



2020 Census Program Management Review

Decennial Census Programs
U.S. Census Bureau

April 20, 2018

Welcome

Albert E. Fontenot Jr.
Associate Director
Decennial Census Programs

Welcome

Housekeeping Items

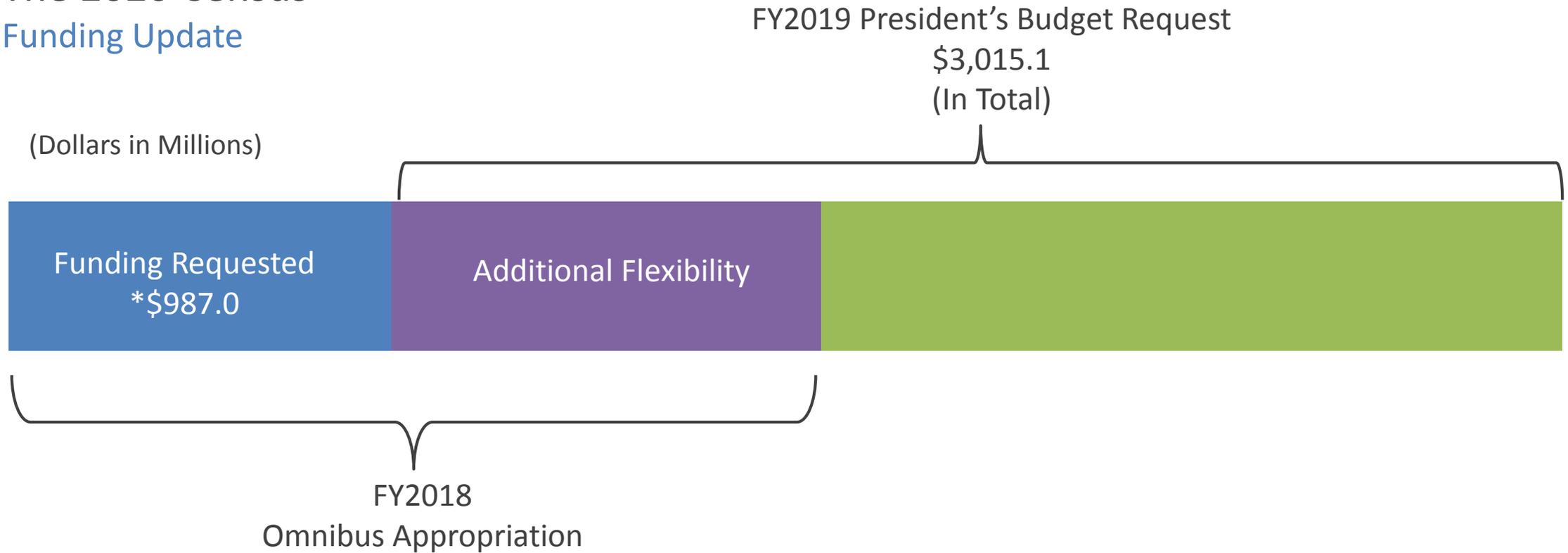
- Meeting is being broadcast via a publicly available web broadcast
 - Consider all microphones live at all times when having sidebar conversations
- For questions, please remember to speak directly into the microphones for the benefit of other participants, including those watching via any external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

Welcome

Today's Agenda

- Welcome and High-Level Program Updates
- Update on Testing/Demonstration
 - 2018 End-to-End Census Test
 - 2018 End-to-End Census Test: Nonresponse Followup
 - ECaSE Enumeration Demonstration
 - Wrap-up and Final Remarks on Testing Status
 - Update on Cybersecurity; Validating and Ensuring Data Integrity; and Update on Systems Readiness
- 2020 Census Operations
 - Update on National Partnerships
 - Update on Communications
 - Geographic Programs Update
 - Redistricting: The Road to 2020
- Wrap-Up

The 2020 Census Funding Update

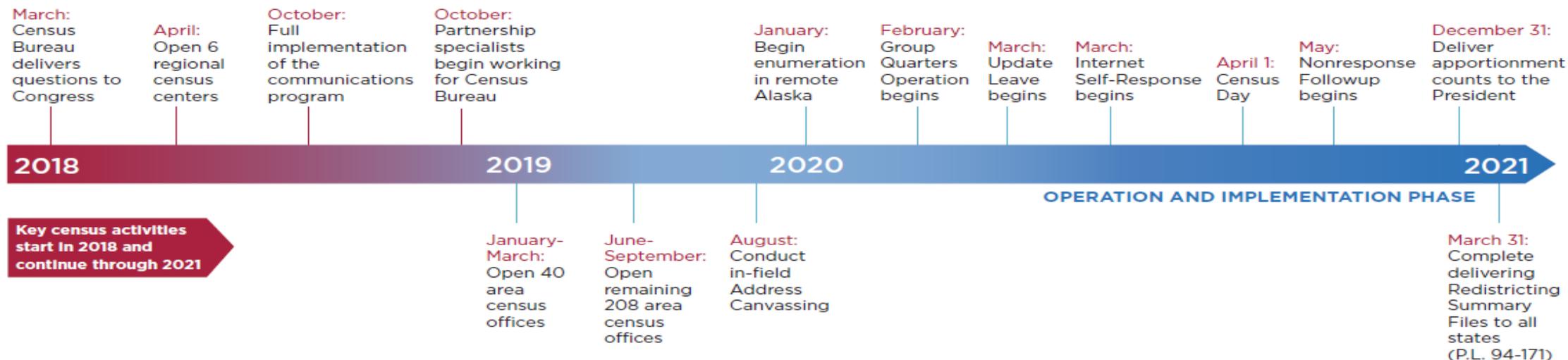


*Adjustment to FY 2018 President's Budget Request, as referenced publicly in the testimony by Secretary of Commerce to the House Committee on Oversight and Government Affairs on October 13, 2017.

** Funding reflects total allocated to the 2020 Census in the Omnibus Appropriation for FY 2018, as enacted on March 23, 2018 (H.R. 1625). In addition to the funding requested for FY 2018, the appropriation included \$50 million for Secretarial Controlled contingency, and approximately \$1.056 billion representing a portion of the FY 2019 budget request for the 2020 Census to, according to the Omnibus report, ensure that Census has the necessary resources to immediately address any issues discovered during the 2018 End-to-End Test, and to provide a smoother transition between fiscal year 2018 and fiscal year 2019.

The 2020 Census

Where Are We Now



Key Activities:

- **Delivery of Questions to Congress:** The Census Bureau delivered the questions on March 29, 2018 as mandated by Title 13.
- **2018 End-to-End Census Test:**
 - Census Day for the 2018 End-to-End Census Test was April 1.
 - Update Leave started on April 9.
 - Nonresponse Followup will start on May 9.
 - Group Quarters begins June 11.
- **Regional Census Centers Opening:** Dallas opened this week, New York and Philadelphia will open on April 21, Chicago and Los Angeles will open on April 28, and Atlanta will open on May 7.
- **Area Census Office Leasing:** We are currently identifying space and establishing leases for the 40 ACOs that open in January 2019, and the 208 ACOs that open the following summer.
- **Early Planning for the Communications Program:** As the research is completed this Spring our contracting team will begin development for the media plans, messaging and creative treatments in the Summer and Fall.
- **Ramp up of the Partnership Program:** Limited partnership staff are already in place, but we'll be expanding this staff this year with the goal of ramping up to 1,000 Partnership Specialists by June of 2019.

The 2020 Census

Major Contracts*

Contract Status

Awarded

Pre-Award

Technical Integrator Vendor: T-REX Solutions, LLC (17 subcontractors)

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 (subcontractor)

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 (8 subcontractors)

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

Field IT Deployment (FITd) Vendor: TBD

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 (10 subcontractors)

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 (5 subcontractors)

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

Integrated Communications Vendor: Y&R (19 Subcontractors)

Supports the advertising and partnership program.

C-SHaRPS Fingerprinting Vendor: IndraSoft, Inc

Provides fingerprinting services for field staff.

2020 Census Print and Mail Vendor: Cenveo

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

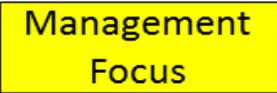
*This slide represents the status of major contracts for the 2020 Census and is not an exhaustive list of contracts or contract opportunities

The 2020 Census

Major Contracts: Periodic Performance Management Reports

Status	Report Title
	Technical Integrator (TI) – T-Rex
	Decennial Device as a Service (dDaaS) – CDW-G
	Census Questionnaire Assistance (CQA) – GDIT
	2020 Enterprise Censuses and Surveys Enabling (ECaSE) Platform – immixGroup/Pega
	Integrated Communication Contract (ICC) – Y&R Team
	C-SHaRPS Recruiting and Assessment – CSRA
	C-SHaRPS Fingerprinting – Indrasoft
	Printing & Mailing – Cenveo

Legend

 On Track	 Management Focus	 Requires Attention
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Questions?

Program Updates

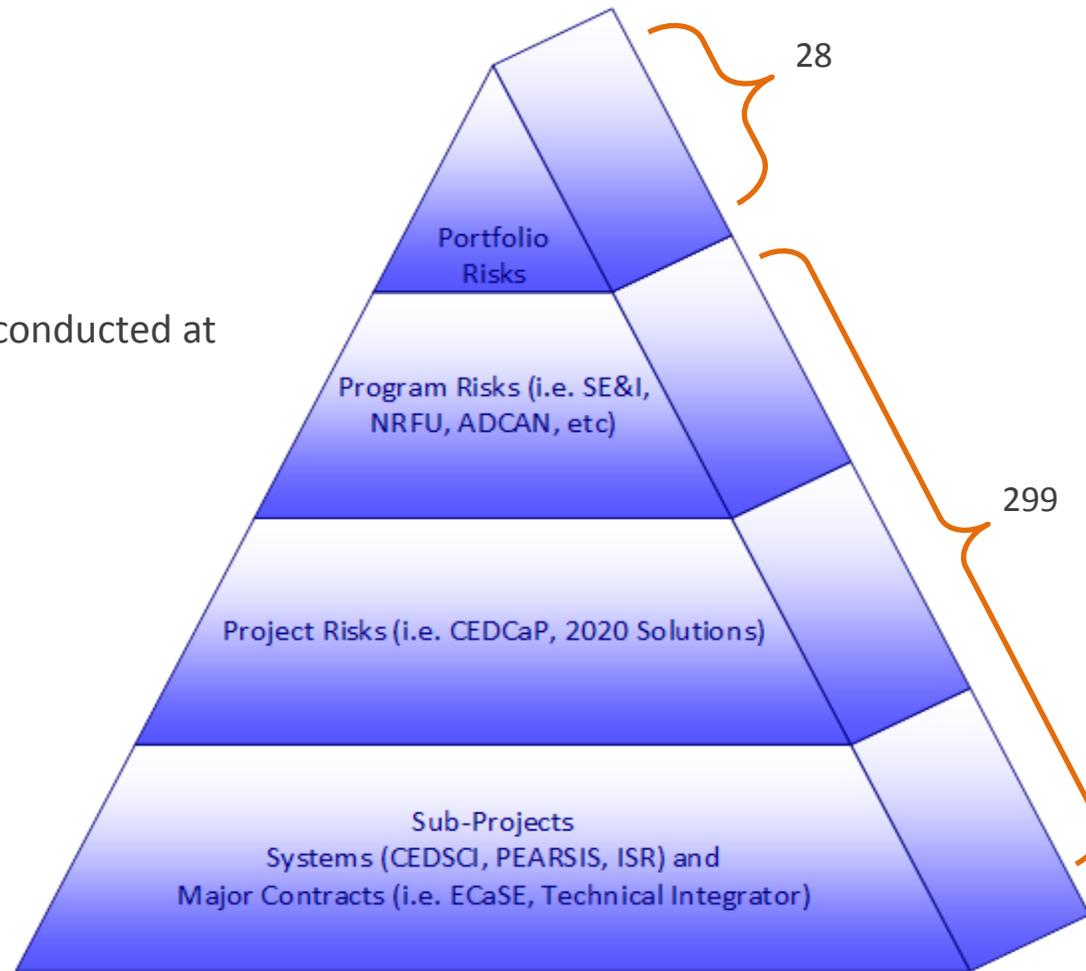
James B. Treat

Assistant Director

Decennial Census Programs, Operations and Schedule Management

2020 Census Risk Management

The risk and issue management process is conducted at all levels of the 2020 Census Portfolio

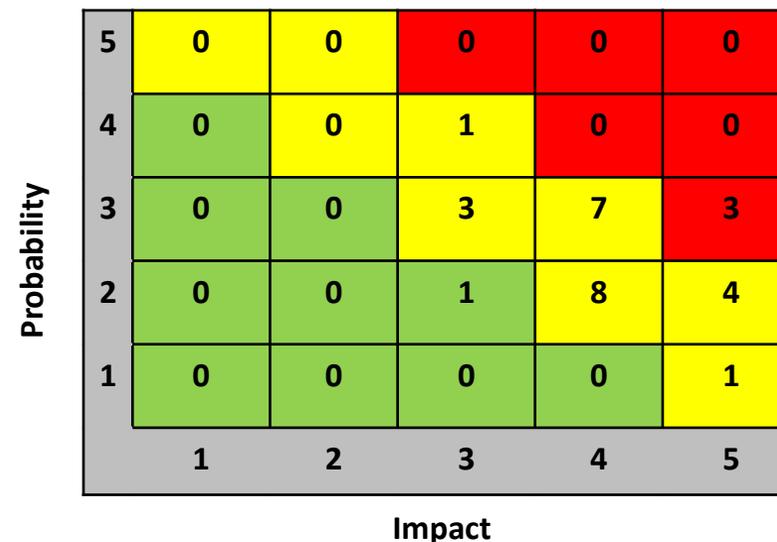


2020 Census Portfolio Risk Management Process

2020 Census

Portfolio Risk Summary

Quadrant	Total Risks	%
RED	3	10.7%
YELLOW	24	85.7%
GREEN	1	3.6%
TOTAL	28	100%



The selected risks that follow represent the major concerns that could affect the design or the successful implementation of the 2020 Census.

- Cost Impacts of Late Changes (Probability 3, Impact 5) **RED**
- Public Perception of ability to Safeguard Response Data (Probability 3, Impact 5) **RED**
- Cybersecurity Incidents (Probability 3, Impact 5) **RED**

2020 Census

Schedule Update

- Schedule development from July through December 2017
- Baselined the schedule on December 14, 2017
- Started weekly statusing and monitoring on December 15, 2017
- Conducting a chronological review for integration of detailed activities
 - Operations for Releases 1 and 2 – Completed January 26, 2018
 - Systems for Releases 1 and 2 – Completed March 16, 2018
 - Early Data Collection Operations for Release 3 – Completed April 20, 2018
 - Remaining Data Collection Operations for Release 3 – Planned finish on June 1, 2018
 - Remaining Operations, Release 4 – Planned finish on July 13, 2018

2020 Census Schedule Update

Current Reports

- Should Have Started/Should Have Finished Report – the status of a list of activities that should have started and/or finished and have not started or finished
- 30, 60 & 90 Day Look Ahead Reports – the status of a list of activities that should start and/or finish in the next 30/60/90 days
- Executive Alert Report (EAR) – the status of a list of activities which are the gates that must start and finish on time in order to deliver the apportionment and redistricting data products
- Critical Path Report – the status of a set of activities that is the high level main path through the program, a subset of EAR

Under Development

- ATO Milestones Report – the status of a list of system Authority to Operate (ATO) activities
- SE&I Milestones Report – the status of a list of activities SE&I tracks related to system readiness

Performance Management

2018 End-to-End Census Test Periodic Reports

Current Reports

- Self-Response Mail Strategy
- Self-Response Rates
- Non-ID Processing
- Census Questionnaire Assistance Inbound Calls
- Coverage Improvement Outbound Calling
- USPS Informed Delivery & Kiosks
- Recruiting for Peak Operations
- Nonresponse Followup Field Staff Onboarding Status

Under Development

- Nonresponse Followup
- Device Logistics
- Plan of Actions and Milestones (POA&Ms)

Performance Management

2020 Census Periodic Reports

- Area Census Offices Lease Status – Wave 1
- Area Census Offices Lease Status – Wave 2
- Regional Census Center Space Acceptance & Opening Status
- Local Update of Census Addresses (LUCA) Registration
- Local Update of Census Addresses (LUCA) Returns
- Census Barriers Attitudes and Motivators Survey (CBAMS)
- Census Barriers Attitudes and Motivators Survey (CBAMS) Focus Group

Periodic Performance Management Reports

Area Census Office Lease Status – Wave 1

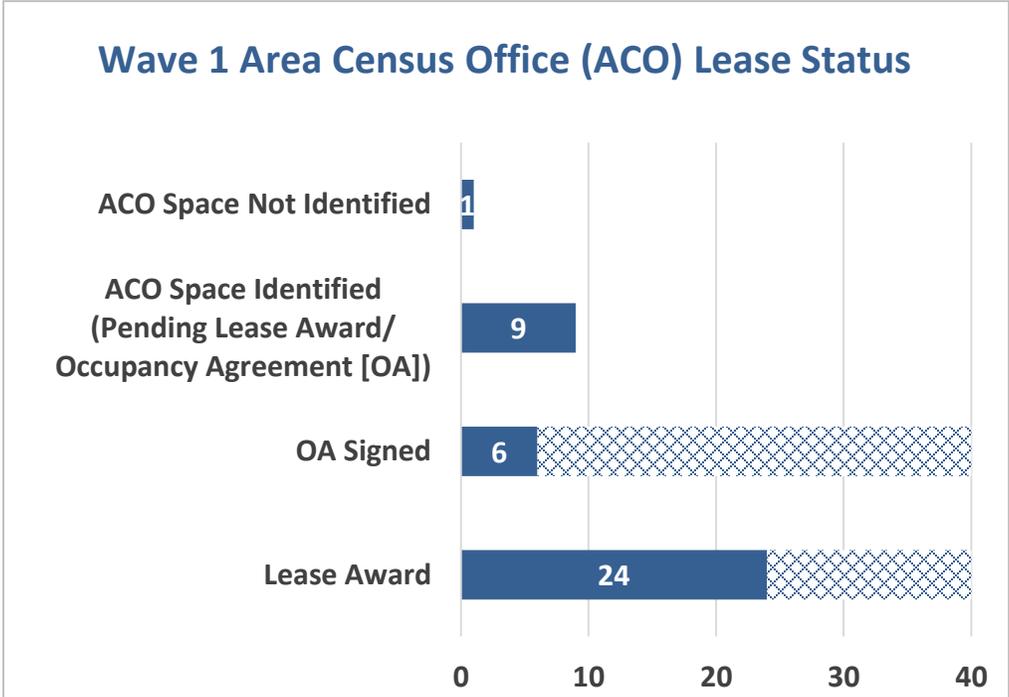
Wave 1 Area Census Office (ACO) Lease Status

Status:
● Requires Attention

Data current as of:
April 19, 2018

Completion Date
(adjusted):
April 11, 2018

Notes:
The completion date was moved
from March 31, 2018.



Source: Weekly Field Division Report

Periodic Performance Management Reports

Area Census Office Lease Status – Wave 2

Wave 2 Area Census Office (ACO) Lease Status

Status:

● On Track

Data current as of:

April 19, 2018

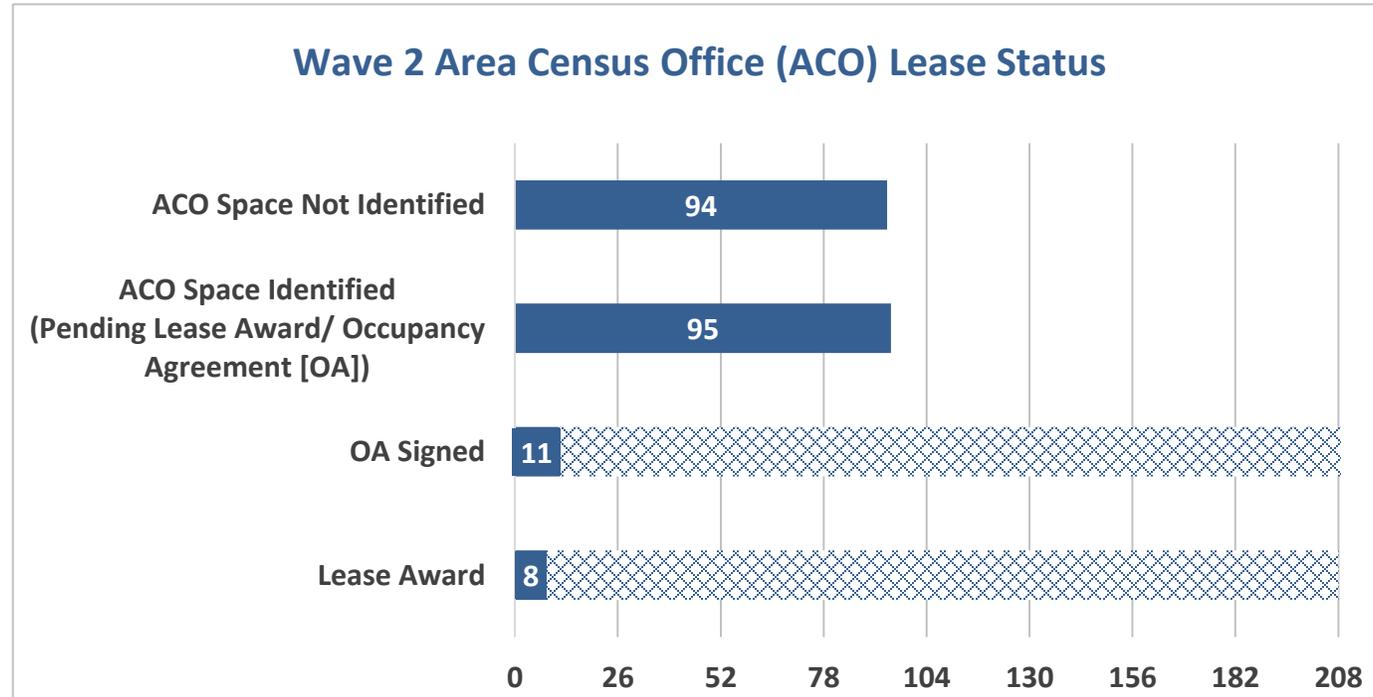
Completion Date

(adjusted):

October 15, 2018

Notes:

The completion date was moved from September 30, 2018.



Source: Weekly Field Division Report

Periodic Performance Management Reports

Regional Census Center Space Acceptance & Opening Status

Regional Census Center (RCC) Status

Status:

 Management Focus

Data current as of:

April 19, 2018

RCC Open Dates:

April 16, 2018 (Dallas)

April 21, 2018 (New York and Philadelphia)

April 28, 2018 (Chicago and Los Angeles)

May 7, 2018 (Atlanta)

Notes

Philadelphia, Chicago, Dallas, Atlanta, Los Angeles, and New York RCCs received ATOs for their phone systems on April 11, 2018.

Furniture and Supplies deployed at all 6 RCCs as of April 10, 2018.



