

Area Census Offices



- Lease awards have been granted to all Wave 1 ACOs. All have complete design intent drawings, complete construction drawings, and approved tenant improvement costs and have been given a notice to proceed.
- As of January 28, 18 Wave 1 ACOs are either open or ready for business. All Wave 1 ACOs are scheduled to open between January and March 2019.
- The Wave 2 offices are scheduled to open between June and September 2019. As of January 31, all have space identified, 204 have an occupancy agreement signed, and of those, 203 have leases awarded. So far, 176 of the Wave 2 ACOs have complete design intent drawings, 118 have complete construction drawings, and 14 have approved tenant improvement costs and have been given a notice to proceed.

2020 Census

Operational Update-Field Employment

Recruiting, Assessment, and Hiring



- Because we need to fill thousands of positions across the country, recruiting efforts begin months before job offers are made. Applicants stay in the applicant pool for the entire 2020 Census, so we can reach out to them as we need to fill jobs.
- The field recruitment webpage went live on September 4, allowing the public to review and apply for positions in the six regional census centers and the early opening area census offices. This will also get applicants into the hiring pool for the Address Canvassing listing positions.
- More than 128,000 applicants have created a profile in the Recruiting and Assessment application to become temporary workers for the 2020 Census. As of January 31, more than 104,000 of those have completed the assessments.

2020 Census

Operational Update-Partnerships

Complete Count Commissions



- Complete Count Commissions (CCCs) are underway with 42 states or state-equivalents having formed 2020 Census State CCCs.
- In addition to the state complete count commissions, there is significant work being done to establish complete count committees at the tribal, county, city, and community level, with 1000+ local CCCs established nationwide. This includes 41 tribal committees.

Community Partnership and 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).
- The RCCs have hired 397 partnership specialists to date.

National Partnership Program



- The 2020 Census National Partnership Program is 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 YMCA and the Boys and Girls Clubs of America.