2030 Census Webinar Series

July 27, 2023 | 4 pm EDT

Audio Access:
1-888-469-0850
Passcode: 9659654

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2030 Census Webinar Series

- First webinar the Census Bureau has held to announce updates about 2030 Census planning.
- Speakers will focus on three topics:
  - Research Projects.
  - Testing Strategy.
  - Timeline.

2030 Census Webinar Series

Michael C. Cook, Sr.

Senior Advisor, Office of the Director,
U.S. Census Bureau

(Host & Moderator)

Robert L. Santos

Director,
U.S. Census Bureau

Deborah M. Stempowski

Associate Director for Decennial Census Programs,
U.S. Census Bureau

Daniel Doyle

Deputy Chief of the Decennial Census Management Division,
U.S. Census Bureau

QUESTIONS?

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Robert L. Santos,
Director,
U.S. Census Bureau

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2030 Census Webinar Series

- Early in process.
- First in a series of updates.
- Committed to openness and transparency.
- Asked for public's input on planning and designing 2030 Census.
- **THANK YOU** to all who provided feedback.
- Please stay engaged.

Daniel P. Doyle,
Deputy Chief of the Decennial Census Management Division,
U.S. Census Bureau

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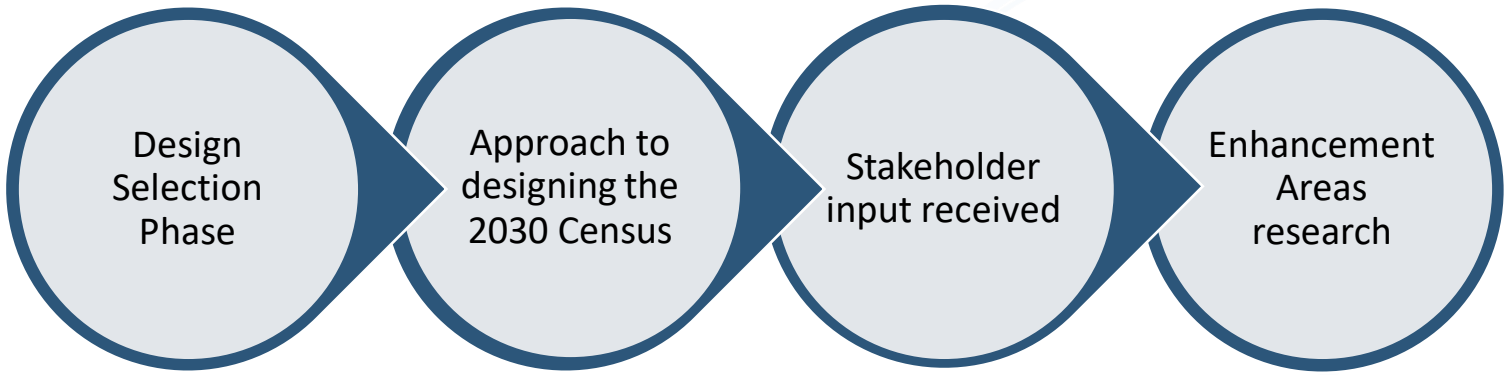
2030 CENSUS UPDATES PRESENTED IN THIS WEBINAR



What we've shared already

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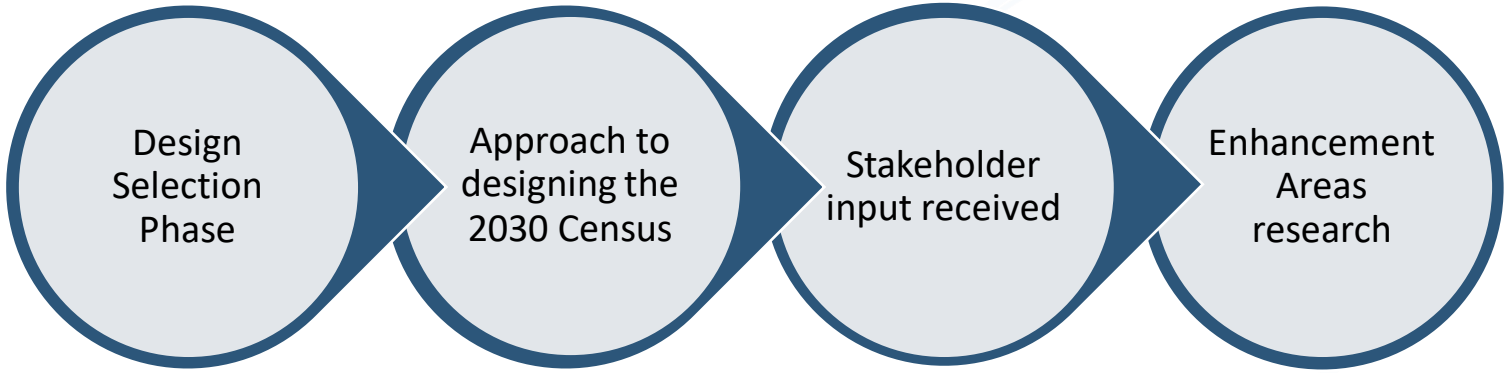

What we've shared already

What we're sharing here

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2030 CENSUS RESEARCH PROJECTS

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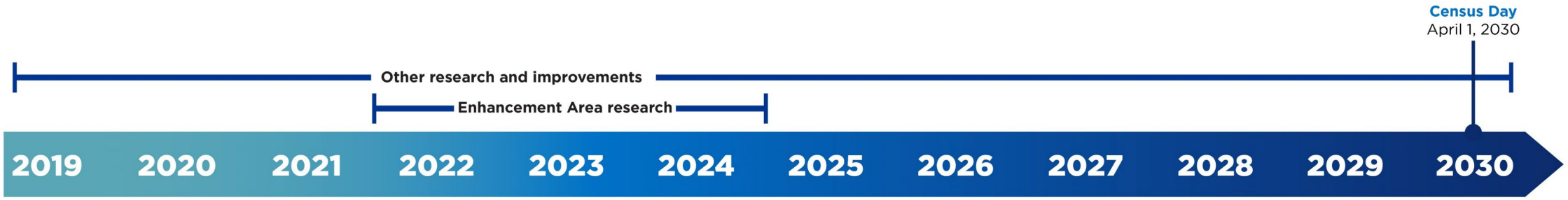
2030 CENSUS RESEARCH PROJECTS

Enhancement Area (EA) Research Projects

- Projects are assigned to five EAs.
- Accepted recommendations will be integrated into the first iteration of the operational design, planned for 2024.

Other Research and Improvements

- Informed by lessons learned, stakeholder input, or results of evaluations, assessments, and experiments.



ENHANCEMENT AREAS RESEARCH PROJECTS

Data Collection

- 23 projects
  - Self-Response (7 projects)
  - In-Field and In-Office Enumeration (8 projects)
  - Response Data Quality and Questionnaire Content (6 projects)
  - Post-Enumeration Survey (2 projects)

Modernize Group Quarters Enumeration

- 7 projects

Integrate Data Collection and Processing in Near Real Time

- 11 projects

Streamline Operational Support Infrastructure

- 6 projects

Continuous Data Collection and Aggregation

- 6 projects

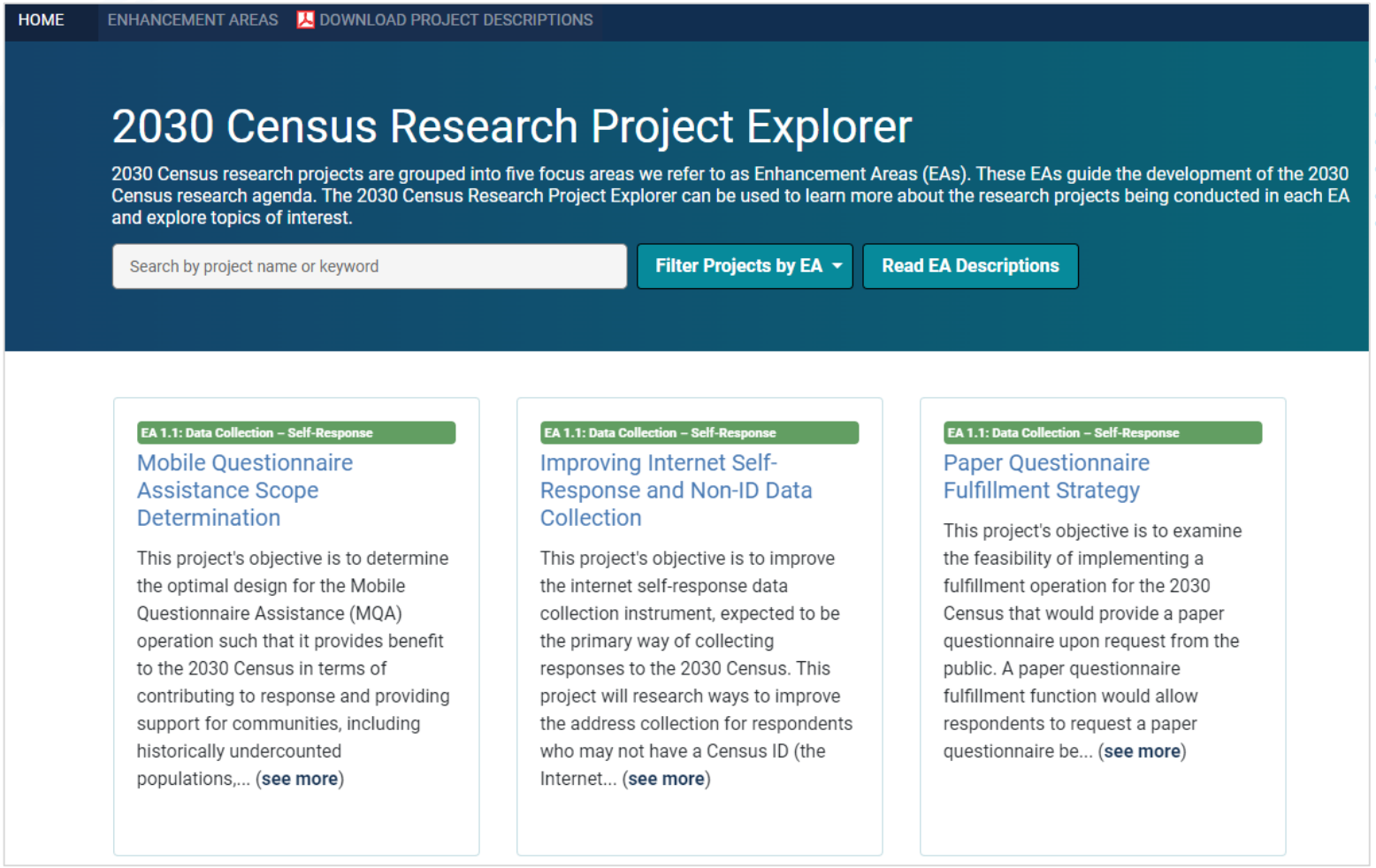
Note: Project totals as of July 27, 2023.

