

2020 Census: Counting Everyone Once, Only Once, and in the Right Place

A Design for Hard to Count Populations

Maryann M. Chapin

Decennial Programs Directorate

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Decennial Census Purpose:

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

Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

*Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*

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

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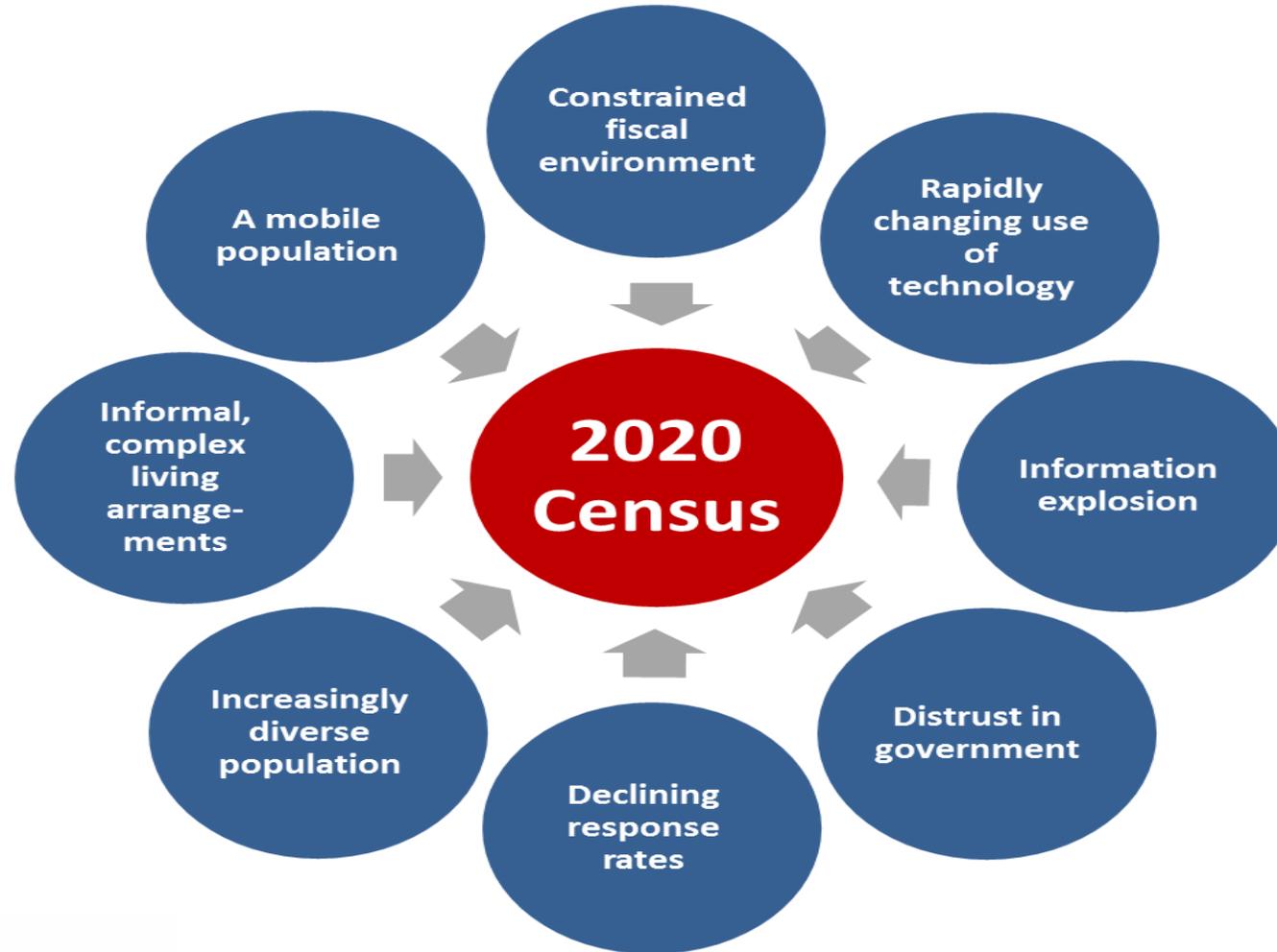
A Complete and Accurate Count of the Population and Housing



