



# 2020 Census Update Presentation to the Institute for Caribbean Studies

June 13, 2018

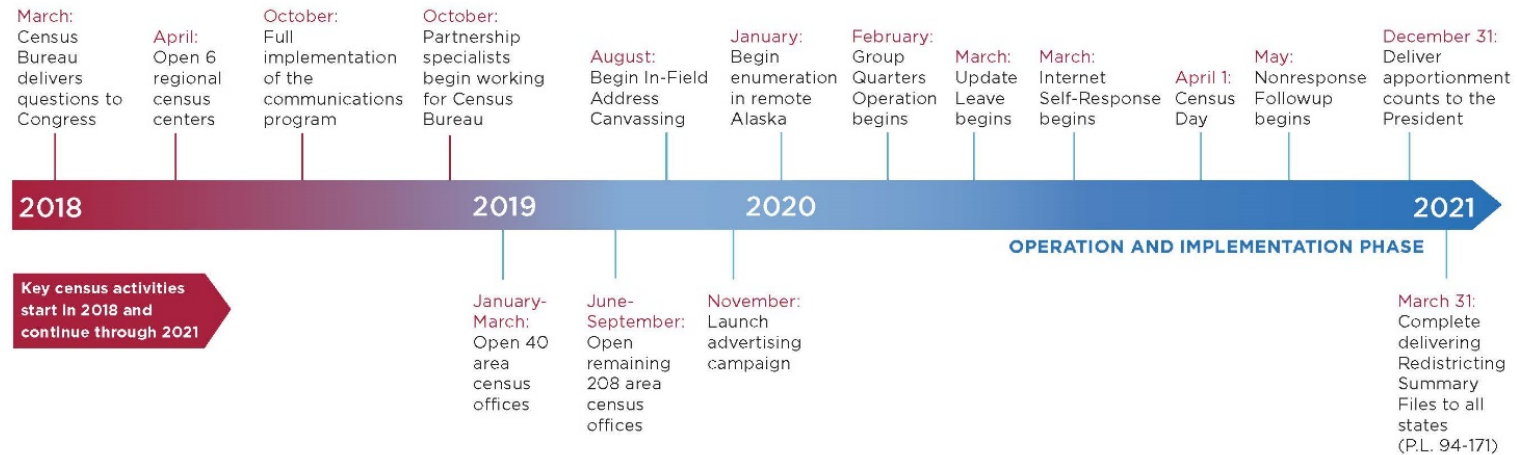
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# 2020 Census

## Road to the 2020 Census

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## 2020 Census Operational Timeline

