Road to the 2020 Census

*How to Prepare Your Community*

10:16 am to 11:30 am
Friday, September 29, 2017
NDLC Annual Meeting
Fargo, North Dakota

Presenter: Alan Organ
U.S. Census Bureau-Denver Region
Agenda

• Welcome and Introductions
• 2020 Census-Overview
• Field Operations
• Geographic Programs
• Community Partnership and Engagement Program
• Critical Next Steps and Q&A
Why We Do a Census

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.
The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the States and the American People

Uses of Census data:
- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
APPORTIONMENT

OFFICIAL RESULTS 2010

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
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<td>Missouri -1</td>
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<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
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<tr>
<td>Washington +1</td>
<td>New York -2</td>
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<tr>
<td></td>
<td>Ohio -2</td>
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<tr>
<td></td>
<td>Pennsylvania -1</td>
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The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
What’s New?
Four Areas of Innovation

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Re-Engineering Field Operations
New Ability to Self Respond
Starting March 23, 2020

- Internet
- Phone
- Paper Form

Or traditional in-person interview
Three Main Reasons We Miss People

1. We don’t have an address
   • We can’t send a form
   • If we get a response, we can’t “match” them to the ground

2. We can’t get a response
   • We have an address, but we can’t determine occupancy

3. We get a partial response
   • Children
   • Multiple Families
   • Unrelated individuals
Short Questionnaire

• Name
• Age and Date of Birth
• Sex
• Race and Origin
• Own or Rent Home
• Relationship
• Phone Number

Data protected by Title 13 Confidentiality
Better use of information we already have

Utilizing Administrative Records and Third-Party Data

- Update the address list
- Validate incoming data from federal, tribal, state and local governments
- Improve the quality of the Address List
More Efficient Field Operations
Reengineering Field Operations

Streamlined Office and Staffing Structure

Increased use of Technology
HIGH LEVEL FIELD OPERATIONS

• Address Canvassing (about 30% of country)
• Group Quarters
  – Many operations from nursing homes to homeless shelters
• Update Leave
  – Used in areas where the postal service does not deliver mail to a given address
• Non Response Follow-Up
  – Visit housing units that did not respond
• Coverage Measurement
  – Measure accuracy of Census
Local Jobs - Critical

Office Positions
• Regional Census Center (Dallas for Denver region)
  – Managers, clerks, admin, geography, IT, space and leasing
• Area Census Offices (all states)
  – Managers, IT, and clerks

Work from Home
• Census Field Supervisors
• Enumerators
• Partnership Specialists and Assistants
• Recruiting Assistants
<table>
<thead>
<tr>
<th>Key Data Collection Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Nov – 2019</td>
</tr>
<tr>
<td>• April 2018</td>
</tr>
<tr>
<td>• Early 2019</td>
</tr>
<tr>
<td>• Aug – Oct 2019</td>
</tr>
<tr>
<td>• Mid-2019</td>
</tr>
<tr>
<td>• Early 2020</td>
</tr>
<tr>
<td>• March 23, 2020</td>
</tr>
<tr>
<td>• April 1, 2020</td>
</tr>
<tr>
<td>• May 2020</td>
</tr>
<tr>
<td>• August 2020</td>
</tr>
<tr>
<td>• December 31, 2020</td>
</tr>
<tr>
<td>• In-Office Address Canvass</td>
</tr>
<tr>
<td>• Regional Census Center Opens</td>
</tr>
<tr>
<td>• Early Area Census Offices Open</td>
</tr>
<tr>
<td>• Address Canvassing – select areas</td>
</tr>
<tr>
<td>• Area Census Offices Open</td>
</tr>
<tr>
<td>• Group Quarters Start</td>
</tr>
<tr>
<td>• Self Response Starts</td>
</tr>
<tr>
<td>• <strong>CENSUS DAY</strong></td>
</tr>
<tr>
<td>• Non-Response Follow-Up Starts</td>
</tr>
<tr>
<td>• Data Collection Complete</td>
</tr>
<tr>
<td>• Counts Delivered to President</td>
</tr>
</tbody>
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The 2020 Census
Geographic Partnership Opportunities
Local Update of Census Addresses (LUCA)

What is It?
An opportunity for state, local and tribal governments to review the list of addresses that will be used to conduct the Decennial Census. Invitations sent to all governments in July of 2017.

Why Participate?
Ensure the Census Bureau has an accurate list of housing units for your community to facilitate the best count possible.
Boundary & Annexation Survey (BAS)

What is It?
An annual survey of *governments* to collect legal boundaries in effect on *January 1st* of the BAS year.

Why Participate?
Accurate boundaries are used to tabulate data for:

- **Decennial Census**
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program
- American Community Survey (ACS)
2020 Participant Statistical Areas Program (PSAP)

What is it?

Basic program goals:

• Encourage states as well as Regional Commissions and Councils to participate in this once-a-decade data review and update
• Facilitate our dissemination of data for small geographies
The Geographic Support System Initiative (GSS) is an on-going program that supports the 2020 Census by leveraging local address and GIS information where available.

Program goals:

• Improve our address coverage
• Continuously update spatial features
• Enhance the quality assessments and measurements of the Master Address File/Topologically Integrated Geocoding and Referencing System (MAF/TIGER) database
Community Partnership and Engagement Program

**Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- **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 to the national campaign
COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff
- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion
State Complete Count Program

- Complete Count Commission (Governor or Designee)
- Business
- Education (K-12)
- Higher Education
- Faith Based
- Community Organizations
- Media Communication
Local Complete Count Committee

- MEDIA COMM
- BUSINESS
- IMMIGRANT
- COMMUNITY ORG
- EX-OFFENDER
- FAITH BASED
- EDUCATION (K-12)
- HOMELESS
- VETERANS
- GROUP QUARTERS
- RECRUITING

MAYOR COUNTY CHAIR
CPEP LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign
STATISTICS IN SCHOOLS

Classrooms Powered by Census Data

Learning About College Degrees and Lifetime Earnings

Exploring 19th-Century Child Labor Laws in the United States
MEDIA AND ADVERTISING

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau

More information on the 2020 Census:
http://www.census.gov/2020Census
Critical Next Steps...

1. Participate in the Local Update of Census Addresses (LUCA) and Boundary and Annexation Survey (BAS)

2. Consider what you might want to invest as Local Funding for 2020 in 2019/2020

3. Think about establishing State, Local and Tribal Complete Count Programs