LEARN MORE ABOUT RESEARCH PROJECTS

Some examples we'll share today:

- Group Quarters Enumeration
- Administrative Records
- Communications Campaign

https://www.census.gov/2030-census-research-explorer



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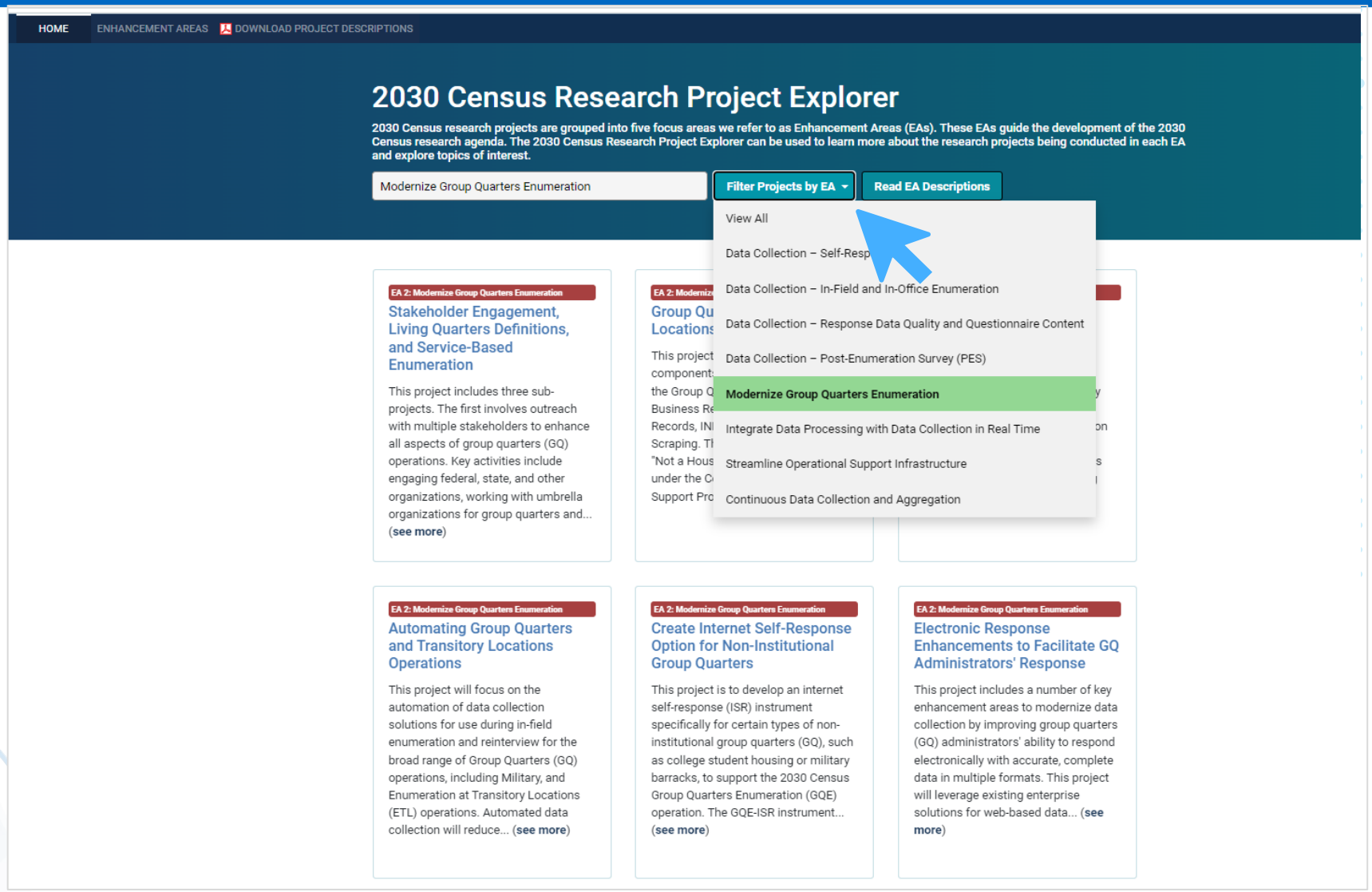

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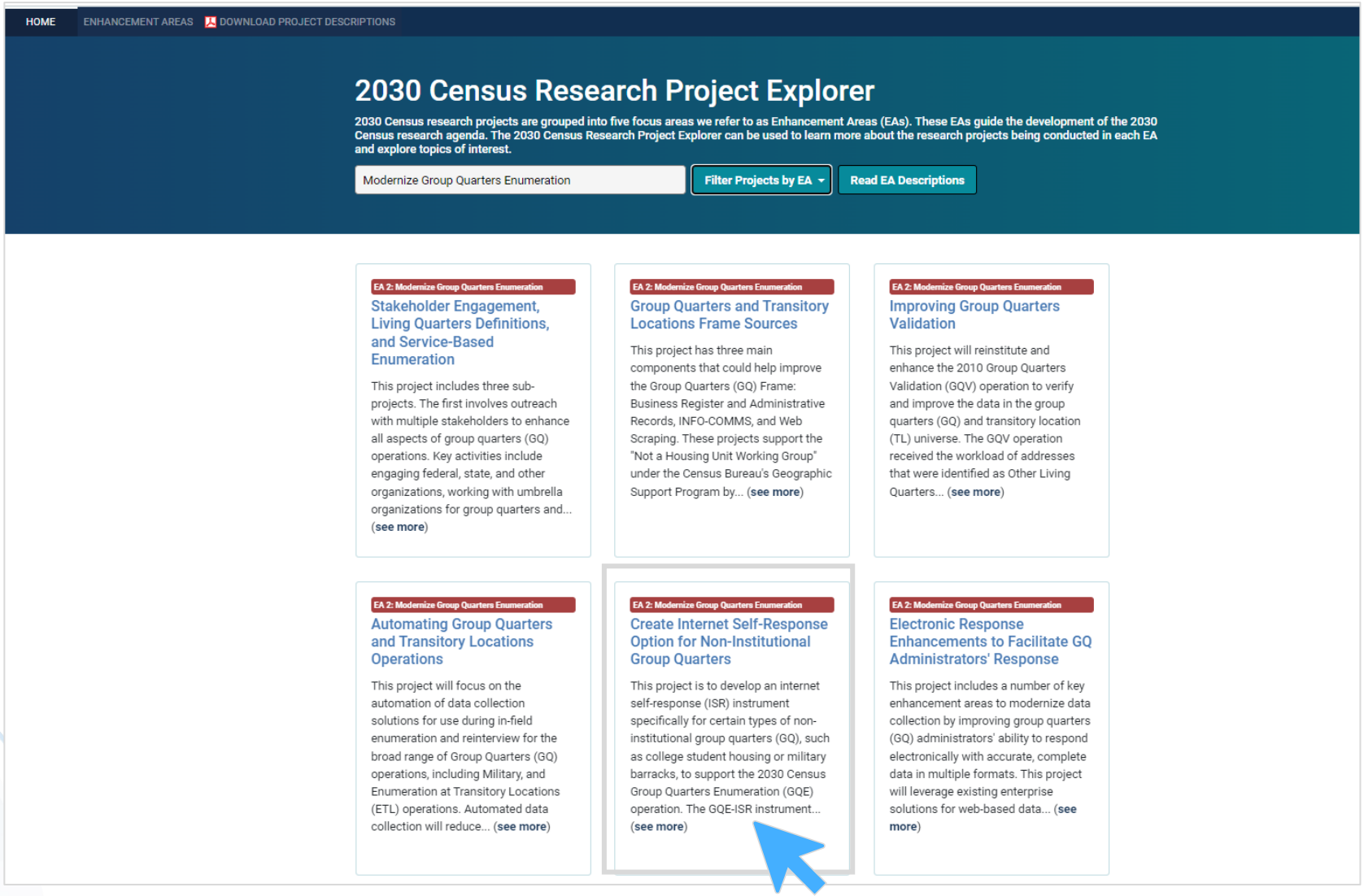