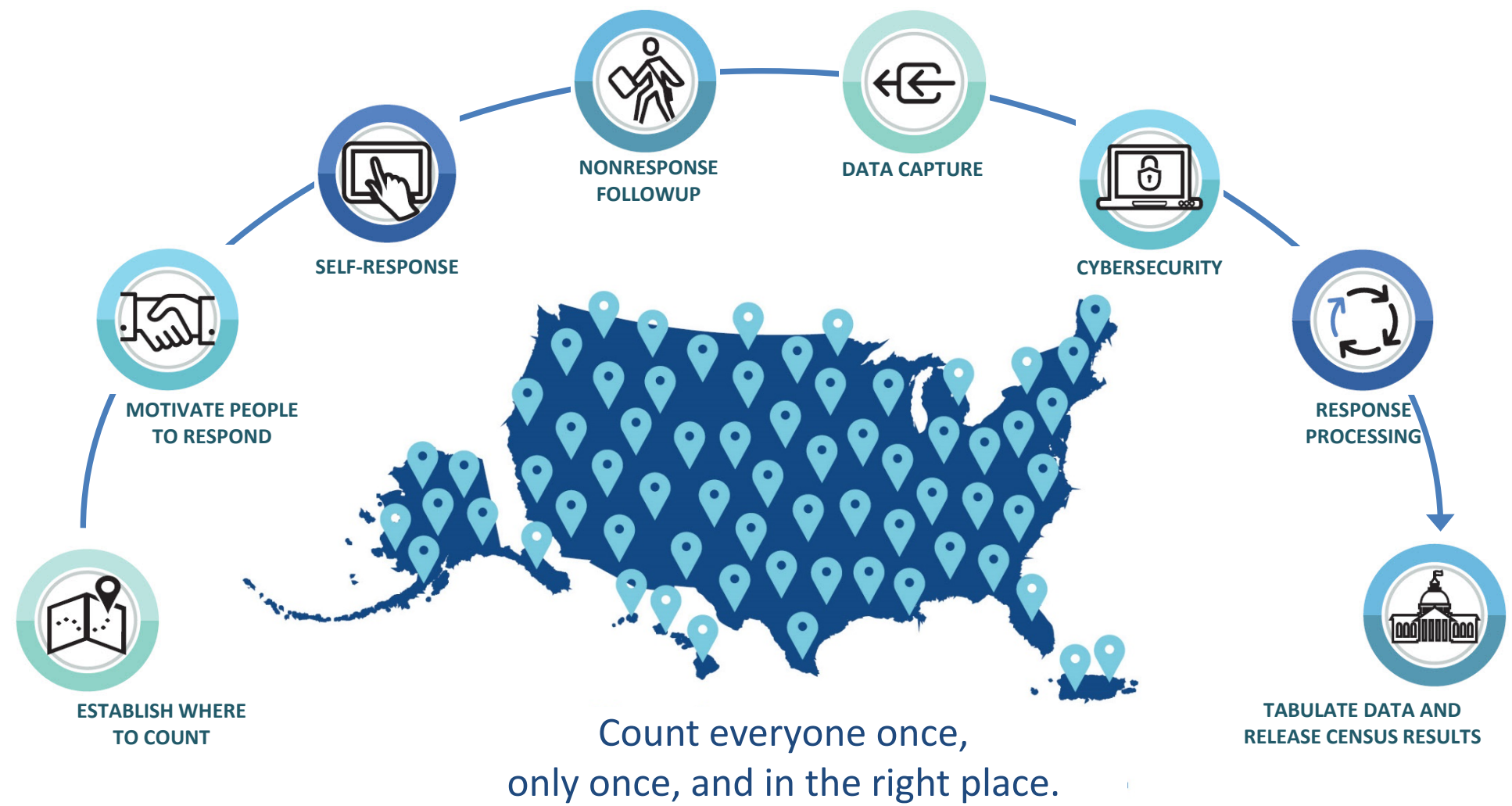


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# 2020 Census

## What's New With 2020 Census?



# 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

# 2020 Census

## Integrated Partnership and Communications



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:

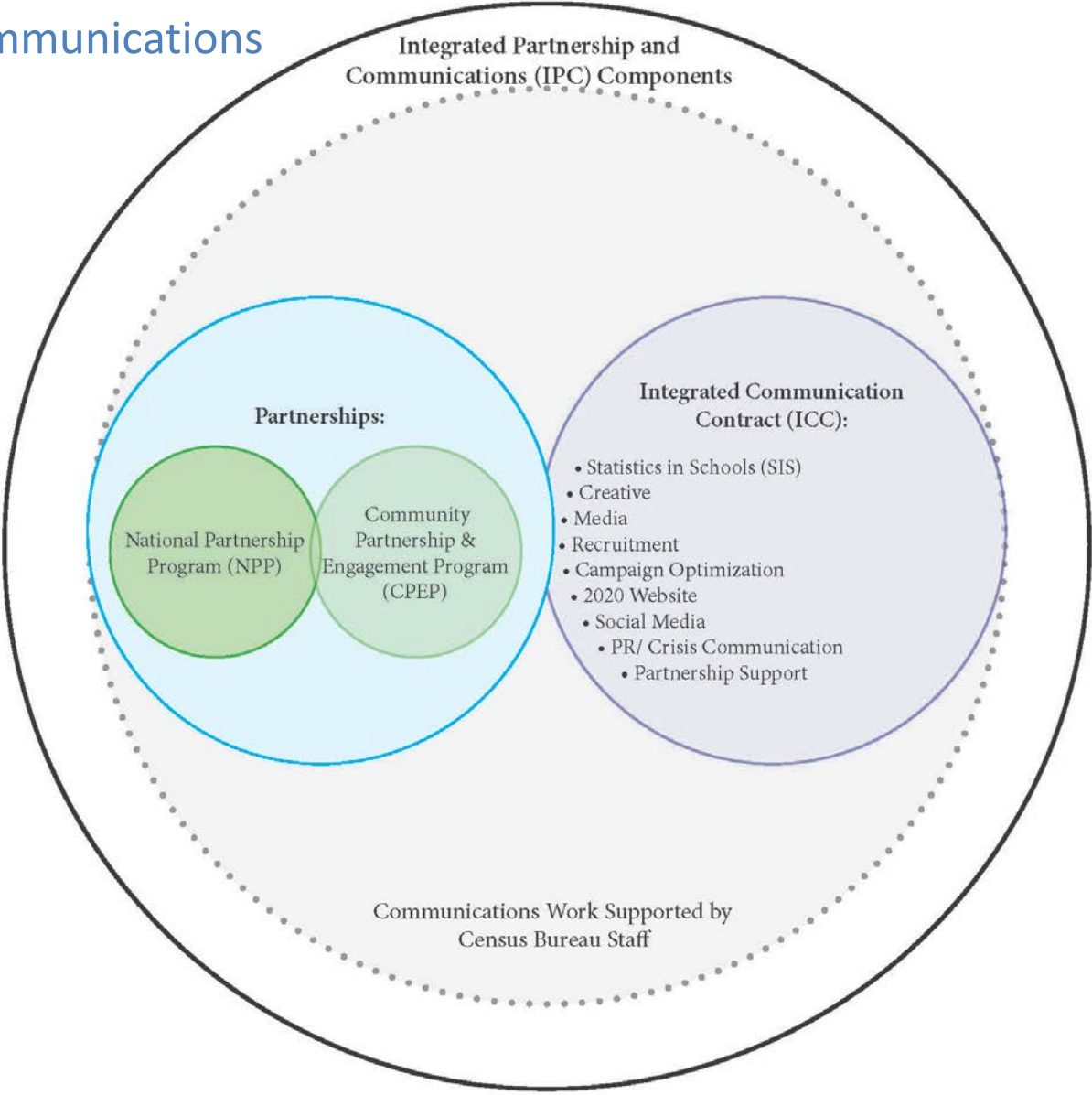
- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response





