The Road to 2020 Census
AGENDA OVERVIEW

- Decennial Census Basics, 2010 Census

- The 2020 Census
  - Address Canvassing, Key Innovation Areas
  - Use of Administrative Data

- Field Operations
  - Census Tests, Reengineered Field Operations, Key Dates, Jobs

- Geographic Programs
  - Types of Geography, Geographic Partnership Opportunities

- Community Partnership & Engagement Program
  - Hard to Count Populations, Complete Count Programs, Statistics in Schools, Media
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.

- Key Purpose is Apportioning the U.S. House of Representatives.
APPORTIONMENT

OFFICIAL RESULTS

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
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<tbody>
<tr>
<td>Arizona +1</td>
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<tr>
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<td>Massachusetts -1</td>
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<tr>
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<td>Washington +1</td>
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<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
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Population Percent Change
April 1, 2010 to July 1, 2015
Also About Fairness…

- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - Americans with Disabilities Act
    - Age Discrimination Act
  - Fair Housing Act
## And About Funding

<table>
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<th>Amount (Billions)</th>
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<td>Medicaid</td>
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<td>Highway Planning and Construction</td>
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<td>TANF</td>
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<td>Section 8 Housing Choice Vouchers</td>
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<td>IDEA Part B</td>
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<td>Federal Transit Formula Grants Programs</td>
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<td>Head Start</td>
<td>$6.9</td>
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<tr>
<td>CHIP</td>
<td>$6.0</td>
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<tr>
<td>CDBG and Neighborhood Stabilization Program</td>
<td>$4.9</td>
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2020 Census
Goals for the 2020 Census

- Maintain Quality
- Reduce Costs

4 Areas of Innovation
- Efficiency in Building an Address List
- Easier Ways to Respond
- Better Use of Information We Already Have
- More Efficient Field Operations
Maintain Quality - The 2010 Census

A Very Good “Net” Census

U.S. Total Percentage Net Undercount from 1980 - 2010

- 1980: 0.8% to 1.4%
- 1990: 1.61%
- 2000: -0.49%
- 2010: -0.01%
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
Four Areas of Innovation

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Reengineering Field Operations
Efficiency in Building an Address List

Reengineering Address Canvassing

Continual Research and Updating

Ongoing Process for In-Office Canvassing

In-Office Address Canvassing

Where Should We Start?

Address List and Spatial Database

In-Field Address Canvassing
2010 Mail Response Rate

United States: 74%

Arizona: 69%
Easier Ways to Respond

Optimizing Self-Response

Make It Easy to Respond from Any Location at Any Time

Online Forms in Multiple Languages

Pre-Assigned ID Not Required*

Multiple Modes and Devices

Español

English

Ten nguoï Việt

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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
Field Operations
2014 - 2016 Tests

Purpose
• Test proposed innovations
• Improve follow-up data collection methodologies.

Goals
• Test internet response & Telephone Response
• Test Questionnaire wording changes
• Test the use of new management structure and new technologies for collecting in-person data
National Self-Response Test

- National Sample
- Self Response Only
- Finalize Content/Wording of Questions for 2020
- Further testing of internet response and telephone questionnaire assistance in multiple languages
End to End Census Test

- Test flow of all operations from start to finish
- Refine procedures & technology
- Multiple sites
  - Pierce County, Washington
  - Bluefield-Beckley-Oak Hill, West Virginia
  - Providence County, Rhode Island
High Level Field Operations

- Address Canvassing (about 25% of country)
- Group Quarters
  - Many ops from nursing homes to homeless shelters
- Update Enumerate
  - List housing units & attempt to get data
- Non Response Follow-Up
  - Visit housing units that did not respond
- Coverage Measurement
  - Measure accuracy of Census
Key Dates

- Now – 2019
- Jan 2018
- Mid 2019
- Fall 2019
- Mid 2019
- Early 2020
- March 23, 2020
- April 1
- Mid May 2020
- August 2020
- December 31, 2020
- In Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response & Update Enumerate Start
- CENSUS DAY
- Non-Response Follow-up Starts
- Data Collection Complete
- Counts Delivered to President
Local Jobs - Critical

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

Work from Home
- Census Field Supervisors
- Enumerators
- Partnership Specialists & Assistants
- Recruiting Assistants
Geography
The 2020 Census
Geographic Partnership Opportunities
Geographic Partnership Opportunities

Supporting the 2020 Census

Local Update of Census Addresses

Participant Statistical Areas Program

Boundary and Annexation Survey
Local Update of Census Addresses

What is It?
An opportunity for local governments to review the Title 13 addresses that will be used to conduct the Decennial Census

What is Isn’t:
A chance to update your address list with census addresses or take action on unregistered dwellings, for example, using Census address information.

