



# 2030 Census Webinar Series

Topic: 2030 Census Research Federal  
Register Notice

October 17, 2023 | 1 pm EDT

**Audio Access:**

1-888-889-1956

Passcode: 8941562

# 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*



**Tiffany Yowell**

*Chief of Quality Branch,  
Decennial Census  
Management Division,  
U.S. Census Bureau*

# QUESTIONS?



Call 1-888-889-1956

(passcode: 8941562)

Press \*1 to ask a question



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

# 2030 Census Webinar Series

- 2030 Federal Register Notice (FRN) submissions sought last year (2022).
- Your input represents public service.
- We will continue to share updates.
- Coming Weeks: Blog about research on hard-to-count and historically undercounted populations.
- **THANK YOU** to all who provided feedback.
- Please stay engaged.



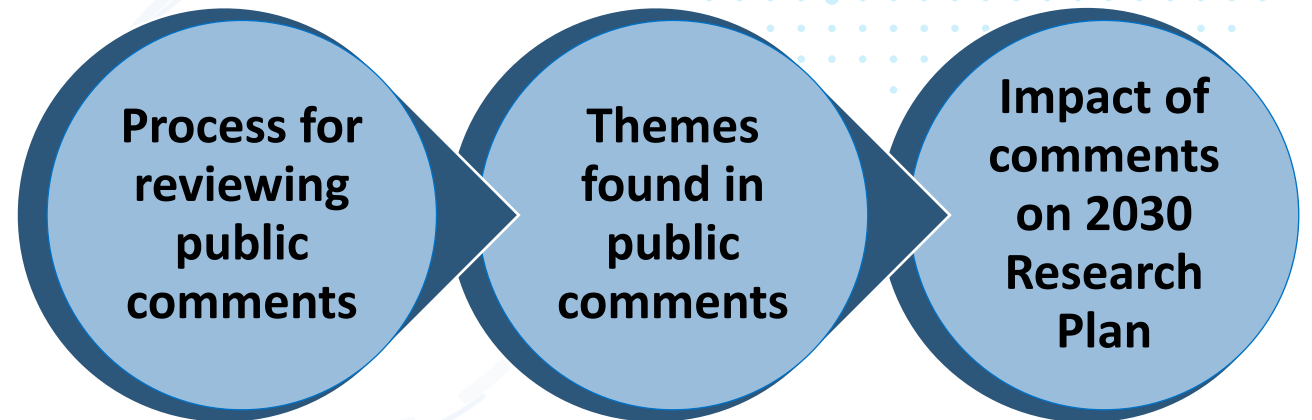
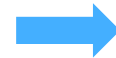
**Deborah M. Stempowski**  
Associate Director for  
Decennial Census Programs  
U.S. Census Bureau

# 2030 CENSUS UPDATES PRESENTED IN THIS WEBINAR



← What we've shared already

What we're sharing today





**Tiffany Yowell**  
Chief of Quality Branch  
Decennial Census Management Division  
U.S. Census Bureau



# THE PUBLIC SHARED COMMENTS AND SUGGESTIONS ABOUT:

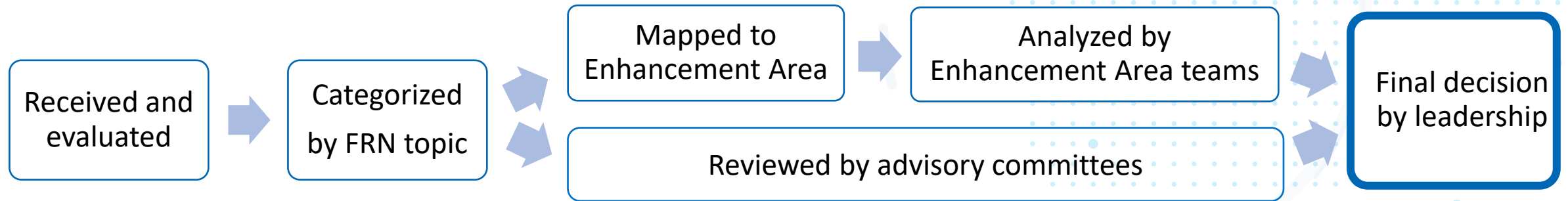
## ✓ Federal Register Notice (FRN) Categories