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2020 Census Environment

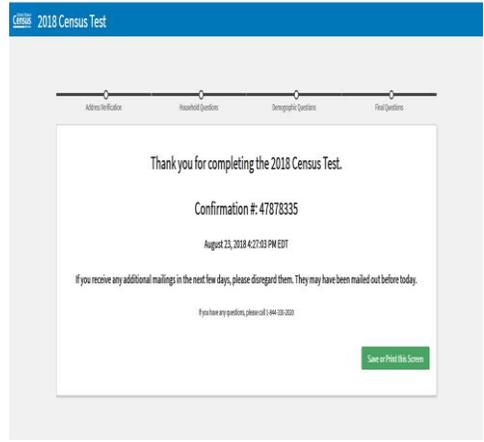
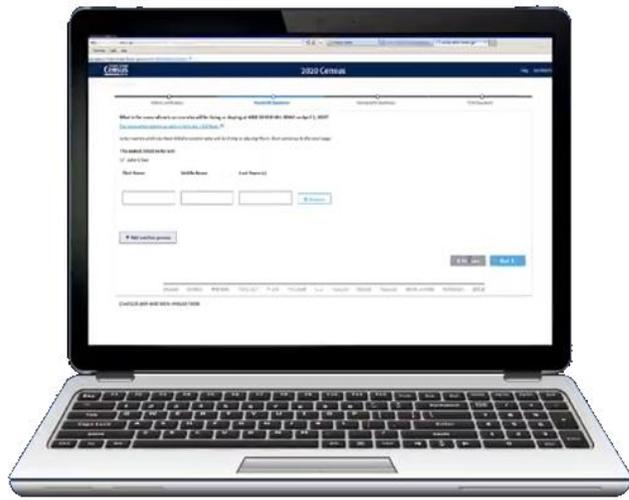
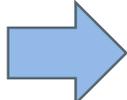
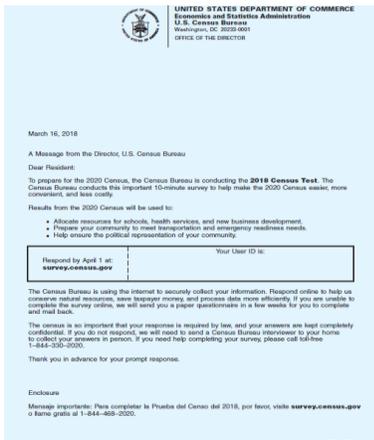
The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



