

The Operational Design of the 2020 Census

Overview of the Current Status

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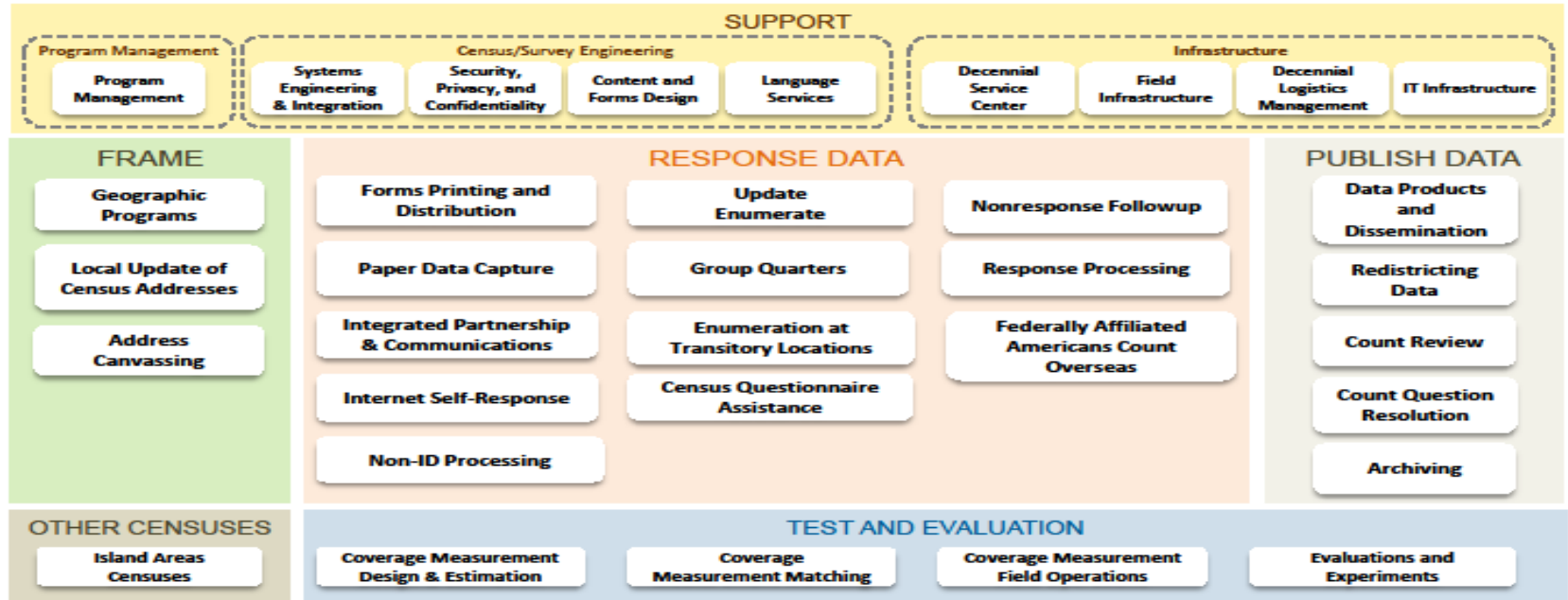
U.S. Census Bureau
Joint Statistical Meetings in Chicago, Illinois
August 2, 2016

Any views expressed are those of the author and not necessarily those of the U.S. Census Bureau.

