Area Census Office Locations

**Burton Reist**
Decennial Communications and Stakeholder Relations
Area Census Office Locations
Process Overview

- Anticipated nonresponse followup workloads
- Management factors, including optimal number of census takers per office

- Anticipated nonresponse followup workloads
- Demographic factors, including historical contact data, location of group quarters, location of Hard-to-Count population
- Geographic factors, including both political and physical boundaries

- Anticipated nonresponse followup workloads
- Demographic factors, including population density, and location of Hard-to-Count population
- Geographic factors, including transportation infrastructure
Area Census Office Locations
Determining Number of ACOs

- Calculated the estimated field workload in each state, county, tract
- Data used:
  - Historical Census Data
  - Response rate projections
  - 2010 Nonresponse Followup (NRFU) contact history data
- Determined how many enumerators would be needed
- Determined how many enumerators each ACO could effectively manage
- Aimed to have about the same size workload and number of enumerators in each office
- Took into account geographic boundaries
- Included local knowledge from the regions
Area Census Office Locations

Delineation Comparison

Local Census Offices = 494
Early Local Census Offices = 150
NRFU Cases/Office = 95,618
Core NRFU Enumerators/Office = 651

Area Census Offices = 248
Wave 1 Area Census Offices = 40
NRFU Cases/Office = Approximately 200,000
Core NRFU Enumerators/Office = Approximately 1100
Area Census Office Locations
2020 ACO Delineation Process

- Establish Criteria
- Conduct Initial Delineation
- Conduct Interactive Review (input from Regional Offices)
- Census Management Review
Area Census Office Locations
2020 ACO Delineation Criteria

• At least one ACO per state
• Must not split Indian Reservations, regardless of county, state or regional boundaries
  • Trust lands may differ, based on consultations with tribal governments
• Must not split military bases
• Must not cross state or regional boundaries, with noted exceptions above
• After the ACO boundaries were determined, identified tentative locations for ACOs by considering:
  • Closest major cities/towns
  • High population density
  • Hard-to-Count population
  • Availability of office space
  • Close to major transportation networks
  • Areas with a diverse labor force and applicant pool
Area Census Office Locations
Delineation by Region and State

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Total ACOs by Census Region

<table>
<thead>
<tr>
<th>New York Region</th>
<th>Philadelphia Region</th>
<th>Chicago Region</th>
<th>Atlanta Region</th>
<th>Denver Region</th>
<th>Los Angeles Region</th>
<th>U.S. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>36</td>
<td>32</td>
<td>42</td>
<td>50</td>
<td>43</td>
<td>248</td>
</tr>
</tbody>
</table>

77
### Area Census Office Locations

**Delineation Summary by Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Total ACOs</th>
<th>Wave 1 ACOs</th>
<th>Average Estimated NRFU Workload</th>
<th>Total Number of Core Enum per Region</th>
<th>Average Number of Core Enum per ACO</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>45</td>
<td>7</td>
<td>175,751</td>
<td>31,813</td>
<td>707</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>36</td>
<td>6</td>
<td>228,240</td>
<td>26,553</td>
<td>738</td>
</tr>
<tr>
<td>Chicago</td>
<td>32</td>
<td>5</td>
<td>241,863</td>
<td>22,650</td>
<td>708</td>
</tr>
<tr>
<td>Atlanta</td>
<td>42</td>
<td>9</td>
<td>232,542</td>
<td>29,296</td>
<td>697</td>
</tr>
<tr>
<td>Denver</td>
<td>50</td>
<td>6</td>
<td>168,495</td>
<td>32,741</td>
<td>655</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>43</td>
<td>7</td>
<td>216,806</td>
<td>29,967</td>
<td>696</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>248</strong></td>
<td><strong>40</strong></td>
<td><strong>207,174</strong></td>
<td><strong>173,021</strong></td>
<td><strong>697</strong></td>
</tr>
</tbody>
</table>
The exact location of each office is yet to be finalized. The Census Bureau has determined areas of consideration and is working with GSA to determine suitable office locations. The exact location (including the area of consideration) could change during this process.
## Area Census Office Locations
### 2020 Regional Census Center/Area Census Office Milestones

