2020 Census
Road to the 2020 Census

Road to the 2020 Census

2020 Census Operational Timeline

- **March:** Census Bureau delivers questions to Congress
- **April:** Open 6 regional census centers
- **October:** Full implementation of the communications program
- **October:** Partnership specialists begin working for Census Bureau
- **August:** Begin In-Field Address canvassing
- **January:** Begin enumeration in remote Alaska
- **February:** Group Quarters Operation begins
- **March:** Update Leave begins
- **March:** Internet Self-Response begins

Key census activities start in 2018 and continue through 2021.

- **2018:**
  - January-March: Open 40 area census offices

- **2019:**
  - June-September: Open remaining 208 area census offices

- **2020:**
  - November: Launch advertising campaign

- **2021:**
  - March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

United States Census Bureau
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2020 Census

What's New With 2020 Census?

Count everyone once, only once, and in the right place.
2020 Census
Establish Where to Count

**Identify all addresses where people could live**
- Conduct a 100-percent review and update of the nation’s address list
- Use tablets and laptops to verify addresses in the field, building on the use of handheld devices for address listing in the last census
- Minimize in-field work with in-office updating
- Use aerial and street-view imagery to review addresses from the office and updating most Master Address File/Topologically Integrated Geographic Encoding and Referencing system (MAF/TIGER) data remotely, substantially cutting in-person workload
- Leverage workload models and technology to efficiently manage and route on-the-ground staff assignments for Address Canvassing
- Use multiple data sources to identify areas with address changes
- Get local government input, e.g., through Local Update of Census Addresses (LUCA)
2020 Census
Motivate People to Respond

Conduct a nationwide communications and partnership campaign
• Build on the success of using paid advertising and audience segmentation in recent decades
• Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
• Add digital advertising to target and tailor messages to various audiences
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
2020 Census
Integrated Partnership and Communications

Integrated Partnership and Communications (IPC) Components:
- Partnerships:
  - National Partnership Program (NPP)
  - Community Partnership & Engagement Program (CPEP)
- Integrated Communication Contract (ICC):
  - Statistics in Schools (SIS)
  - Creative
  - Media
  - Recruitment
  - Campaign Optimization
  - 2020 Website
  - Social Media
  - PR/Crisis Communication
  - Partnership Support

Communications Work Supported by Census Bureau Staff
Integrated Partnerships and Communication

Preliminary Phases of 2020 Census Communication*

Strategic Early Education Phase,
November 2019 – December 2019

Awareness Phase,
January 2020 – February 2020

Motivation Phase,
March 2020 – April 2020

Reminder Phase,
May 2020 – July 2020

Thank-You Phase,
August 2020 – December 2020

Data Dissemination Phase,
January 2021 – Ongoing

*All upcoming activities are contingent upon funding availability.
Make it easy for people to respond anytime, anywhere

- Encourage people to use the new online response option
- Provide options for responding via the telephone and paper questionnaires
- New adaptive design techniques enable more flexible and seamless self-response options than for previous censuses
## 2020 Census

### Non-English Support Changes:

#### Data Collection Instruments and Materials

<table>
<thead>
<tr>
<th>Instrument/Material</th>
<th>2020 Non-English Support</th>
<th>2010 Non-English Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>12 Non-English Languages</td>
<td>Not in Scope</td>
</tr>
<tr>
<td></td>
<td>• Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</td>
<td><strong>Fulfillment and Be Counted Questionnaires in 5 non-English languages, available via phone request or pickup:</strong> Spanish, Chinese (Simplified), Korean, Vietnamese, Russian</td>
</tr>
<tr>
<td></td>
<td><strong>Language Selection Criteria:</strong> 60,000 or more housing units</td>
<td><strong>Language Selection Criteria:</strong> 100,000 or more housing units</td>
</tr>
<tr>
<td>Self-Response</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Census</td>
<td>12 Non-English Languages</td>
<td>5 Non-English Languages</td>
</tr>
<tr>
<td>Questionnaire</td>
<td>• Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</td>
<td>• Spanish, Chinese (Mandarin and Cantonese), Korean, Vietnamese, Russian</td>
</tr>
<tr>
<td>Assistance</td>
<td><strong>Telecommunication Device for the Deaf also available</strong></td>
<td><strong>Telecommunication Device for the Deaf also available</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Language Selection Criteria:</strong> 60,000 or more housing units</td>
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</tr>
</tbody>
</table>
# 2020 Census