Outline of Presentation and Panel

- Four Innovation Areas for the 2020 Census
 - Reengineering Address Canvassing
 - Optimizing Self-Response
 - Utilizing Administrative Records and Third-Party Data
 - Reengineering Field Operations
- Current Plans for 2020 Census
- Conclusions and Next Steps

The 2020 Census Operations



Reengineering Address Canvassing (1 of 2)

- Frame Development – Addresses maintained in the Census Bureau’s Master Address File database, starting with the 1990 Census Address Control File
 - Updates from the United States Postal Service since 1997
 - Updates from participating Governmental Units –
Local Update of Census Addresses
 - Updates from Census Bureau Field Operations

Reengineering Address Canvassing (2 of 2)

- Address Canvassing now planned as a combination of field and office work
 - In-Office Address Canvassing
 - In-Field Address Canvassing
 - Quality Assurance
 - Master Address File Coverage Study

The 2020 Census: Establish Where to Count

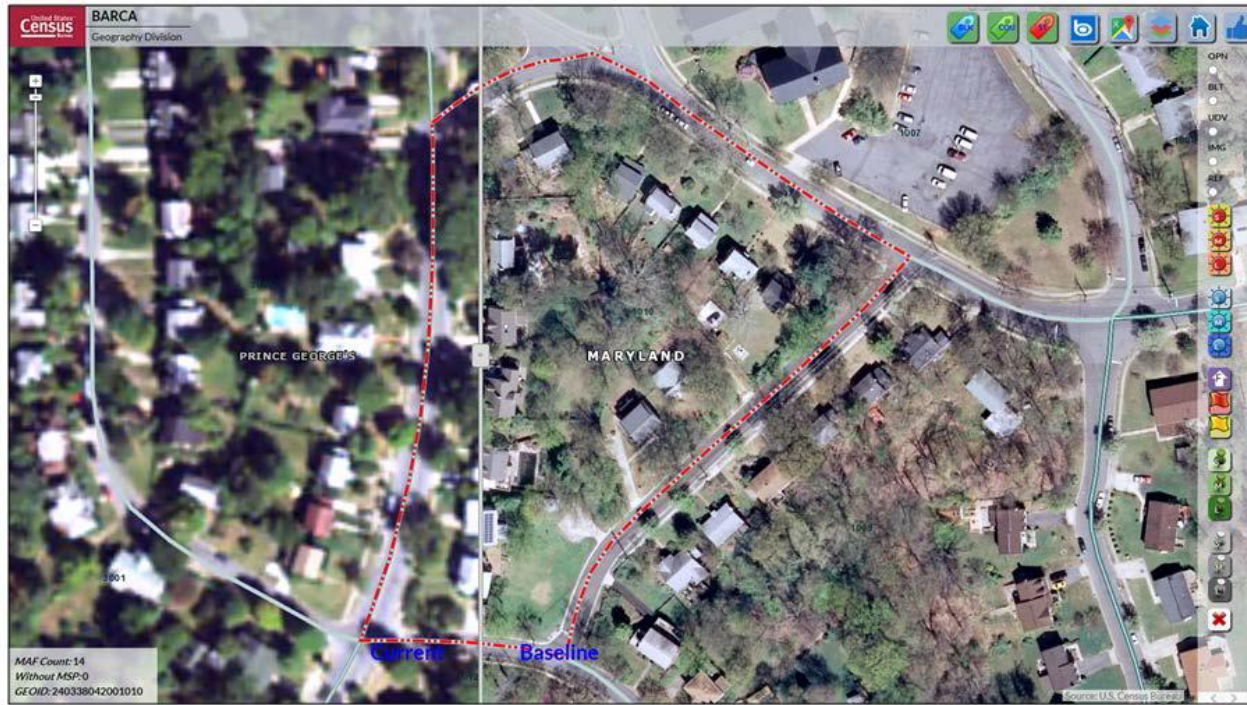
Reengineering Address Canvassing

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)



Optimizing Self-Response

- Challenge of declining response rates in all surveys
- Reminder postcards and materials
- Internet as a response option

Utilizing Administrative Records and Third-Party Data

- Nonresponse Followup (NRFU), the most costly operation in the Census
- Strategic approaches for minimizing fieldwork and resulting costs
- Administrative Records contain data items that could be useful
 - Identifying Vacant Housing Units
 - Household Data in Occupied Housing Units

