

Preparing for the 2020 Census: Reengineering Address Canvassing

Deirdre Dalpiaz Bishop
Chief, Geography Division
US Census Bureau

The 2020 Census

Key Innovation Areas

Overarching Goal: To count everyone once, only once, and in the right place

Focus on Four Key Innovation Areas

Reengineering
Address Canvassing

Optimizing
Self-Response

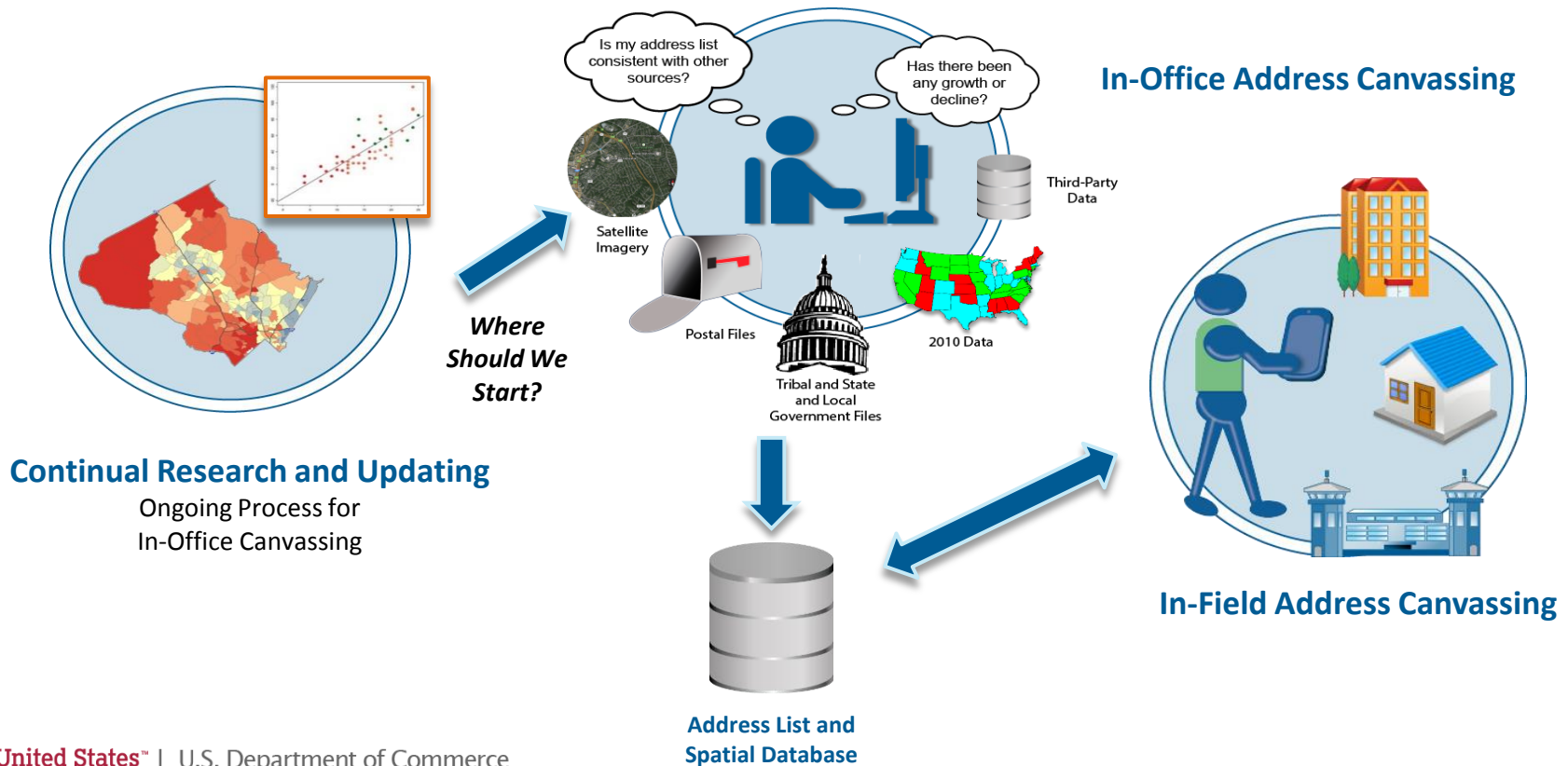
Utilizing
Administrative
Records and Third-
Party Data