- Reaching and motivating everyone
- Technology
- New data sources
- How we contact respondents
- Respondent support services

## ✓ Additional Topics

- Content
- Operations management
- Other

# PROCESS FOR REVIEWING PUBLIC FEEDBACK



# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

Covered by existing projects

Recommended for development

New projects

Expanded projects

2030 Census Program for Evaluations and Experiments/2040 Census

Considered but not selected

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 Covered By Existing Projects

- More than half of the feedback we received contained ideas already being worked on as part of ongoing 2030 Census research.
- Examples of these comments:
  - Improve our messaging and advertising
  - Measure the accuracy of the census
  - Perform market research on future mobile device technology

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 Recommended for Development

Improve Census Questionnaire Assistance and Contact Strategies

Expand Census Barriers, Attitudes, and Motivators Study

Implement Quick Response (QR) Codes

Explore Alternative Administrative Sources Data

# DISPOSITION OF PUBLIC FEEDBACK TO RECEIVED

## 📌 Recommended for Development

### Improve Census Questionnaire Assistance and Contact Strategies

- Considering live webchat functionality, possibly a chatbot component.
- Explore options to ensure we're adequately addressing disability access issues.

### Expand Census Barriers, Attitudes, And Motivators Study

### Implement Quick Response (QR) Codes

### Explore Alternate Administrative Sources Data

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 Recommended for Development

Improve Census Questionnaire Assistance and Contact Strategies

Expand Census Barriers, Attitudes, And Motivators Study (CBAMS)

- Expand research efforts in Puerto Rico when possible.
- Investigate methodological options of adding Island Areas to the study.

Implement Quick Response (QR) Codes

Explore Alternative Administrative Sources Data

# PUBLIC FEEDBACK TO BE CONSIDERED

## 📌 Recommended for Development

Improve Census Questionnaire Assistance and Contact Strategies

Expand Census Barriers, Attitudes, And Motivators Study

Implement Quick Response (QR) Codes

- Investigate the requirements for providing QR codes for respondents and enumerators to easily access information, like answers to FAQs, language guides, and training guides.

Explore Alternative Administrative Sources Data



# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## Recommended for Development