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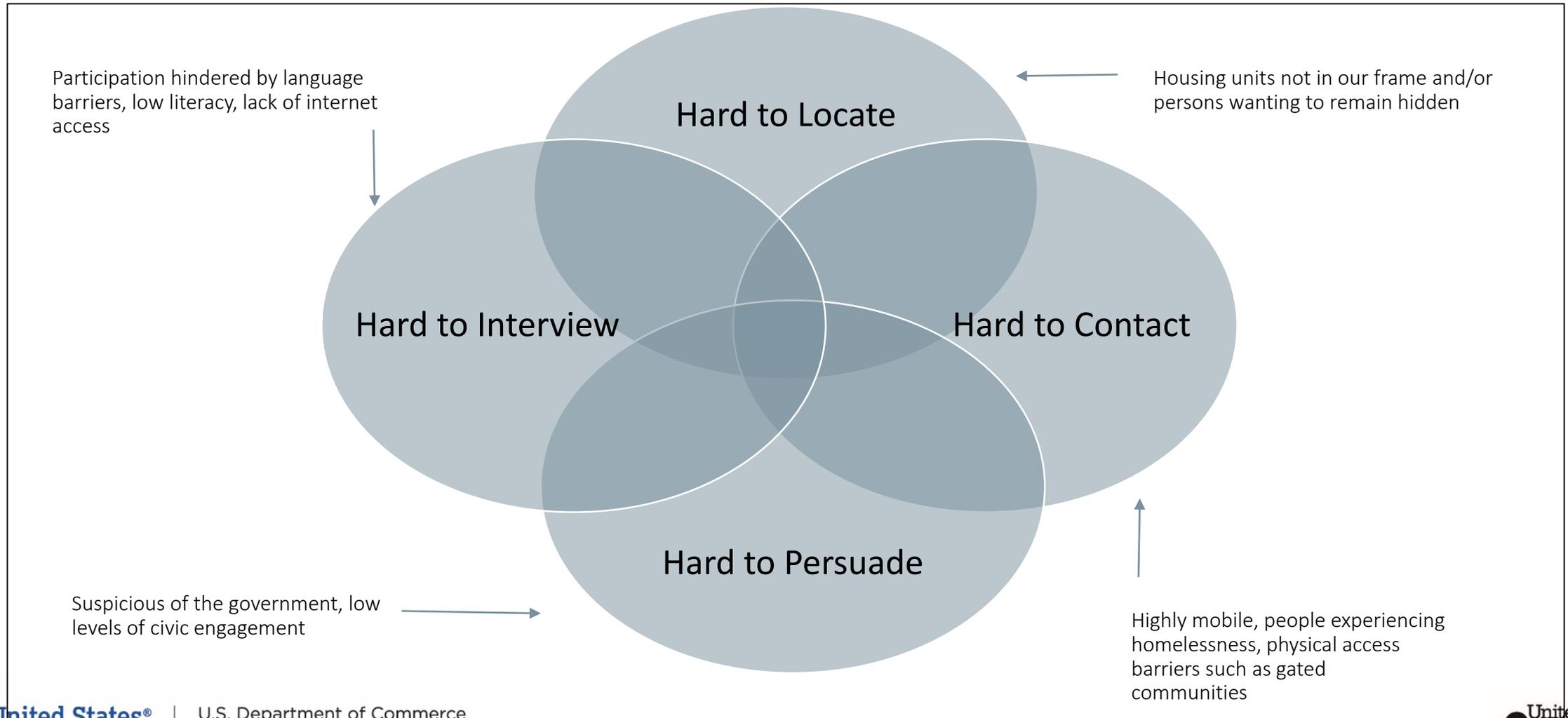
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2020 Census: The Ideal Path



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A Framework for Hard-to-Count Populations¹



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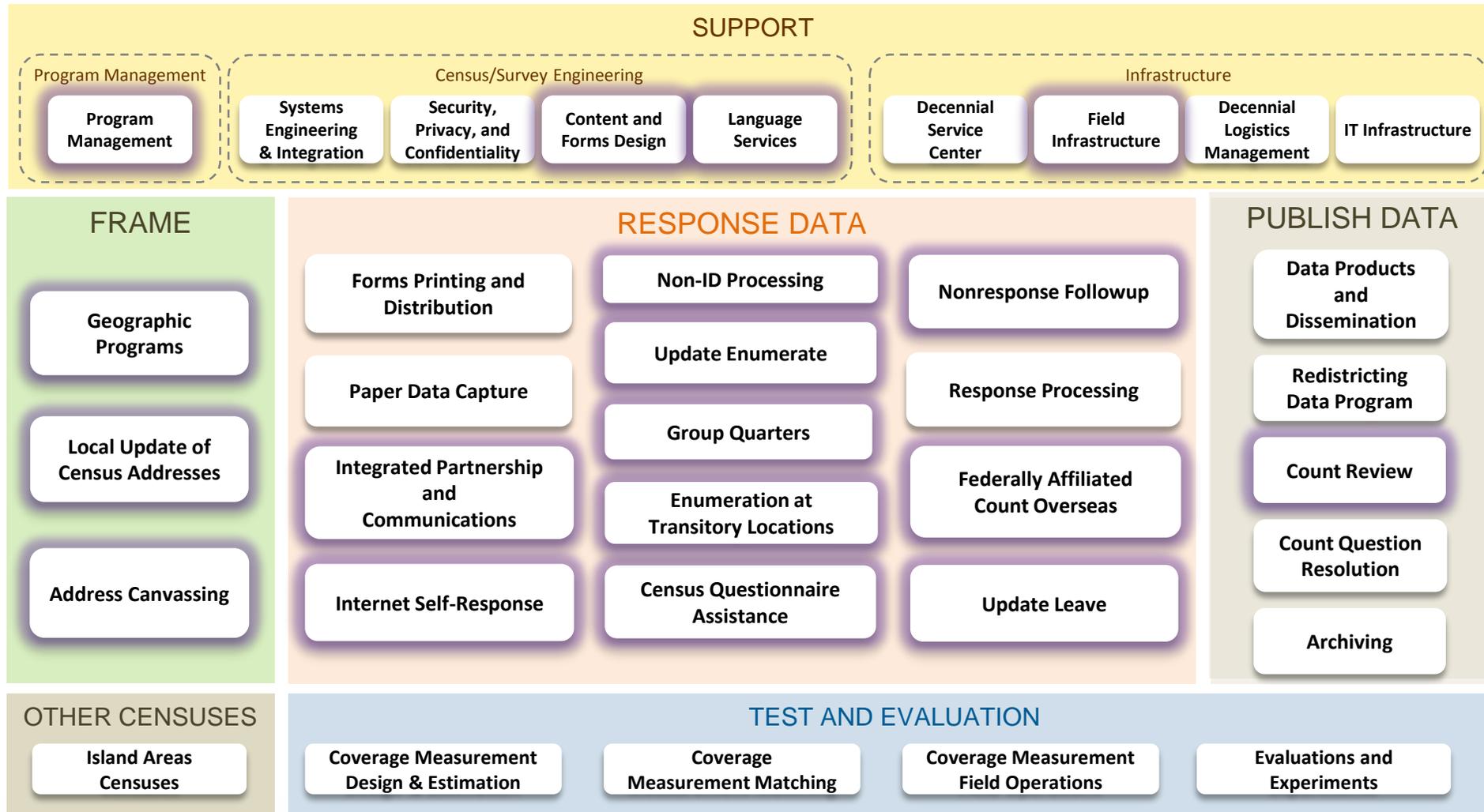
A Look at the Hard-to-Count Populations*