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin opening Regional Census Centers (RCCs)</td>
<td>April 2018</td>
</tr>
<tr>
<td>Wave 1 ACOs</td>
<td>January – March 2019</td>
</tr>
<tr>
<td>Open remaining ACOs</td>
<td>July – September 2019</td>
</tr>
<tr>
<td>Complete closing all ACOs</td>
<td>December 2020</td>
</tr>
<tr>
<td>Complete closing all RCCs</td>
<td>June 2021</td>
</tr>
</tbody>
</table>

* Locations are deemed preliminary until GSA leasing process is complete.
Questions?
Redistricting Data Program

James Whitehorne
Census Redistricting & Voting Rights Data Office
Redistricting Data Program

**Mission:**
Provide the officers or public bodies having initial responsibility for the legislative apportionment or districting of each state an opportunity to identify the geographic areas for which specific tabulations of population are desired and to deliver those tabulations in a timely manner.

**Requirements:**
- Establish program criteria
- Identify required tabulations
- Conduct the program in a nonpartisan manner
- Deliver the tabulations to the governor and the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State no later than one year from Census Day (April 1, 2021)

**Identified “geographic areas desired”:**
- Census Tabulation Blocks
- Voting Districts (e.g. precincts, wards, etc.)
- Legislative and Congressional Districts
Redistricting Data Program

- March 31st—All 2010 Census P.L. 94-171 Data Shipments Complete
- NCSL & Census Bureau Evaluation Conference 2
- Publish, “Designing P.L. 94-171 Redistricting Data for the Year 2020 Census – The View From the States”
- Final P.L. 94-171 Specifications Published in the Federal Register
- Phase 2 – Voting District Project
- April 1st – Legal Deadline for the Delivery of the P.L. 94-171 data
- NCSL & Census Bureau Evaluation Conference 1
- Federal Register Notice Proposing the 2020 Census Redistricting Data Program Issued
- Phase 1 – Block Boundary Suggestion Project
- Deliver P.L. 94-171 Prototype Products
- April 1st – Census Day
- Phase 3 – Data Delivery for the 2020 Census Redistricting Data Program
Redistricting Data Program
Phase 1

Block Boundary Suggestion Project (BBSP)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Delineation</td>
<td>December 2015 – May 2016</td>
</tr>
<tr>
<td>Verification</td>
<td>December 2016 – May 2017</td>
</tr>
</tbody>
</table>

BBSP Participation

<table>
<thead>
<tr>
<th>State</th>
<th>BBSP Initial</th>
<th>BBSP Verification</th>
</tr>
</thead>
<tbody>
<tr>
<td>States Participating</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>States with changes for all counties</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>States with BAS Updates</td>
<td>17</td>
<td>19</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Participated – Submitted Updates</td>
<td>1150 (36 percent of nation)</td>
<td>966 (30 percent of nation)</td>
</tr>
<tr>
<td>Participated – No Updates</td>
<td>881 (27 percent of nation)</td>
<td>903 (28 percent of nation)</td>
</tr>
<tr>
<td>Did Not Participate</td>
<td>1,188 (37 percent of nation)</td>
<td>1,351 (42 percent of nation)</td>
</tr>
</tbody>
</table>
Redistricting Data Program  
Phase 2 – Voting District Project (VTDP)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Delineation</td>
<td>January 3, 2018 – May 31, 2018</td>
</tr>
<tr>
<td>Verification I</td>
<td>January 2, 2019 – May 31, 2019</td>
</tr>
<tr>
<td>Verification II*</td>
<td>January 2, 2020 – March 31, 2020</td>
</tr>
</tbody>
</table>

*Added a short second round of verification for those states who participate in both the Initial Delineation and the first round of Verification
Redistricting Data Program

Phase 3 – Data Delivery

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prototype Geographic Support Products</td>
<td>January 2019 – February 2019</td>
</tr>
<tr>
<td>Prototype P.L. 94-171 Redistricting Data</td>
<td>March 2019</td>
</tr>
<tr>
<td>Geographic Support Products</td>
<td>November 2020 – February 2021</td>
</tr>
<tr>
<td>P.L. 94-171 Redistricting Data</td>
<td>February 2021 – March 31, 2021</td>
</tr>
</tbody>
</table>