Why Participate?
Ensure the Census Bureau has an accurate list of housing units for your jurisdiction to facilitate the best count possible
Local Update of Census Addresses

LUCA

What’s new in 2020?

- Provides address counts by census block in early 2017 and a public geocoding tool so you can geocode your address list to assess whether you’d like to participate:
  
  https://geocoding.geo.census.gov/

- Includes census structure coordinates in the address list

- Also provides un-geocoded U.S. Postal Service Delivery Sequence File addresses.
Local Update of Census Addresses

LUCA

Schedule

- **January-February 2017** –
  - Advance Notice mailed to HEOs and other LUCA contacts
  - Early housing unit counts available by block

- **March-December 2017** – Promotional Presentations

- **July 2017** – Invitation and Registration mailed to HEOs

- **October 2017** – LUCA Training Workshops begin (for registered participants)

- **December 15, 2017** – **Last day to register** for LUCA

- **February – April 2018** – Participants review and update the Census Bureau’s Address List

- **August – September 2019** – Census Delivers Feedback materials
What is it?
An Opportunity for regional planners to review and update Census Tracts, Block Groups and Census Designated Places (CDPs) in preparation for 2020 data tabulation and publication in 2021.

How to Participate?
Census staff contact Tribal planners, Council of Government officials, or County planners who will redefine the statistical map of their jurisdiction using census provided software tools and data.
2020 Participant Statistical Areas Program

Program Implementation

- 2020 PSAP plan created by the Census Bureau for review *(new for 2020)*

- 2 Phases: Delineation (120-days) Verification (120-days)

- Includes both Tribal and Standard Statistical Areas
2020 Participant Statistical Areas Program

PSAP

Schedule

- Spring 2017: Program announcement
- Late 2018: Plan delineation
- Late 2019: Plan verification

Tools

- Geographic Update Program Software (GUPS) provided to all participants
- Paper map option for very small governments
What is It?

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

Why Should your Government Participate?

Boundaries are used to tabulate data for:

- Decennial Census (year ending in 0)
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program (annually)
- American Community Survey (annually)
Submission Deadlines:

*March 1* of Survey Year: updates reflected in all subsequent censuses, surveys and estimates published for that year

*May 31* of Survey Year: updates reflected in the following year’s BAS

Participation Tools:

GUPS (Geographic Update Partnership Software), your GIS, paper maps

Review Online NOW using TIGERweb:

[https://tigerweb.geo.census.gov/tigerweb/](https://tigerweb.geo.census.gov/tigerweb/)
Boundary Validation Program (BVP)

January 2020

- Highest Elected Officials (HEO) and Tribal Leaders (TL) are provided maps of jurisdictional boundaries for initial review and update in March 2020

- HEOs and TLs complete final validation of boundary changes provided during BVP or BAS by May 2020

- Boundaries as of January 1, 2020 will be used for 2020 Census data tabulation
Key Geographic Partnership Dates

2017
LUCA Advance Notice sent to Highest Elected Officials – January
BAS 2017 deadline to be included in the ACS, March 1
BAS 2017 deadline for updates to be included in next year’s BAS – May 31
LUCA Invitation to review Master Address File – July 2017
BAS 2018 – annual invitation to update legal boundaries - December

2018
LUCA materials available for review - February 120 days ~ 4 Months
PSAP materials available for review - December 120 days
BAS schedule repeated as above

2019
LUCA Feedback provided to participants - August
LUCA Appeals Process - October
PSAP Verification materials available for review- Fall/Winter
BAS schedule repeated as above

2020
Boundary Validation Program maps sent to HEO/Tribal Chair - January
Census Day – April 1, 2020
Apportionment Counts to the President- by December 31, 2020
BAS schedule repeated as above

2021
Redistricting Counts to the State- by March 31, 2021
Statistical Areas become official – April 1
BAS schedule repeated as above
How you can prepare for geographic programs:

**Review your Boundaries now and respond to the 2017 BAS**

LUCA provides only those addresses inside your jurisdiction’s boundaries, so if your boundaries are incorrect, you may not see your entire address list.