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

*Not an Exhaustive List

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Operations Supporting an Integrated Hard to Count Design



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Integrated Design for Hard to Count Populations: Stakeholder Communication/Engagement

Objectives: Early and regular engagement to discuss the operational design for the decennial census. To hear, understand, and address opportunities and challenges pertaining to Hard to Count populations.

Primary Focus: Hard to Locate, Hard to Contact, Hard to Persuade, Hard to Interview



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Integrated Design for Hard to Count Populations: Integrated Partnership and Communications

Objectives: To reach every household in the nation, delivering the right messages to the right audiences at the right time. To increase awareness of the decennial census. To promote self-response. To reduce the cost of nonresponse followup operations. And, to improve response rates for hard to count populations.

Primary Focus: Hard to Contact, Hard to Persuade, Hard to Interview

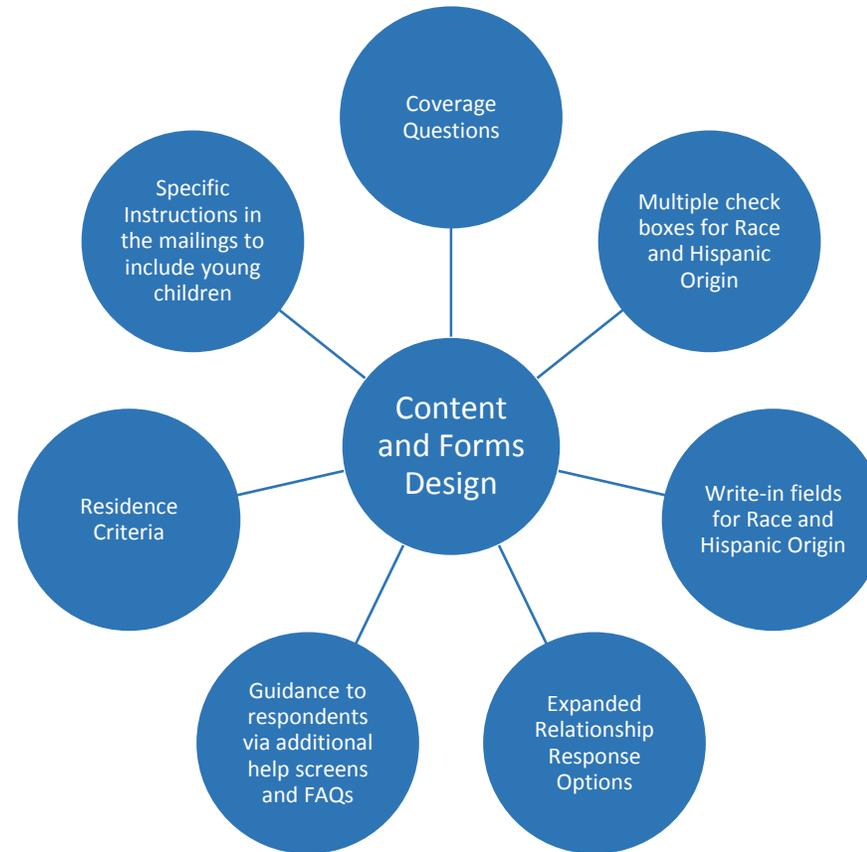


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Integrated Design for Hard to Count Populations: Content and Forms Design