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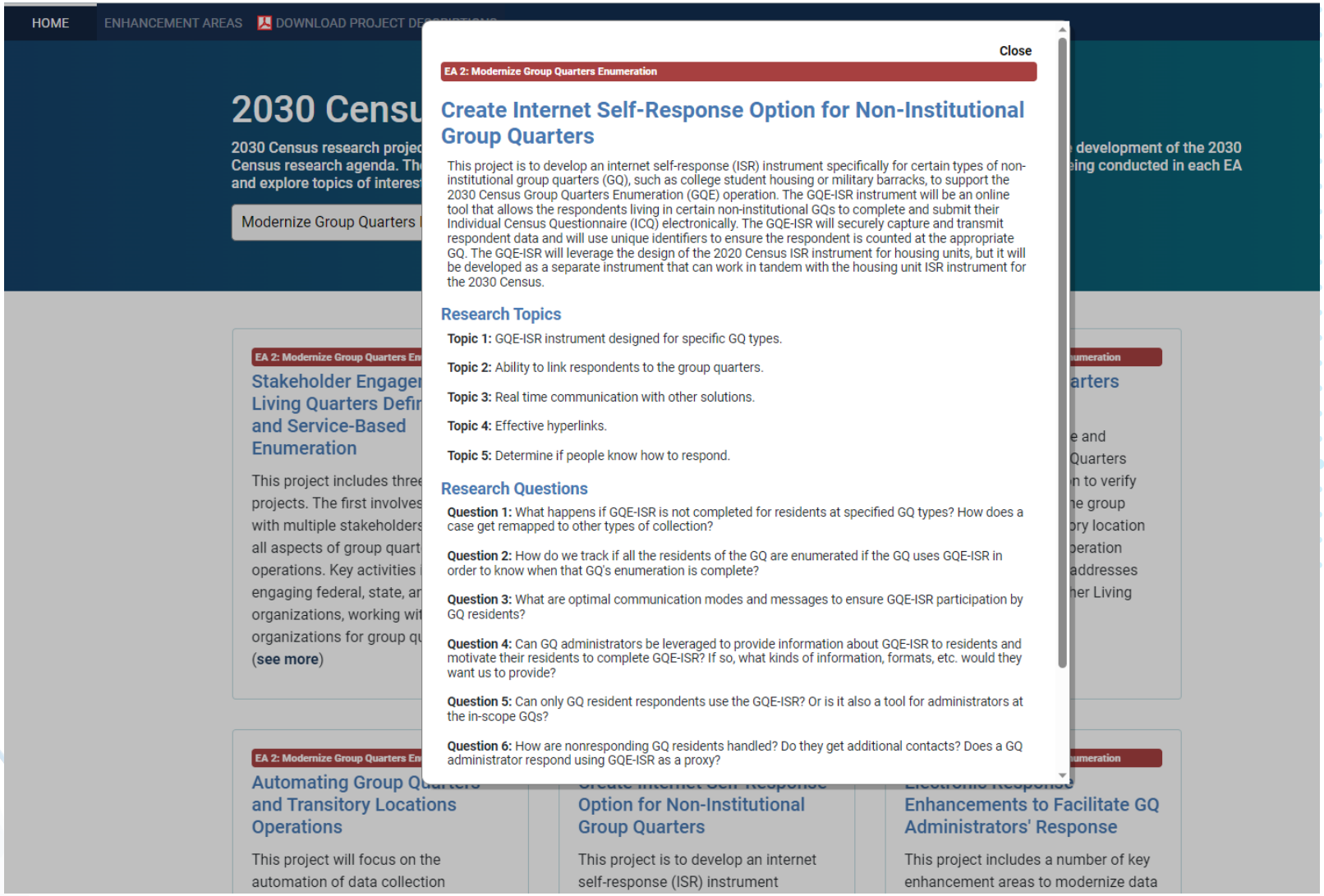

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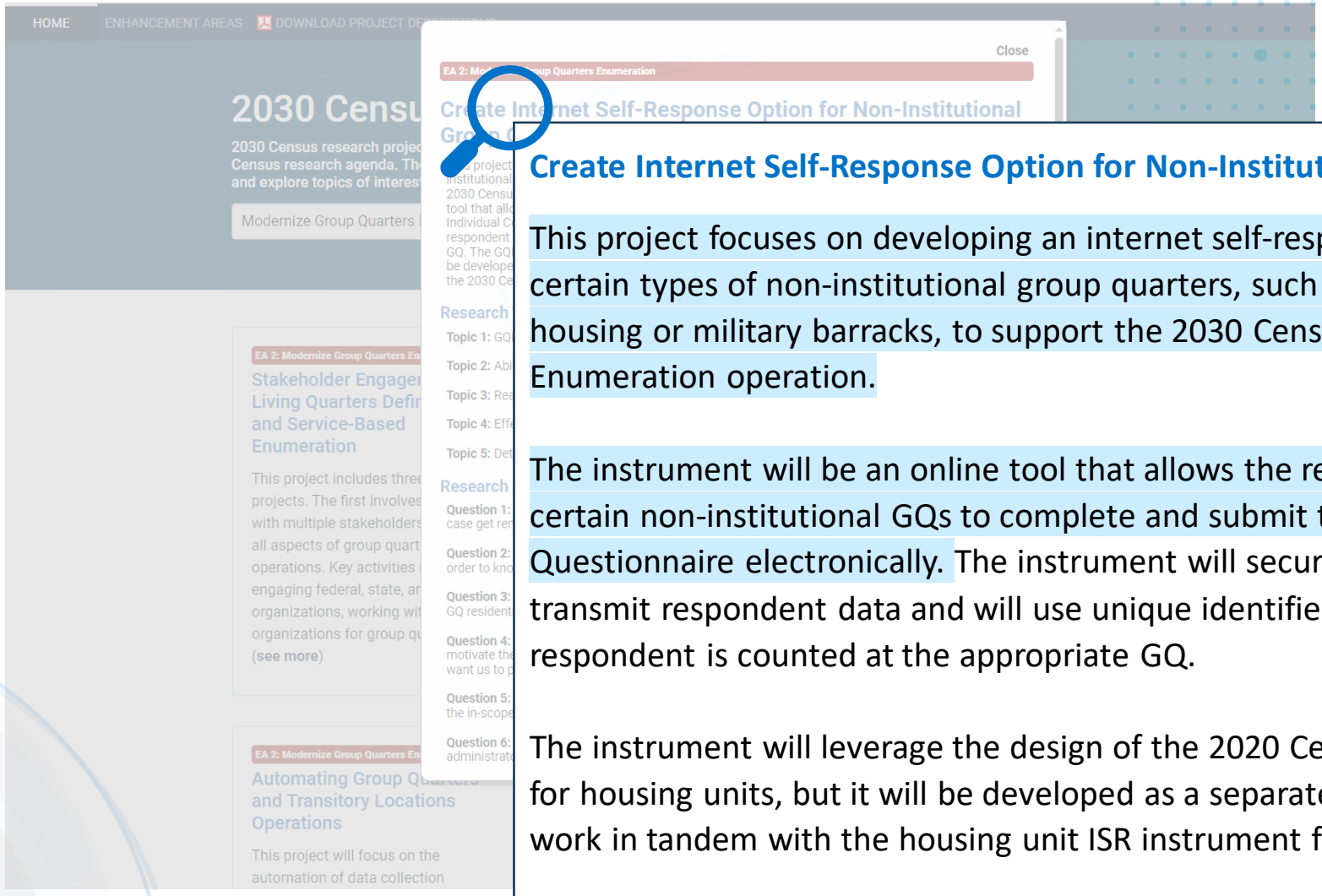

Create Internet Self-Response Option for Non-Institutional Group Quarters

This project focuses on developing an internet self-response instrument for certain types of non-institutional group quarters, such as college student housing or military barracks, to support the 2030 Census Group Quarters Enumeration operation.

The instrument will be an online tool that allows the respondents living in certain non-institutional GQs to complete and submit their Individual Census Questionnaire electronically. The instrument will securely capture and transmit respondent data and will use unique identifiers to ensure the respondent is counted at the appropriate GQ.

The instrument will leverage the design of the 2020 Census ISR instrument for housing units, but it will be developed as a separate instrument that can work in tandem with the housing unit ISR instrument for the 2030 Census.