Geographic Support Products

- Shapefiles
- Maps (PDF only)
- Block Assignment Files
- Block to Block Relationship Files
Redistricting Data Program
Phase 3 – Data Delivery (continued)

## P.L. 94-171 Redistricting Data

<table>
<thead>
<tr>
<th>2010</th>
<th>2018 Prototype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table P1 – Race</td>
<td>Table P1 – Race and Hispanic or Latino Origin</td>
</tr>
<tr>
<td>Table P2 – Race for Population 18 Year and Over</td>
<td>Table P2 – Race and Hispanic or Latino Origin for the Population 18 and Over</td>
</tr>
<tr>
<td>Table P3 – Hispanic or Latino, and not Hispanic or Latino by Race</td>
<td></td>
</tr>
<tr>
<td>Table P4 – Hispanic or Latino, and not Hispanic or Latino by Race</td>
<td></td>
</tr>
<tr>
<td>for the Population 18 and Over</td>
<td></td>
</tr>
<tr>
<td>Table H1 – Occupancy Status (Housing)</td>
<td>Table H1 – Occupancy Status (Housing)</td>
</tr>
</tbody>
</table>

**New Table**

Table P? – Group Quarters Population by Group Quarters Type
Redistricting Data Program
Phase 4 – Congressional and State Legislative Districts Collection

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>115th Congress and 2016 State Legislative Districts</td>
<td>November 2015 – April 2016</td>
</tr>
<tr>
<td>116th Congress and 2018 State Legislative Districts</td>
<td>November 2017 – April 2018</td>
</tr>
<tr>
<td>117th Congress and 2020 State Legislative Districts</td>
<td>No Collection</td>
</tr>
<tr>
<td>118th Congress and 2022 State Legislative Districts</td>
<td>November 2021 – April 2022</td>
</tr>
</tbody>
</table>

2010 115th Congress 100 percent Data
- Retabulation of the 2010 Census Summary File 1 Data
- Released October 19, 2017
Redistricting Data Program

## Milestones

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Register Notice (FRN) announcing the 2020 Census Redistricting Data Program</td>
<td>July 15, 2014</td>
<td>✔️</td>
</tr>
<tr>
<td>Publish “The View From the States” for the 2020 Census</td>
<td>January 5, 2015</td>
<td>✔️</td>
</tr>
<tr>
<td>Establish 2020 Redistricting Data Program liaisons</td>
<td>April 2015 to February 2016</td>
<td>✔️</td>
</tr>
<tr>
<td>FRN announcing Phase 1 – Block Boundary Suggestion Project (BBSP)</td>
<td>June 26, 2015</td>
<td>✔️</td>
</tr>
<tr>
<td>BBSP Invitation to participate</td>
<td>August 31, 2015</td>
<td>✔️</td>
</tr>
<tr>
<td>Collect boundaries for the 115th Congress and 2016 State Legislative Districts</td>
<td>November 2015 to April 2016</td>
<td>✔️</td>
</tr>
<tr>
<td>BBSP Completed</td>
<td>July 31, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>FRN announcing Phase 2 – Voting District Project (VTDP)</td>
<td>June 28, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>VTDP Invitation to participate</td>
<td>September 29, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>FRN for comment on prototype data design from 2018 Census Test</td>
<td>October, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>Collect boundaries for the 116th Congress and 2018 State Legislative Districts</td>
<td>November 2017 to April 2018</td>
<td>✔️</td>
</tr>
<tr>
<td>FRN final prototype data design from 2018 Census Test</td>
<td>March 2018</td>
<td>✔️</td>
</tr>
<tr>
<td>Deliver prototype data and geographic files from the 2018 Census Test</td>
<td>March 2019</td>
<td>✔️</td>
</tr>
<tr>
<td>VTDP Completed</td>
<td>March 2020</td>
<td>✔️</td>
</tr>
<tr>
<td>Deliver official P.L. 94-171 Redistricting Geographic Files</td>
<td>November 2020 to February 2021</td>
<td>✔️</td>
</tr>
<tr>
<td>Deliver official P.L. 94-171 Redistricting Data Summary Files</td>
<td>February 2021 to March 2021</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Questions?
Integrated Partnership and Communications Plan: Version 1.0

Maria Olmedo-Malagon
Decennial Communications Coordination Office
Integrated Partnership and Communications