RCC	Buildout/ Space Accepted	Furniture/ Supplies/ IT Equipment Deployed	RCC Open
Philadelphia RCC	●	●	●
Chicago RCC	●	●	●
Dallas RCC	●	●	●
Atlanta RCC	●	●	●
Los Angeles RCC	●	●	●
New York RCC	●	●	●

Legend



Sources: Bi-Weekly Field Division Report; FLD FIB Confirmation

Periodic Performance Management Reports

2020 Local Update of Census Addresses (LUCA) Registration – Final Report

2020 Local Update of Census Addresses (LUCA)

Status:

● *Completed*

Data current as of:

March 1, 2018

Completion Date:

January 31, 2018

Notes:

- *Extended the registration deadline for natural disaster areas until January 31, 2018*
- *45 States are registered to participate, up from 28 states in 2010 LUCA*

Registration

11,537

Governments Registered

Coverage Measures



Of the **population** covered



Of the **housing** covered

Source: Daily LUCA E-mailed Report

Periodic Performance Management Reports

Local Update of Census Addresses (LUCA) Returns

LUCA Returns

Status:

● *On Track*

Data current as of:

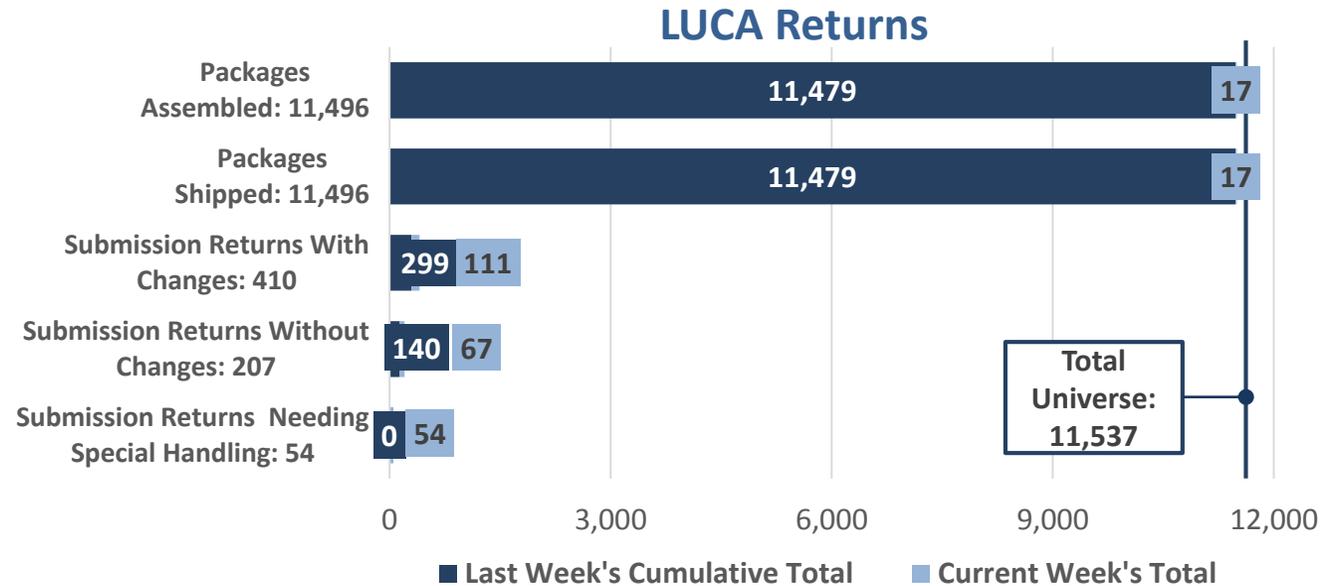
April 19, 2018

Completion Date:

*For stateside, August 31, 2018
For Puerto Rico, October 15, 2018*

Notes:

Due to the impacts of Hurricane Maria, Puerto Rico's submission deadline is October 15, 2018.



Coverage Measures



Of the **population** covered



Of the **housing** covered

Source: LUCA Returns Emailed Report

Performance Management

Additional Periodic Reports Planned for 2020 Census¹

- Area Census Offices Space Acceptance and Opening Status – Wave 1 and 2
- Data Capture Center Lease/Build-out
- Recruiting and Onboarding
- Address Canvassing
- Printing
- Call Center Lease/Build-out
- Update/Leave
- Group Quarters Operations
- Remote Alaska and Update/Enumerate
- Data Capture Activities
- Post-Data Collection Processing
- P.L. 94-171 Data and Geographic Products
- Post Enumeration Survey Operations
- Scalability & Performance Testing

¹ Operational reports produced for 2018 End-to-End Census Test also will be produced for the 2020 Census

Questions?

2018 End-to-End Census Test Update

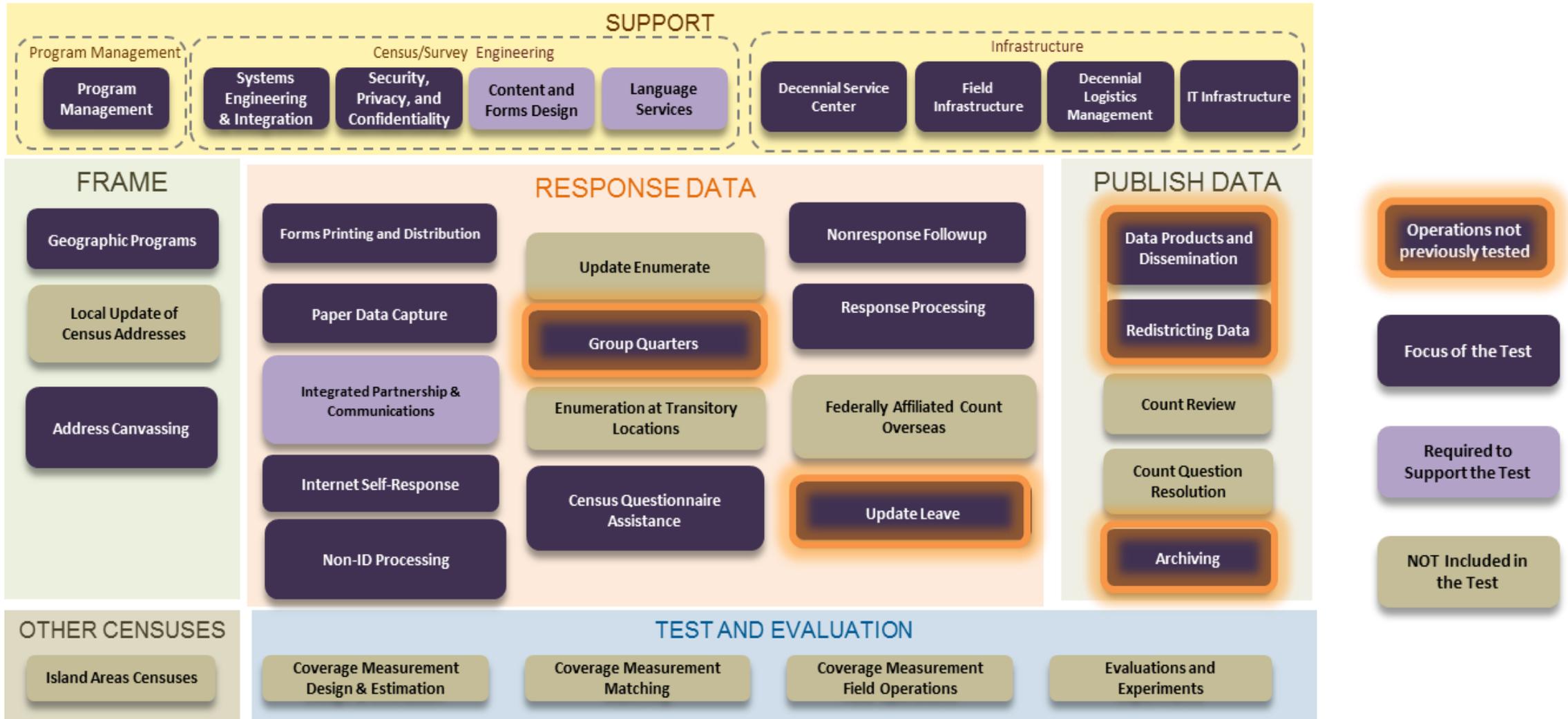
Deborah Stempowski

Chief

Decennial Census Management Division

The 2018 End-to-End Census Test

Operational Scope



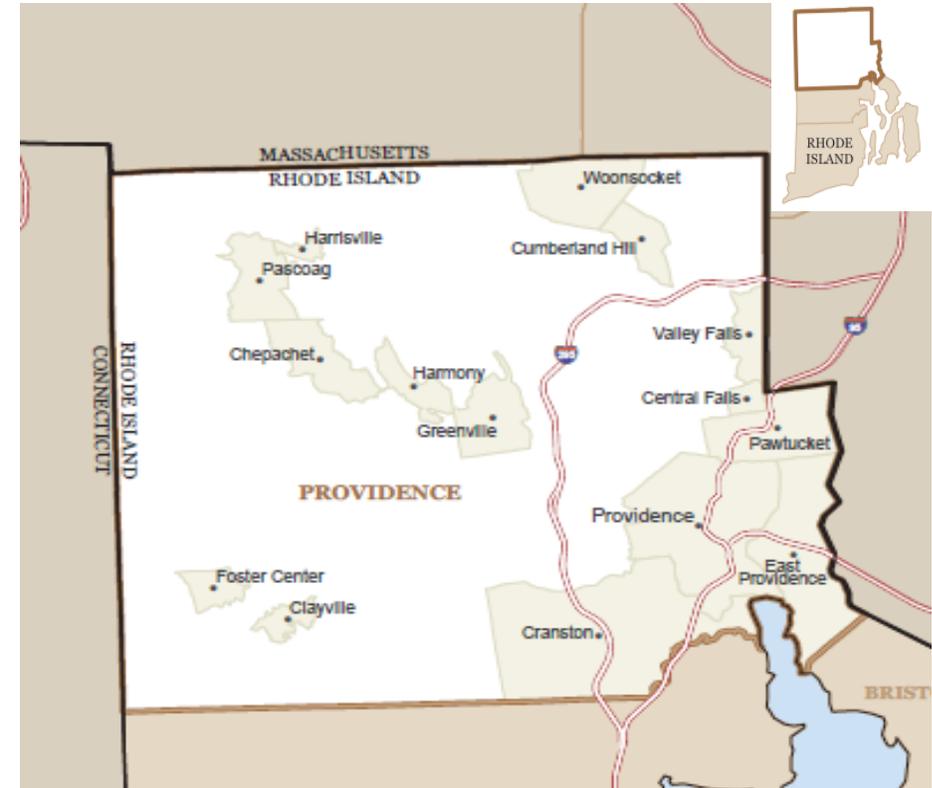
2018 End-to-End Census Test

Peak Operations Overview

Peak Operations

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and nonfunctional requirements
- Produce a prototype of geographic and data products

Providence County, RI



2018 End-to-End Census Test

Peak Operations: Self-Response

Objectives

- Maximize online response through contact strategies and improved access for respondents
- Validate the 2020 self-response contact strategy

Methodology

- Deploy a staggered mail strategy
- Collect response data on the Internet to reduce paper and in-person visits, and maximize online response with contact strategies and improved access to respondents
- Make it easy for people to respond anytime, anywhere to increase self-response rates by providing response options that do not require a unique Census-assigned User ID
- Provide questionnaire assistance for respondents by answering questions about specific items or other frequently asked questions; provide an option for callers to complete an interview over the telephone

Approach

- Integrates Enterprise Censuses and Surveys Enabling (ECaSE) Internet Self-Response (ISR) application and the Census Questionnaire Assistance Solution
- Uses ECaSE Survey Operational Control System to control and manage workload
- Implements Real-Time Non-ID processing
- Utilize our paper data capture solutions to support paper responses

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy:
 - Two-panel design – Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- ~ 277,000 housing units in sample
 - ~195,000 Internet First
 - ~82,000 Internet Choice
- Languages: English and bilingual (English/Spanish)
 - ~200,000 English
 - ~76,000 Bilingual (English / Spanish)

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

2018 End-to-End Census Test

Census Questionnaire Assistance



Respondents

Contact Census Questionnaire Assistance call centers for assistance



Census Questionnaire Assistance (CQA)

Provide assistance via self-service and/or customer service representatives

Supported Languages

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog

Jacksonville, FL Call Center

- 63 customer service representatives for 2018



Sandy, UT Call Center

- 49 customer service representatives for 2018



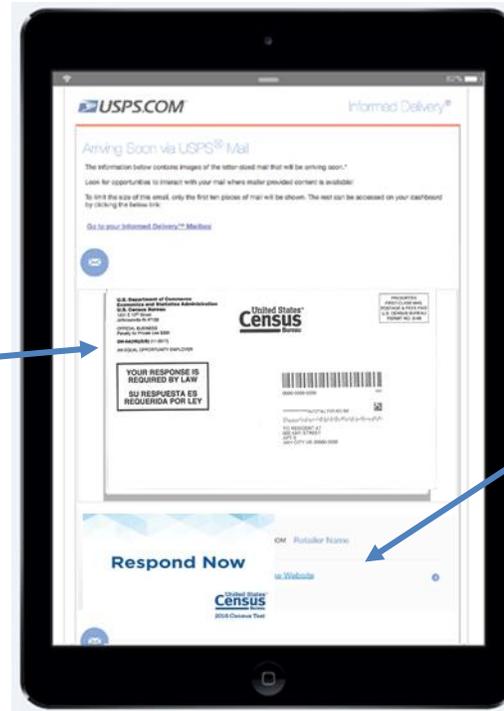
2018 End-to-End Census Test

U.S. Postal Service: Informed Delivery

Informed Delivery is a consumer-facing feature that gives eligible residential consumers the ability to see a daily digital preview of their household's mail arriving soon. The digital preview will contain a ride-along image and embedded link that connects subscribers to the Census Bureau's 2018 End-to-End Census Test online questionnaire.



Subscribers receive a morning **notification that includes grayscale images of the exterior, address side** of incoming letter-sized mailpieces (processed through automated equipment); subscribers can **view images through email or on their dashboard at informeddelivery.usps.com**



For Mailers participating with Informed Delivery, **a colored ride-along image and interactive content** can also be shown

There are over 13,000 Informed Delivery subscribers in Providence County, RI.

2018 End-to-End Census Test

U.S. Postal Service: Self-Response Kiosks

The Census Bureau will test the feasibility and use of USPS' advanced retail infrastructure to house Self-Response Kiosks to complete the 2018 End-to-End Census Test questionnaire online.

Purpose: Increase self-response by placing internet-enabled tablets at approximately 30 Post Offices in Providence County, Rhode Island

Kiosk: Tablet secured to a stand with signage, with access only to the online questionnaire



Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response Mail Strategy

Mail Strategy for Self-Response Type of Enumeration Area (TEA 1)

Status:

● On Track

Data current as of:

April 19, 2018

Completion Date:

April 30, 2018

Notes:

- Dates shown are in-home dates
- Mailing 4 includes a questionnaire to all nonresponding housing units

	Internet First	Internet First	Internet First	Internet Choice
	Cohort 1	Cohort 2	Cohort 3	N/A
Mailing 1	● 3/16/18	● 3/20/18	● 3/23/18	● 3/16/18
Mailing 2	● 3/20/18	● 3/23/18	● 3/27/18	● 3/20/18
Mailing 3*	● 3/30/18	● 4/3/18	● 4/6/18	● 3/30/18
Mailing 4*	● 4/12/18	● 4/16/18	● 4/19/18	● 4/12/18
Mailing 5*	● 4/23/18	● 4/26/18	● 4/30/18	● 4/23/18

* Targeted only to nonresponding housing units

Legend



Source: 2018 End-to-End Census Test Mail Strategy

Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response of Housing Units

Self-Response of Housing Units

Status:

● Management Focus

Data current as of:

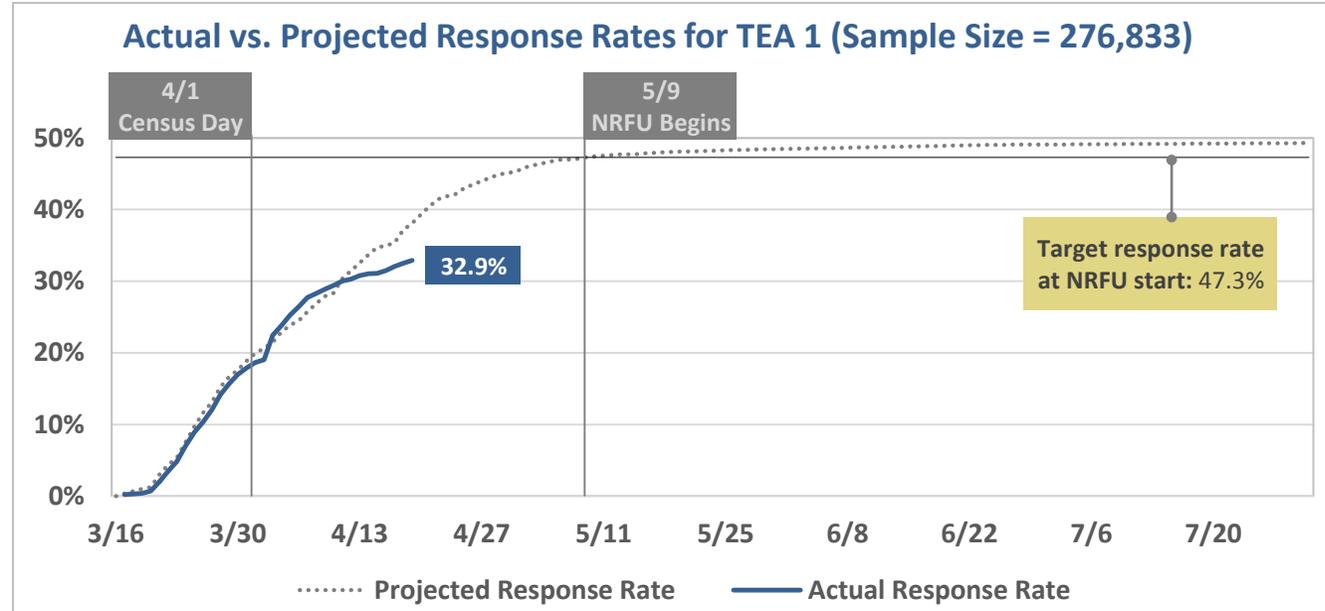
April 19, 2018

Completion Date:

July 31, 2018

Notes:

- Self-Response (TEA 1) began March 16, 2018.
- Update Leave (TEA 2) began April 9, 2018.
- The Response Rate is calculated using the number of responding households (unduplicated responses), which is 91,087.
- The original number of housing units in Update Leave was 1,799.



Response by Mode				
	TEA 1		TEA 2	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
Total Responses	92,107	100.0%	227	100.0%
Internet	70,664	76.7%	104	45.8%
Phone	6,840	7.4%	1	0.4%
Paper	14,603	15.9%	122	53.7%

Source: 9341 - Detailed Self-Response Summary Report - Providence, RI

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Inbound Calls

Census Questionnaire Assistance Inbound Calls

Status:

● On Track

Data current as of:

April 19, 2018

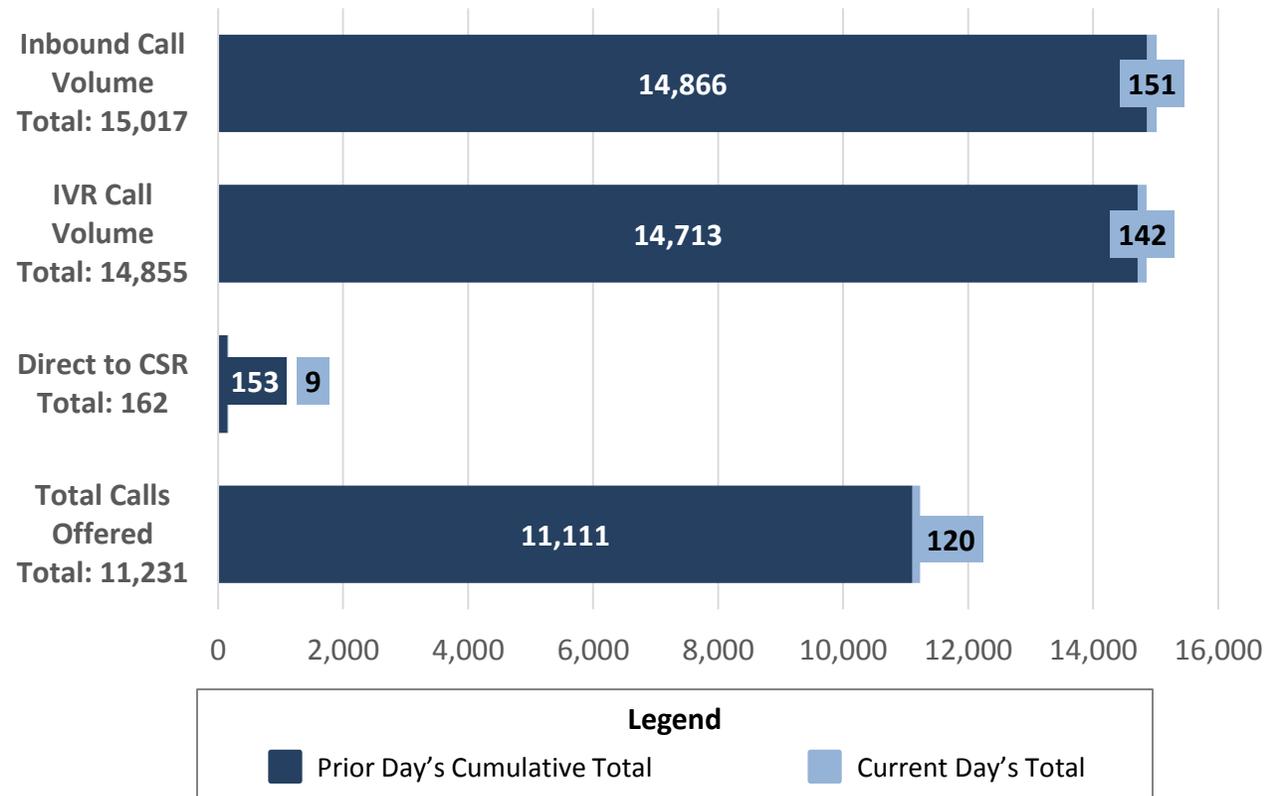
Completion Date:

July 31, 2018

Notes:

- 'Total Calls Offered' includes 'Direct to CSR'

Inbound Calls Summary



Source: Daily Briefing Report: Census Questionnaire

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Inbound Calls

Inbound Calls Status

Status:

● *On Track*

Data current as of:

April 19, 2018

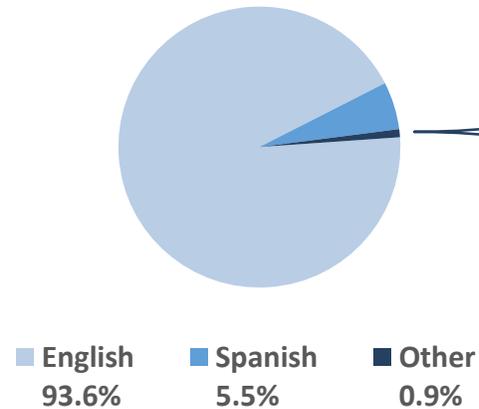
Completion Date:

July 31, 2018

Notes:

The deflection rate is the percentage of the calls that are resolved by an automated Interactive Voice Response function and do not require speaking with a customer service representative.