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LEARN MORE ABOUT RESEARCH PROJECTS

Research Topics

- Internet self-response instrument designed for specific group quarters types.
- Ability to link respondents to the group quarters.
- Real time communication with other solutions.
- Effective hyperlinks.
- Determine if people know how to respond.

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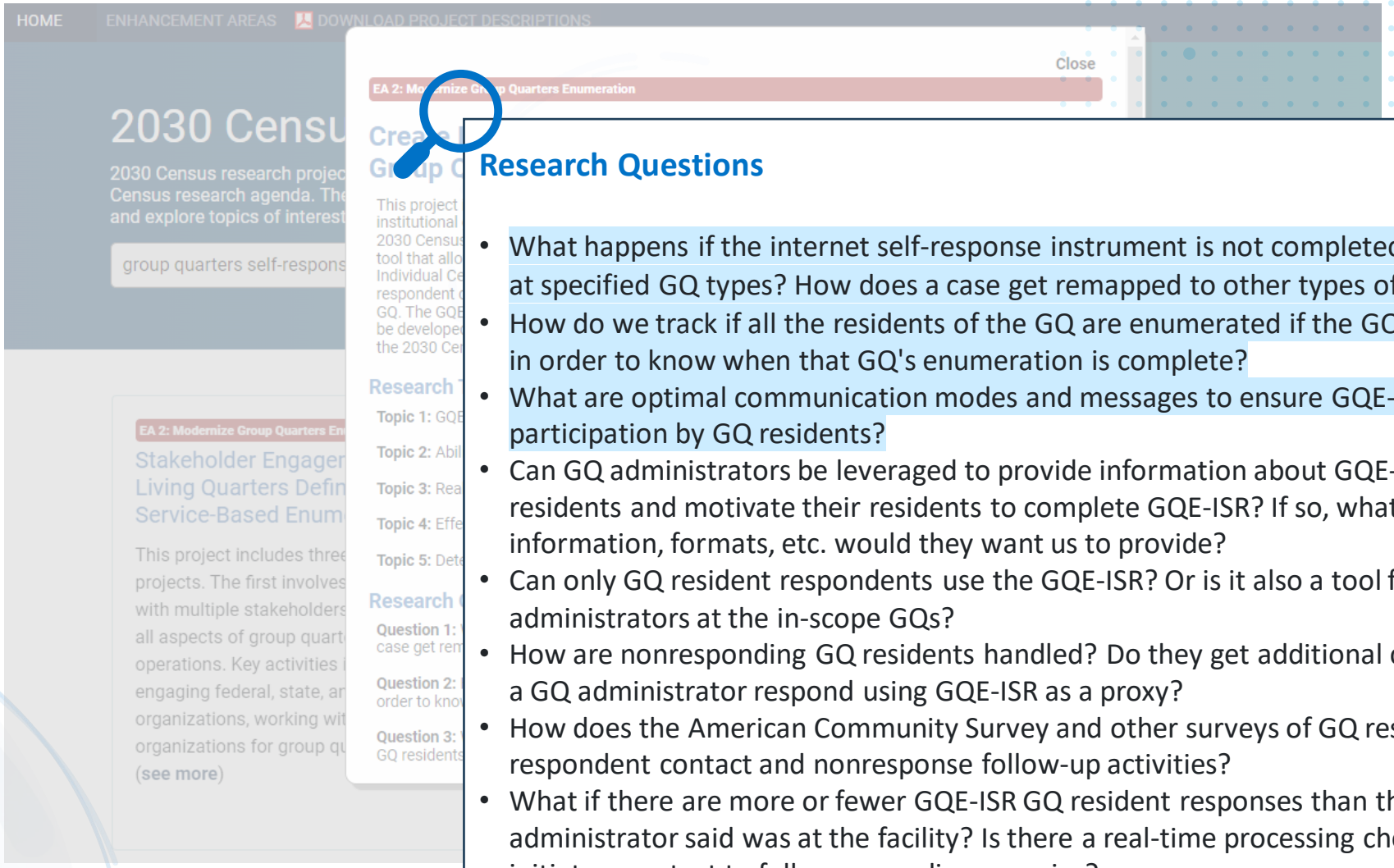

Research Questions

- What happens if the internet self-response instrument is not completed for residents at specified GQ types? How does a case get remapped to other types of collection?
- How do we track if all the residents of the GQ are enumerated if the GQ uses GQE-ISR in order to know when that GQ's enumeration is complete?
- What are optimal communication modes and messages to ensure GQE-ISR participation by GQ residents?
- Can GQ administrators be leveraged to provide information about GQE-ISR to residents and motivate their residents to complete GQE-ISR? If so, what kinds of information, formats, etc. would they want us to provide?
- Can only GQ resident respondents use the GQE-ISR? Or is it also a tool for administrators at the in-scope GQs?
- How are nonresponding GQ residents handled? Do they get additional contacts? Does a GQ administrator respond using GQE-ISR as a proxy?
- How does the American Community Survey and other surveys of GQ residents handle respondent contact and nonresponse follow-up activities?
- What if there are more or fewer GQE-ISR GQ resident responses than the administrator said was at the facility? Is there a real-time processing check that could initiate a contact to follow up on discrepancies?

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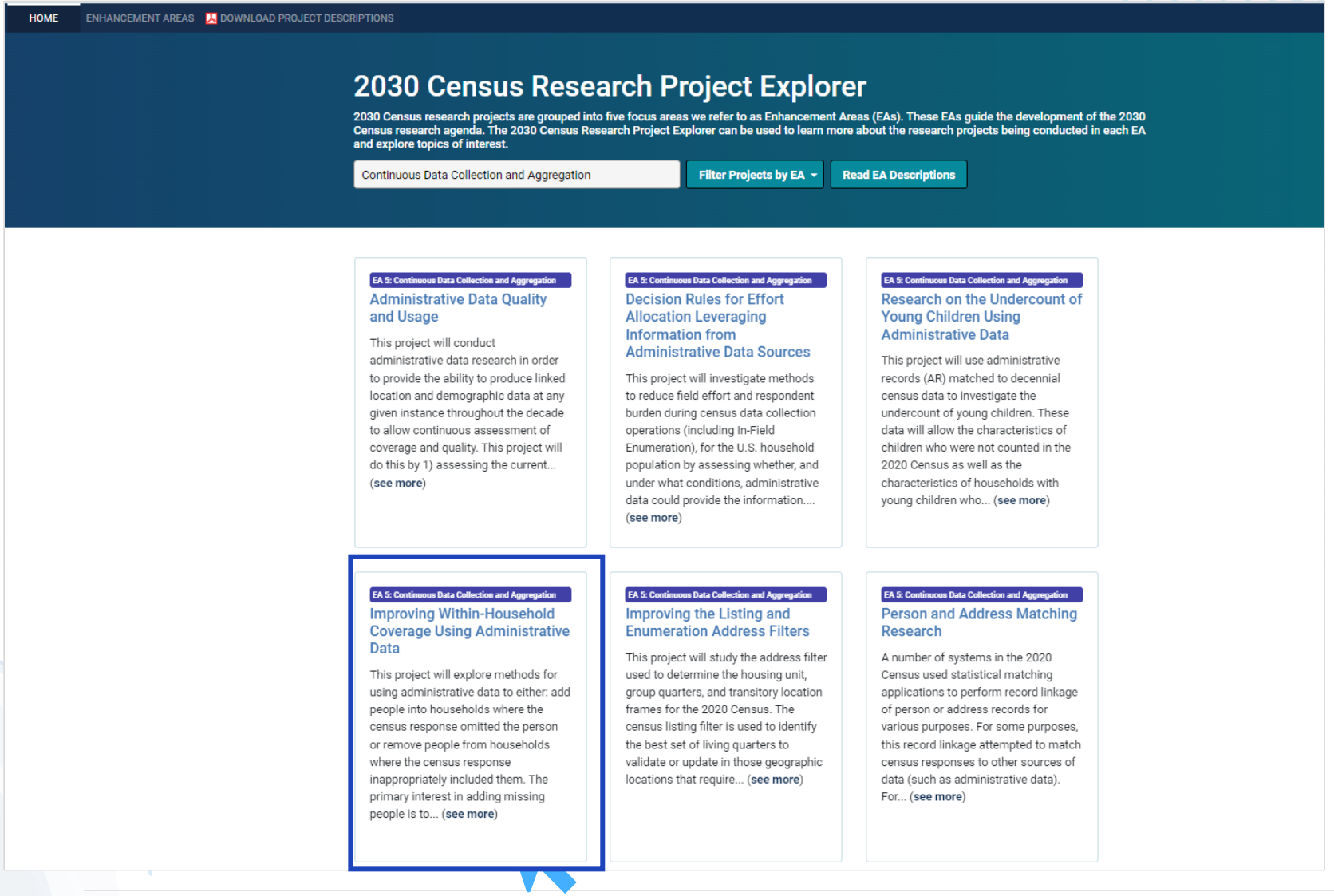
LEARN MORE ABOUT RESEARCH PROJECTS