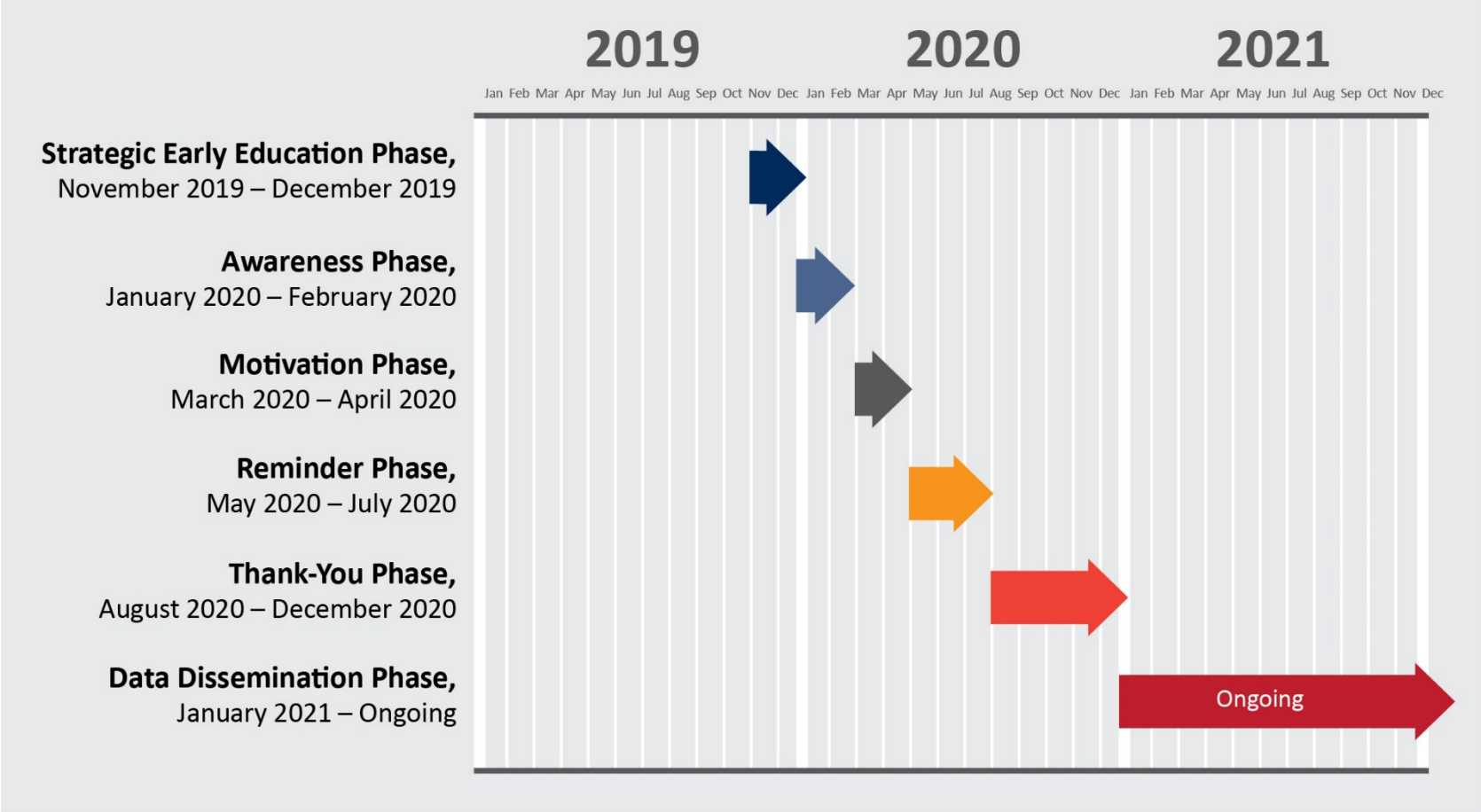
2020 Census

Integrated Partnership and Communications



# Integrated Partnerships and Communication

## Preliminary Phases of 2020 Census Communication\*



*\*All upcoming activities are contingent upon funding availability.*



# 2020 Census

## Self-Response



### **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



Instrument/Material	2020 Non-English Support	2010 Non-English Support
Internet Self-Response	<p>12 Non-English Languages</p> <ul style="list-style-type: none"> <li>Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</li> </ul> <p>Language Selection Criteria: 60,000 or more housing units</p>	<p>Not in Scope</p> <p><i>Fulfillment and Be Counted Questionnaires in 5 non-English languages, available via phone request or pickup: Spanish, Chinese (Simplified), Korean, Vietnamese, Russian</i></p> <p><i>Language Selection Criteria: 100,000 or more housing units</i></p>
Census Questionnaire Assistance	<p>12 Non-English Languages</p> <ul style="list-style-type: none"> <li>Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</li> </ul> <p>Telecommunication Device for the Deaf also available</p> <p>Language Selection Criteria: 60,000 or more housing units</p>	<p>5 Non-English Languages</p> <ul style="list-style-type: none"> <li>Spanish, Chinese (Mandarin and Cantonese), Korean, Vietnamese, Russian</li> </ul> <p>Telecommunication Device for the Deaf also available</p> <p>Language Selection Criteria: 100,000 or more housing units</p>

# 2020 Census

## Non-English Support Changes:

### Data Collection Instruments and Materials (cont'd)



Instrument/Material	2020 Non-English Support	2010 Non-English Support
Enumerator Instrument	Spanish (hand-held)	Not in scope
Language Glossary	59 Non-English Languages	Not in scope
Language Identification Card	59 Non-English Languages	50 Non-English Languages
Language Guides (Video and Print)	59 Non-English Languages  Includes American Sign Language, braille and large print	59 Non-English Languages  Includes American Sign Language, braille and large print
Bilingual Paper Questionnaire	Spanish	Spanish
Bilingual Mailing	Spanish	Spanish
Field Enumeration Materials	Spanish	Spanish

# 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.

# 2020 Census

## Data Capture



### 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



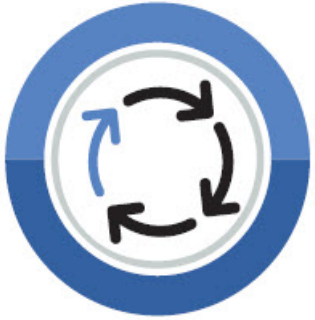
### Protect the confidentiality, integrity, and availability of the 2020 Census data, processes, and systems