Total Call Volume by Language



Other Languages	Total Call Volume
Chinese-Cantonese	5
Chinese-Mandarin	13
Korean	7
Arabic	4
Russian	12
Vietnamese	8
Tagalog	7
TDD	48

Key Performance Metrics	Planned	Actual
Call Volume	16,035	11,231
Deflection Rate	30.0%	25.6%
Service Level – 30 Seconds	80%	98.3%
Avg. Handle Time	9:45	11:38

Source: Daily Briefing Report: Census Questionnaire

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Contact Reasons

Census Questionnaire Assistance Contact Reasons

Status:

● On Track

Data current as of:

April 19, 2018

Completion Date:

July 31, 2018

Notes:

Current Rank	Contact Reason	Cumulative Total
1 -	Can you send me a paper questionnaire?	1,431
2 -	Completing the ISR Race Screen - Job Aid	1,154
3 -	Completing the ISR Hispanic Screen - Job Aid	986
4 -	I am having computer/internet problems. Can you help me?	753
5 -	Where do I find my User ID?	560
6 -	Where are you located?	300
7 -	Do I have to respond to the 2018 Census Test?	284
8 -	Can you mail me a questionnaire?	275
9 -	I returned my complete questionnaire via mail, but I'm still receiving mailings/postcards. Why?	266
10 -	I submitted my completed questionnaire online, but I'm still receiving mailings/postcards. Why?	263

Legend

- No Change from Prior Day

Source: Daily Briefing Report: Census Questionnaire Assistance

Periodic Performance Management Reports

2018 End-to-End Census Test: USPS Partnership Kiosks and Informed Delivery

USPS Partnership Kiosks and Informed Delivery

Status:

● *On Track*

Data current as of:

April 19, 2018

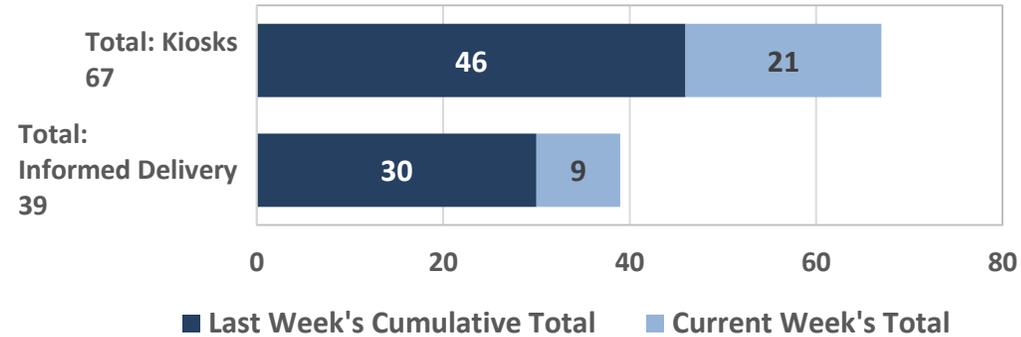
Completion Date:

July 31, 2018

Notes:

- Kiosks were installed on April 2, 2018.
- 30 of the 33 Post Offices in Providence County, RI have Kiosks.
- 27 of the 30 participating Post Offices have generated Kiosk activity.
- Informed Delivery outreach started March 16, 2018.
- There are ≈14,000 Informed Delivery subscribers in Providence, RI.

Internet Self-Responses (ISR)



Informed Delivery Email

	Emails Sent	Emails Opened	Clicked 'Respond Now'	ISR Initiated	ISR Submitted
Mailing 1	7,445	5,273	317	25	3
Mailing 2	7,393	5,233	202	17	12
Mailing 3	6,246	4,239	133	21	15
Mailing 4	1,569	1,009	43	13	9
Mailing 5					
Total	22,653	15,754	695	76	39

Source: USPS + Census Partnership: 2018 Census Test Report

2020 Census

2018 End-to-End Census Test Operational Readiness and Status

Update Leave

Objectives

- Verify and update the address list and feature data
- Leave a choice questionnaire package
- Merge the NRFU workload from U/L with the NRFU workload from Self-Response

Methodology

- Conduct Update / Leave operation in one site
- Implementation of Independent Quality Control

Approach

- Use Enhanced Version of LiMA that Supports Questionnaire linking
- Use Enhanced Version of LiMA that Supports Quality Control Operations
- Leave choice questionnaire package, allowing respondents to use all 3 self response modes

Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response of Housing Units

Self-Response of Housing Units

Status:

● Management Focus

Data current as of:

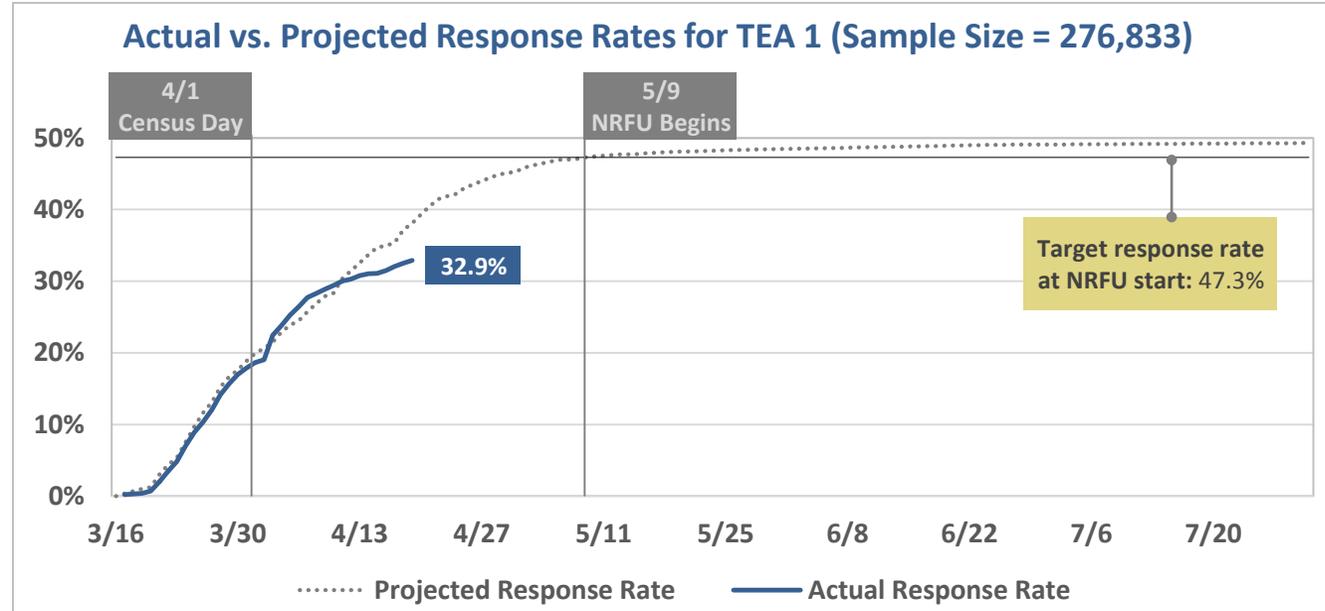
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Paper	14,603	15.9%	122	53.7%

Source: 9341 - Detailed Self-Response Summary Report - Providence, RI

2020 Census

2018 End-to-End Census Test Operational Readiness and Status

Coverage Improvement

Objectives

- Resolve erroneous enumerations (people counted in wrong place or more than once)
- Resolve omissions (people who were missed)

Methodology

- Resolve issues from Internet Self-response , Census Questionnaire Assistance, Housing Unit Paper Questionnaires and Nonresponse Follow-up through outbound phone calls using respondent provided telephone numbers

Approach

- Use Census Questionnaire Assistance Center representatives to conduct outbound phone operations
- Provide CQA representatives data previously provided by the respondent for validation
- Use modified version of ISR instrument to capture data

Periodic Performance Management Reports

2018 End-to-End Census Test: Coverage Improvement

Coverage Improvement

Status:

● *On Track*

Data current as of:

April 19, 2018

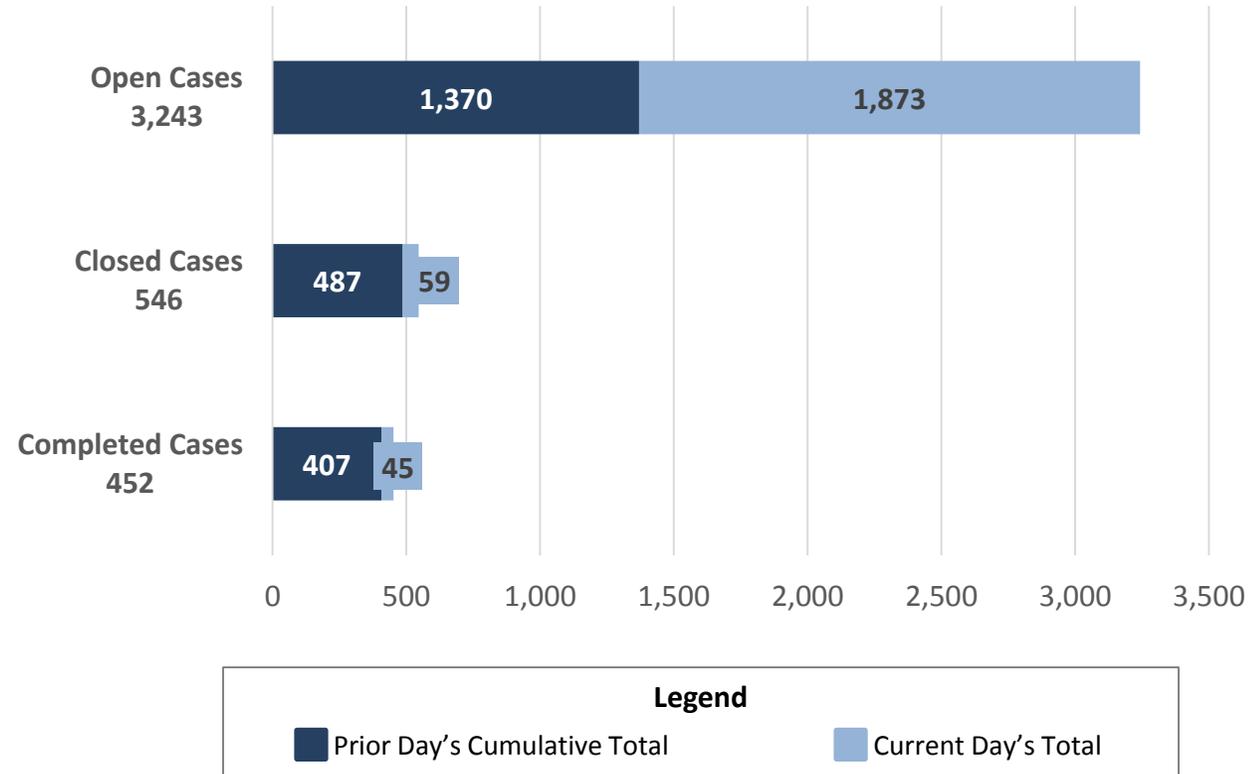
Completion Date:

July 31, 2018

Notes:

- The total number of cases is 3,789.
- There were 1,837 cases attempted which resulted in 5,362 call attempts.
- Completed cases are a subset of the closed cases.

Coverage Improvement



Source: Daily Briefing Report: Census Questionnaire Assistance

2018 End-to-End Census Test: Nonresponse Followup

Jennifer W. Reichert

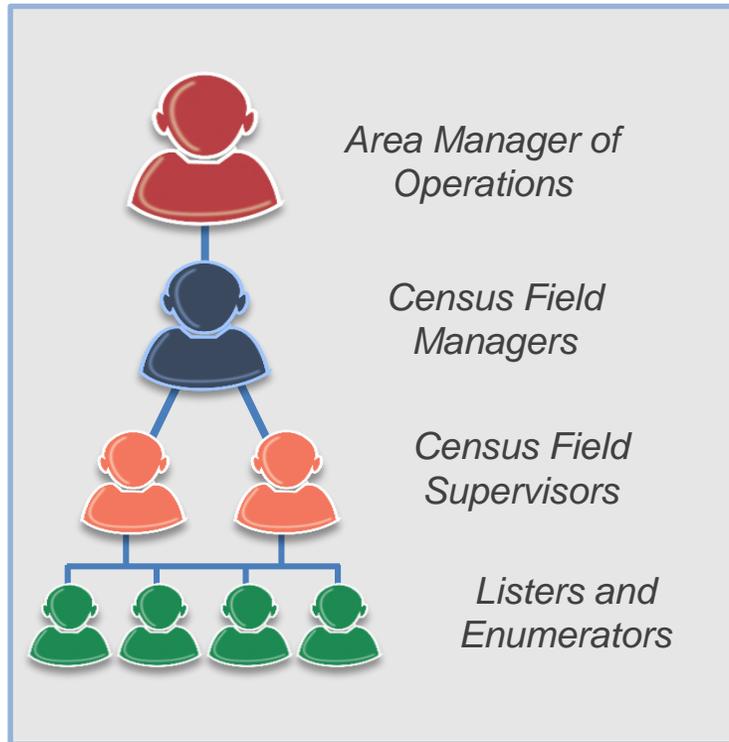
Decennial Census Management Division

2018 End-to-End Census Test

Reengineering Field Operations

Use technology to more efficiently and effectively manage 2020 Census fieldwork

Streamlined Office and Staffing Structure



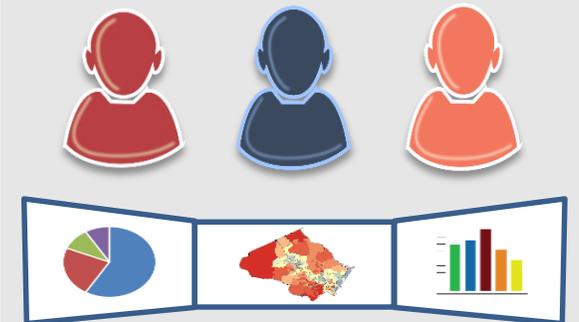
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Reduced paper and manual processing



Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



2018 End-to-End Census Test

Nonresponse Followup

Objectives

- Use administrative records to inform and reduce the NRFU workload
- Evaluate refined field operations, including a reengineered quality control operation, reengineered field staffing structure, and a reengineered operational control system that optimizes case assignments and routing
- Measure the efficiency and effectiveness of the field staff structure and workload
- Evaluate the cost of the operation and quality of the response data obtained

Methodology

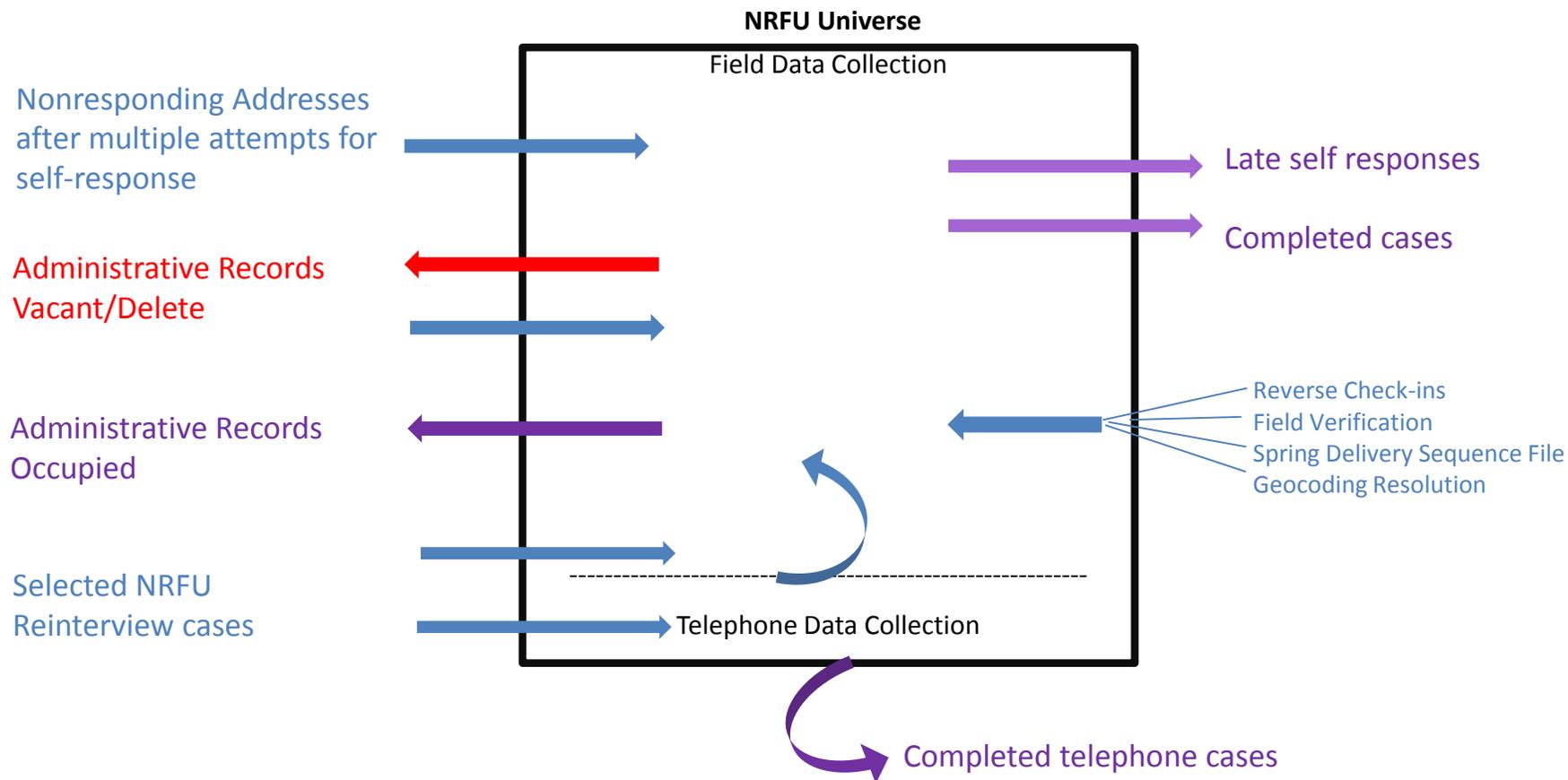
- Use of administrative records and third-party data to determine occupancy status and set contact strategies for nonresponding housing units
- Use of an automated and integrated case assignment, case management, and data collection. Replacing paper-based operations to provide a faster, more accurate, and more secure means of data collection

Approach

- Use ECaSE Enumeration Application to support both production and quality control components
- Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
- ECaSE Time and Expense
- Use Automated Training Solution

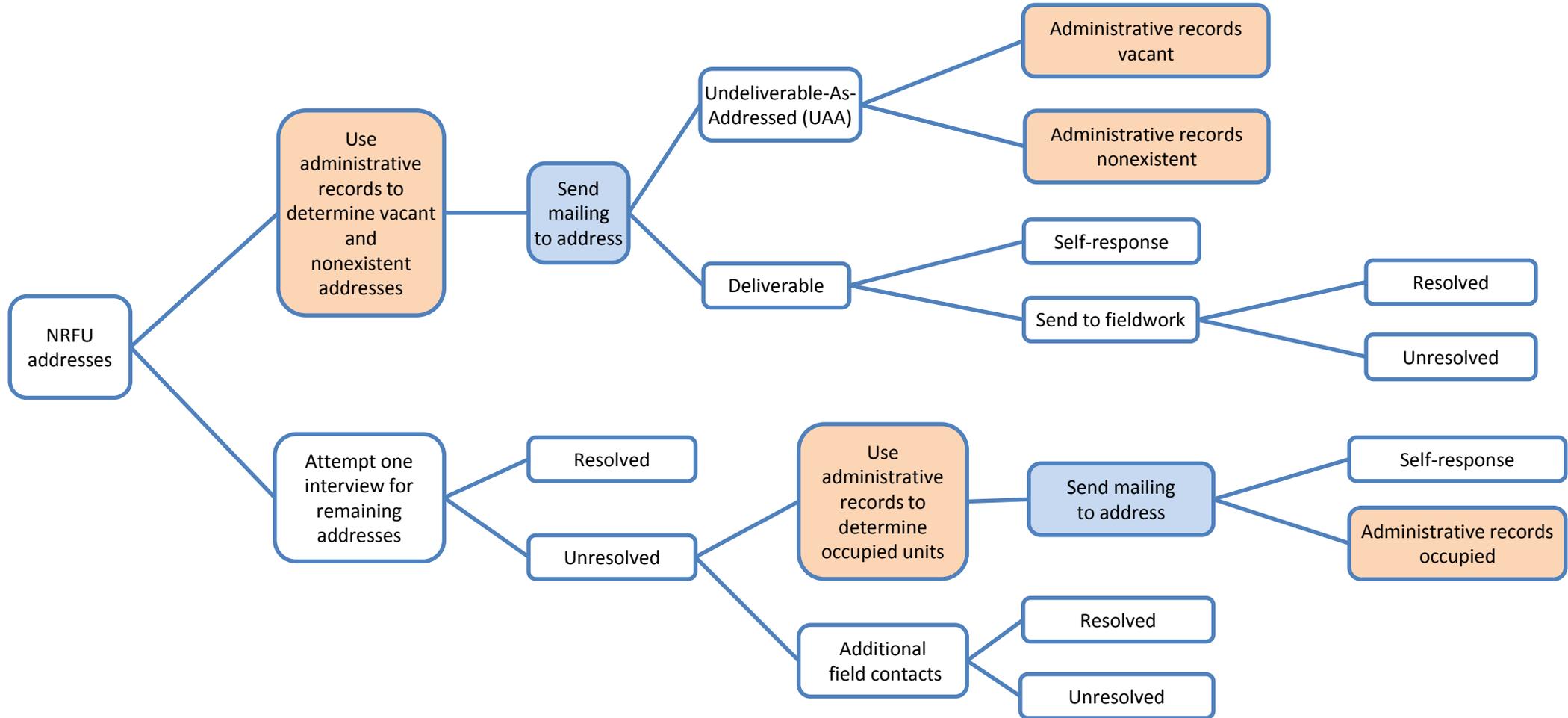
2018 End-to-End Census Test

Nonresponse Followup Estimated Workload



2018 End-to-End Census Test

NRFU Contact Strategy



2018 End-to-End Census Test

Nonresponse Followup

The 2010 Census

- Printed paper register listing each enumerator's caseload along with paper maps

This report is generated once daily

This report contains Personally Identifiable Information (PII), the release of which is protected by the Privacy Act of 1974

D-948A (NRFU)

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

CASE STATUS REPORT BY ENUMERATOR
OPERATION: NONRESPONSE FOLLOWUP
2010 CENSUS

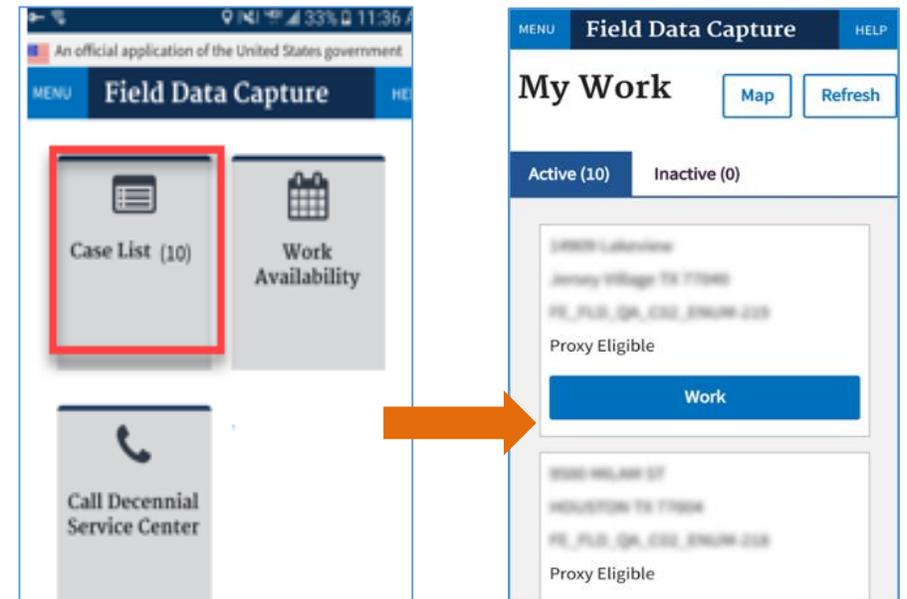
RCC: 3599 Metropolis
LCO: 3525 Centerville
FOSD:
CLD: 0000