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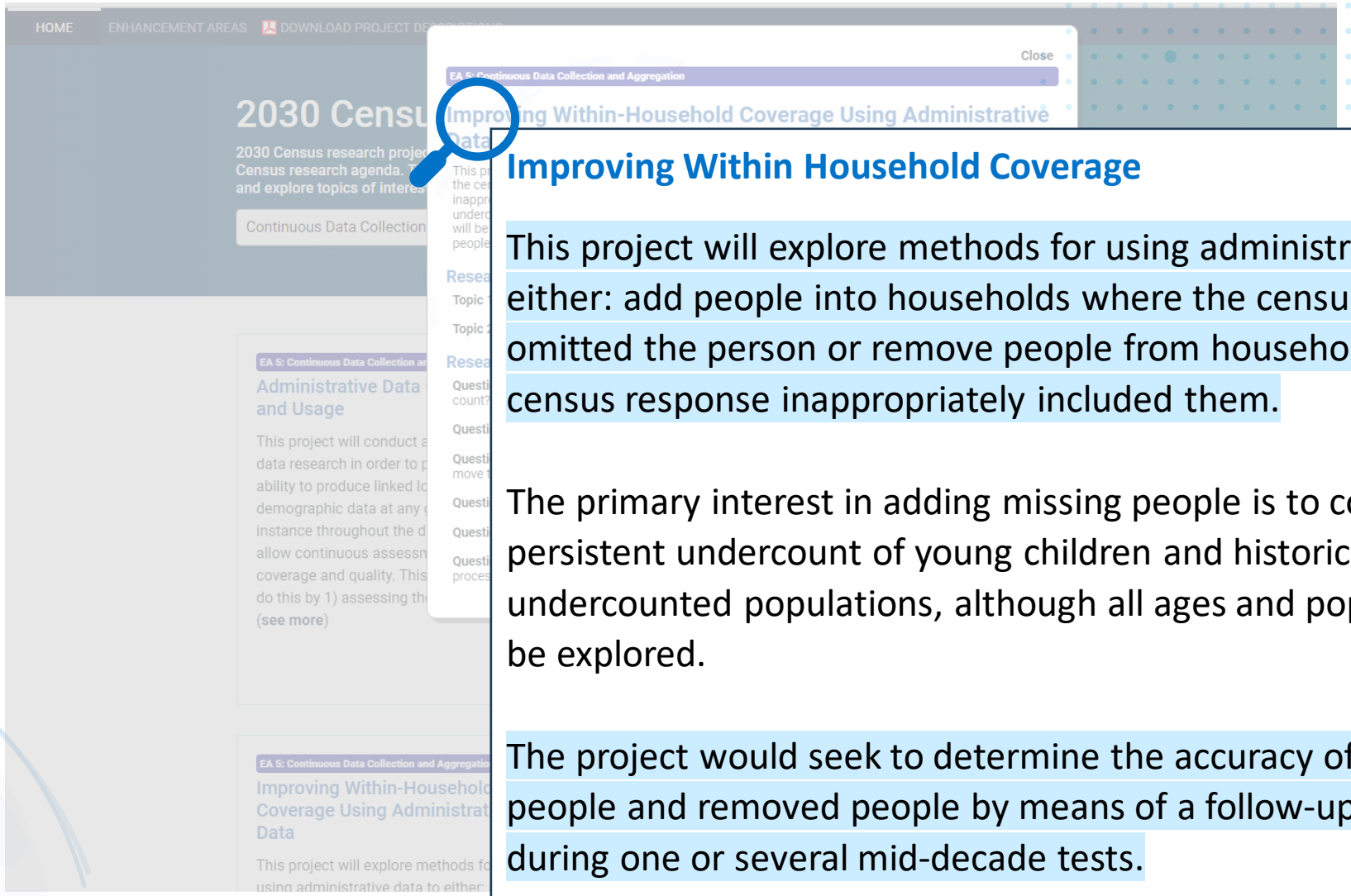


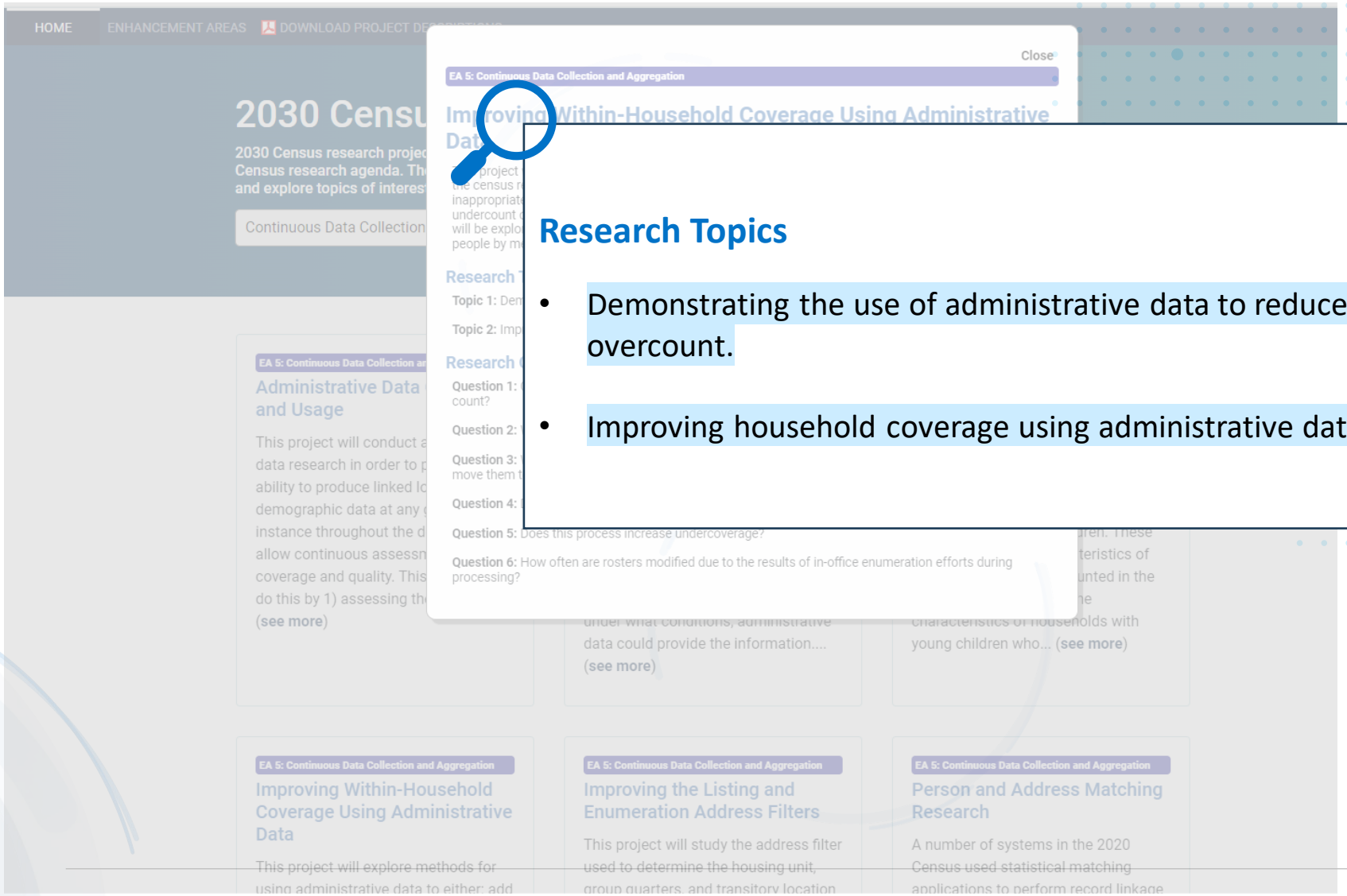
Improving Within Household Coverage

This project will explore methods for using administrative data to either: add people into households where the census response omitted the person or remove people from households where the census response inappropriately included them.

The primary interest in adding missing people is to correct the persistent undercount of young children and historically undercounted populations, although all ages and populations will be explored.

The project would seek to determine the accuracy of these added people and removed people by means of a follow-up interview during one or several mid-decade tests.