Objectives: To develop content and questions to encourage high response rates across all response modes and all population groups.

Primary Focus: Hard to Persuade, Hard to Interview



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Integrated Design for Hard to Count Populations: Language Services

Objectives: To identify ways to reduce language barriers to enumeration for non-English-speaking populations and to ensure cultural relevancy and meaningful translation of 2020 Census questionnaires and associated materials.

Primary Focus: Hard to Interview

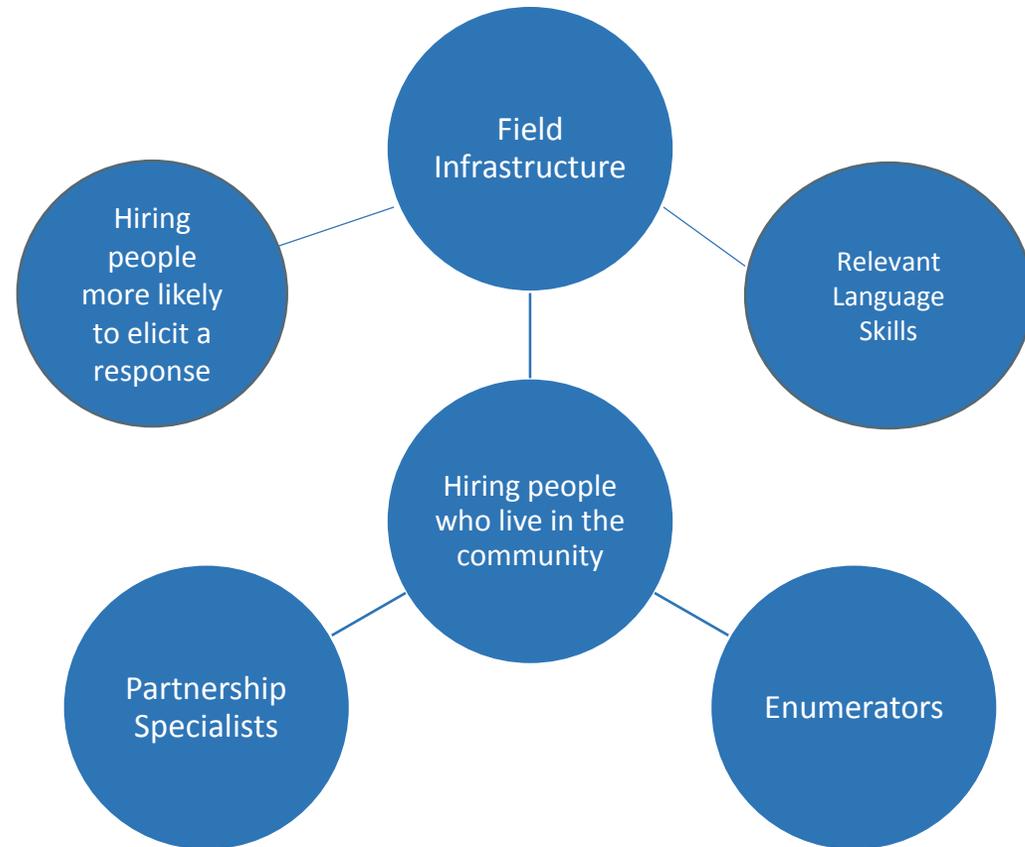


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Integrated Design for Hard to Count Populations: Field Infrastructure

Objectives: To provide human resources and personnel management support functions, including recruiting, hiring, and onboarding that reflect the diversity of the nation to support, facilitate, and encourage response.