## Non-English Support Changes:
### Data Collection Instruments and Materials (cont’d)

<table>
<thead>
<tr>
<th>Instrument/Material</th>
<th>2020 Non-English Support</th>
<th>2010 Non-English Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enumerator Instrument</td>
<td>Spanish (hand-held)</td>
<td>Not in scope</td>
</tr>
<tr>
<td>Language Glossary</td>
<td>59 Non-English Languages</td>
<td>Not in scope</td>
</tr>
<tr>
<td>Language Identification Card</td>
<td>59 Non-English Languages</td>
<td>50 Non-English Languages</td>
</tr>
<tr>
<td>Language Guides (Video and Print)</td>
<td>59 Non-English Languages</td>
<td>59 Non-English Languages</td>
</tr>
<tr>
<td></td>
<td>Includes American Sign Language, braille and large print</td>
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</tr>
<tr>
<td>Bilingual Paper Questionnaire</td>
<td>Spanish</td>
<td>Spanish</td>
</tr>
<tr>
<td>Bilingual Mailing</td>
<td>Spanish</td>
<td>Spanish</td>
</tr>
<tr>
<td>Field Enumeration Materials</td>
<td>Spanish</td>
<td>Spanish</td>
</tr>
</tbody>
</table>
2020 Census
Nonresponse Followup

Collect data from all households, including group and unique living arrangements
• Leverage automation to efficiently manage and route on-the-ground field staff, as well as manage case assignment and the number of contact attempts
• Field workers will use handheld devices for collecting the data
• Operations such as recruiting, training, and payroll will be automated – reducing the time and staff required for these activities
• Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units.
Process less paper

- First census to capture a large percentage of responses electronically online, rather than through data entry or “optical character recognition.”
- With new online response option, most responses will be digital from the beginning.
- Digitize paper responses in-house, not outsource.
2020 Census

Cybersecurity

Protect the confidentiality, integrity, and availability of the 2020 Census data, processes, and systems

- Implement enhanced security architecture and technology based on the Department of Homeland Security (DHS) Continuous Diagnostic and Mitigation program
- Secure internal Census Bureau systems.
- Secure field data collection on mobile devices on mobile network (tablets and smartphones).
- Secure self-response mode for paper with physical and technical security at processing sites and systems.
- Secure self-response modes for public-facing internet data collection (using Cloud-based security and performance) and Census Questionnaire Assistance.
2020 Census
Response Processing

Applying rigorous quality assurance methods to ensure complete and accurate census counts

- The 2020 Census will use secure Cloud technology for the first time to rapidly scale up infrastructure to handle peak response periods.
- Innovations in data processing and interfaces with other headquarters systems include on-premises and Census Data Lake (Cloud resources) as short-form responses are edited and prepared for tabulation.
2020 Census
Tabulate Data and Release Census Results

Process and provide Census data
• Deliver apportionment counts to the President by December 31, 2020
• Release counts for redistricting by March 31, 2021 to the states
• Make it easier for the public to get information; provide flexible tools, allowing the public to view 2020 Census data any way they want.
• Improvements will include visualizations, easier search functionality, and improved access to data tables and data sets.
• Releasing results on a new, user-oriented Web platform featuring easier search, visualizations, and navigation to enhance dissemination and increase access to data through <data.census.gov>.
2020 Census

Employment Opportunities For Respective Communities

- **Fall 2018**: Small Scale Recruiting Effort Begins to Fill Outreach and Office Positions (Fall 2018 - Until Complete)
- **January 2019 - June 2019**: 40 Area Census Offices (ACOs) Opening & Recruitment Taking Place
- **June 2019**: Recruiting for the 208 Additional Area Census Offices (ACOs) Begins
- **September 2019 - February 2020**: Recruiting for the 208 Additional Area Census Offices (ACOs) Begin to Open
- **January 2019**: 40 Area Census Offices (ACOs) Opening & Recruitment Taking Place
- **June 2019**: 208 Additional Area Census Offices (ACOs) Begin to Open

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Questions?