

2030 Census Advisory Committee Meeting

Director's remarks as prepared for delivery

July 26, 2024

- Good morning, and thank you everyone for joining us today. Welcome to the first meeting of the new 2030 Census Advisory Committee!
- As you know, our main goal for the 2030 Census—and for every decennial census—is a complete and accurate count of the nation's population.
- To accomplish that, it's so important that we engage diverse voices and different ways of looking at things to ensure that we have the best methods and are capturing the most relevant information.
- We know that we cannot complete our mission alone. We need the public to be our partner in this most important endeavor.
- And that includes all of you, the members of our advisory committee.
- This committee is a critical part of our engagement with the public to seek advice on the decennial census.
- By law, you are the voice of the public for making recommendations we seek on our operational plans and the interpretation of our research and test findings.
- Yes, we will be engaging with many other stakeholders to get their feedback.
- Our advisory committees have the significant responsibility of making formal recommendations for our consideration and for our response.
- Y'know, after 2020, our stakeholders asked us to engage and inform them more and to do so earlier in the decade.
- We've listened and we've adopted a continuous engagement strategy, which is an overarching Census Bureau priority.
- Now let me circle back to your roles as a 2030 Census Advisory Committee members.
- We're honored and humbled that you have volunteered to take on this awesome responsibility.
- Your feedback and your recommendations will absolutely contribute to a successful 2030 Census.
- Each of the members of this committee has expertise and knowledge that the Census Bureau needs for a successful 2030 Census.
- We seek to have a deep, intensive dialogue with each other.
- We need you to fully understand the issues we bring to you for advice.
- We want you to speak freely and be constructively critical, always, of course, within the parameters of advisory committee rules for bringing recommendations.
- We'll seek your input on agenda items, and we need your insights, advice, and concerns.
- We are particularly interested on how to reach and increase response for hard-to-count and historically undercounted populations.
- After all, increasing the participation among these groups is the key to achieving a complete and accurate count.
- We want to work with you and with stakeholders on identifying hard-to-find populations.

- These are people who live in hidden housing, the homeless, the mobile populations.
- We seek to engender participation through culturally relevant strategies and through trusted messenger networks on the ground.
- We're also interested in your ideas about how the Census Bureau communicates to stakeholders and the public.
- We recognize that this is a big ask.
- And on behalf of the Census Bureau, your spirit of public service is very recognized, celebrated, and appreciated.
- We promise do our best to listen and incorporate your perspectives, ideas, and recommendations into our decision-making process.
- And we will add committee members whose expertise aligns our needs as we move forward into subsequent phases of our operational planning and implementation.
- As you might expect, in addition to this committee's inaugural meeting, a lot is going on with our preparations for the next census.
- In April, we released strategy documents outlining how we're approaching fundamental aspects of our census preparations, including stakeholder engagement.
- Our initial 2030 Census operational plan will be released in 2025.
- We'll be conducting a major field test in 2026. We just announced the sites for that test on Monday.
- And in the meantime, we're busy conducting research on a huge variety of topics, from how to communicate with and reach historically undercounted populations to how to improve rural addressing.
- Today, our agenda will focus on three main topics: address maintenance, community outreach, and the 2026 test ethnographic study with hard-to-count and historically undercounted populations.
- These topics were selected for discussion today because they are time sensitive. Your input will help us refine our approach as we approach important upcoming decision points.
- I want to point out, especially to members of the public who are watching this meeting, our redesigned website at <www.census.gov/2030census>.
- The site provides details of all the work that we're doing. In fact, resources such as the strategy documents I just mentioned are posted there.
- While the focus of this committee is on the 2030 Census, I want to mention an invitation for public engagement on the American Community Survey, or ACS, which is an important part of the larger decennial census program.
- The Census Bureau is inviting public feedback on the timeline to implement the Office of Management and Budget's updated federal race and ethnicity standards into the ACS.
- The public may submit comments through August 12.
- I encourage you to visit [regulations.gov](https://www.regulations.gov) to find the Federal Register notice for instructions on how to do so.
- I'll conclude by thanking you again for joining us today, and for all your efforts on behalf of the Census Bureau.
- Our work with advisory committees reflects our commitment to openness and transparency, and in engaging with stakeholders and experts so we can do our best work on behalf of the nation.
- I look forward to today's presentations and discussions.

2030 CAC (Focus on 2030 Census Planning and Operations)

- “The Committee will review and provide feedback related to 2030 Census plans and execution to assist the Census Bureau to devise strategies to increase census awareness and participation, reduce barriers to response, and enhance the public’s trust and willingness to respond.” - charter
 - Advises the Census Bureau on 2030 Census questionnaire content, enumeration strategies, outreach, communications, and data analysis.
 - Necessarily covers work that impacts enumeration of historically undercounted groups.

CSAC (Enterprise Level)

- Advises the Census Bureau on research and methodology work across its programs enterprise-wide.
- For example, research on race, ethnicity, age, sexual orientation, and gender identity, as well as research and methodology related to all surveys and censuses the agency conducts.

NAC (Enterprise Level)

- Advises the Census Bureau on communication to various racial, ethnic, and other communities.
- Focus “on the identification of new strategies for improved Census Bureau operations, survey and data collection methods, including identifying cost-efficient ways to increase participation.”
- The undercount for all Census Bureau surveys and censuses enterprise-wide, including the American Community Survey, Household Pulse Survey, and Economic Census.