Improve Census Questionnaire Assistance and Contact Strategies

Expand the Census Barriers, Attitudes, And Motivators Study

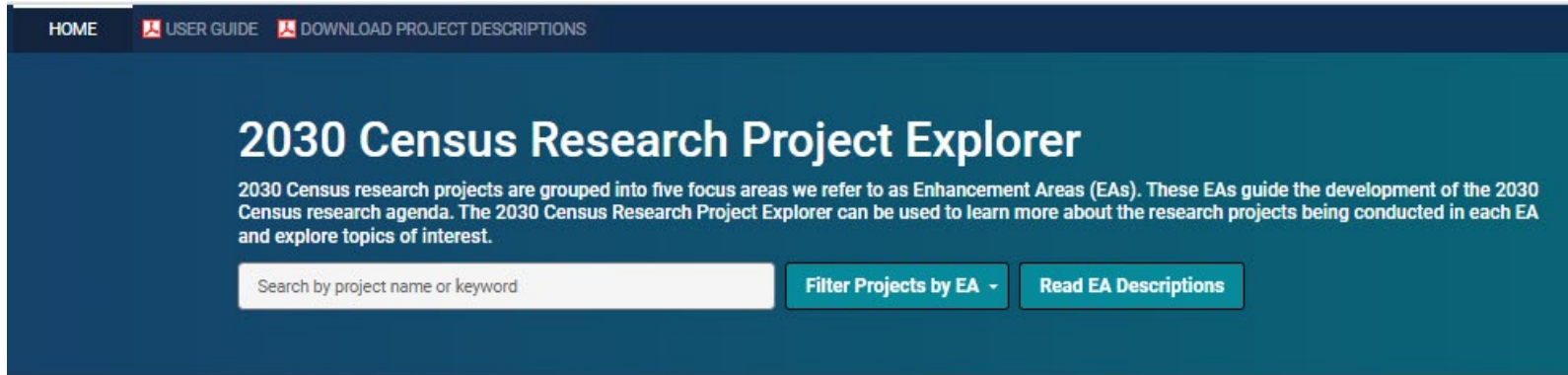
Implement Quick Response (QR) Codes

Explore Alternative Administrative Data Sources

- Pursue suggestions on additional data sources such as: Federal Student Aid program, National School Lunch Program, and Choice Neighborhood Planning Grants.

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 New and Expanded Projects



HOME USER GUIDE DOWNLOAD PROJECT DESCRIPTIONS

### 2030 Census Research Project Explorer

2030 Census research projects are grouped into five focus areas we refer to as Enhancement Areas (EAs). These EAs guide the development of the 2030 Census research agenda. The 2030 Census Research Project Explorer can be used to learn more about the research projects being conducted in each EA and explore topics of interest.

Search by project name or keyword [Filter Projects by EA](#) [Read EA Descriptions](#)

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

EA 1.1: Data Collection – Self-Response

#### Tailored Contact Strategies

This project's objective is to examine the use of tailored contact strategies – that is, messaging, materials, and methods of inviting households to self-respond to the census designed with the needs and preferences of different demographic groups and geographic areas in mind –... [\(see more\)](#)

New Information

EA 1.1: Data Collection – Self-Response

#### Messages for Future Generations

This project will consider the feasibility of adding an option to the 2030 Census questionnaire to capture a 'time capsule' message, hopefully to help increase self-response and participation in the 2030 Census. This 'time capsule' message would allow the public the ability to leave a... [\(see more\)](#)

New Information

EA 1.2: Data Collection – In-Field and In-Office Enumeration

#### Full Listing and Enumeration Integration (FLEXI) for Field Data Collection Operations

The automation of listing and enumeration for the 2020 Census represents a significant advancement in technology for decennial census operations. To further these advancements, the Full Listing and Enumeration Integration (FLEXI) project was created to analyze the potential of an integrated... [\(see more\)](#)

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# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## New Projects

### Topics of new research projects:

Messages for future generations

Cultural competency training

The screenshot shows the '2030 Census Research Project Explorer' website. At the top, there is a navigation bar with links for 'HOME', 'USER GUIDE', and 'DOWNLOAD PROJECT DESCRIPTIONS'. The main heading is '2030 Census Research Project Explorer'. Below the heading, a paragraph explains that 2030 Census research projects are grouped into five focus areas called Enhancement Areas (EAs) and that the Explorer can be used to learn more about these projects. There is a search bar with the placeholder text 'Search by project name or keyword', a 'Filter Projects by EA' dropdown menu, and a 'Read EA Descriptions' button. Below the search bar, there are three project cards. Each card has a green header with the EA name, a blue title, a paragraph of text, and an orange bar at the bottom that says 'New Information'. The first card is for 'EA 1.1: Data Collection – Self-Response' with the title 'Tailored Contact Strategies'. The second card is also for 'EA 1.1: Data Collection – Self-Response' with the title 'Messages for Future Generations'. The third card is for 'EA 1.2: Data Collection – In-Field and In-Office Enumeration' with the title 'Full Listing and Enumeration Integration (FLEXI) for Field Data Collection Operations'.