- 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

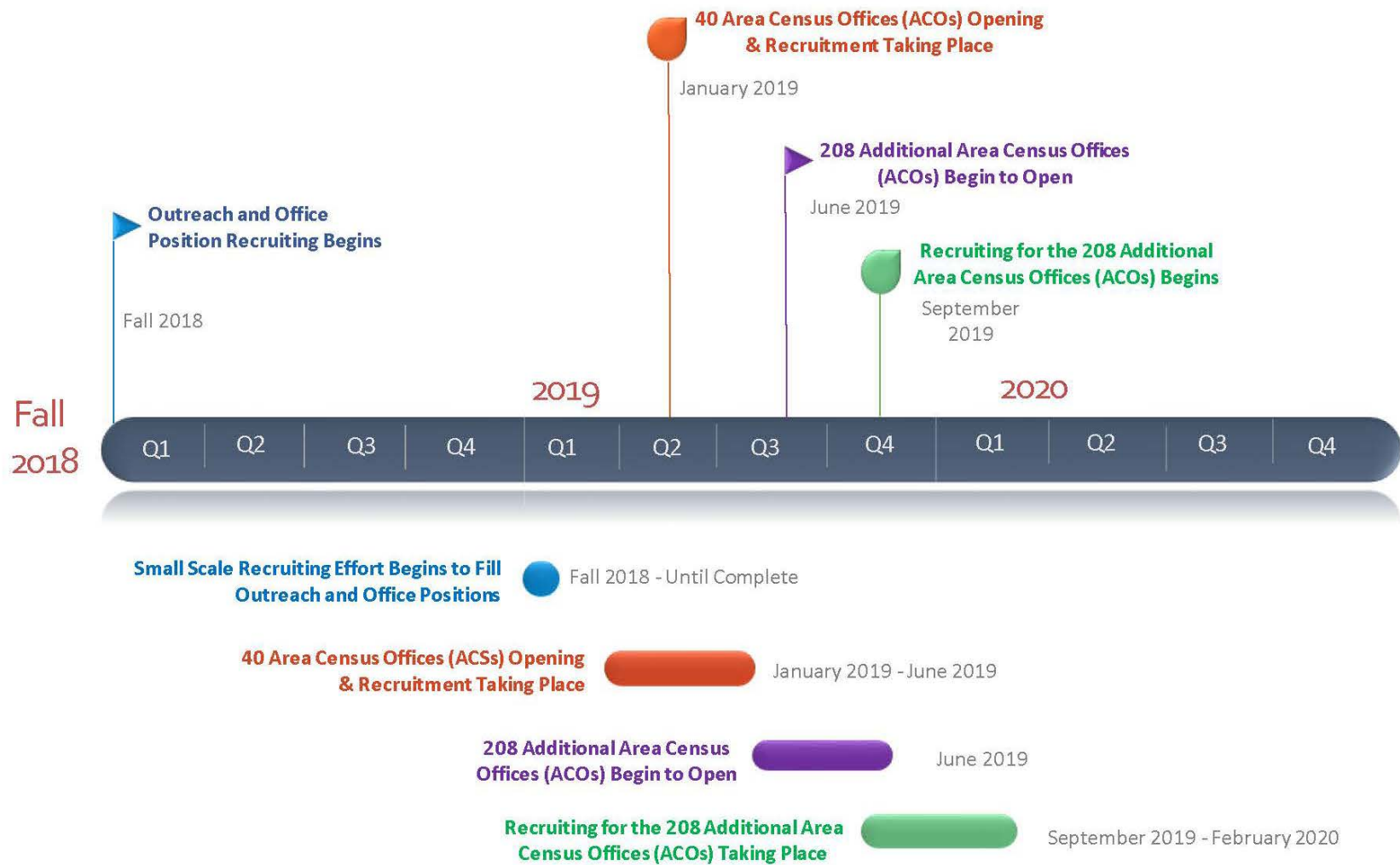


### Process and provide Census data

- 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](https://data.census.gov)>.

# 2020 Census

## Employment Opportunities For Respective Communities



# Questions?