LEARN MORE ABOUT RESEARCH PROJECTS



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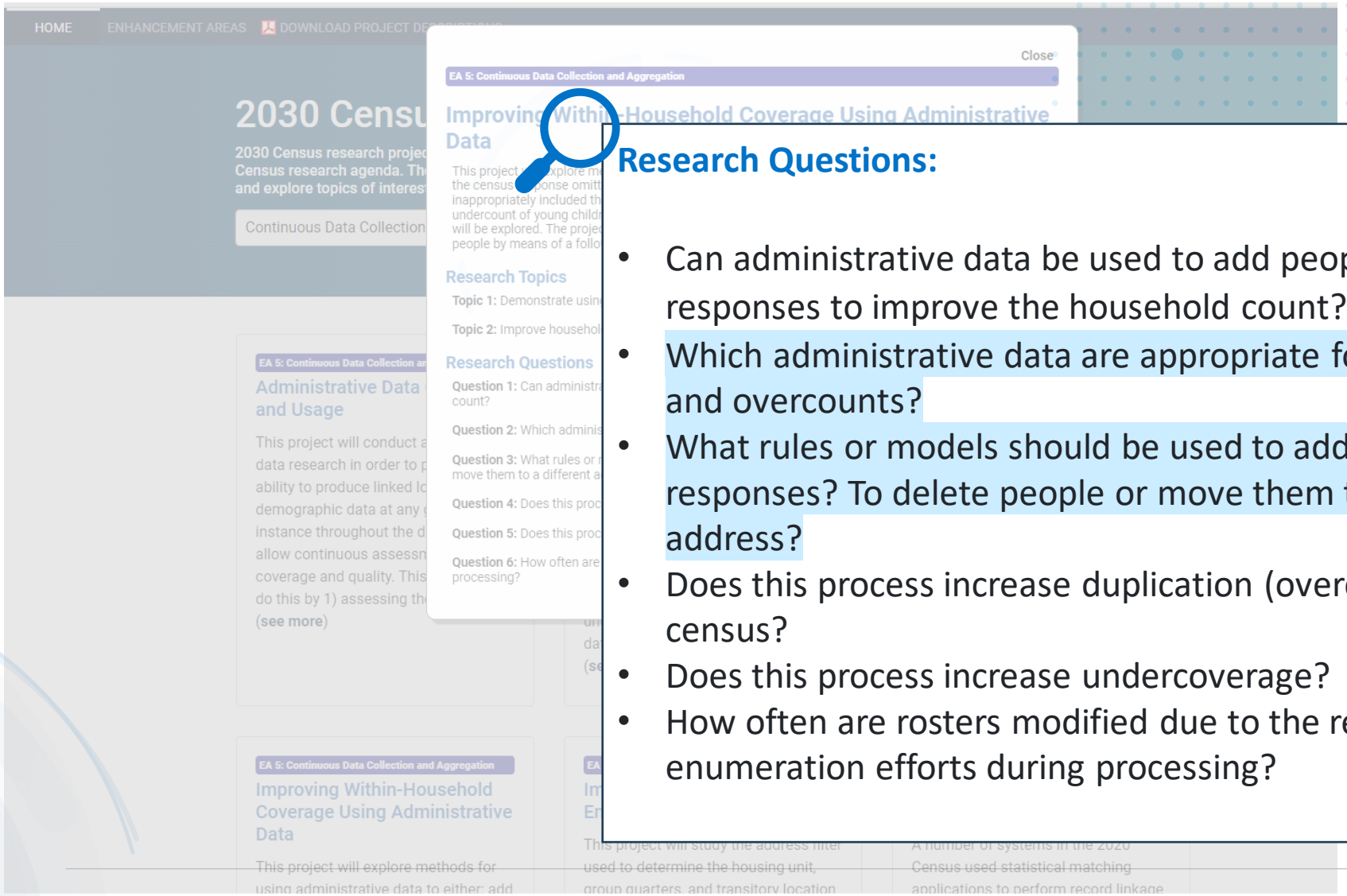

Research Questions:

- Can administrative data be used to add people to census responses to improve the household count?
- Which administrative data are appropriate for reducing under- and overcounts?
- What rules or models should be used to add people to census responses? To delete people or move them to a different address?
- Does this process increase duplication (overcoverage) in the census?
- Does this process increase undercoverage?
- How often are rosters modified due to the results of in-office enumeration efforts during processing?

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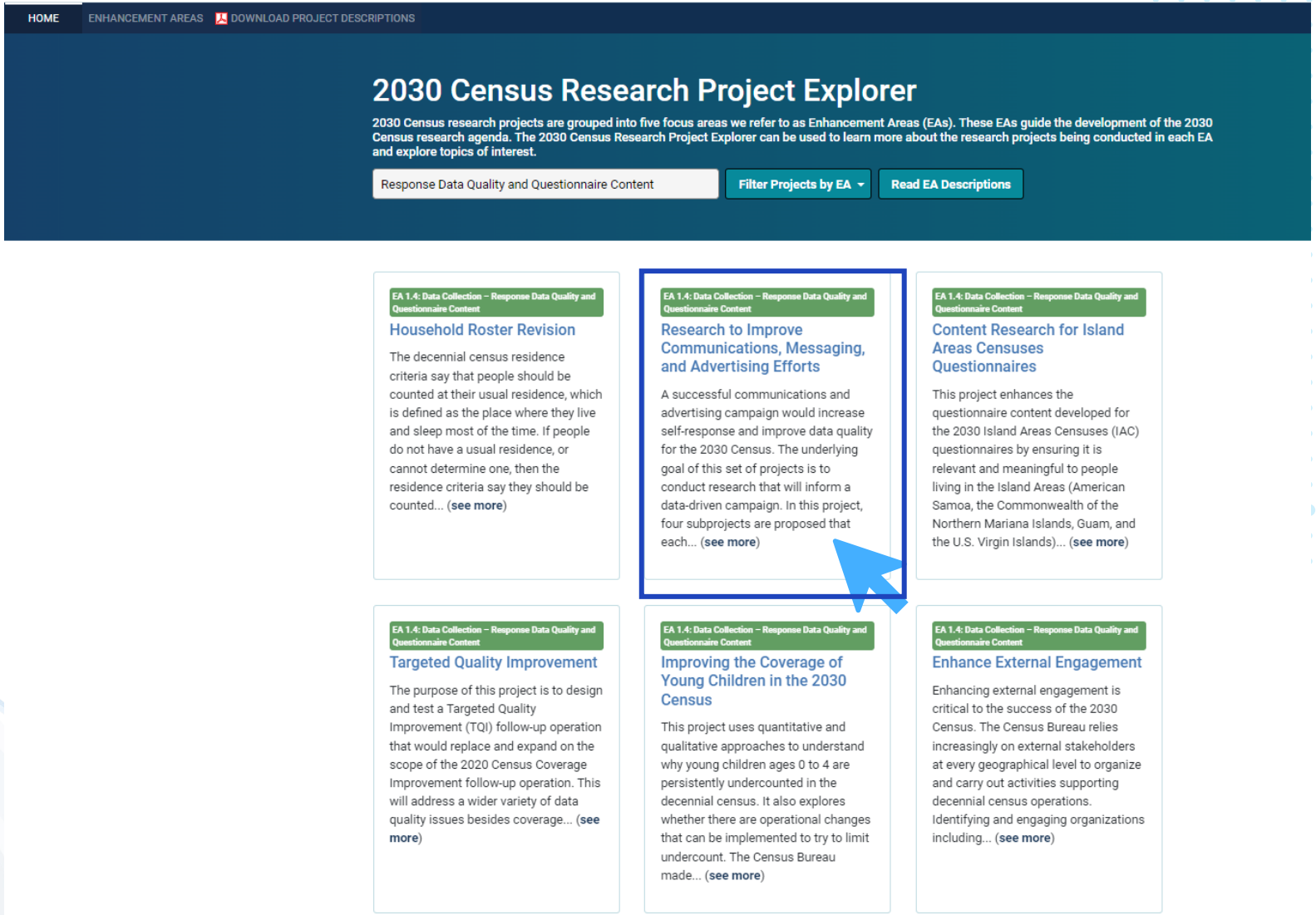
LEARN MORE ABOUT RESEARCH PROJECTS



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https://www.census.gov/2030-census-research-explorer.html

LEARN MORE ABOUT RESEARCH PROJECTS

Research to Improve Communications, Messaging, and Advertising Efforts

A successful communications and advertising campaign would increase self-response and improve data quality for the 2030 Census.

This project includes four subprojects that each contribute to the underlying goal of conducting research that will inform a data-driven communications campaign.