Create Date/Time 6/12/2010 9:30 am
Print Date/Time 6/12/2010 10:30 am

Employee Name	Applicant ID	# Total Cases Assigned	# HU Adds	# Cases CHKD In	% Cases CHKD In (7)	Outstanding Workld	# Cases POP = 1	% Cases POP = 1 (10)	# Non Interview	% Non Interview	# Close Out	% Close Out	# VAC	% VAC	# DEL	% DEL	# Proxy Cases	% Proxy Cases
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)
Enum01		60	25	41.66	35	4	16%	2	8%									
Enum1_1		51	20	39.21	31													
Enum2_1		41	30	73.17	11	2	7%										3	
Enum4_1		70	3	39	53.42	34	3	8%	2	5%								
Enum5_1		56	29	51.78	27			5	17%				1	3%			3	1
Enum7_1		76	1	64	83.12	13	5	8%			1	2%			1	2%		2
Enum6_1		62	54	87.01	8			1	2%	3	6%				3	6%		6
Enum8_1		69	51	73.91	18	3	6%											
Enum9_1		70	52	74.28	18			4	8%				2	4%	3	6%	2	5
Enum10_1		65	2	57	85.01	10	1	2%					3	5%	1	2%	1	4
Enum3_1		68	32	47.05	36			3	9%						1	3%	3	1
Enum12_1		55	46	83.64	9	5	11%			1	2%						1	1
Enum13_1		70	43	61.43	27						3	7%			3	7%	3	
Enum14_1		66	35	53.03	31	5	14%				1	3%	3	9%				4
Enum15_1		70	26	37.14	44	3	12%				2	8%	2	8%	1	4%		5
CLD Totals		949	6	603	63.54%	352	31	5%	17	3%	11	2%	11	2%	13	2%	16	29

The 2020 Census

- Operational Control System
 - Delivers optimized routing
 - Sends alerts to focus managers on areas needing review
- Allows managers to oversee many more enumerators than in 2010



2018 End-to-End Census Test Nonresponse Followup

The 2010 Census

- Enumerators used paper questionnaires
- Labor intensive procedures used to control movement of questionnaires

The 2020 Census

- Automated process
- Enumerators will have a handheld device

Periodic Performance Management Reports

2018 End-to-End Census Test: Nonresponse Followup Onboarding Status

Nonresponse Followup Onboarding Status

Status:

● Management Focus

Data current as of:

April 19, 2018

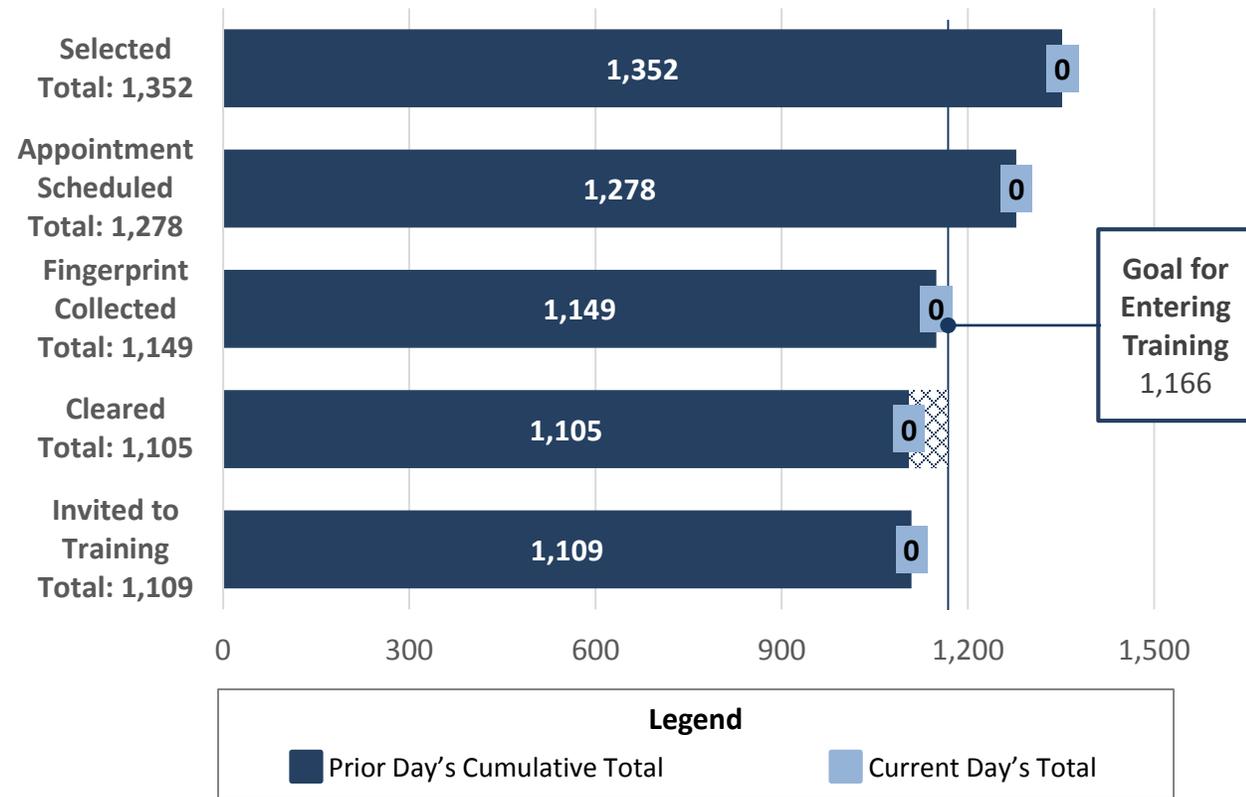
Completion Date:

April 30, 2018

Notes:

- Deployed to Field (goal): 1,049
- Core enumerators: 900
- Invited to Training: There were 11 internal staff who were working who are being moved to the Enumerator position. Nine have been assigned to training.

Nonresponse Followup Onboarding Status



Source: Selected: DAPPS D-424H, Selected Applicants by Position/Operation, Fingerprints Received/Cleared - CIS Cleared Status Report, Appointment Scheduled - IndraSoft (vendor) Daily Report

2018 End-to-End Census Test

Nonresponse Followup

Key Activities

Activity	Date	
Begin Recruiting for NRFU	September 5, 2017	✓
Conduct CFM Training	March 26, 2018	✓
Census Day	April 1, 2018	✓
Conduct CFS Training	April 10, 2018 – April 18, 2018	✓
Conduct Enumerator Training	April 28, 2018 – May 10, 2018	
Start NRFU Enumeration	May 9, 2018	
Start NRFU Reinterview	May 10, 2018	
Conclude NRFU Enumeration	July 24, 2018	
Conclude NRFU Reinterview	July 31, 2018	

2020 Census End-to-End Test: Demonstration

Jennifer Weitzel, Kopen Henderson, and Matthew Tau
Decennial Census Management Division

2020 Census: 2018 End-to-End Census Test Operational Readiness and Status

Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	April – July 2017	✓
Conduct In-Field Address Canvassing	August 28 – October 6, 2017	✓
Conduct Self-Response	March 16 – August 31, 2018	✓
Conduct Internet Self-Response, including Non-ID Processing	March 16 – July 31, 2018	✓
Conduct Census Questionnaire Assistance	March 16 – July 31, 2018	✓
Conduct Paper Data Capture	March 16 – August 31, 2018	✓
Census Day	April 1, 2018	✓
Conduct Update Leave	April 9 – May 4, 2018	✓
Conduct Coverage Improvement	April 13 – July 31, 2018	✓
Conduct Nonresponse Followup	May 9 – July 24, 2018	
Conduct Nonresponse Followup Reinterview	May 10 – July 31, 2018	
Conduct Group Quarters Advance Contact	June 18 – July 10, 2018	
Conduct Group Quarters Service Based Enumeration	July 25 – July 27, 2018	
Conduct Group Quarters Enumeration	July 30 – August 24, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

Wrap-up and Final Remarks on Testing Status

Deborah Stempowski

Chief

Decennial Census Management Division

Questions?

Update on Cybersecurity

Kevin Smith

Associate Director for Information Technology and Chief Information Officer
IT Directorate

2020 Census Cybersecurity

Agenda

- Overview
- Plan
- Challenge
- Design
- Cyberthreat Landscape
- Approach

2020 Census Cybersecurity Overview

U.S. Census Bureau: Leading source of quality data about the nation's people, places, and economy.

Cyberattacks impact our data and could compromise our mission:

- Cybersecurity is our highest IT priority.
- Evolve cybersecurity to meet new threats.
- leveraging best resources and knowledge inside and outside the federal government.

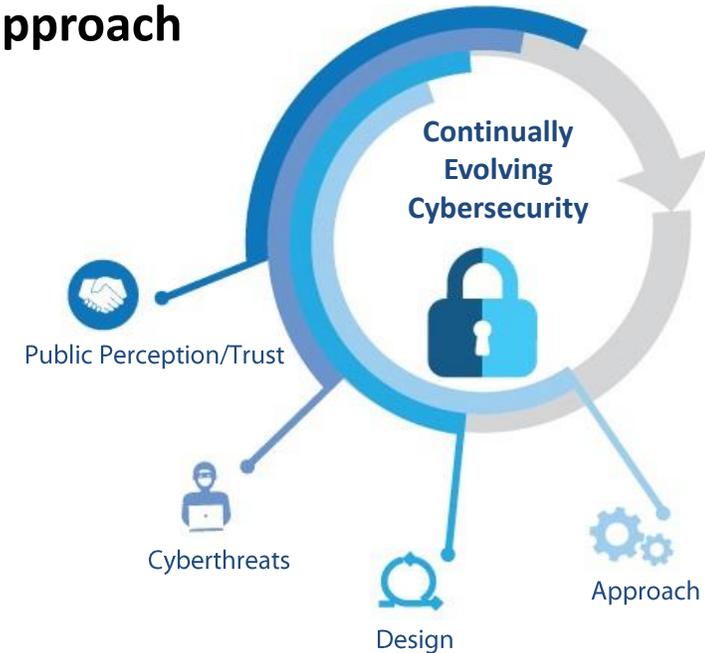


2020 Census Cybersecurity

Our Plan

Cybersecurity program focus areas:

- Improving **public perception and trust**.
- Proactively addressing **cyberthreats** through **design** and **approach**
- Respond immediately to contain threats
- Partnerships to understand and manage threats
 - Federal intelligence community
 - Private sector



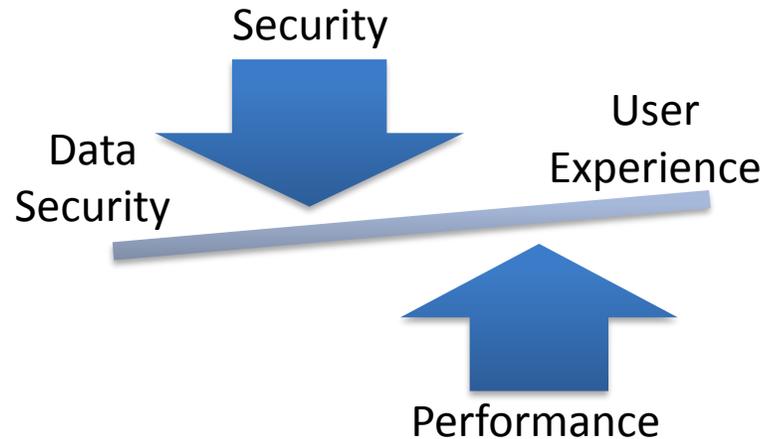
2020 Census Cybersecurity

Challenge: Ensure Public Perception/Trust

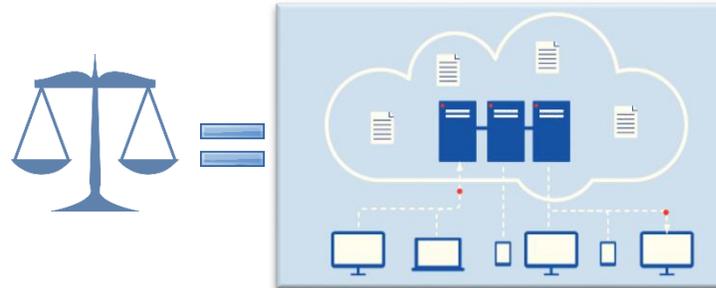
Top Priorities

- **Data Security** – Protecting respondent data
- **User Experience** – Performance that public expects with confidence that their data will be protected

Top Priorities are Opposing Forces



Balance in Cloud Based Solution



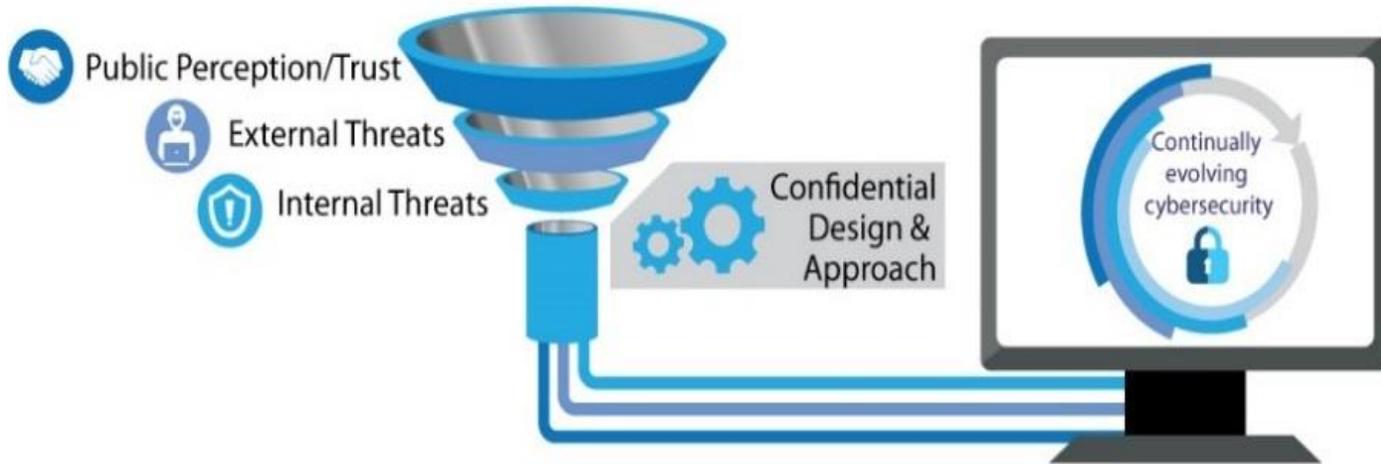
Data Security:

Layer public facing systems in secure segments

User Experience:

Rapid, Repeatable, and Efficient scaling of isolated segments to ensure performance

2020 Census Cybersecurity Cybersecurity Design



Incorporate many layers and levels of isolation.

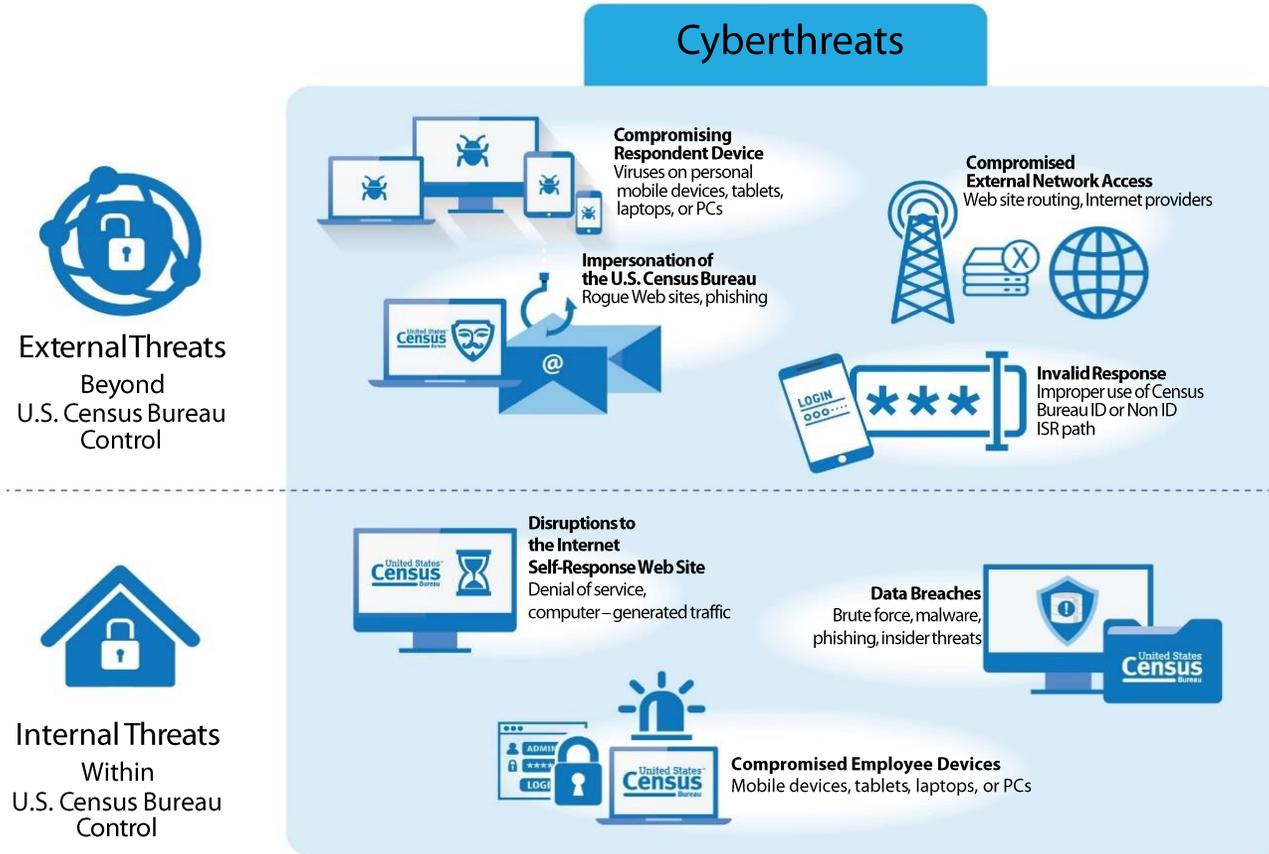
- Apply right balance of security and performance
- Does not sacrifice overall security.

Create “funnel effect” to minimize undesired users

- Apply very high levels of security early to our publicly facing system.

2020 Census Cybersecurity

Cyberthreat Landscape



A cloud-based system alone does not protect our data from all cyberthreats

- External - Rely on industry and other federal agencies to provide services to resolve threats
- Internal - Monitor and directly respond to internal threats to Census Bureau systems through design and approach

2020 Census Cybersecurity

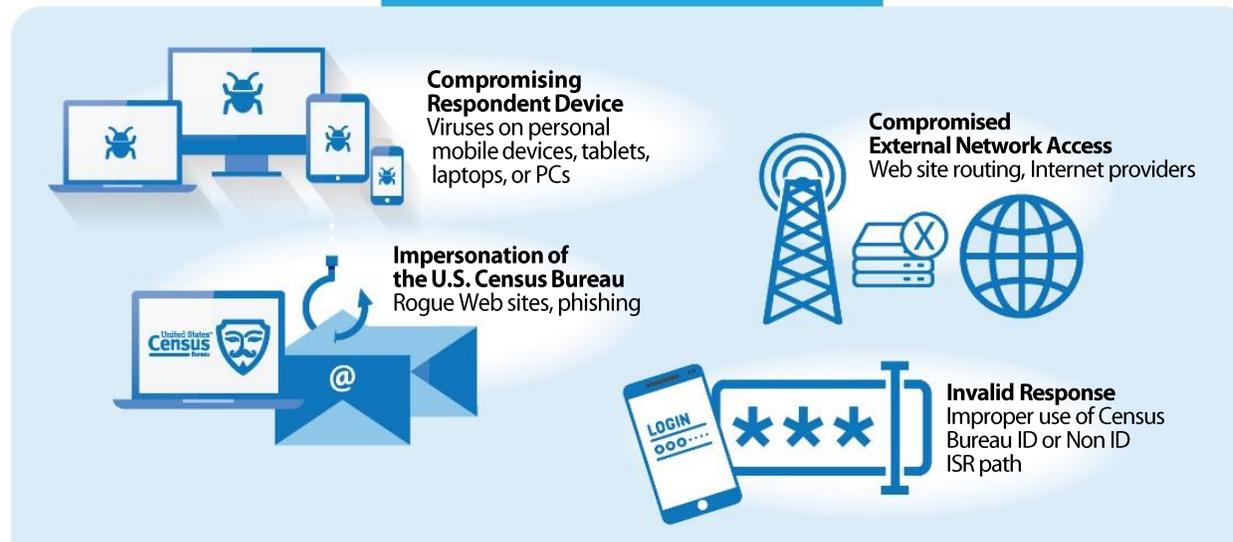
Cyberthreats: External

- Census Bureau does not have direct control over **external cyberthreats**
- We can detect some threats but cannot take direct action to resolve



External Threats
Beyond
U.S. Census Bureau
Control

Cyberthreats



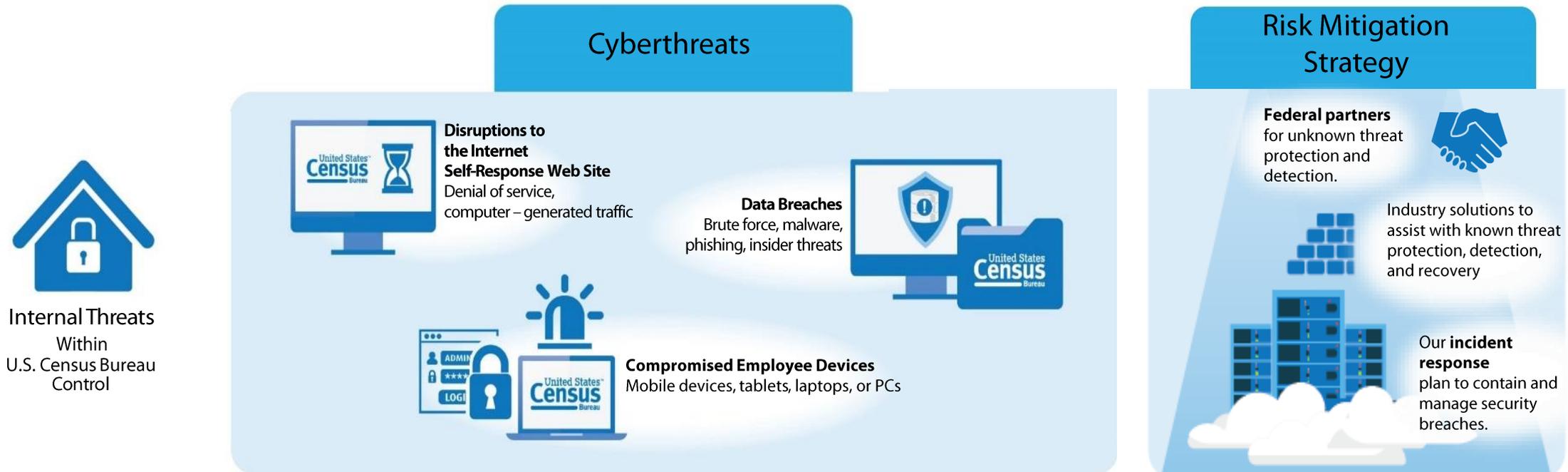
Risk Mitigation Strategy



2020 Census Cybersecurity

Cyberthreats: Internal

- Census bureau has the ability to take direct action to prevent and resolve **internal threats**
- Our team proactively monitors known threats



2020 Census Cybersecurity

Federal Cybersecurity Framework Responsibilities

- The **Cybersecurity Framework** is the continual life cycle used to coordinate interactions of people, process, and technology to have a complete approach to Cybersecurity
- **Census** responsible for all areas across Census systems
 - Coherency, Coordination, Consistency
- **Contractors** work within Census to protect, detect, and respond for the systems they maintain.
- **Federal Intelligence Community** can assist in protecting against and detecting cyber threats
- **Communications** coordination necessary ensure public trust and confidence during potential response and recovery



2020 Census Cybersecurity

Key Areas and Partners

- **Secure Federal Network Connectivity for 2020 Respondents**

Working with Industry and Federal Government to ensure scalable and secure federal network connection

- **Strengthen Incident Response capabilities**

Advance ability to continually Identify, Protect, Detect, Respond, and Recover from possible cyberthreats

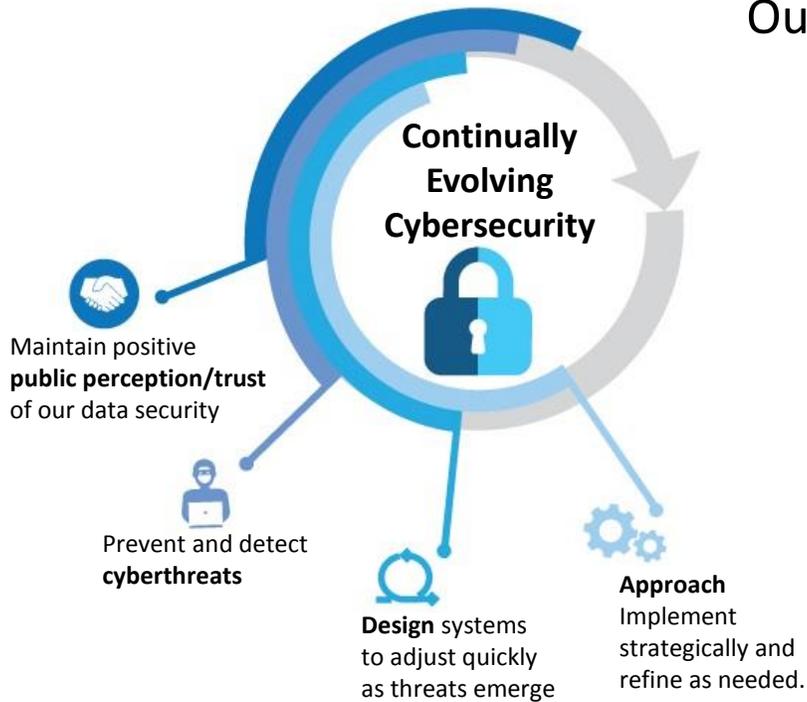
- Improving visibility of cybersecurity issues by implementing tools from private industry and federal government
- Engaging Federal Intelligence Community for a coordinated Federal response.