Outline

• Overview
• Research Roadmap
• 2020 Census Integrated Communications Plan
The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the Island Areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response
Integrated Partnership and Communications
Research and Communications Integration

STEP 1: Predictive Models

STEP 2: Conduct the Census Barriers, Attitudes, and Motivators Survey (CBAMS) 2020

STEP 3: Segmentation

STEP 4: Media Planning

STEP 5: Design Advertising

STEP 6: Deliver Advertising

STEP 7: Optimize Resources

STEP 8: Rapid Response

"Families that responded to 7% less than we predicted in 2020."
Integrated Partnership and Communications

Research Roadmap

**Predictive Models**
- Census & commercial data
- Predict likelihood to respond, mode & timing

**Segmentation**
- Prioritize based on predicted response, demos, and attitudinal data
- Can be aggregated at any geographic level

**Creative Development**
- Expert creative teams
- Robust pre-testing
- Iterative refinements based on research

**CBAMS 2020**
- Quantitative
- Qualitative

**Audience, Media & Channel Outputs**
- Media planning informed by models
- Align message, medium, and spend

**Rapid Response & Monitoring**
- Situation monitoring
- Real-time comparisons with predictive models
- Ongoing optimization of content and placement
Integrated Partnership and Communication
Predictive Models & Segmentation

**Key inputs**
- Census data
- Research insights
- 3rd party data
- Media usage data

**Predictive modeling**
- Likelihood to respond
- Mode (online, paper)
- Timing of response
- Attitudes & messaging
Integrated Partnership and Communications

Census Barriers, Attitudes, and Motivators Study (CBAMS) 2020 Research

**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.
Integrated Partnership and Communications

Key Elements of Integrated Communications Contract Plan

- Advertising and Media Buying
- Stakeholder Relations and Partnership Programs
- Website Development
- Social Media
- Public Relations and Events and Crisis Communications
- Rapid Response Activities
- Statistics in Schools Program
- Field Recruitment Advertising and Communications
- Data Dissemination
Integrated Partnership and Communications
Preliminary Phases of 2020 Census Communication*

*Timing is directional and subject to change based on ongoing research and planning.

*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.

---

**Strategic Early Education Phase,**
January 2019 – December 2019*

**Awareness Phase,**
January 2020 – February 2020*

**Motivation Phase,**
March 2020 – April 2020

**Reminder Phase,**
May 2020 – July 2020

**Thank-You Phase,**
August 2020 – December 2020

**Data Dissemination Phase,**
January 2021 – Ongoing

---

*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*
Integrated Partnership and Communications
Advertising and Media Buying

Key Considerations
• Competition with other 2020 events (elections, Olympics)
• Ongoing and rapid changes to media landscape
• Role of digital is key, but limitations for reaching some audiences
• Upfront media buy (May 2019) critical for securing majority of advertising inventory

Approach
• Monitor opportunities for emerging technologies
• Paid media/advertising 101 + Paid Media Review Team
• Research and data-driven planning at small geography level provided greater flexibility in managing and optimizing paid media
• Mix of digital and traditional media
• Streamlined, cross-team participation
• Optimize based on rapid response activities
Integrated Partnership and Communications
Stakeholder Relations and Partnership Programs

Stakeholder Relations

Key Considerations
• Early outreach and ongoing engagement
• Significant influence on campaign success – data users, connections to HTC groups
• Educate stakeholders on campaign processes (e.g., creative development, media buying)
• Localized engagement

Approach
• Enlist stakeholders to support the word among their own audiences
• Integrate closely with existing Census Bureau stakeholders relations effort
• Solicit stakeholder input throughout campaign
• Provide regular briefings and updates

Partnership Programs

Key Considerations
• Early start and ongoing engagement
• Integration and continuous coordination of local and national partners engagement
• Coordinated, audience-focused approach to identifying partners and activities

Approach
• Leverage trusted voices, both locally and nationally
• Tiers of support based on partner reach and interest
• Early engagement with national and corporate partners to accommodate longer planning cycles and maximize commitment
• Develop suite of customizable materials to increase reach and utility (digital and print)
Integrated Partnership and Communications
Website Development