HOME USER GUIDE DOWNLOAD PROJECT DESCRIPTIONS

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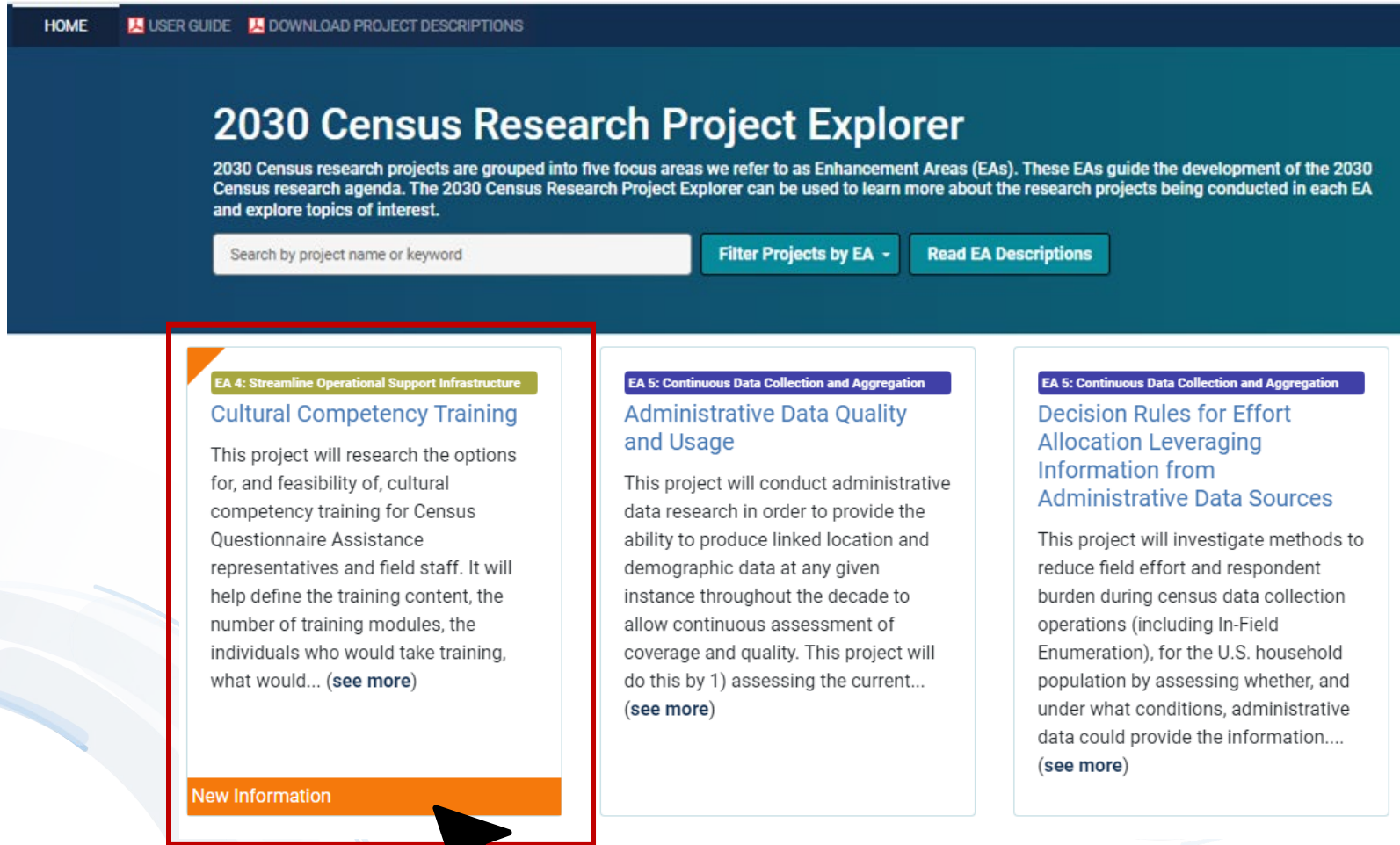
### Messages for Future Generations

This project will consider the feasibility of adding an option to the 2030 Census questionnaire to capture a "time capsule" message, hopefully to help increase self-response and participation in the 2030 Census.

This "time capsule" message would allow the public the ability to leave a personalized note to engage with future generations. If feasible, the public could access these notes 72 years after Census Day when released by the National Archives and Records Administration (NARA).