Primary Focus: Hard to Persuade, Hard to Interview

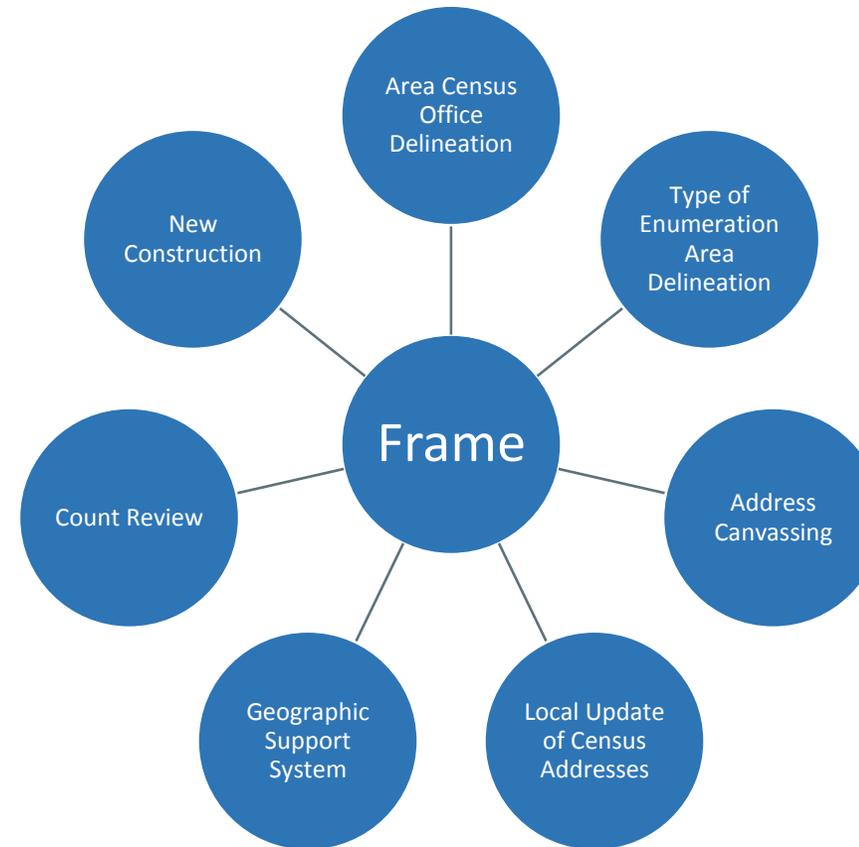


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Integrated Design for Hard to Count Populations: Frame

Objectives: To develop a high-quality geospatial frame that serves as the universe for enumeration activities representing all places where people live or could live.

Primary Focus: Hard to Locate



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Integrated Design for Hard to Count Populations: Self-Response

Objectives: To maximize self-response through a robust contact strategy and multiple response options.

Primary Focus: Hard to Interview



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Integrated Design for Hard to Count Populations: Update Leave

Objectives: To update the address frame and hand deliver questionnaires in geographic areas where the majority of housing units do not have mail delivered to the physical location of the address or areas that have experienced recent changes to the housing stock, e.g., natural disasters