Reengineering Field
Operations

The 2020 Census: Establish Where to Count

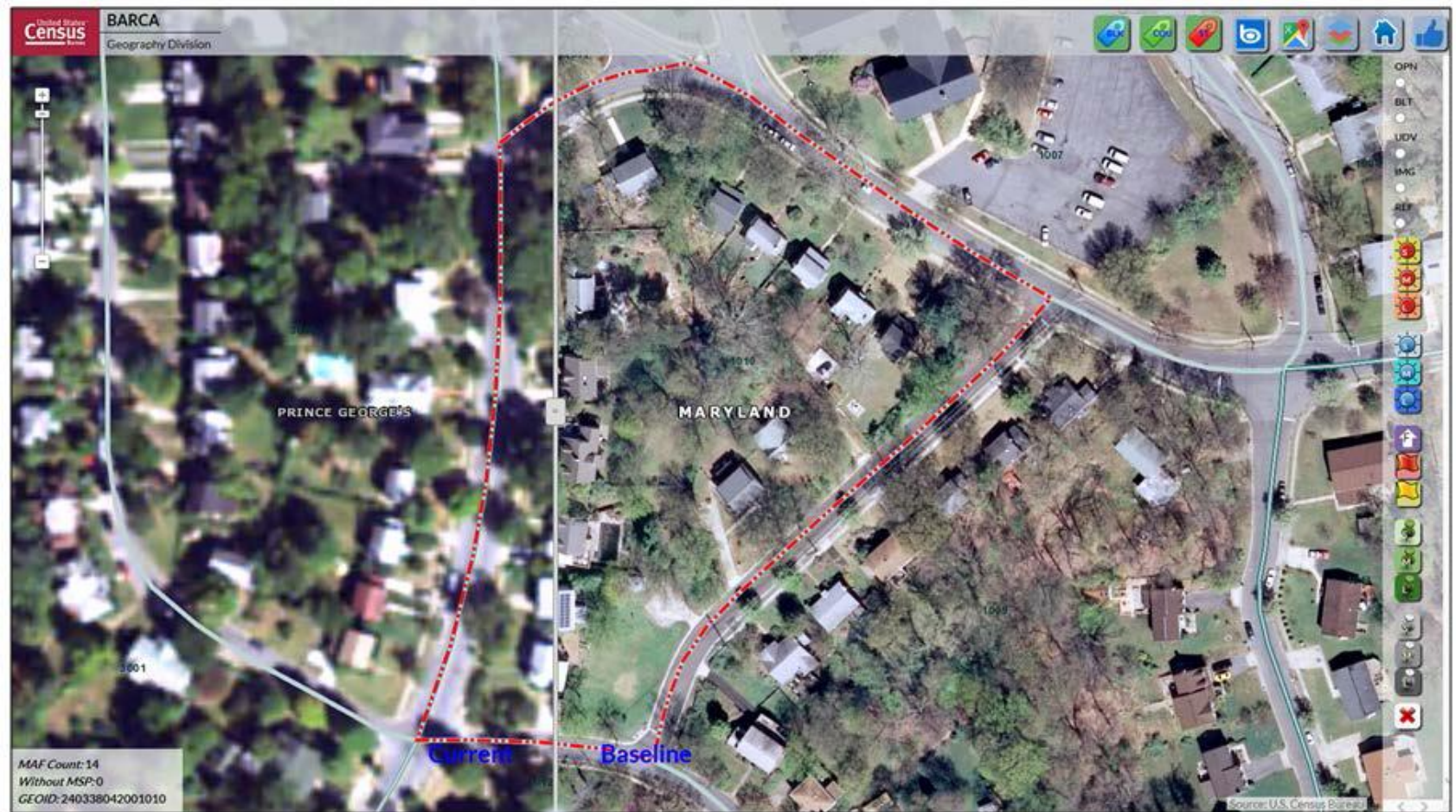
Reengineering Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



In-Office Address Canvassing

Block Assessment, Research and Classification Application (BARCA)



Slide bar between two vintages of imagery

In-Office Address Canvassing

Identifying Stability

2008 Imagery

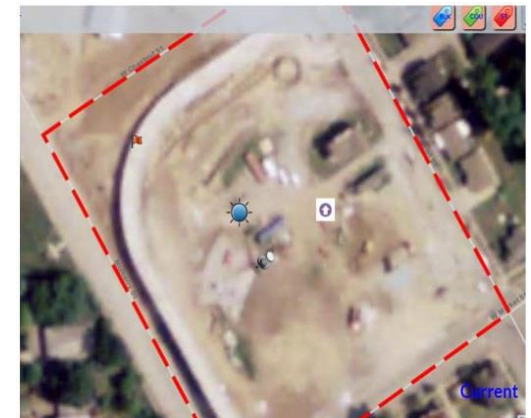
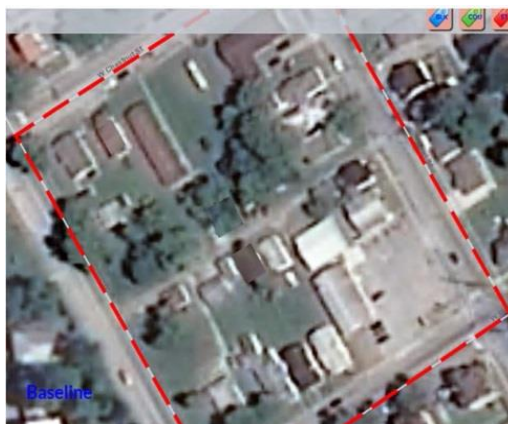


Growth

Current Imagery



Decline



In-Office Address Canvassing

Under-coverage from Interactive Review



In-Office Address Canvassing

Over-coverage from Interactive Review



The 2020 Census

A New Design for the 21st Century

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

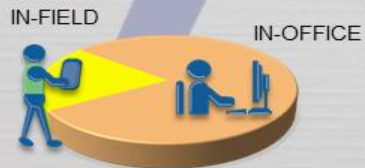
Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



Background Slides

Geographic Partnership Programs

2020 Census Redistricting Data Program

- 2020 Census Redistricting Data Program includes many geographic update components
- NPC is supporting the Redistricting Data Program by:
 - Processing incoming submissions from program participants into the MAF/TIGER System
 - Researching boundary issues identified by program participants
- The first phase of this program is currently under way



Geographic Partnership Programs

Other Geographic Partner Programs supported at NPC



Legal boundary updates from Boundary and Annexation Survey (BAS) every year.



School District boundary updates from the School District Review Program every two years.



Statistical area updates from the Participant Statistical Area Program (PSAP) every Census cycle.



Address and road updates from the Local Update of Census Addresses (LUCA) every Census cycle.