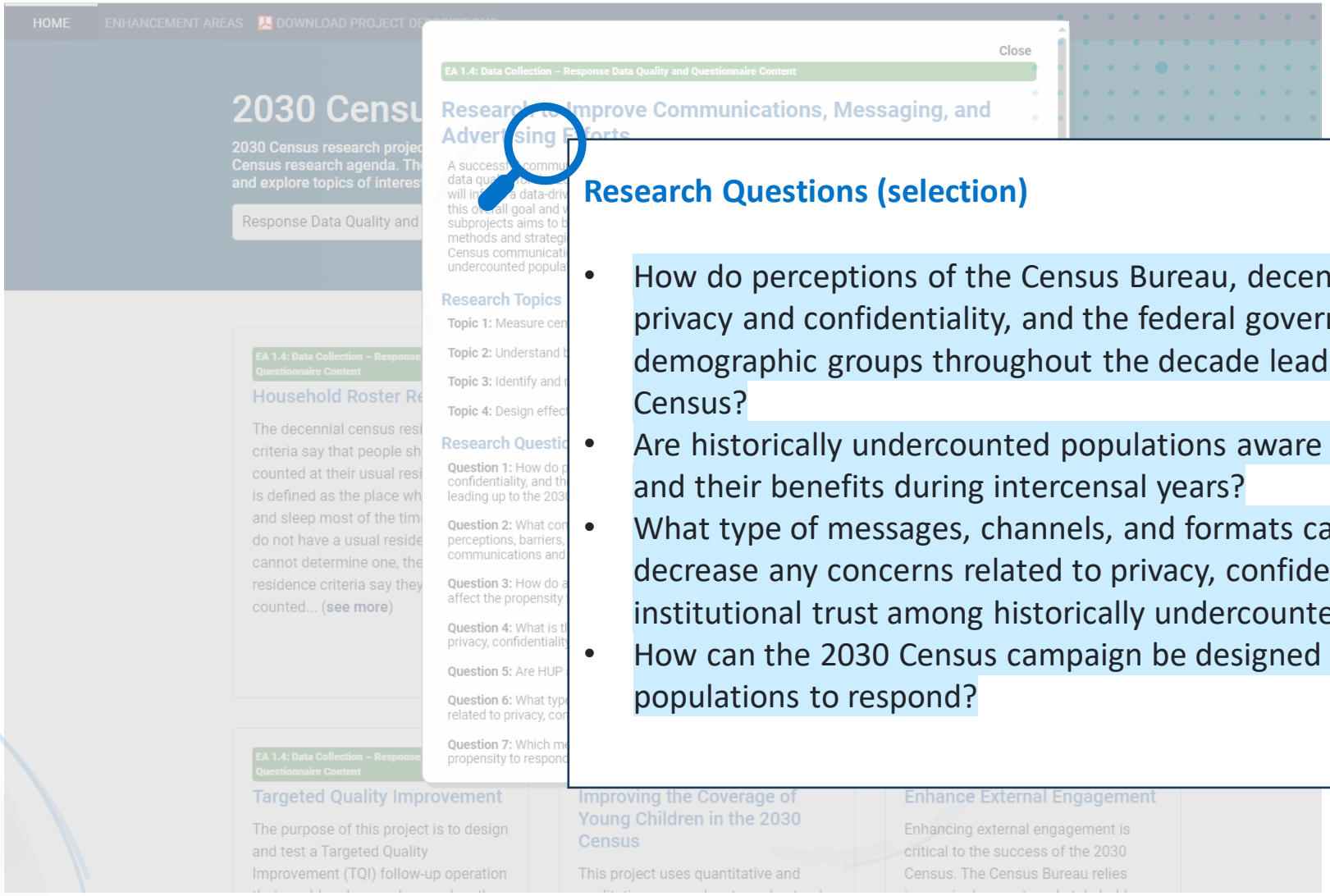
The subprojects aim to inform the design and content of the 2030 Census communications campaign overall, as well as develop outreach strategies for historically undercounted populations.

LEARN MORE ABOUT RESEARCH PROJECTS

Research Topics

- Measuring census barriers, attitudes, and motivators early and often.
- Understanding barriers and information consumption habits among historically undercounted populations.
- Identifying and motivating response among historically undercounted populations.
- Designing effective targeted advertisement strategies.

LEARN MORE ABOUT RESEARCH PROJECTS



Research Questions (selection)

- How do perceptions of the Census Bureau, decennial census, data privacy and confidentiality, and the federal government vary across demographic groups throughout the decade leading up to the 2030 Census?
- Are historically undercounted populations aware of the census results and their benefits during intercensal years?
- What type of messages, channels, and formats can efficiently help decrease any concerns related to privacy, confidentiality, and institutional trust among historically undercounted populations?
- How can the 2030 Census campaign be designed to motivate these populations to respond?

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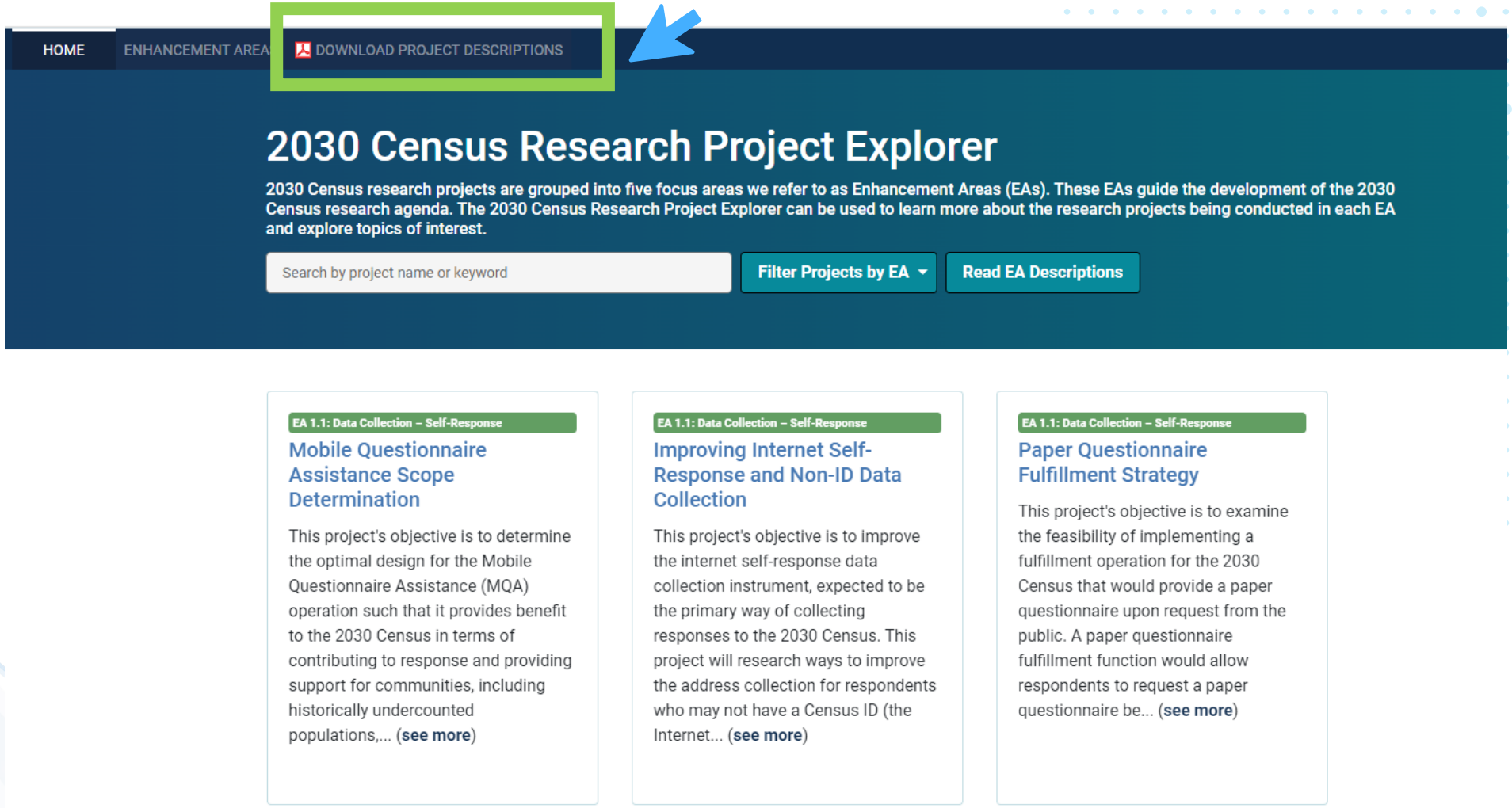
LEARN MORE ABOUT RESEARCH PROJECTS



Deborah M. Stempowski,
Associate Director for Decennial Census Programs,
U.S. Census Bureau

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2030 CENSUS TESTING STRATEGY

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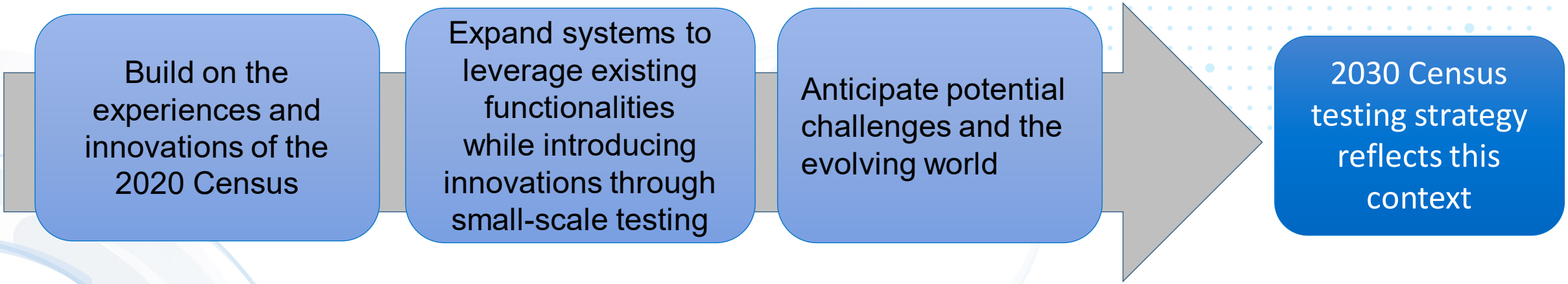
BUILDING THE 2030 CENSUS TESTING STRATEGY

- In 2020, the Census Bureau conducted the most automated, modern, and dynamic decennial census in our nation's history.
- This experience informs our approach to testing the 2030 Census design.