Primary Focus: Hard to Locate, Hard to Contact

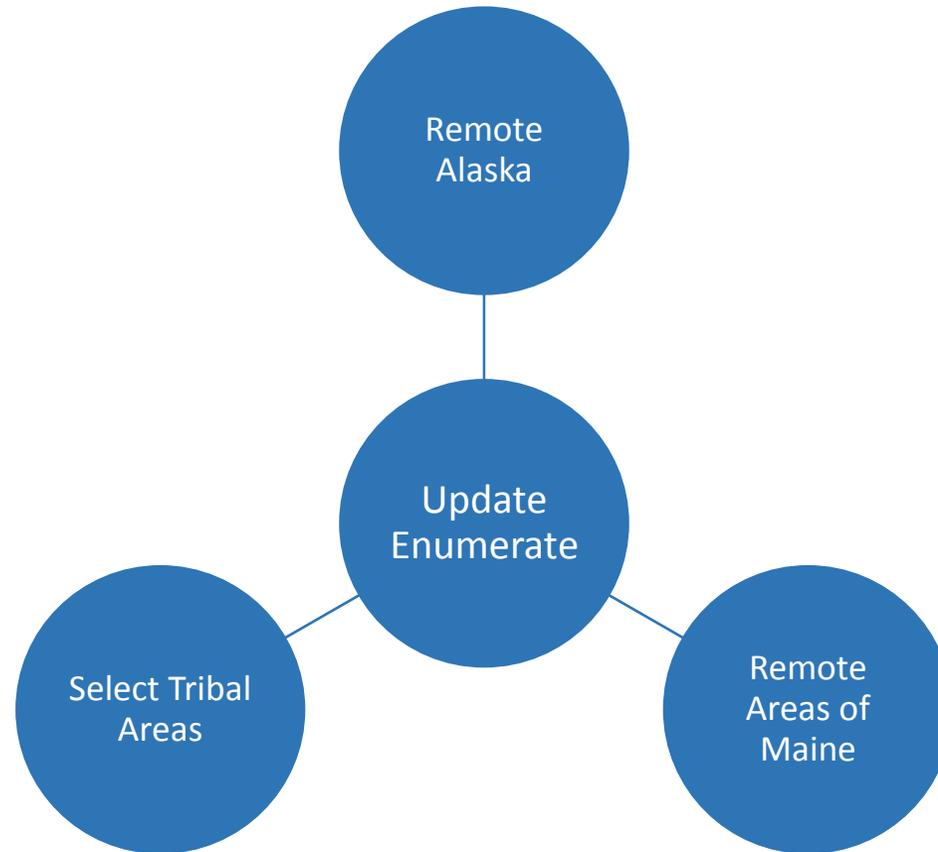


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Integrated Design for Hard to Count Populations: Update Enumerate

Objectives: To update the address frame and enumerate respondents in geographically remote areas with low housing unit density that are sparsely populated or have challenges with accessibility.

Primary Focus: Hard to Locate, Hard to Contact, Hard to Interview

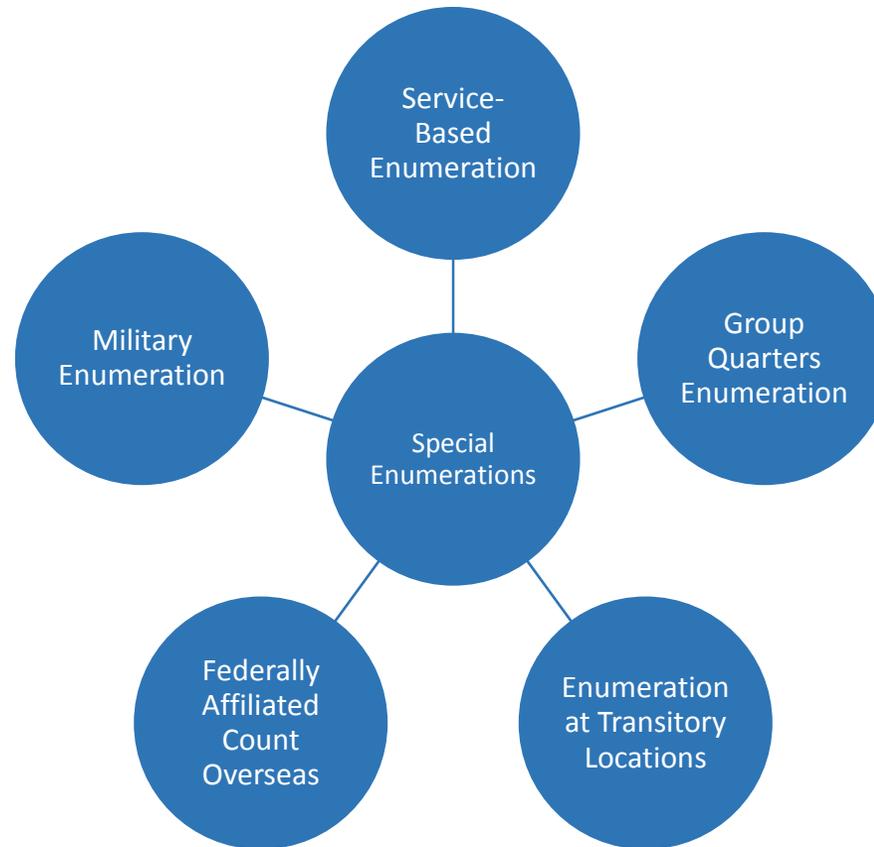


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Integrated Design for Hard to Count Populations: Special Enumerations

Objectives: To enumerate persons in special living arrangements, including those living in group quarters, transitory locations, persons experiencing homelessness, the military, and Federally affiliated persons overseas.