Reengineering Field Operations

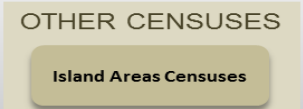
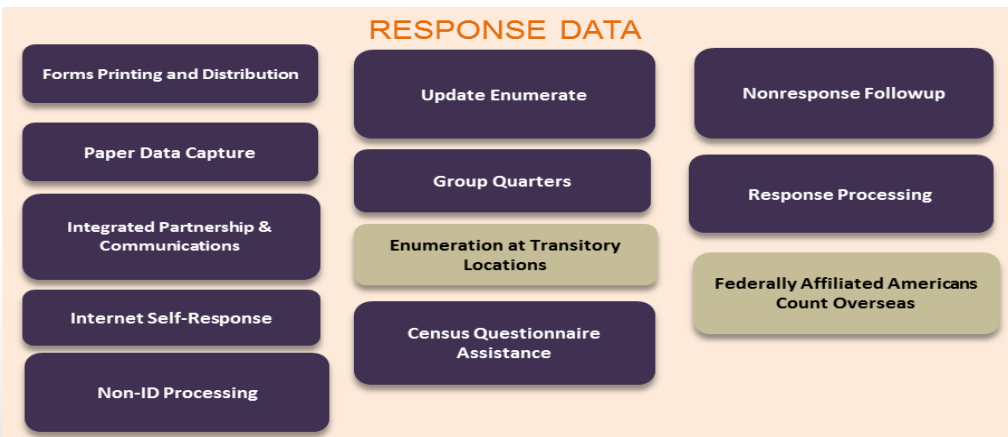
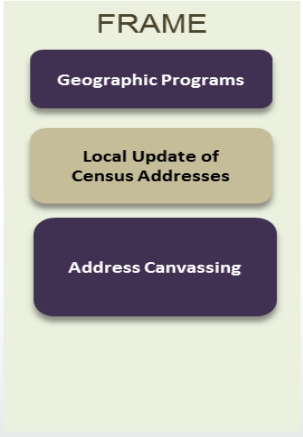
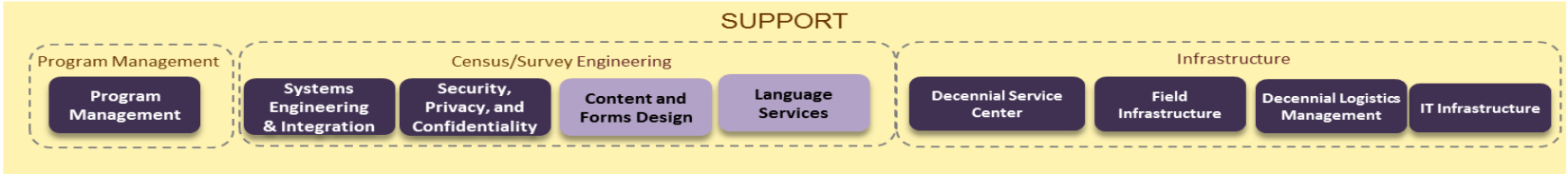
- Automated instruments for all field operations and field management tasks
 - Redesigned field operations
 - Field Office staffing structure
 - Management of Operations
 - Management of Staff
 - Other opportunities for innovations and efficiencies

2018 End-to-End Census Test

Focus of the Test

Required to Support the Test

NOT Included in the Test



Current Plans for 2020 Census

- Challenge: bringing together all innovation efforts into an integrated design
- 2020 Census Operational Plan tracking progress
- Design Decisions
- Cost and Quality Impacts

Conclusions and Next Steps

- The 2020 Census Operational Plan is available at the Census Bureau website on the 2020 Census page at [census.gov](https://www.census.gov)
 - Fiscal Year 2015 now available
 - Fiscal Year 2016 to be posted by October 2016

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

IN-FIELD

IN-OFFICE



- 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



**Count Everyone Once
In the Right Place**

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



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