- **Improve Cybersecurity Posture**

Improve knowledge, processes, procedures, and/or technology.

- Improving Knowledge, Processes, and Procedures
 - ✓ Regular Cybersecurity briefings with Federal Intelligence Community
 - ✓ Test response procedures to cybersecurity incidents through simulations with Federal Partners
- Testing Technology
 - ✓ Security Tested Internet Self Response system by Industry and Federal Government
 - ✓ Engaging Industry and Federal Government to simulate cybersecurity attacks

2020 Census Cybersecurity Approach

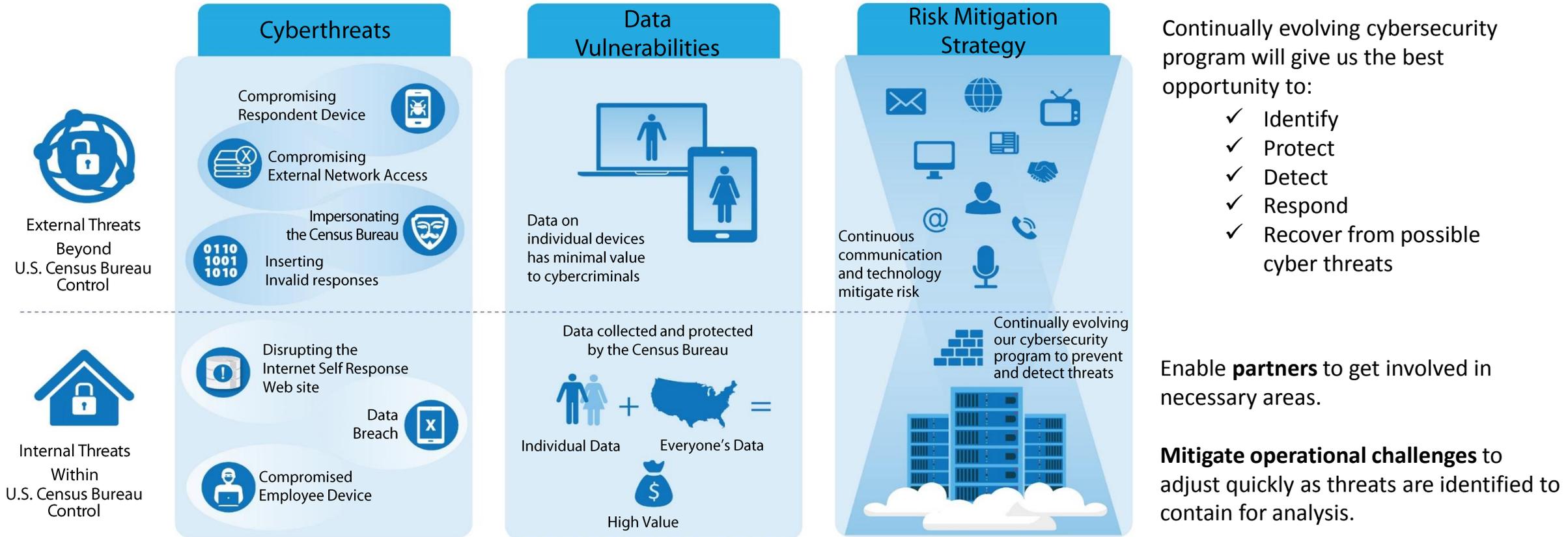


Our approach will **continually be refined** as threats emerge and evolve.

We will:

- Maintain the public's trust and confidence by protecting their data and keeping them informed
- Protect, detect, and respond to cyberthreats through technology and partnerships
- Adjust solutions accordingly within our flexible design
- Work with federal and industry partners to help us fill gaps

2020 Census Cybersecurity Summary



Questions?

Update on Systems Readiness

Atri Kalluri

Chief

Decennial Information Technology Division

2020 Census Systems Readiness Agenda

2018 End-to-End Census Test Solution Architecture

2018 Production Status of Self Response and Field Data Collection Operations

2018 End-to-End Census Test Systems Deployment Status

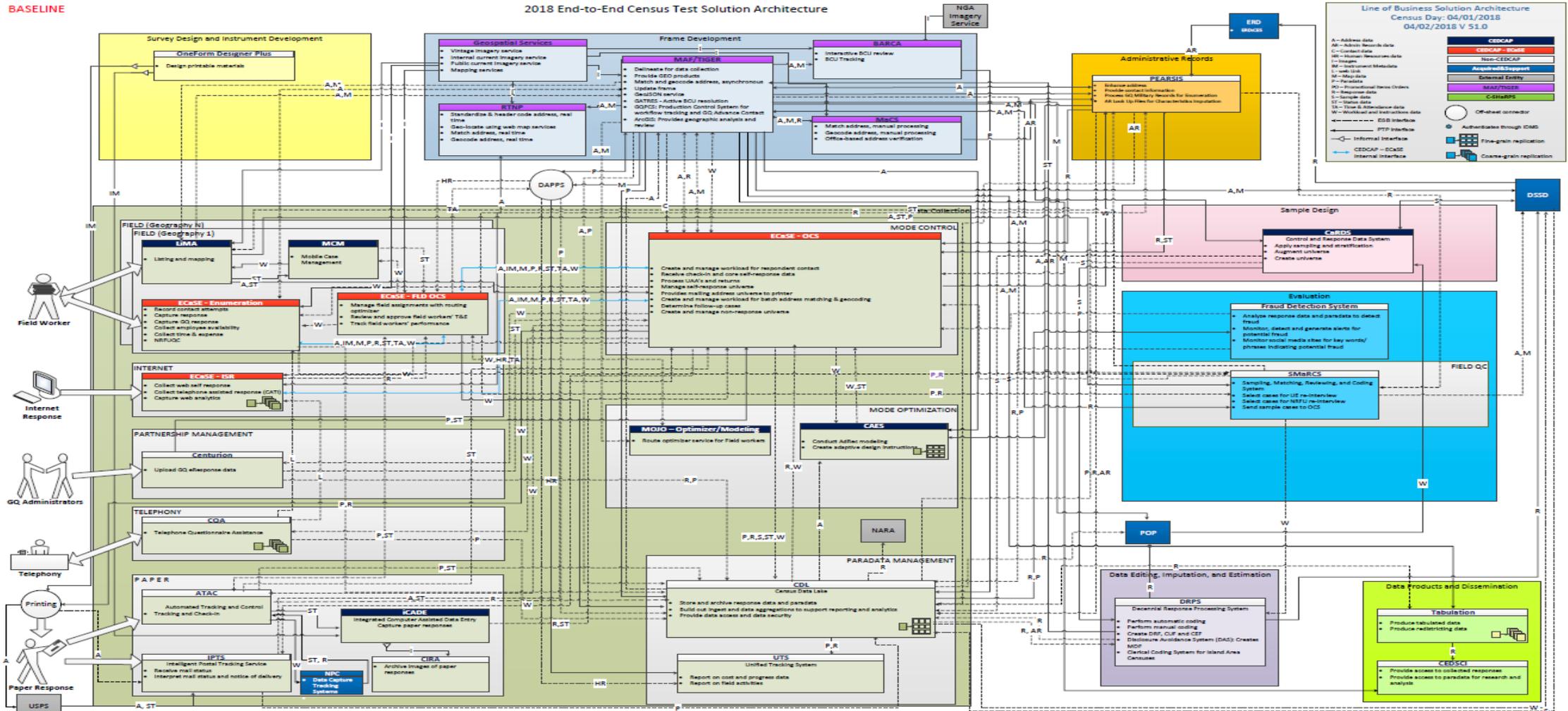
Update on 2018 End-to-End Census Test Releases

2020 Census Releases

2020 Census Systems Readiness

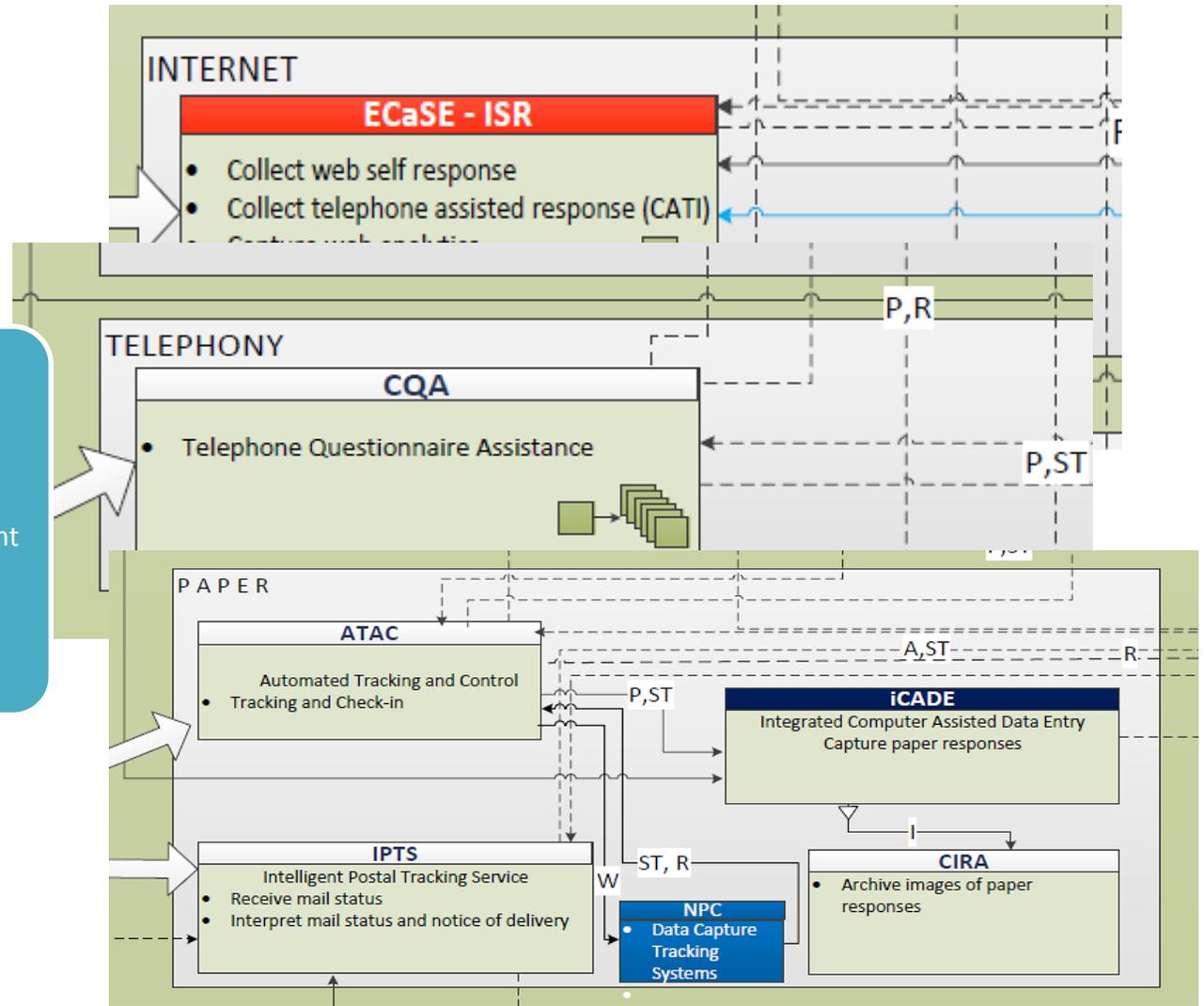
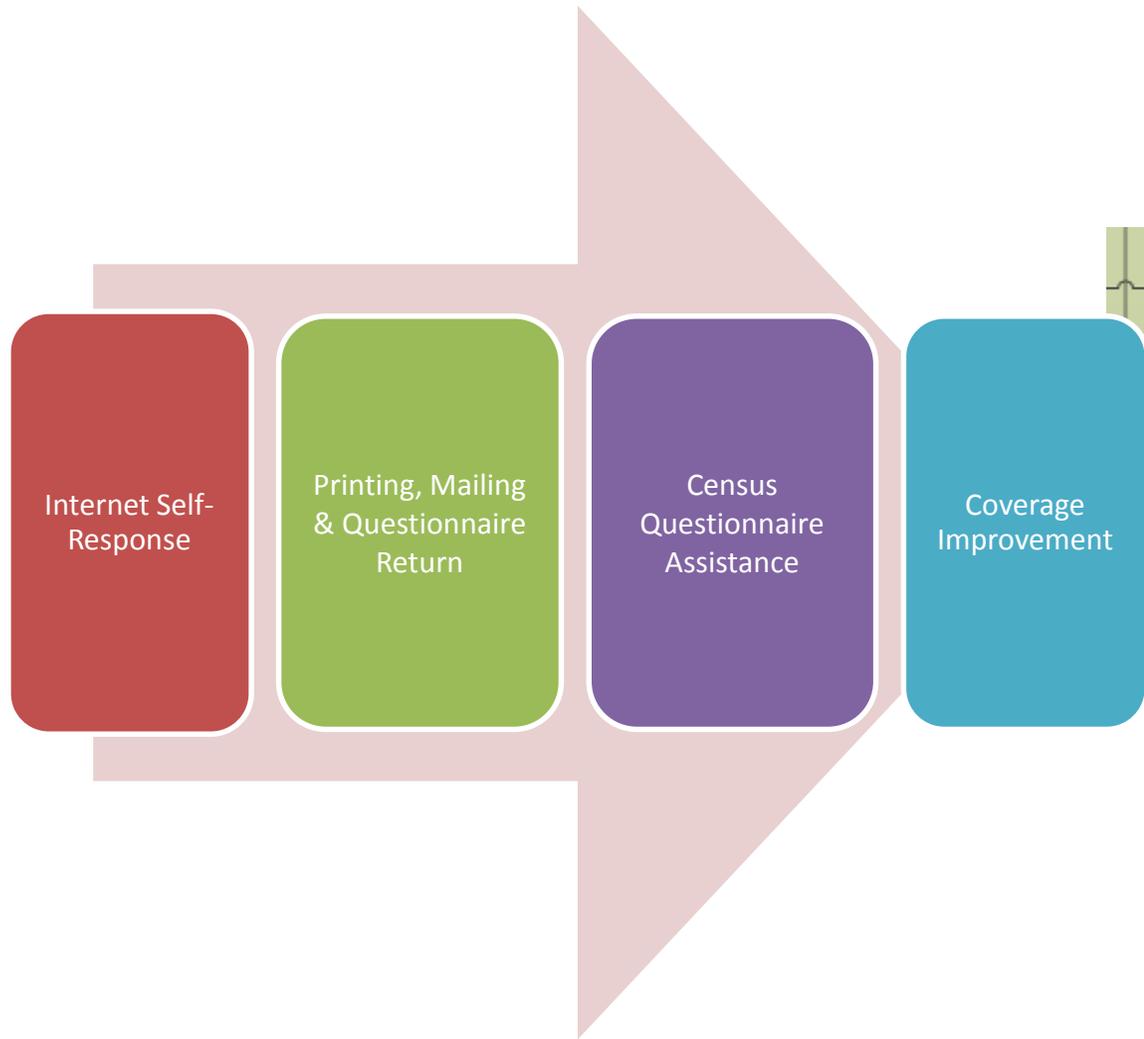
2018 End-to-End Census Test Solution Architecture

BASELINE



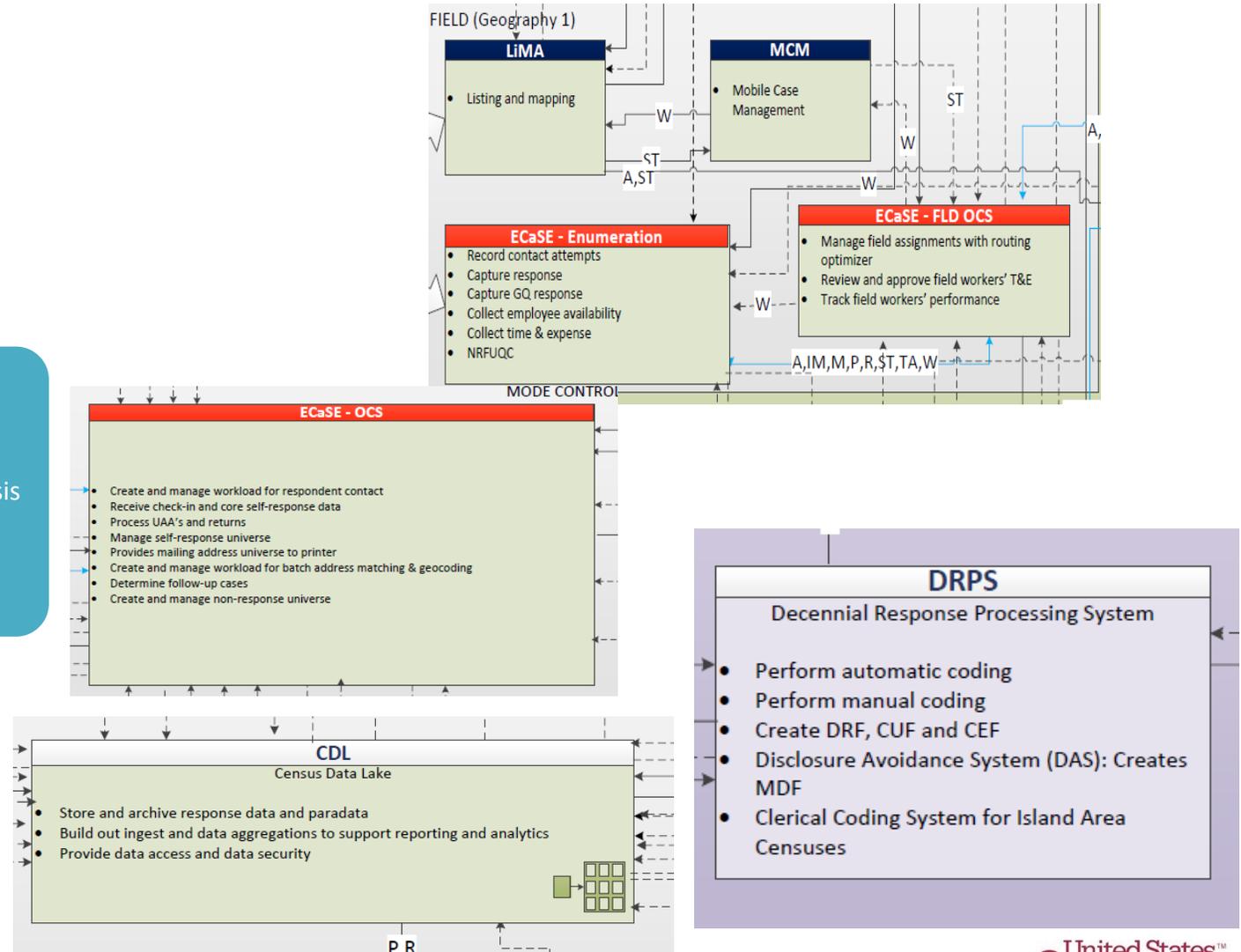
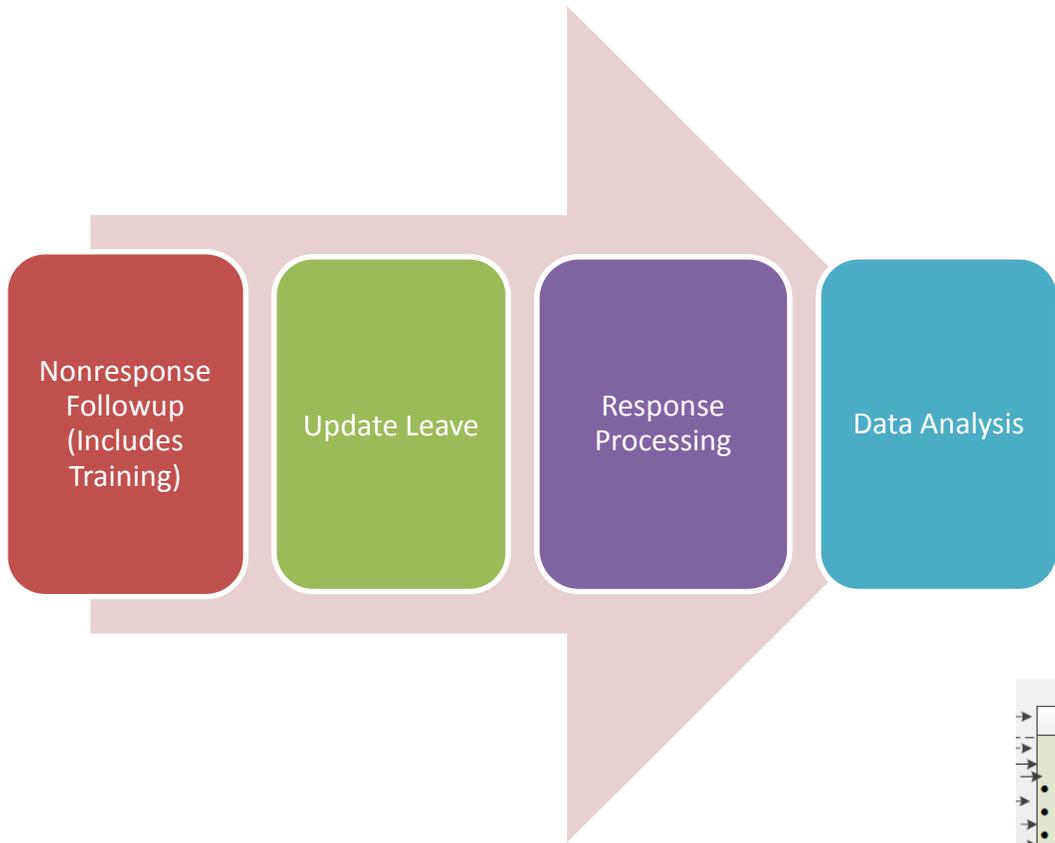
2020 Census Systems Readiness