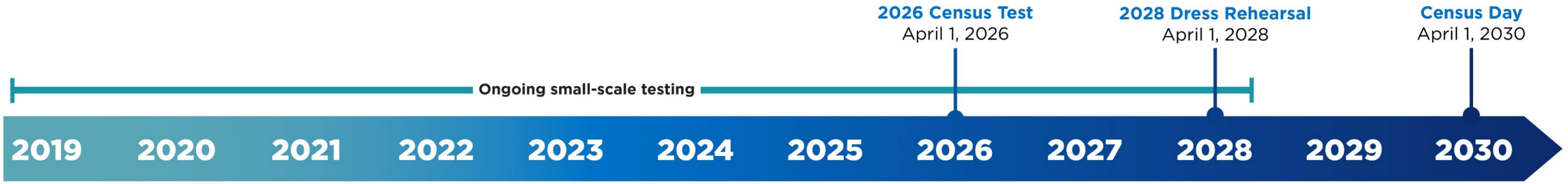
2030 CENSUS TESTING STRATEGY

Ongoing small-scale testing

- Refine the operations and technologies that worked successfully for the 2020 Census.
- Introduce smaller-scale innovations that are new for the 2030 Census.

Major field tests

- Integrate new and enhanced features.
- Ensure end-to-end operational viability and cohesion.



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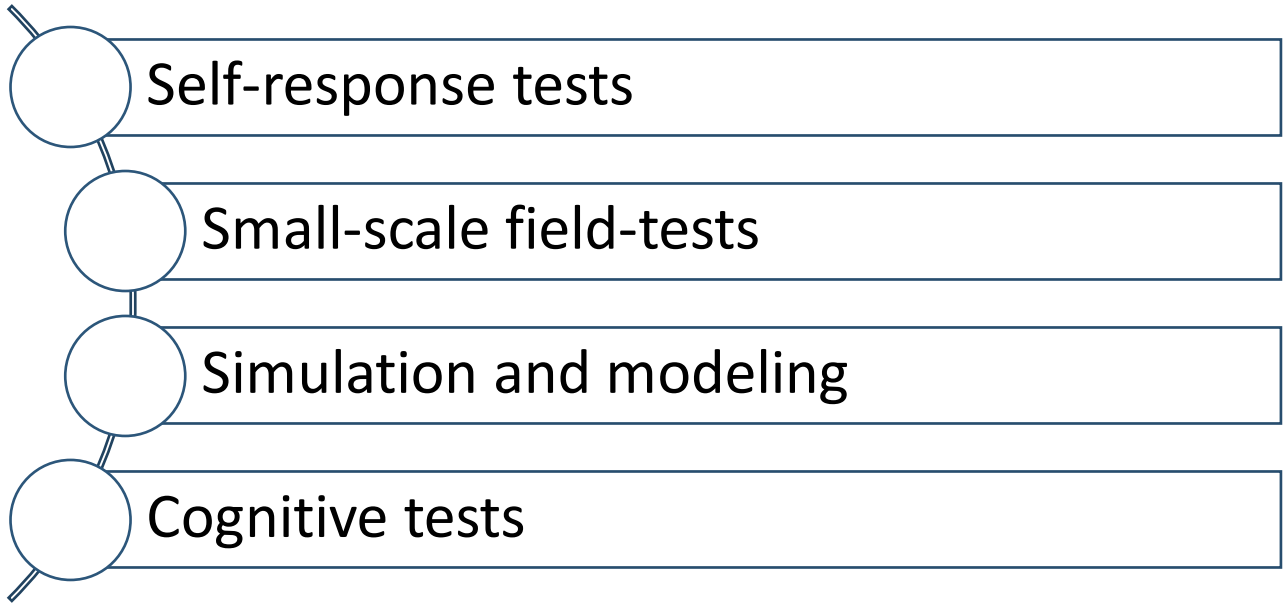
THIS STRATEGY IS OPTIMAL FOR THE LEVEL OF RISK AND MODERNIZATION

- Solutions were extensively tested for the 2020 Census but will benefit from enhancements.
- Small-scale testing allows for swift, well-defined results.
- Expanded use of administrative records allows us to conduct tests without going into the field.
- COVID-19 pandemic provided insight into how to be more agile in our approaches.

ONGOING SMALL-SCALE TESTING METHODS



EXAMPLES OF SMALL-SCALE TESTING TOPICS

- Strategies for contacting and motivating respondents
- Approaches to creating the household roster
- Allowing people to easily respond for vacant or seasonal homes
- Barriers, attitudes, and motivators of census participation (CBAMS)
- Internet self-response option for residents living in noninstitutional group quarter types
- Navigating to an address using points of latitude and longitude
- New in-field enumeration procedures
- Response processing

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TWO MAJOR FIELD TESTS IN 2026 AND 2028

2026 Census Test

Testing Operational Viability

- Testing new and innovative systems and methods to ensure feasibility and a cohesive census design.
- Collect data for future response and cost models for our census operations.

2028 Dress Rehearsal

Testing End-to-End Cohesion

- Start-to-finish run of operations and the hand-offs between them.
- Last chance to fine tune processes and systems at scale and ensure readiness before implementation.
- Details about the scope of operations, strategy for sites, and key milestones to be determined throughout the decade.

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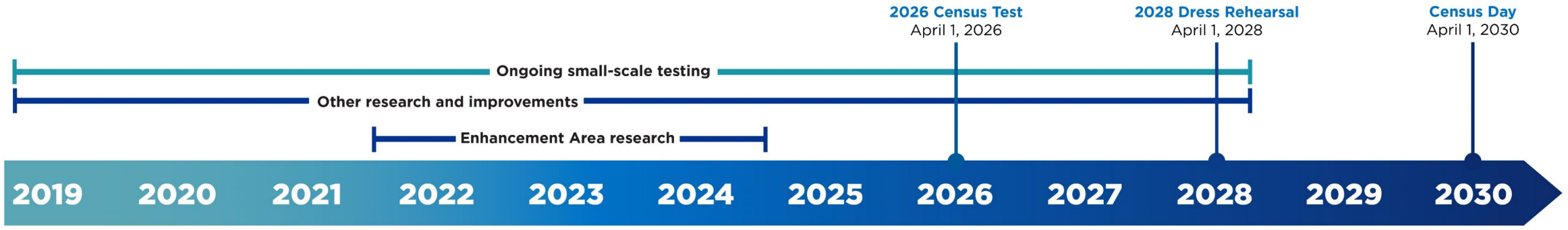
KEY TAKEAWAY

Our research and testing strategy is optimal for the 2030 Census.

- Enhances the operations and technologies that worked for the 2020 Census.
- Introduces innovations through small-scale testing.
- Expands systems and methods.
- Ensures integration of improved features.



2030 CENSUS TIMELINE

EARLY PLANNING PHASE

2019-2021

Begin Early Planning
- Analyze operational metrics.
- Study lessons learned.
- Review stakeholder feedback.
- Explore potential enhancements to existing systems and methods.

DESIGN SELECTION PHASE

2021-2024

Begin Initial Design Research and Testing
- Identify "Enhancement Areas" that will guide research and testing priorities.
- Conduct research and small-scale testing focused on expanding existing systems and methods as well as introducing new innovations.

Engage the Public on 2030 Planning
- Receive feedback on preliminary 2030 Census research through a Federal Register Notice.

Issue Initial Operational Design
- Synthesize recommendations from stakeholders and the results of research and small-scale testing.
- Produce Baseline 1 of Operational Plan (December 2024).

DEVELOPMENT AND INTEGRATION PHASE

2025–2029

Continue Research and Testing
- Continue research and small-scale testing.
- Conduct two major field tests:
  - 2026 Census Test.
  - 2028 Dress Rehearsal.

Finalize Operational Planning
- Integrate recommendations following small-scale and field tests.
- Develop detailed plans for each operation.
- Produce Baseline 2 of the Operational Plan (December 2027).
- Produce Baseline 3 of the Operational Plan (2029).

PEAK PRODUCTION AND CLOSE-OUT PHASE

2029-2033

Conduct the 2030 Census
- Census Day will be April 1, 2030.

Conduct Close-Out Activities
- Implement experiments, assessments, and evaluations.
- Gather lessons learned.

We consult external stakeholders throughout the decade, including government agencies, tribal governments, oversight entities, the general public, and respondents.

Revised July 27, 2023

QUESTIONS?

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2030 Census Updates

- **Release Resources**
  - Slide deck.
  - Video of today's webinar.
  - News Release.
  - Blog, "How the Census Bureau is optimizing its research and testing strategy for the 2030 Census."
  - 2030 Census Research Project Explorer Tool.
  - 2030 Census Updated Timeline.
  - 2030 Census webpage.

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Upcoming Releases

- **August 16:** Household Pulse Survey Phase 3.9 Monthly Data Release
- **September 12**: 2022 Income, Poverty and Health Insurance statistics from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC)
- **September 14**: 2022 American Community Survey (ACS) 1-year estimates
- **October 2023**: Federal Register Notice (FRN) Findings

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For Further Information

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General Public:

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