Primary Focus: Hard to Interview, Hard to Contact

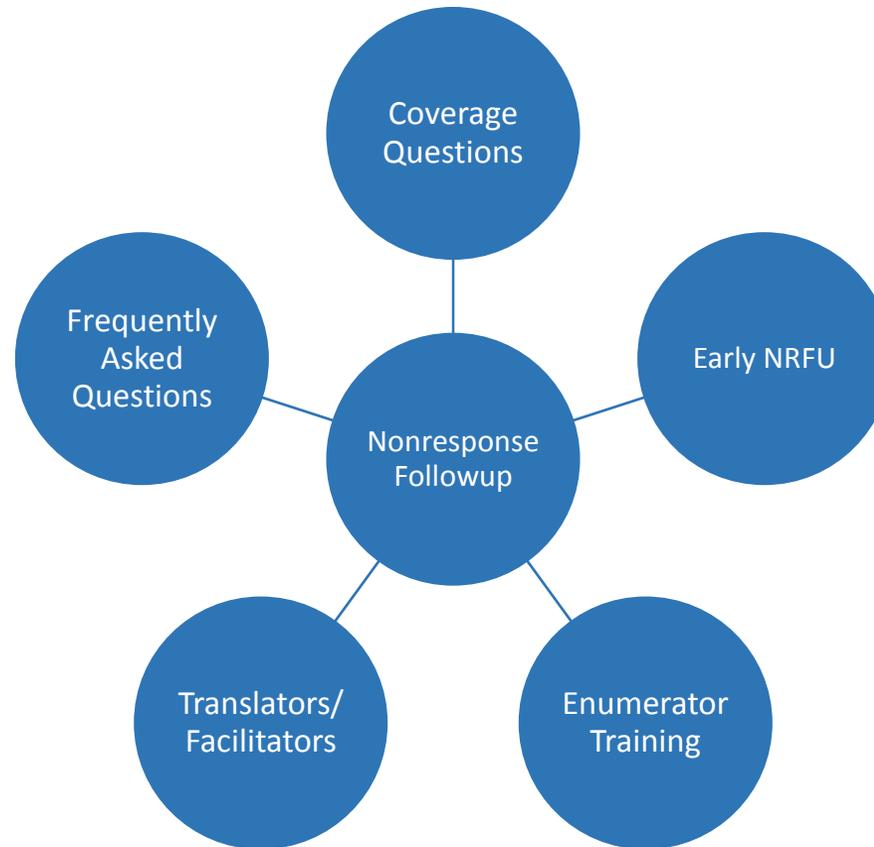


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Integrated Design for Hard to Count Populations: Nonresponse Followup

Objectives: To determine or resolve the housing unit status (occupied, vacant, non-existent) for nonresponding housing units for which a self-response has not been received and to collect census response data for housing units determined to be occupied.

Primary Focus: Hard to Persuade



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Integrated Design for Hard to Count Populations: Coverage Improvement

Objectives: To re-contact housing units in an effort to determine if people were missed, counted in the wrong place, or counted more than once during the census.

Primary Focus: Hard to Locate



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Integrated Design for Hard to Count Populations: Unexpected Events/Natural Disasters

- Rapid Response
- Factors:
 - Timing
 - Severity
 - Impacted geographic area
 - Access
 - Environmental
- Past Experiences:
 - Hurricanes: Katrina, Rita, Maria
 - Flooding: Red River
 - Earthquakes: San Francisco
 - H1N1 (Swine Flu) Virus

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Integrated Design for Hard to Count Populations: Tools*

- Planning Database
- Response Outreach Area Mapper (ROAM)
- Residence Criteria/Instructions
- Coverage Questions
- Language Materials
- Mailing Strategy
- Non-ID Response
- Administrative Records
- Field workforce
- Blitz Enumeration

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Integrated Design for Hard to Count Populations

Summary:

- Considerations of the 2020 Census environment
- Understanding Hard to Count Populations
- Integrated 2020 Census operational design
- Counting everyone once, only once, and in the right place

QUESTIONS?