2018 End-to-End Census Test – Self Response Operations



2020 Census Systems Readiness

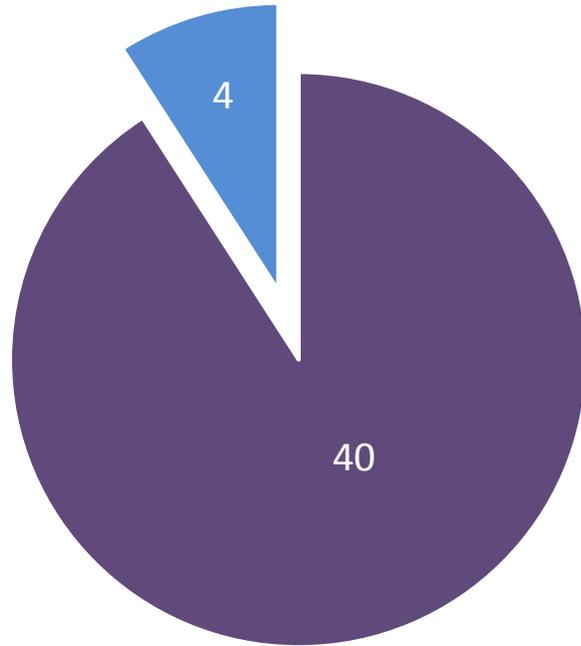
2018 End-to-End Census Test – Field Data Collection Operations



2020 Census Systems Readiness

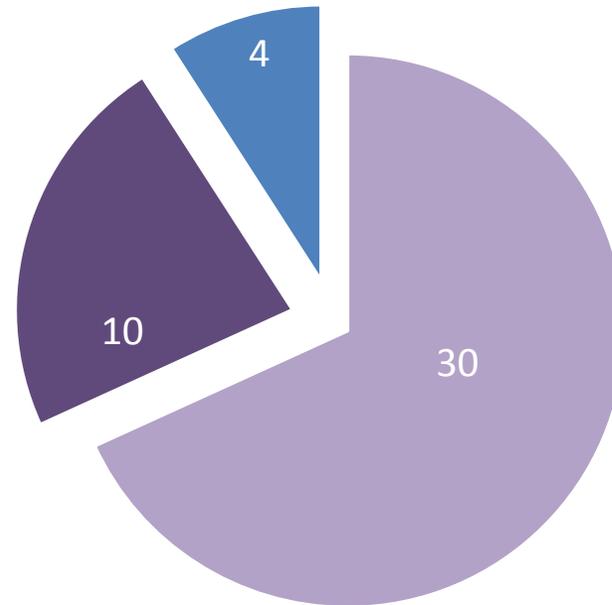
2018 End-to-End Census Test System Deployment Status

System Deployment Status



- Systems Deployed in Support of Operations to Date
- Systems Not Yet Deployed in Support of Operations to Date

System Enhancements Status



- No Further Enhancements for Future Operations
- Enhancement for Future Operations Planned
- Systems Not Yet Deployed in Support of Operations to Date

2020 Census Systems Readiness

2018 End-to-End Census Test Releases

2018 End-to-End Census Test Releases	Operational Areas Supported	Test Readiness Review (TRR)	Production Readiness Review (PRR)	Conduct Operation	Status
Release I	In-Office Address Canvassing (AdCan)	----	12/13/2016	----	In-Production
Recruiting Release 1	AdCan Recruiting	11/18/2016	12/1/2016	3/31/2017	Complete
Training Release 1	AdCan Training	3/8/2017	6/22/2017	7/31/2017	Complete
Release A	In-Field AdCan (TRR 1 = Final functionality for all AdCan systems except ECaSE, LiMA/MCM, and UTS; TRR 2 = Final ECaSE, LiMA/MCM, UTS functionality)	(1) 3/8/2017 (2) 5/10/2017	7/26/2017	8/28/2017	Complete
Recruiting Release 2	Field Enumeration Recruiting	6/15/2017	7/31/2017	9/5/2017	Complete
Training Release 2	Nonresponse Followup (NRFU) Training	10/11/2017	1/12/2018	3/19/2018	In-Production
Release C	(2) Self-Response; includes: Printing/Mailing/Workload & Census Questionnaire Assistance (CQA)/Self-Response	11/17/2017	1/26/2018	2/12/2018	In-Production
	(3) Group Quarters Workload (GQ)/Advanced Contact/All GQ Training	3/27/2018	5/21/2018	6/11/2018	Program-level Testing
Release D	(1) Field Enumeration; includes Update Leave/NRFU/Coverage Improvement operations	12/6/2017	2/12/2018	3/14/2018	In-Production
	(2) GQ eResponse/GQ Enumeration/Service Based Enumeration	4/17/2018	6/11/2018	7/16/2018	Program-level Testing
Release E	(1) Tabulation and Dissemination - Residual Coding	2/26/2018	4/4/2018	5/1/2018	Operational Readiness Testing
	(2) Tabulation and Dissemination - Post Capture Data Interface, Primary Selection Algorithm, Census Unedited File/Fraud Detection	7/11/2018	9/4/2018	10/1/2018	Development/Project-level testing
	(3) Tabulation and Dissemination - Census Edited File, Micro Data File, Disseminate redistricting data required by Public Law 94-171	10/31/2018	12/3/2018	1/7/2019	Development/Project-level testing

2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
		In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
2020 Website	1							✓ ₃	✓ ₂	✓ ₃
ATAC (Automated Tracking and Control)	2							✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
BARCA (Block Assessment, Research, and Classification Application)	3		✓							
CAES (Concurrent Analysis and Estimation System)	4								✓ ₁	
CaRDS (Control and Response Data System)								✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
CBS (Commerce Business System)	5		✓	✓	✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
CDL (Census Data Lake)							✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
CENDOCS (Census Document System)	6		✓	✓	✓ _{1,2}	✓				

- ✓_x = Participated/Will Participate in Census/Census Test (with TRR information)
- Grey = Not Applicable
- Blue = In production
- Purple = CEDCaP System

2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
		In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
CHEC (Census Hiring and Employment Check System)	7		✓	✓	✓ _{1,2}	✓	✓	✓ ₃		
CHRIS (Census Human Resources Information System)	8		✓	✓	✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
CIRA (Census Image Retrieval Application)	9							✓ ₂	✓ ₁ ✓ ₂	
CQA (Census Questionnaire Assistance)	10							✓ ₂	✓ ₁	
DAPPS (Decennial Applicant, Personnel and Payroll Systems)	11		✓	✓	✓ _{1,2}	✓	✓	✓ ₃	✓ ₁ ✓ ₂	
Desktop Services	12		✓	✓	✓ _{1,2}	✓		✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
DRPS (Decennial Response Processing System)								✓ ₂	✓ ₁	✓ ₁ ✓ ₂ ✓ ₃
DPACS (Decennial Physical Access Control System (PACS))	13						✓	✓ ₃		

- ✓_x = Participated/Will Participate in Census/Census Test (with TRR information)
- Grey = Not Applicable
- Blue = In production
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2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
Test Readiness Review Dates		In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
DSC (Decennial Service Center)	14		✓	✓	✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
ECaSE ENUM (Enterprise Censuses and Surveys Enabling Platform – Enumeration)							✓	✓ ₃	✓ ₁ ✓ ₂	
ECaSE FLD OCS (Enterprise Censuses and Surveys Enabling Platform – Field Operation Control System)				✓	✓ ₂	✓	✓	✓ ₃	✓ ₁ ✓ ₂	
ECaSE ISR (Enterprise Censuses and Surveys Enabling Platform – Internet Self-Response)	15							✓ ₂	✓ ₁	
ECaSE OCS (Enterprise Censuses and Surveys Enabling Platform – Operational Control System)					✓ ₂		✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
Geospatial Services	16				✓ _{1,2}		✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
iCADE (Integrated Computer Assisted Data Entry)	17							✓ ₂	✓ ₁ ✓ ₂	

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- Purple = CEDCaP System

2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
		In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
IDMS (Identity Management System)	18			✓	✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₃
ILMS (Integrated Logistics Management System)	19				✓ _{1,2}	✓	✓		✓ ₁ ✓ ₂	
IPTS (Intelligent Postal Tracking System)								✓ ₂	✓ ₁ ✓ ₂	
LiMA (Listing and Mapping Application)	20				✓ ₂				✓ ₁	
MaCS (Matching and Coding Software)	21							✓ ₂		
MAF/TIGER (Master Address File/Topologically Integrated Geographic Encoding and Referencing Database)	22	✓	✓		✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
MCM (Mobile Case Management)	23				✓ ₂				✓ ₁	
MOJO Optimizer/Modeler (MOJO – Optimizer/Modeling)	24				✓ _{1,2}				✓ ₁	

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2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
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Test Readiness Review Dates		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
MOJO Recruiting Dashboard	25		✓	✓		✓	✓	✓ ₃		
NPC Printing (Printing at the National Processing Center)	26				✓ _{1,2}	✓		✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
OneForm Designer Plus	27	Standalone system; no program-level integration testing required								
PEARSIS (Production Environment for Administrative Records, Staging, Integration, and Storage)								✓ ₂	✓ ₁	✓ ₂ ✓ ₃
R&A (Recruiting and Assessment)	28		✓	✓	✓ _{1,2}	✓	✓	✓ ₃	✓ ₁ ✓ ₂	
RTNP (Real Time Non-ID Processing)	29							✓ ₂		

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- Purple = CEDCaP System

2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	No Further Enhancements for Future Releases	2018 End-to-End Census Test Releases								
		Systems in Production						Future Releases		
		In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates		----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates		12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates		----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
SMaRCS (Sampling, Matching, Reviewing, and Coding System)					✓ _{1,2}				✓ ₁	✓ ₂
SOA (Service Oriented Architecture)	30			✓	✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
UTS (Unified Tracking System)		✓	✓	✓	✓ ₂	✓		✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃

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2020 Census Systems Readiness

2018 End-to-End Census Test Acquired & Support Systems

System	2018 End-to-End Census Test Releases								
	Systems in Production						Future Releases		
	In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates	----	11/18/2016	3/8/2017	(1) 3/8/2017 (2) 5/10/2017	6/15/2017	10/11/2017	(2) 11/17/2017 (3) 3/27/2018	(1) 12/6/2017 (2) 4/17/2018	(1) 2/26/2018 (2) 7/11/2018 (3) 10/31/2018
Production Readiness Review Dates	12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018 (3) 5/21/2018	(1) 2/12/2018 (2) 6/11/2018	(1) 4/4/2018 (2) 9/4/2018 (3) 12/3/2018
Conduct Operation Dates	----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018 (3) 6/11/2018	(1) 3/14/2018 (2) 7/16/2018	(1) 5/1/2018 (2) 10/1/2018 (3) 1/7/2019
Acquired and Support Systems									
CFS Hotline (Census Field Supervisor Hotline)			✓	✓ _{1,2}				✓ ₁ ✓ ₂	
Commercial Printing							✓ ₂	✓ ₁	
dDaaS (Decennial Device as a Service)						✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
DSSD (Decennial Statistical Studies Division)							✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂
ENS (Emergency Notification System)		✓		✓ _{1,2}	✓	✓	✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	
ERD (Economic Reimbursable Surveys Division)								✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
Fingerprint Vendor						✓	✓ ₃		
NPC (National Processing Center)							✓ ₂ ✓ ₃	✓ ₁ ✓ ₂	✓ ₂ ✓ ₃
POP (Population Division)									✓ ₃
Sunflower		✓	✓	✓ _{1,2}	✓			✓ ₁ ✓ ₂	

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2020 Census Systems Readiness

2018 End-to-End Census Test - Systems Not Deployed in Support of Operations to Date

System	2018 End-to-End Census Test Releases								
	Systems in Production						Future Releases		
	In-Office AdCan (Release I)	Recruiting Release 1	Training Release 1	Release A	Recruiting Release 2	Training Release 2	Release C	Release D	Release E
Test Readiness Review Dates	----	11/18/2016	3/8/2017	(1) 3/8/2017	6/15/2017	10/11/2017	(2) 11/17/2017	(1) 12/6/2017	(1) 2/26/2018
				(2) 5/10/2017			(3) 3/27/2018	(2) 4/17/2018	(2) 7/11/2018
								(3) 10/31/2018	
Production Readiness Review Dates	12/13/2016	12/1/2016	6/22/2017	7/26/2017	7/31/2017	1/12/2018	(2) 1/26/2018	(1) 2/12/2018	(1) 4/4/2018
							(3) 5/21/2018	(2) 6/11/2018	(2) 9/4/2018
								(3) 12/3/2018	
Conduct Operation Dates	----	3/31/2017	7/31/2017	8/28/2017	9/5/2017	3/19/2018	(2) 2/12/2018	(1) 3/14/2018	(1) 5/1/2018
							(3) 6/11/2018	(2) 7/16/2018	(2) 10/1/2018
								(3) 1/7/2019	
CEDSCI (Center for Enterprise Dissemination Services and Consumer Innovation)									✓ ₃
Centurion								✓ ₂	
FDS (Fraud Detection System)									✓ ₂
Tabulation (Decennial Tabulation System)									✓ ₃

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- Grey = Not Applicable
- Blue = In production
- Purple = CEDCaP System

2020 Census Systems Readiness

2020 Census Releases

2020 Census Releases	Operational Areas Supported	Test Readiness Review (TRR)	Production Readiness Review (PRR)	Conduct Operation
Release 1	Recruiting for all positions/AdCan Recruiting; Selection/Hiring/Training of Recruiting Assistants, Partnership Assistants, Office Operations Supervisors, and Clerks	5/21/2018	7/23/2018	9/1/2018
Release 2	Address Canvassing selection of Census Field Supervisors, Enumerator and Listers; Post Enumeration Survey (PES) Sample Release: Initial Sample for PES; AdCan Training; In-Field Address Canvassing; Peak Operation Recruiting	11/5/2018	3/1/2019	5/1/2019
Release 3	Advertising and Earned Media; Housing Unit Count Review; Peak Operation Training (includes UL/GQ/Update Enumerate (UE)/NRFU); PES - Independent Listing Training; PES - Independent Listing; GQ Workload and Advanced Contact/CQA Training/Printing and Mailing Workload; Remote Alaska; Island Areas Censuses; Enumeration at Transitory Locations; Self-Response (includes Mailing/Self-Response/CQA/Coverage Improvement); Peak Operations (includes UL/UE/GQ/SBE/Early NRFU/NRFU); PES - Person Interview; PES - Initial Housing Unit Follow-up; PES - Person Interview Matching (E-Sample ID, Computer Matching, Before Followup Clerical Matching)	2/19/2019	6/5/2019	11/1/2019
Release 4	Tabulation/Dissemination; Archiving; Federally Affiliated Count Overseas; Redistricting Data; PES - Person Follow-up; Count Question Resolution; PES - Final Housing Unit Follow-up; PES - Reports and Release Findings	10/3/2019	2/3/2020	7/1/2020

2020 Census Systems Readiness

2020 Census Only Systems

System	2020 Census Releases			
	Release 1	Release 2	Release 3	Release 4
Test Readiness Review Dates	5/21/2018	11/5/2018	2/19/2019	10/3/2019
Production Readiness Review Dates	7/23/2018	3/1/2019	6/5/2019	2/3/2020
Conduct Operation Dates	9/1/2018	5/1/2019	11/1/2019	7/1/2020
CEM (Customer Experience Management)			✓	
CRM (Customer Relationship Management)			✓	
DMP (Data Management Platform)			✓	
GUPS (Geographic Update Partnership Software)			✓*	
PES Clerical Match and Map Update (Post-Enumeration Survey - Clerical Matching System and Map Update)			✓	✓
PES Imputation and Estimation (Post-Enumeration Survey - Imputation and Estimation System)			✓	✓
PES PCS (Post-Enumeration Survey - Processing and Control System)			✓	✓
WebTQA (Web Telephone Questionnaire Assistance)	✓*			

✓* = Release G for Geographic Programs

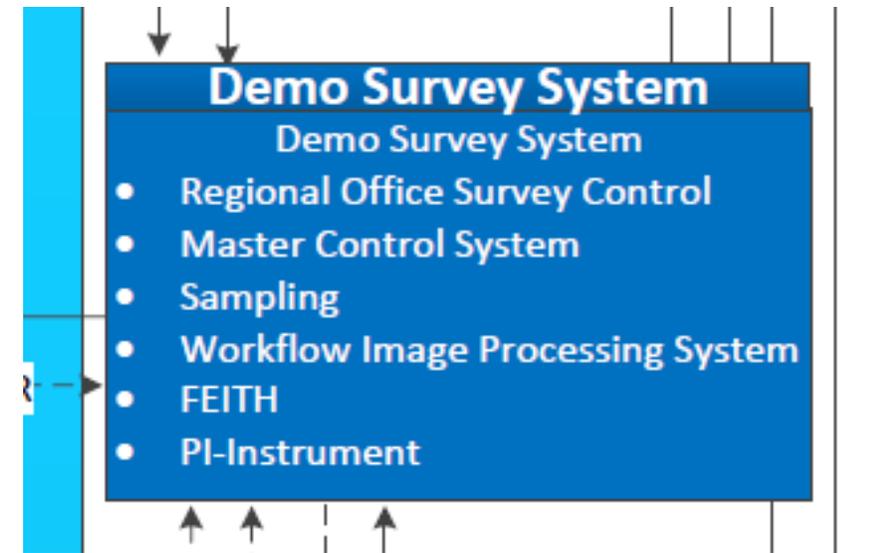
2020 Census Systems Readiness

Demographic Survey System: Additional Support System for 2020

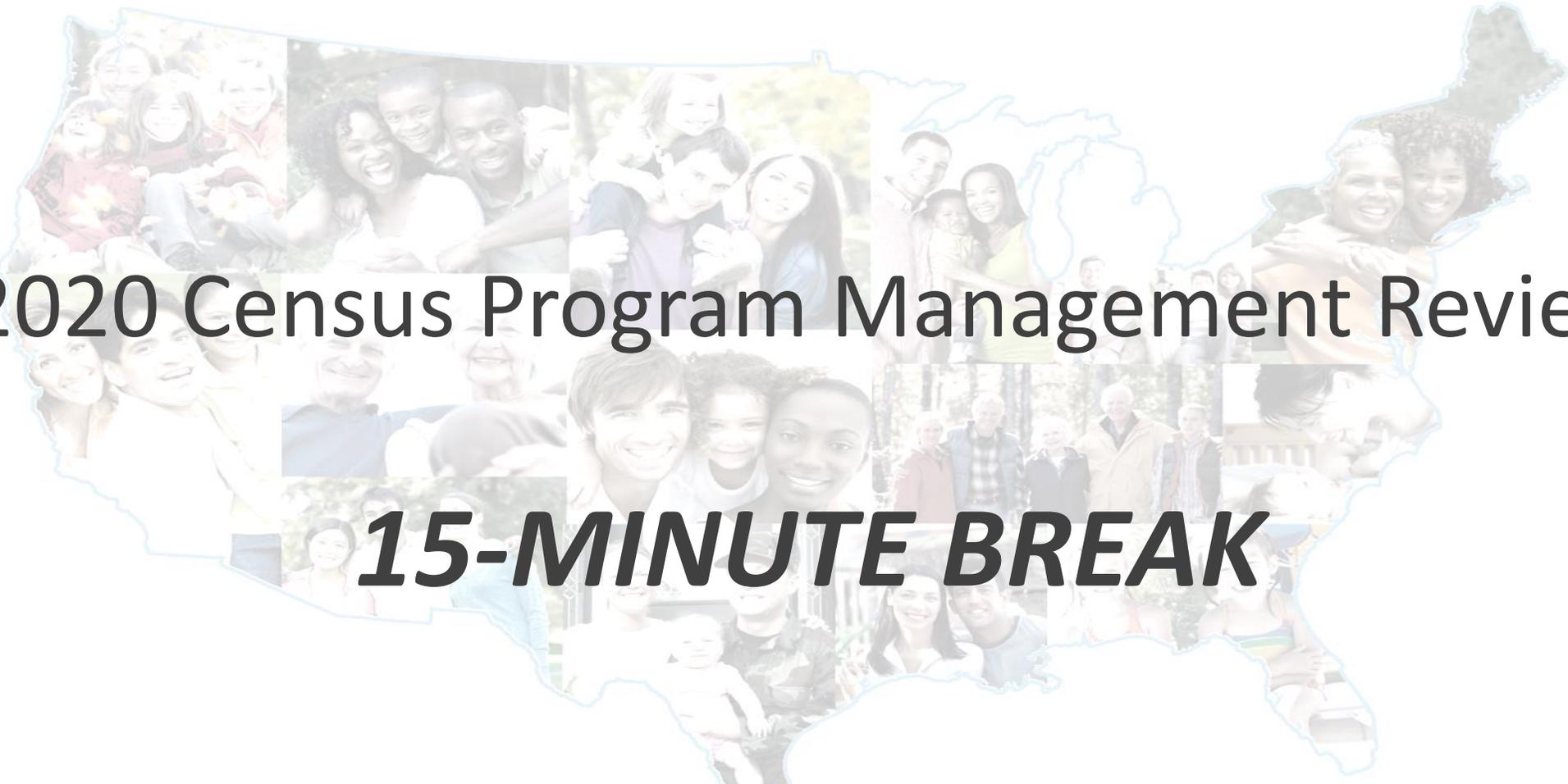
The Demographic Survey System is being added to support Post Enumeration Survey for the 2020 Census.

Functionality provided by the Demo Survey System:

- Manages data-collection activities
- Loads Sample Control Input File and receives response data
- Selects a sample of Basic Collection Units
- Processes workflow images
- Documents retrieval
- Collects Person Interview results during Coverage Measurement field operations



Questions?



2020 Census Program Management Review

15-MINUTE BREAK

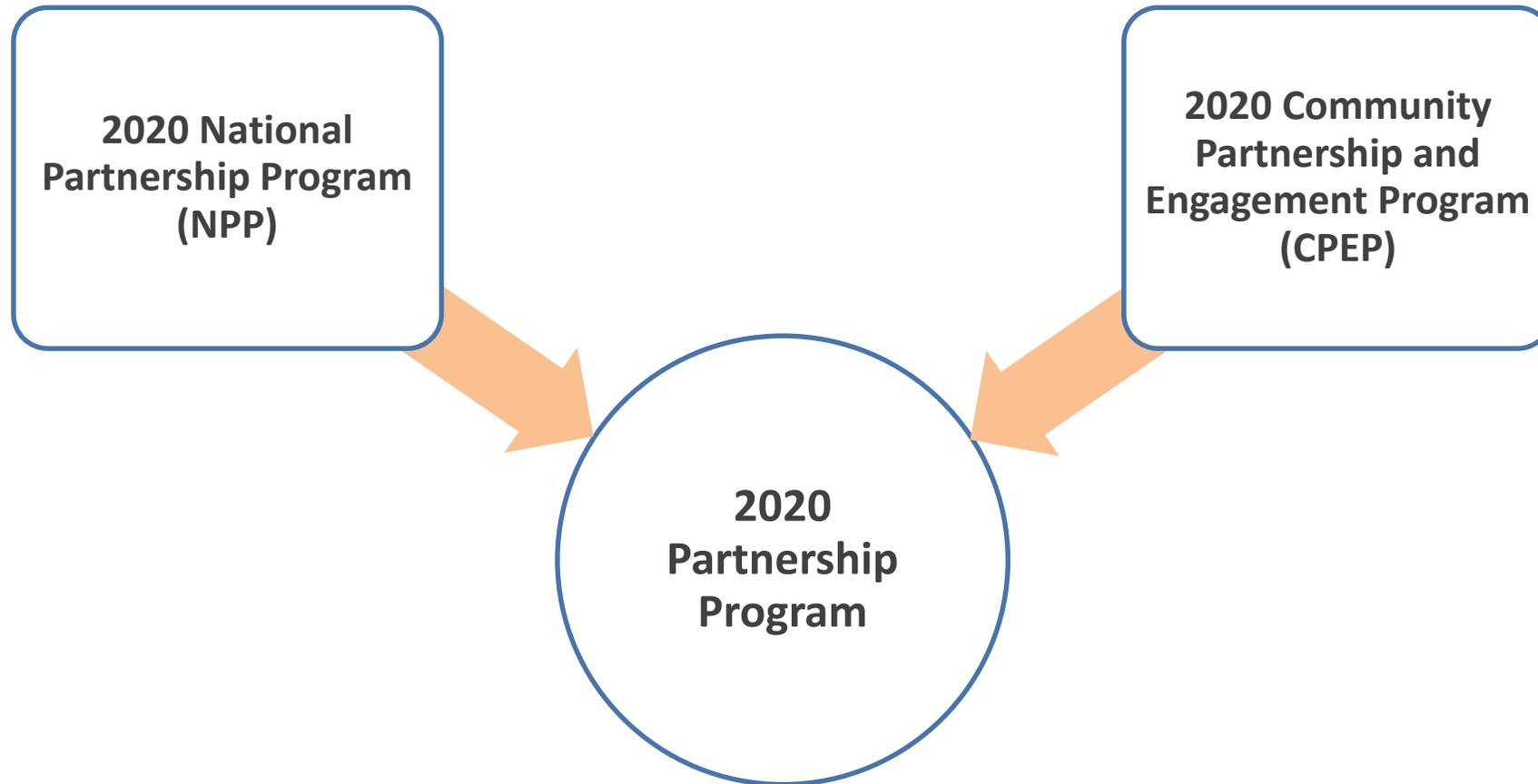
Update on National Partnerships

Raul Cisneros

Director of National Partnerships

Communications Directorate

Integrated Partnership and Communications 2020 Partnership Program



Highlights of 2010 Census Partnership Program

- Partners were **trusted voices**.
- More than 250,000 partners from Fortune 500 companies to local chambers, churches and governments at all levels.
- Critical support by state and local governments.
- Assisted with data collection support, recruitment, and promotion.
- Distributed and displayed promotional items, both in hard copy and online.
- Translated Census informational products into many languages.