**Get your local address list in shape for LUCA**

- Determine unit designations for multi-unit buildings
- Determine residential vs. commercial addresses
- Geocode to current Census Tract/block
  
  See [https://geocoding.geo.census.gov/](https://geocoding.geo.census.gov/)

**Contact the PSAP lead agency for your Jurisdiction**

Begin a review of 2010 tracts, block groups, and CDPs that need revision for 2020
Questions
Comments
Community Partnership & Engagement Program
The 2020 Census: Motivate People to Respond
Optimizing Self-Response

- Motivate People to Respond
- Assure Respondents that their Data are Confidential and Secure
Community Engagement and Partnership Program

**Census Staff**
- Partnerships 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
Partnerships
State Complete Count Commission

Complete Count Commission (Governor or Designee)

Business

Education (K-12)

Complete Count Commission (Governor or Designee)

Higher Education

Faith Based

Community Organizations

Media Communication
Local Complete Count Committee

- MEDIA COMM
- BUSINESS
- IMMIGRANT
- COMMUNITY ORG
- EX-OFFENDER
- MAYOR COUNTY CHAIR
- RECRUITING
- GROUP QUARTERS
- VETERANS
- HOMELESS
- EDUCATION (K-12)

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Community Initiatives in Support of the Census

- Image of a baby with "United States Census 2010" on the baby's blanket.
- Image of a tote bag with "Census 2010" on it.
- Image of a group of children in blue shirts sitting on the floor.
- Image of a bus with "Census 2010" on the side.
- Image of a flyer with "ya es hora" and "¡Hagase Contar! Make Yourself Count".

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More Community Initiatives

WEDNESDAY, JANUARY 13

1:30 PM - 104 Biology Hall
Design to Build Participation in Latino Art in Minnesota
Maria Cristina Torres, artist and independent curator, discusses how she is building community among Latino audiences today. She shares her work with traditions reaching back to Juan González Parada (1852-1913) and the Cuban, Puerto Rican, Chicano and other design trends featured in the Latin American Posters exhibition.

2010 CENSUS POSTER DESIGN COMPETITION KICK-OFF

2010 CENSUS POSTER DESIGN COMPETITION

Lecture-Talk on the 2010 Census Poster Design Competition

Poster Design Competition:
- 2010 Census Poster Contest Winner

Promoting Successes

Census Song and Video - Count me in

Song / Rap Contests

Count me in
The 2010 Census
Executive Producer: The Cunningham Network
Produced by: Musica Entertainment
Directed by: Chris Cottingham and Tony B

BED-STUY: BE HEARD, BE COUNTED
MORE MONEY, MORE POWER, MORE CHOICE.

Presented in association with:
LATIN AMERICAN POSTERS

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Hard to Count Populations
Complete Count Committee Activities
Statistics in Schools

Thematic Maps

Thematic maps are data maps of a specific subject or for theme, such as the Centers of the Population.

- Agriculture
- Business
- Centers of Population
- Housing and Living Arrangements
- Income and Poverty
- Natural Disasters
- Population Change
- Population Density
- Population Distribution
- Population Estimates
- Population Profiles
- Race and Ethnicity
- Sex
- Total Population
- Urban Areas
- Veterans of the United States

TRENDS IN CONGRESSIONAL APPORTIONMENT

Everybody Counts!

United States Census 2010

Resident of Class of 1925
Gregory College House
Drop Completed Census Forms HERE

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DORA EXPLORER

Children Count Too!
Media & Advertising
Questions?
Critical Next Steps

1. Assessing Local Funding and Allocation Needs for 2019/2020
2. Participating in Boundary and Annexation Survey (BAS) and the Local Update of Census Addresses (LUCA)
3. Setting Up State, Local and Tribal Complete Count Programs
4. Jobs and Recruiting