Key Considerations
• Website is key to digital census (awareness, validation, conversion, dissemination)
• Consistent user experience across digital properties and survey tool
• Cybersecurity
• Rapid Response support
• Scaling data dissemination

Approach
• Mobile-First approach
• Tailor content and landing pages by audience
• Offer content in multiple languages
• Conduct full User Inference (UI)/User Experience (UX) testing early to optimize usability
• Ensure site provides ability to continuously refine landing page content and layout based on web analytics
• Continual integration with other program areas
Integrated Partnership and Communications

Social Media

Key Considerations
• Rapidly changing and crowded landscape
• Real-time customer service
• Alignment with other federal agencies’ standards & protocols

Approach
• Determine mix of channels
• Develop rich content: multimedia, multilingual, user-generated
• Streamline content approval and deployment process
• Continually monitor to optimize media and respond to issues
• Engage partners & influencers to amplify messaging
• Supporting digital/in-person events and recruiting
Integrated Partnership and Communications
Public Relations and Events and Crisis Communications

Key Considerations
• Changing media landscape + evolving consumption habits
• Competition with other news/events
• Potential for cyber threats; concerns with security, validity of online content

Approach
• Phased execution, shifting messaging based on campaign timing and response data
• Host engagement events to drive response
• Establish central/regional crisis teams and develop scenario-based plans for key risks
• Conduct media/risk trainings for spokespeople
Integrated Partnership and Communications
Rapid Response Activities

Key Considerations
• Objective of rapid response is to maximize response and minimize cost (boost early response, digital response, and overall self-response)
• Includes reporting and program optimization across communications channels (includes PR and Crisis)
• Data-based decision making requires integration of response data and campaign activity data
• Current plans for modeling and executing at a small-geography level

Approach
• Build rapid response team and protocols
• Develop issue/response hierarchy to streamline decisions
• Actively monitor campaign data and respond to issues
Integrated Partnership and Communications
Statistics in Schools Program

Key Considerations
- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on SIS website*

Approach
- Develop and distribute outreach materials (e.g., explanatory SIS toolkit)
- Develop new classroom materials:
  - Pre-K and bilingual activities
  - Games and digital tools
  - Take-home materials for parents
- Phased approach to engagement
  - Promotion through partners and conferences
  - Direct teacher and administrator outreach & materials fulfillment
- Possible new features (e.g., “Mock Census” events)

*tentative
Integrated Partnership and Communications
Field Recruitment Advertising and Communications

Key Considerations
• Largely digital recruiting effort
• Hyperlocal approach to recruiting in hard-to-count areas
• Alignment with overall 2020 campaign
• Lengthy federal hiring process can take several months

Approach
• Drive to single appropriately branded 2020 census job site, with custom landing pages by audience
• Test branded creative/messaging among audience segments
• Use of existing contacts and referrals
• Included detailed job description to encourage candidate fit

Example of Candidate Website
Integrated Partnership and Communications
Data Dissemination

Key Considerations
• Integrate data dissemination throughout campaign – from early awareness to post-collection
• New data platform in development at Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI) (http: data.census.gov)
• Opportunity to strengthen and maintain relationships with respondents, stakeholders, and partners

Approach
• Generate interest in the count with data from previous censuses
• Support “thank-you” phase with digital and print materials
• Reengage audiences with data products and materials following completion of the count
## Integrated Partnership and Communications

### Milestones*

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Target Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award Contract</td>
<td>August 24, 2016</td>
</tr>
<tr>
<td>Kick-Off Meeting for Contract</td>
<td>August 31, 2016</td>
</tr>
<tr>
<td>Census 101 Training for contractor</td>
<td>September 19 – 20, 2016</td>
</tr>
<tr>
<td>Regional Offices Listening Tour</td>
<td>November 9, 2016 – January 12, 2017</td>
</tr>
<tr>
<td>Stakeholders Listening Tour</td>
<td>April 2017</td>
</tr>
<tr>
<td>Delivery of Research Road Map</td>
<td>May 2017</td>
</tr>
<tr>
<td>Delivery of 2020 Census Integrated Communications Plan Version 1.0</td>
<td>June 2017</td>
</tr>
<tr>
<td>2020 Census Barriers, Attitudes and Motivators Study</td>
<td>February – April 2018 (planned)</td>
</tr>
</tbody>
</table>

*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.
Questions?