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## New Projects



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Search by project name or keyword Filter Projects by EA - Read EA Descriptions

**EA 4: Streamline Operational Support Infrastructure**

### Cultural Competency Training

This project will research the options for, and feasibility of, cultural competency training for Census Questionnaire Assistance representatives and field staff. It will help define the training content, the number of training modules, the individuals who would take training, what would... [\(see more\)](#)

New Information

**EA 5: Continuous Data Collection and Aggregation**

### Administrative Data Quality and Usage

This project will conduct administrative data research in order to provide the ability to produce linked location and demographic data at any given instance throughout the decade to allow continuous assessment of coverage and quality. This project will do this by 1) assessing the current... [\(see more\)](#)

**EA 5: Continuous Data Collection and Aggregation**

### Decision Rules for Effort Allocation Leveraging Information from Administrative Data Sources

This project will investigate methods to reduce field effort and respondent burden during census data collection operations (including In-Field Enumeration), for the U.S. household population by assessing whether, and under what conditions, administrative data could provide the information.... [\(see more\)](#)

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

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Search by project name or keyword

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New Information

### Cultural Competency Training

This project will research options and feasibility of cultural competency training for Census Questionnaire Assistance representatives and field staff.

This project will help define:

- Content and number of training modules,
- who would take training,
- what would trigger requirement to take training,
- possible cost of developing modules.



# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## Expanded Projects

### Topics of expanded research projects:

Tailored contact strategies

Improve communications, messaging and advertising

Enhance external engagement

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# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 Expanded Projects

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Search by project name or keyword

EA 1.1: Data Collection – Self-Response

### Tailored Contact Strategies

This project's objective is to examine the use of tailored contact strategies – that is, messaging, materials, and methods of inviting households to self-respond to the census designed with the needs and preferences of different demographic groups and geographic areas in mind – ... (see more)

New Information

### Tailored Contact Strategies

**Current objective:** Examine the use of tailored contact strategies that incorporate in-office enumeration methods and estimated response propensities.

**Expanded scope:** Research the possibility of using a mass texting campaign to announce the Census Day, and to encourage response.

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## Expanded Projects

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## 2030 Census Research Project Explorer

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Search by project name or keyword

EA 1.4: Data Collection - Response Data Quality and Questionnaire Content

### Research to Improve Communications, Messaging, and Advertising Efforts

The goal of this set of projects is to conduct research that will inform a data-driven communications and advertising campaign to increase self-response and improve data quality for the 2030 Census. In this project, four subprojects are proposed that each contribute to this overall goal and... (see more)

New Information

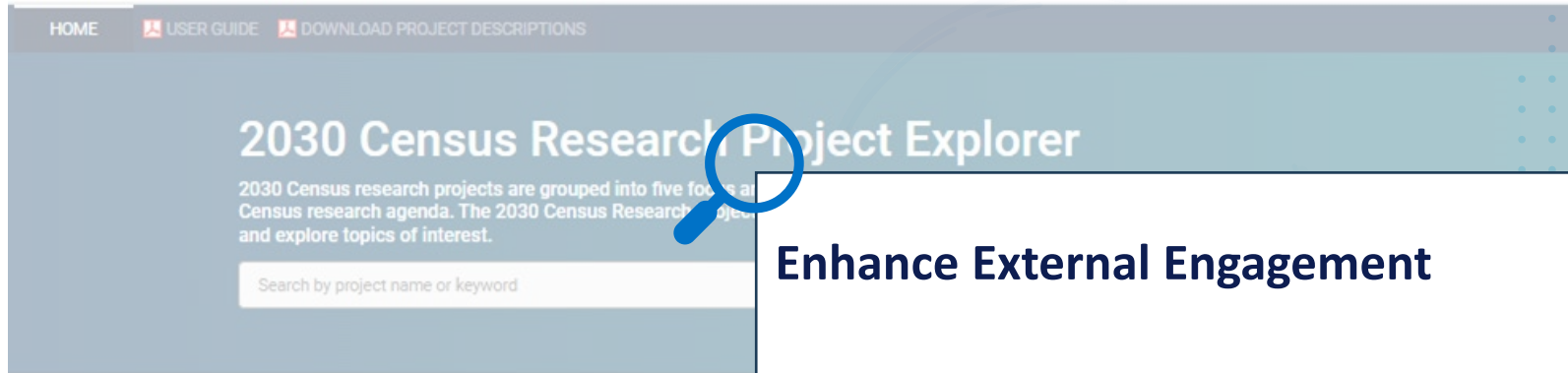
### Research To Improve Communications, Messaging, and Advertising Efforts

**Current objective:** Conduct research that will inform a data-driven communications and advertising campaign to increase self-response and improve data quality.