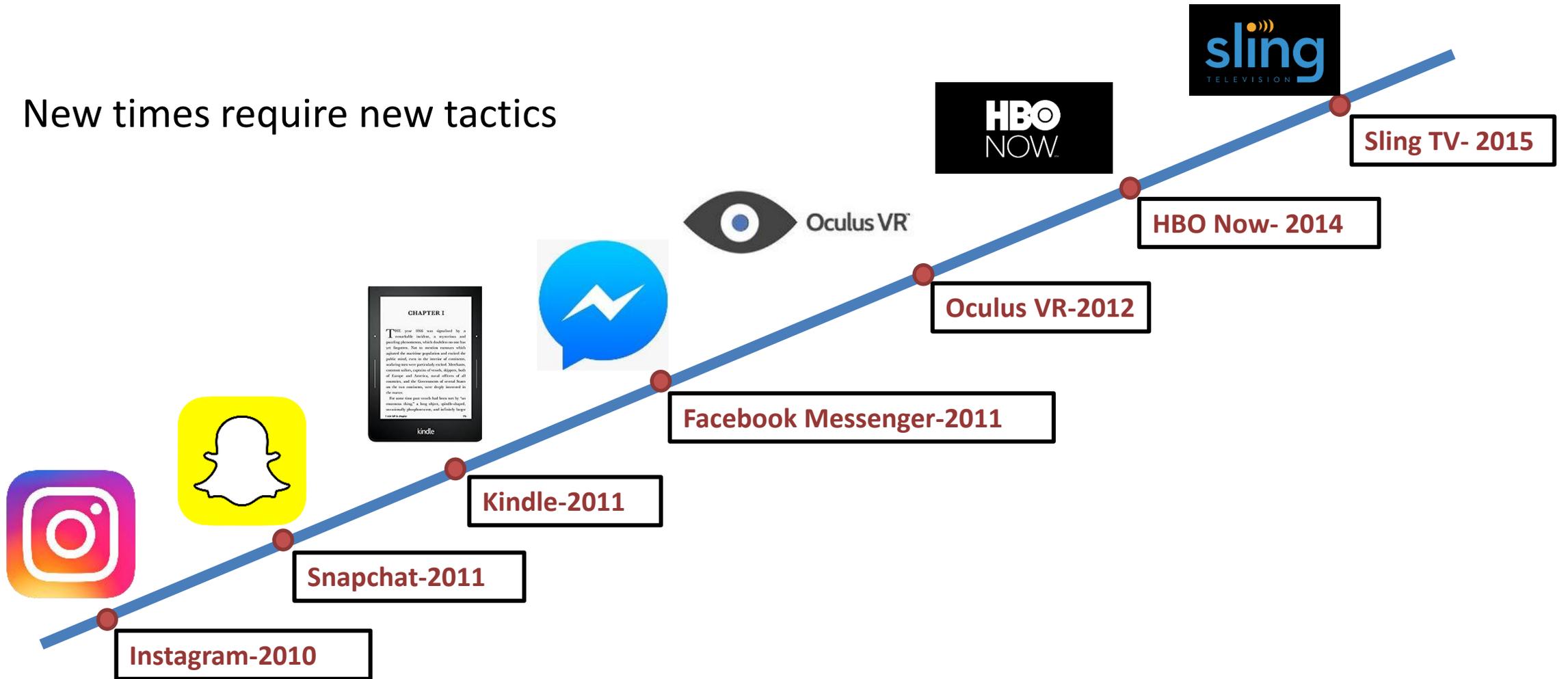
Highlights of 2010 Census Partnership Program (Cont.)

- Some examples of how national partners helped:
 - A major media network incorporated the Census into a soap opera story line
 - A major retailer included a Census message into their Sunday newspaper advertisement
- Placed drop-in articles in their newsletters, and developed co-branded products
- Offered speaking and presentation opportunities.

Post-2010 Census Learnings

- Based on the 2010 Census learnings, we did the following:
 - Implemented on evergreen national partnership program.
 - Started the partnership program earlier.
 - Increase the coordination among all the various levels of Census Bureau staff.
 - Develop an approach to determining a partner's value.

New times require new tactics



A Collaborative National Partnership Approach



CURRENT

One off / transactional

Quantity: how many partners can we acquire?

Indiscriminate selection of partners

One-by-one engagement of each partner

Census prescribes to partner what to do

Partners siloed by industry + sector

Tchotchkes and physical products

FUTURE

Enterprise-wide

Quality: high impact partners and engagements

Strategic engagement of high-value partners

Getting multiple partners in a room together

Partners codesign solutions together

Radical collaboration across silos

Transformative messages and digital products

2020 Census National Partnerships: Key Elements

- Census Solutions Workshops
- Account Manager Pilot
- Near-Term Activities

Census Solutions Workshops

The Census Solutions Workshop is a partner event that forges new cross-sector collaborations and commitments.

Workshop allows partners to:

- Identify new solutions
- Create shared buy in
- Make verbal/written commitments to solve some of our toughest challenges

HUMAN CENTERED DESIGN / DESIGN THINKING

The discipline of navigating complex problems and creatively designing effective solutions to meet people's real needs.

-United States Office of Personnel Management / Lab @OPM Lab

Census Solutions Workshops

REGION	CITY	HOST	DATE
Los Angeles	Mountain View, CA	Silicon Valley Community Foundation	12/11/17
Los Angeles	Los Angeles, CA	The Latino Coalition	06/18
Los Angeles	Los Angeles, CA	USC Annenberg Innovation Lab	06/16/17
New York	Providence, RI	National Urban League	04/13/18
New York	Boston, MA	Secretary of the Commonwealth	10/12/17
Philadelphia	Pittsburgh, PA	Greater Pittsburgh Nonprofit Partnership Summit 2017	10/05/17
Philadelphia	Baltimore, MD	Urban Institute NNIP Conference	05/19/17
Philadelphia	DC Metro Area	University of Maryland	05/18
Philadelphia	Hazard, KY	Hazard Community Technical College	4/26/18

Account Manager Pilot

“A new way of working with partners to create enterprise-wide impact and longer term buy in.”

Objectives

- Modernize and provide a structured enterprise approach to sustain and scale partner relationships.
- Integrate enterprise partner activities with complete count committees and other evergreen initiatives.

Criteria for Engaging National Partners

- REACH— What nationwide reach do they have?
- INFLUENCE— How trusted are they?
- ACCESS— Do they have access to hard to count and hard to reach communities?
- SECTOR— What sectors and are there collaboration opportunities?

National Partner Prospects and Segments

- Census Bureau compiled a starter list of potential partners.
- Communications contractor developed a point-of-view for national partnership program.
- Contractor offered a list of 53 potential partners in their POV.
- Segments are:
 - Non-governmental organizations
 - Media
 - Academic
 - Interest Groups
 - Technology
 - Retail
 - Advocacy

Near-Term Activities

- Account manager training – Ongoing
- National partner pitching – Ongoing
- Exploit technological and innovative solutions via sprints – Ongoing
- Launch of updated partner website with 2020-related content – April 2018
- Develop email communications strategy – Spring 2018 Start
- Host a prospective national partner webinar in the early Spring – May 2018

National Partner Considerations and Opportunities

- Build on 2010 Census successes.
- Collaborate and integrate with Field Partnership Program.
- Leverage partnerships into the future, beyond 2020.

Questions?

Integrated Partnership and Communications Update

Kaile H. Bower

Decennial Communications Coordination Office

Integrated Partnership and Communications Outline

- Overview
- Community Partnership and Engagement Program
- Field Recruitment Advertising and Communications
- Census Barriers Attitudes and Motivators Study
 - Survey
 - Focus groups

Integrated Partnership and Communications

Community Partnership and Engagement Program (CPEP)

Summary of Program:

CPEP focuses on building and engaging community or grassroots level partnerships throughout the United States.

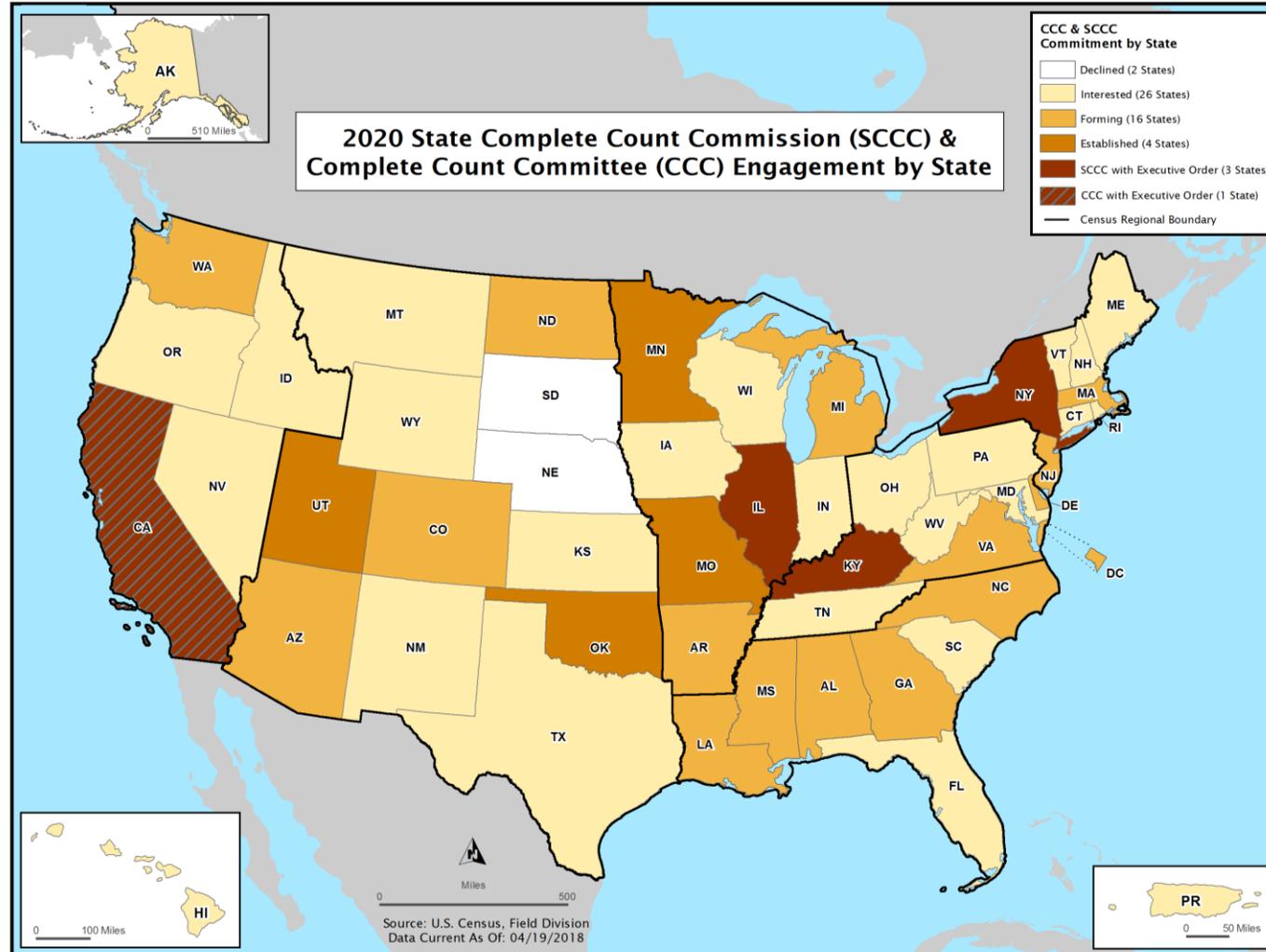
- Educate people about the 2020 Census and foster cooperation with enumerators
- Encourage community partners to motivate people to self-respond
- Engage grass roots organizations to reach out to hard-to-count groups and those who aren't motivated to respond

Key Accomplishments:

- FY18 44 Partnership Specialists in Total
- Regional CPEP Plans
- Completed Program Development - State Complete Count Commission and Complete Count Committee (SCCC/CCC) Program
- Completed SCCC/CCC Train the Trainer for all Partnership Staff
- Engaged over 1,526 Organizations
- Completed over 1,800 outreach events

Integrated Partnership and Communications

Community Partnership and Engagement Program (CPEP)



Integrated Partnership and Communications

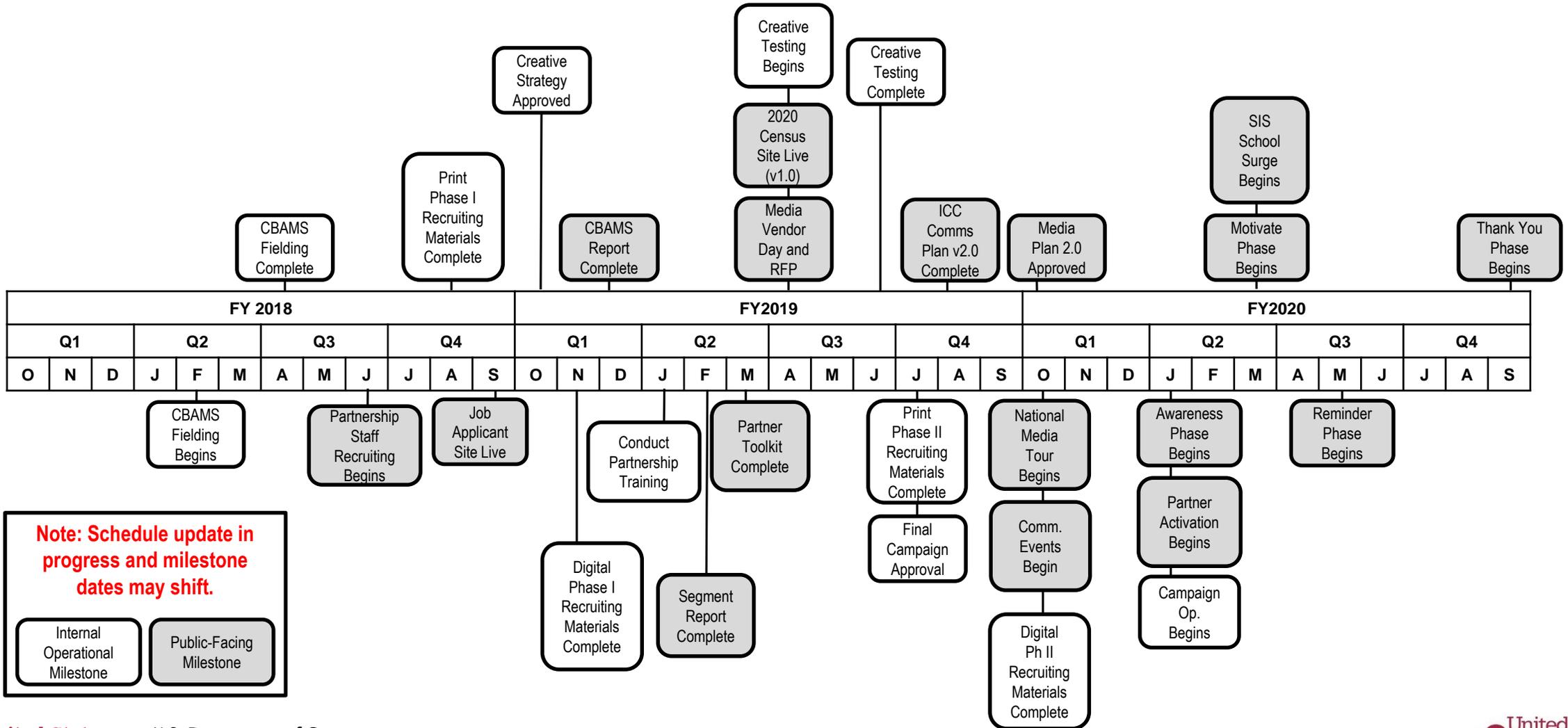
Main Components

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 Milestone Timeline



Note: Schedule update in progress and milestone dates may shift.

Internal Operational Milestone

Public-Facing Milestone

Integrated Partnership and Communications

Field Recruitment Advertising and Communications

Summary of Program:

We will leverage various media channels, deploy hyperlocal and national campaigns, and develop one centralized recruiting resource—a 2020 Census jobs website—to hire the right people for the right geographic locations.

Key Accomplishments:

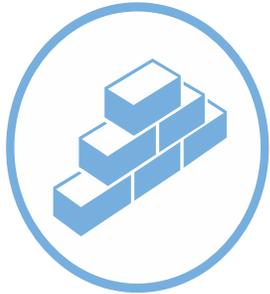
- Recruiting kick-off conference with regional leadership held on March 13 -15, 2018
- Industry Day for 2020 media planning and buys to support recruiting contract held on March 15, 2018
- Working with the Center for New Media & Promotion and Team Young & Rubicam to develop a 2020 recruiting website
- Working with AT&T to create a toll- free jobs line

Upcoming Milestones:

- September 4, 2018: Recruiting website activated
- September 4, 2018: Toll- free jobs line activated
- November 2019: recruiting advertisements and promotional materials developed

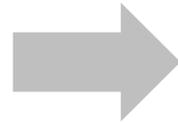
Integrated Partnership and Communications

Phased Research Approach



Foundational

- Research to identify what audiences need to know and how



Creative Development & Testing

- Creative concepts and pieces
- Qualitative and quantitative testing

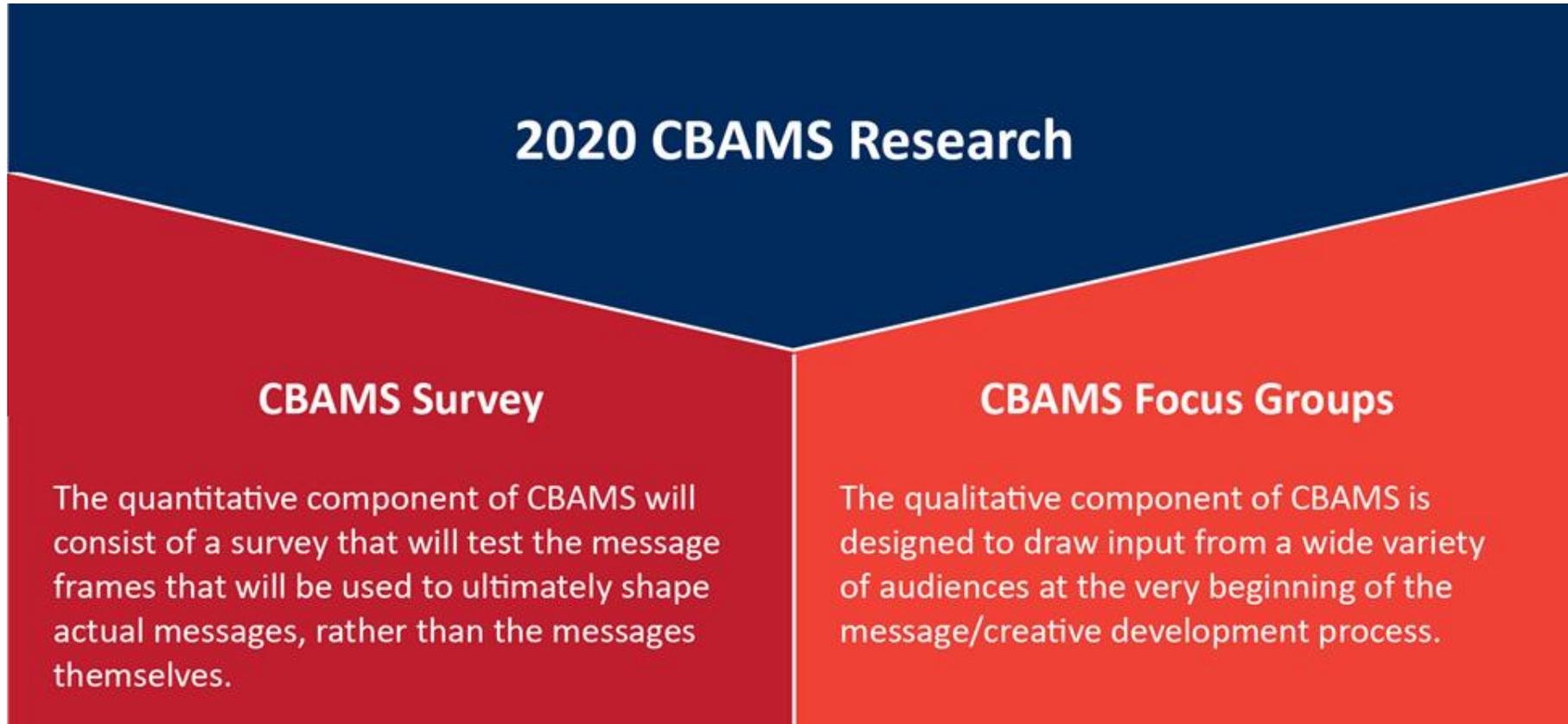


Refinement & Optimization

- Iterative refinement for strongest possible product

Integrated Partnership and Communications

CBAMS 2020



Integrated Partnership and Communications

2020 CBAMS Survey

Status:

● On Track

Data current as of:

April 18, 2018

Completion Date:

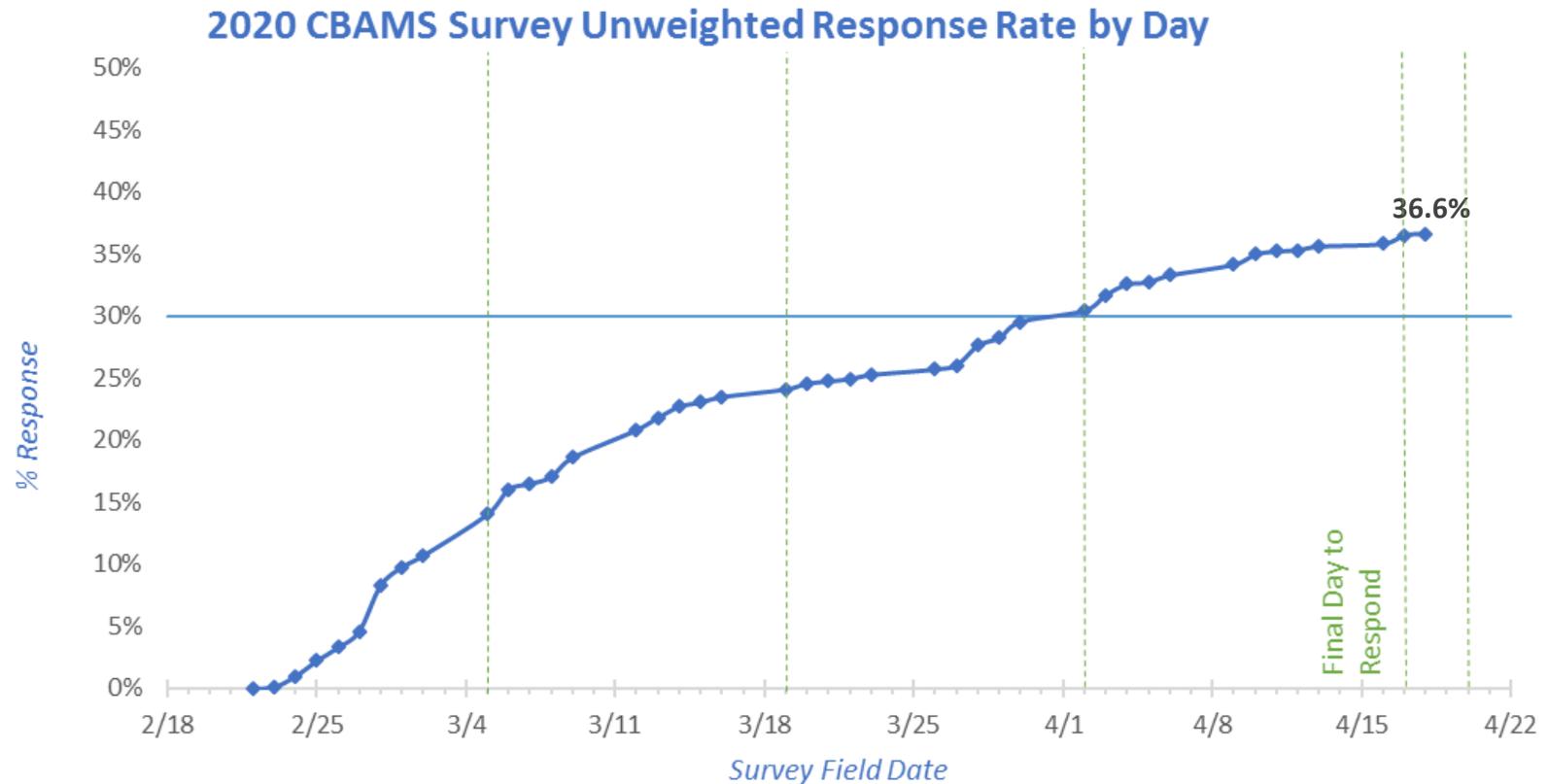
April 20, 2018

Sample Size:

50,000 Households

Notes:

Unweighted data



Integrated Partnership and Communications

2020 CBAMS Focus Groups

	Date	Location	Audience	Recruited	Showed	Seated	Date	Location	Audience	Recruited	Showed	Seated
Status: <i>Management Focus</i>	3/14	Albuquerque 1	AIAN (Female)	11	11	8	4/3	Houston 2	Spanish (Mainland)	14	11	8
	3/14	Albuquerque 2	AIAN (Male)	10	8	8	4/4	Los Angeles 4	MENA	14	10	8
Data current as of: <i>April 19, 2018</i>	3/15	Albuquerque 3	Low Internet Proficiency	12	11	8	4/4	Los Angeles 5	MENA	12	12	8
	3/15	Albuquerque 4	Low Internet Proficiency	12	12	8	4/4	Houston 3	Vietnamese	11	10	8
Completion Date: <i>April 19, 2018</i>	3/19	New York 1	Vietnamese	12	11	6	4/4	Houston 3	Vietnamese	11	9	7
	3/19	New York 2	Vietnamese	11	10	8	4/5	Los Angeles 6	NHPI	11	10	8
Total # of Focus Groups: <i>42 (w/6-8 participants)</i>	3/20	Memphis 1	Low Internet Proficiency	11	12	8	4/5	Los Angeles 7	NHPI	10	8	6
	3/20	Memphis 2	Low Internet Proficiency	12	10	7	4/9	Honolulu 1	NHPI	12	8	7
Total # Focus Groups Complete: 42	3/20	New York 3	Mandrian	12	11	8	4/9	Honolulu 2	NHPI	11	7	7
	3/20	New York 4	Cantonese	11	11	8	4/10	Chicago 1	Young & Mobile	11	4	4
Minimum # of Total Participants: 252	3/21	New York 5	Spanish (Mainland)	11	12	8	4/10	Chicago 2	Young & Mobile	13	7	6
	3/22	Bristol 1	Rural	14	9	7	4/11	Detroit 1	MENA	8	7	6
Current # of Total Participants: 308	3/22	Bristol 2	Rural	14	13	8	4/11	Detroit 2	MENA	14	12	8
	3/27	Anchorage 1	AIAN (Male)	14	8	6	4/12	Detroit 3	Black/African American	12	10	6
	3/27	Anchorage 2	AIAN (Female)	15	9	6	4/12	Detroit 4	Black/African American	12	9	8
	3/29	South Dakota 1	AIAN (Female)	15	12	7	4/16	Montgomery 1	Black/African American	12	8	7
	3/29	South Dakota 2	AIAN (Male)	12	6	6	4/16	Montgomery 2	Black/African American	12	11	8
	4/2	Los Angeles 1	Spanish (Mainland)	12	9	8	4/18	San Juan 1	Spanish (Puerto Rico)	14	10	8
	4/3	Los Angeles 2	Cantonese	11	11	7	4/18	San Juan 2	Spanish (Puerto Rico)	14	11	8
	4/3	Los Angeles 3	Mandrian	11	11	8	4/19	Cayey 1	Spanish (Puerto Rico)	14	9	8
	4/3	Houston 1	Spanish (Mainland)	14	12	8	4/19	Cayey 2	Spanish (Puerto Rico)	14	13	8

Integrated Partnership and Communications

Research and Communications Integration

STEP 1



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

STEP 2



Predictive Models

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising Campaign Messaging and Materials

STEP 6



Deliver Advertising

STEP 7



Optimize Resources

STEP 8

"Twenty-somethings' response is **7% less** than we predicted in LA."

Rapid Response

Questions?

Geographic Programs Update

Deirdre Dalpiaz Bishop

Chief

Geography Division

Geographic Support System (GSS) Program

Continual Research and Updating

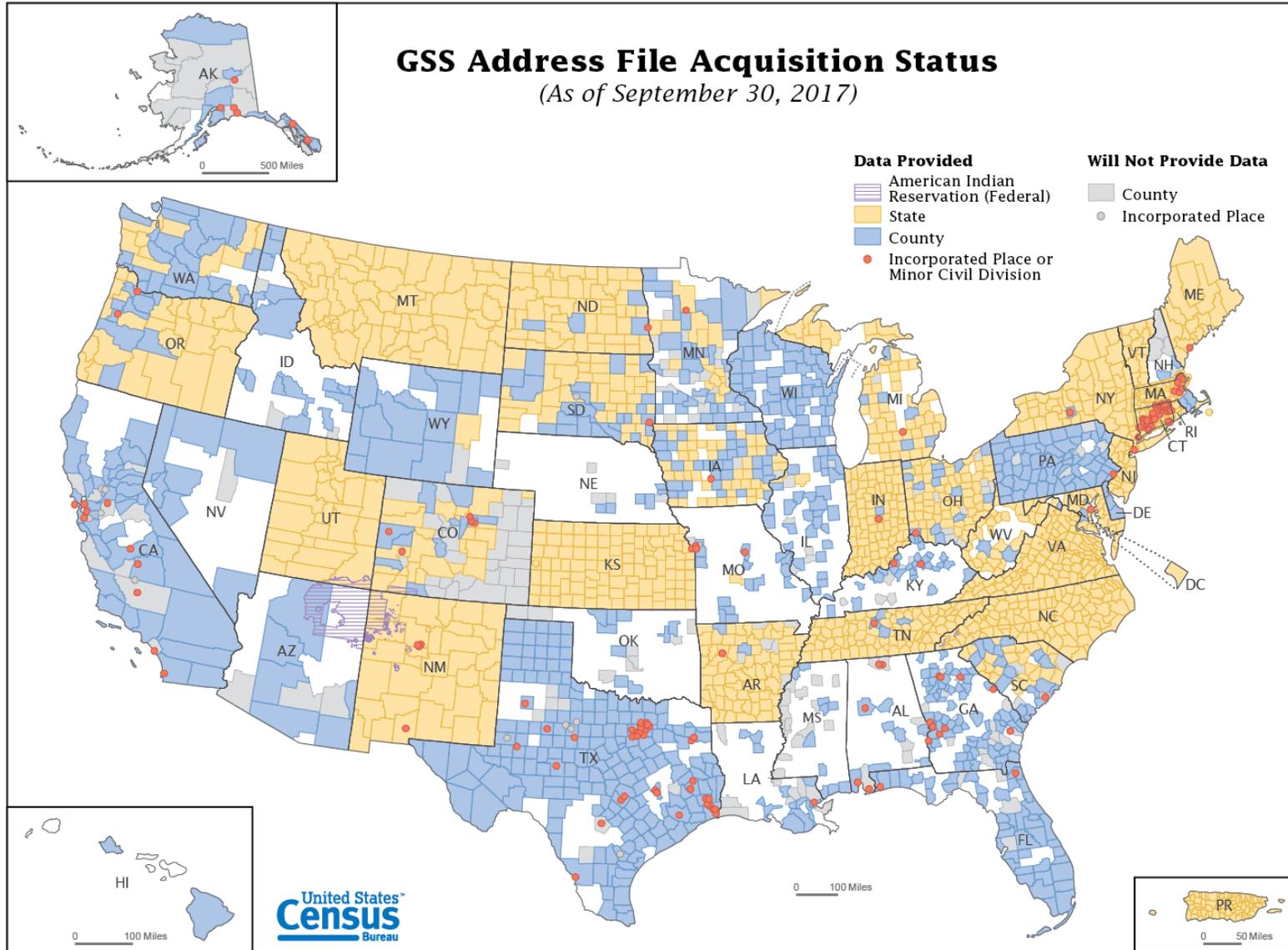
- An integrated program of improved address coverage, continual spatial and feature updates, and enhanced quality assessment and measurement
- The GSS Program supports and maintains the geographic and cartographic infrastructure necessary for the Census Bureau's data collection, processing, tabulation, and dissemination programs for the United States and Puerto Rico
- Continual updates throughout the decade to support current surveys and the 2020 Census
 - United States Postal Service
 - Tribal, State, and Local Governments

GSS Program

Partner File Processing Results

	Total Number of Records	Percent of Total Records
Total Number of Records Received	118,492,401	100%
Total Number of Records Accepted	94,023,370	79.35%
Total Number of Records Matched to the MAF	93,514,622	99.46%
Total Number of New Records Created	508,748	0.54%
Total Number of Records Rejected	24,469,031	20.65%
Records Received with a Distinct XY Coordinate	110,700,172	93.42%
Total Number of New MSPs Created	70,639,833	75.13%

Geographic Support System Acquisition Status, by Data Provider



Prepared by the Geography Division (4/19/18)

GSS Program

Partner File Update Goals

The GSS Program goal for Fiscal Year 2018 is to attempt to acquire address and spatial files for 15,000 tracts in the United States and Puerto Rico.

Acquisition of Information About Availability of Files by Census Tract			
	GSS Goal	Attempted to Acquire to Reach Goal*	Acquired
2018	15,000	15,726	13,056
Total	15,000	15,726	13,056

*This number is the total number of tracts within the jurisdictions that were contacted in an attempt to reach the GSS goal

In-Office Address Canvassing

Interactive Review – Initial Pass of the Nation

- The goal of In-Office Address Canvassing is to manage as much of the review, validation, and updating of the address list as possible in the office, allowing resources to be focused on areas in which fieldwork is necessary to assure a complete and accurate address list
- 100 percent review in the office
- Started Execution: September 2015
- Completed Initial Pass of the Nation: June 8, 2017

- **Status in June 2017:** 11,155,486 - All US Blocks reviewed

Status	Block Counts	Percent of Blocks
Active	1,893,310	17.0%
Passive	7,921,288	71.0%
On Hold	1,340,888	12.0%
Total	11,155,486	100%

In-Office Address Canvassing

Interactive Review – Current Status

Status	Block Counts	Percent of Blocks
Active	1,452,614	13.02%
Passive	8,799,322	78.88%
On Hold	478,781	4.29%
Triggered	424,769	3.81%
TOTAL	11,155,486	100%

Triggered Blocks:

- A trigger is an “event” that provides information and/or data that suggest the need to send a block, or area of blocks, back through Interactive Review (IR)

Triggers:

- To date, 26 trigger events have resulted in blocks returning to IR. For example:
 - Ungeocoded trigger where ungeocoded addresses are geocoded to blocks and result in a change in the number of addresses in those blocks results in the block(s) returning to IR
 - Boundary and Annexation Survey (BAS) trigger where changes to a city’s boundary results in blocks returning to IR

Ungeocoded Resolution

The Ungeocoded Resolution (UR) project geocodes addresses to census block, resolving addresses that previously were not associated to a specific census geography.

- UR is an in-office activity designed to resolve ungeocoded records by adding or editing features and address ranges in the MAF/TIGER System
- Timeline:
 - Implementation and monitoring - April 2017- March 2020
- Universe:
 - 2,406,428 ungeocoded addresses in the MAF as of Summer 2017
 - Ungeocoded addresses in may increase after every USPS update

Original Universe	Address Records Worked	Address Records Geocoded	Percent of Address Records Geocoded
2,406,428	807,856	618,296	77%

The Boundary and Annexation Survey

The Boundary and Annexation Survey (BAS) is conducted annually and is used to update information about the legal boundaries and names of all governmental units in the United States.

The Census Bureau uses the boundary information collected in the BAS to tabulate data for the decennial and economic censuses, and for annual estimates and surveys such as the American Community Survey (ACS) and the Population Estimates Program.

Entity	Number Eligible	Number of Responses	Percentage
State	11	10	90.91%
County	3,048	2,615	85.79%
Places	19,485	13,461	72.62%
Consolidated Cities	8	8	100%
Minor Civil Divisions (MCDs)	16,242	9,359	57.62%
American Indian Areas (AIAs)	339	169	49.85%
Total	39,133	26,310	67.23%

Local Update of Census Addresses

The Local Update of Census Addresses (LUCA) is the only opportunity offered to tribal, state, and local governments to review and comment on the Census Bureau's residential address list for their jurisdiction prior to the 2020 Census.

Phase	Description
Registration and Review Materials	<ul style="list-style-type: none"> ❖ 11,537 Entities have registered to participate in LUCA and require registration packages <ul style="list-style-type: none"> ➤ As of April 13, all materials had been created and shipped ➤ Puerto Rico packages will be shipped by June 1
LUCA Registration Coverage	<ul style="list-style-type: none"> ❖ 98.1% of the population and 98.1% of the housing covered by at least one LUCA participant ❖ 98.8% of the population and 98.7% of the housing covered in tracts with the lowest response scores in the hardest to count areas
Process LUCA Submissions March 2018	<ul style="list-style-type: none"> ❖ Received first LUCA responses in early March. Most will be received in June-August, 2018. LUCA response processing began in April 2018 ❖ Total LUCA responses received 514 <ul style="list-style-type: none"> ➤ 347 responses with changes ➤ 167 responses with no changes
Feedback Provided August 2019	Feedback materials offered to participants with the results of Address Canvassing

Participant Statistical Areas Program

- The Participant Statistical Areas Program (PSAP) allows invited participants to review and update selected statistical area boundaries following Census Bureau guidelines and criteria.
- The Census Bureau will use the statistical areas defined for the 2020 Census to tabulate data for the annual American Community Survey estimates and the Economic Census.
- There are two types of statistical geographies available for review under the PSAP:
 - Standard Statistical Geography
 - Tribal Statistical Geography

PSAP Geographies

- Standard Statistical Geographies include:
 - Census tracts
 - Block groups
 - Census designated places (CDPs)
 - Census county divisions (CCDs), in selected states
- Tribal Statistical Geographies include:
 - Tribal census tracts (TCTs)
 - Tribal block groups (TBGs)
 - Census designated places (CDPs)
 - Alaska Native village statistical areas (ANVSAs)
 - Oklahoma tribal statistical areas (OTSAs)
 - OTSA tribal subdivisions
 - Tribal Designated Statistical Areas (TDSAs)
 - State Designated Tribal Statistical Areas (SDTSAs)

PSAP High Level Schedule

Date	Activity
March–May 2018	The Census Bureau contacts 2010 Census PSAP participants to inquire about 2020 Census PSAP participation
July 2018	The Census Bureau sends an official letter to PSAP participants and state, county, or local points of contacts
Fall 2018	List of local planning agencies, councils of governments, and organizations published on the PSAP Web site
January 2019	PSAP participants receive materials to provide input on the 2020 PSAP plan for statistical boundaries
February 2019	PSAP webinar training begins
January 2020	PSAP participants receive an updated 2020 PSAP plan in order to verify that the statistical boundaries are correct. PSAP verification phase begins.

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.

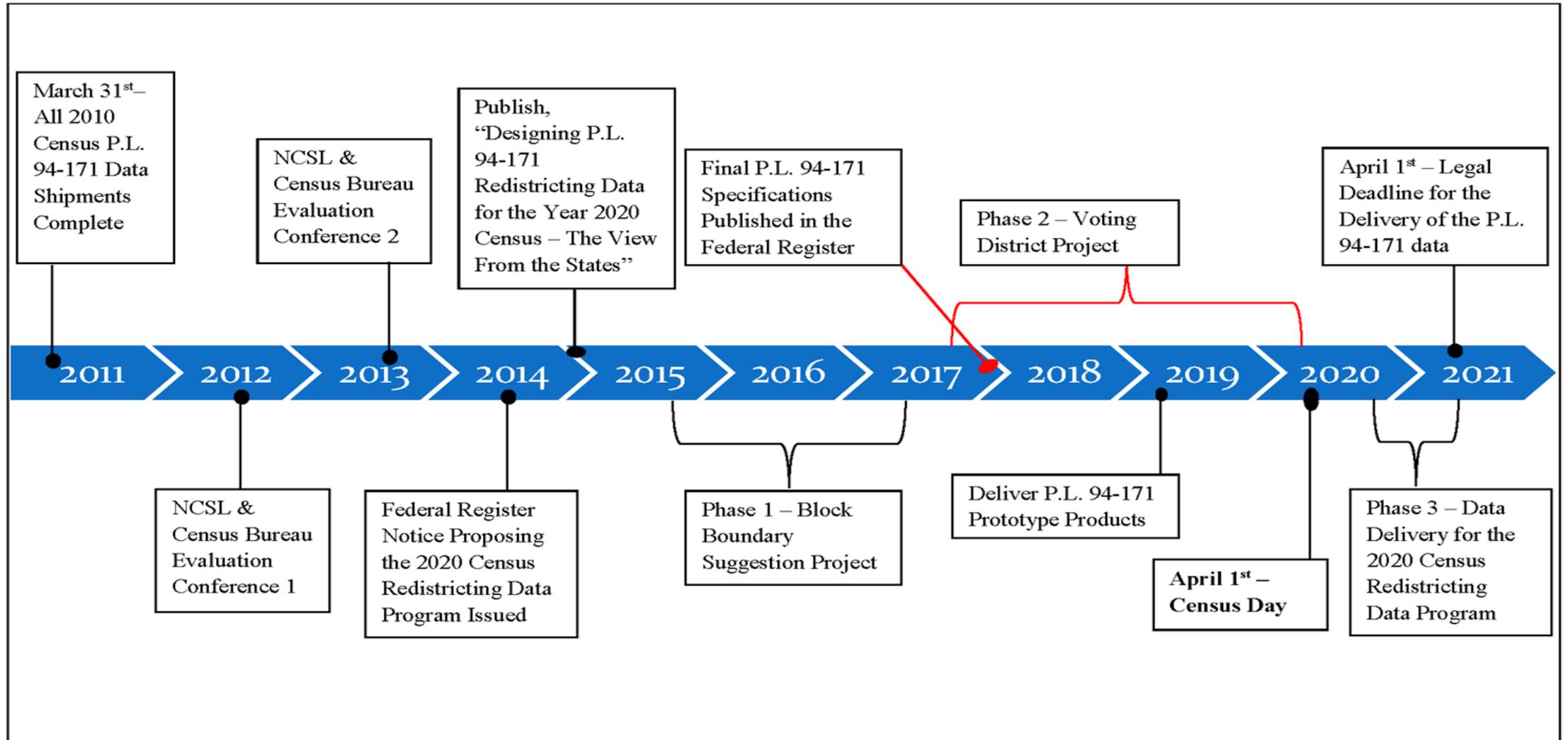
Identified “geographic areas desired”:

- Census Tabulation Blocks
- Voting Districts (e.g. precincts, wards, etc.)
- Legislative and Congressional Districts

Requirements:

- Establish program criteria
- Identify required tabulations
- Conduct the program in a non-partisan 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 1 year from Census Day (April 1, 2021)

Redistricting Data Program



Redistricting Data Program

Phase 1 – Block Boundary Suggestion Project (BBSP)

Activity	Date
Initial Delineation	December 2015 – May 2016
Verification	December 2016 – May 2017

Phase 1 - BBSP Participation

State	BBSP Initial	BBSP Verification
States Participating	36	34
States with changes for all counties	11	7
States with BAS Updates	17	19
County		
Participated – Submitted Updates	1150 (36% of nation)	966 (30% of nation)
Participated – No Updates	882 (27% of nation)	903 (28% of nation)
Did Not Participate	1188 (37% of nation)	1351 (42% of nation)

Redistricting Data Program

Phase 2 – Voting District Project (VTDP)

Activity	Date
Initial Delineation	December 22, 2018 – May 31, 2018
Verification I	January 2, 2019 – May 31, 2019
Verification II*	January 2, 2020 – March 31, 2020
<i>*Added a short second round of verification for those states who participate in both the Initial Delineation and the first round of Verification</i>	

Redistricting Data Program

Phase 3 – Data Delivery

Activity	Date
Prototype geographic support products	January 2019 – February 2019
Prototype P.L. 94-171 Redistricting Data	March 2019
Geographic support products	November 2020 – February 2021
P.L. 94-171 Redistricting Data	February 2021 – March 31, 2021

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

2018 Prototype P.L. 94-171 Redistricting Data File

Table P1 – Race

Table P2 – Race for the Population 18 Years and Over

Table P3 – Hispanic or Latino, and not Hispanic or Latino by Race

Table P4 – Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 and Over

Table H1 – Occupancy Status (Housing)

New Table

Table P42 – Group Quarters Population by Group Quarters Type

Redistricting Data Program

Phase 4 – Congressional and State Legislative Districts Collection

Activity	Date
115 th Congress and 2016 State Legislative Districts	November 2015 – April 2016
116 th Congress and 2018 State Legislative Districts	November 2017 – April 2018
117 th Congress and 2020 State Legislative Districts	No Collection
118 th Congress and 2022 State Legislative Districts	November 2021 – April 2022

117th Congress and 2020 State Legislative Districts

- Evaluating need and ability to collect these changes should many happen between April 2018 and November 2019
- No retabulation data product produced due to proximity to the decennial census.

Redistricting Data Program

Milestones

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

Questions?

Wrap-Up

Michael Thieme

Office of the Associate Director for Decennial Census Programs

Questions?