**Expanded scope:** Research messaging around the fact that NARA does not release census results for 72 years, in order to build additional trust in the confidentiality of response data.

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 Expanded Projects



EA 1.4: Data Collection – Response Data Quality and Questionnaire Content

### Enhance External Engagement

Enhancing external engagement is critical to the success of the 2030 Census. The Census Bureau relies increasingly on external stakeholders at every geographical level to organize and carry out activities supporting decennial census operations. Identifying and engaging organizations including... ([see more](#))

New Information

### Enhance External Engagement

**Current objective:** Explore ways the Census Bureau may be able to equip partners and stakeholders to increase their capacity to support the census, identify gaps, and leverage networks to further activate resources and improve response.

### Expanded scope:

- Research a partnership system that will allow requests for specific materials and information.
- Engage with disability advocacy organizations and communities to improve future Census Bureau engagements.

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## 📌 2030 Census Program for Experiments and Evaluations / 2040 Census

Some comments were considered innovative and valuable to pursue in the future.

- Not feasible for immediate action due to current policies or resources limitations.
- May contribute to experimental studies or evaluations to be conducted concurrently with the 2030 Census.

# DISPOSITION OF PUBLIC FEEDBACK RECEIVED

## ✦ Considered But Not Selected

Some comments were considered but not selected to pursue due to:

- Past research and subject matter expertise
- Not of a research nature
- Not aligned with the Census Bureau's mission

Example: “Do not contact households for which the Census Bureau already has a quality administrative record.”

- We are committed to providing each household the opportunity to respond.
- Administrative records data may not align with current census question formats, such as race and ethnicity questions.

# OVERVIEW AND NEXT STEPS

## ✓ Today we covered:

- Comments received through the FRN
- How we analyzed the comments
- New and expanded 2030 Census research projects
- How to find these projects in the 2030 Census Research Explorer

## ✓ Next steps:


- Later this year, we plan to release a final report that will cover this entire effort.
- In that report, we'll dive deeper into this process and provide further details about our analysis of this feedback.
- Visit [www.census.gov/2030FRN](http://www.census.gov/2030FRN) to find information about the final report.



# Thank you

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301-763-3030



# QUESTIONS?

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Press \*1



# Q/A Panelists



**Michael C. Cook, Sr.**

*Senior Advisor, Office of  
the Director,  
U.S. Census Bureau  
(Host & Moderator)*



**Deborah M. Stempowski**

*Associate Director for  
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**Jennifer Reichert**

*Chief of Decennial  
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# 2030 Census Updates

- **Release Resources**

- Slide deck.
- Video of today's webinar.
- News Release.
- 2030 Census Research Project Explorer Tool.
- 2030 Census Timeline.
- 2030 Census webpage.
- 2030 Federal Register Notice (FRN) webpage.

# Census Bureau Releases

- **October 19:** State-Level Geographic Mobility and Place of Birth Data (*from 2022 American Community Survey*)
- **October 24:** Current Population Survey Modernization Efforts Webinar
- **December 7:** American Community Survey 5-year estimates

# For Further Information

## Media:

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### **Public Information Office**

pio@census.gov

301-763-3030/877-861-2010 (U.S. and Canada only)

## General Public:

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### **Customer Service Center**

1-800-923-8282 or

301-763-INFO (4636)

## Press Kit:

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Go to **U.S. Census Bureau** at


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# Thank you

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 [PIO@CENSUS.GOV](mailto:PIO@CENSUS.GOV)

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