2020 Census Update

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Technical Lead, Operational Readiness and Integration
Decennial Census Management Division
Key Activities:

- **Making Key Decisions**: Continuously make timely decisions based on research and evidence
- **Awarding Key Contracts**: Continue to award key contracts for the 2020 Census
- **Conducted the 2017 Census Test**: Nationwide self-response test that included Internet Self-Response, Real-Time Non-ID response and processing, and the deploying of applications in the Cloud
- **Planning and Execution of the 2018 End-to-End Census Test**: Focuses on the overall integration of systems and operational procedures for 24 of the 35 operations of the 2020 Census
- **Area Census Office Delineation**: Identifying number of and initial locations for offices and initiating leasing and logistics processes

- **Delivering Questions to Congress**: Title 13 requires the Census Bureau deliver to Congress subjects for the decennial census program by March 31, 2018
- **Operational Readiness**
  - 2020 Census Operational Plan 2.0 (issued September 2016)
  - 2020 Census Operational Plan 3.0 (to be released October 2017)
  - Local Update of Census Addresses (LUCA) (began January 2017)
    (Registration mailing July 2017)
  - Field Infrastructure: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding (planning underway)
Program Updates
2020 Census Operations
Program Updates

2020 Census Operational Plan

- 2020 Census Operational Plan documents the design for conducting the census
- Version 2.0 was issued in September 2016
- The scope and design of the 2020 Census is being reviewed and the Operational Plan updated to reflect decisions and updates since version 2.0
- A total of nine (9) Detail Operational Plans are expected to be issued by the end of the fiscal year
- The latest versions of the Operational Plan and Detail Operational Plans are available on census.gov
2017 Census Test

Summary

Purpose
- A nation-wide self-response test of 80,000 housing units
- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information

Lessons Learned

Internet Self-Response
- Rapid response mechanisms (e.g., escalation procedures, issue resolution Points of Contact) were refined during the test and will be further refined and documented
- User testing schedule will be further refined

Forms Printing and Distribution
- Quality Control procedures will be updated and improved to ensure consistent quality of printed forms
- Printed address check procedure worked well but needs adjustments to scale for 2020

Paper Data Capture
- New paper handling processes need refinement

Success
Fielded the public facing production systems for the Census which included:
- Internet Self-Response
- Real-Time Non-ID Processing
- ECaSE Operational Control System
- Census Questionnaire Assistance (two call centers)
  - Deployed our Census Questionnaire Assistance Contact Centers with live agents supporting multiple languages
2018 End-to-End Census Test

Overview

• April 1, 2018 Census Day

Goals:

• Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
• Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
• Produce a prototype of geographic and data products
2018 End-to-End Census Test
Operational Scope

FRAME
- Geographic Programs
- Local Update of Census Addresses
- Address Canvassing

RESPONSE DATA
- Forms Printing and Distribution
- Paper Data Capture
- Integrated Partnership & Communications
- Internet Self-Response
- Non-ID Processing
- Update Enumerate
- Group Quarters
- Enumeration at Transitory Locations
- Census Questionnaire Assistance
- Nonresponse Followup
- Response Processing
- Federally Affiliated Count Overseas
- Update Leave

PUBLISH DATA
- Data Products and Dissemination
- Redistricting Data
- Count Review
- Count Question Resolution
- Archiving

OPERATION SCOPES
Operations not previously tested
Focus of the Test
Required to Support the Test
NOT Included in the Test

OTHER CENSUSES
- Island Areas Censuses

TEST AND EVALUATION
- Coverage Measurement Design & Estimation
- Coverage Measurement Matching
- Coverage Measurement Field Operations
- Evaluations and Experiments

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2018 End-to-End Census Test: Peak Operations

Operational Scope

Peak Operations

• One site: Providence, Rhode Island

<table>
<thead>
<tr>
<th>Operation</th>
<th>Workload Unit</th>
<th>Test Site</th>
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</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>-</td>
<td>273,000</td>
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<tr>
<td>In-Field Address Canvassing</td>
<td>HU</td>
<td>~80,000</td>
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<tr>
<td>Update Leave</td>
<td>HU</td>
<td>~2,000</td>
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<tr>
<td>Self-Response</td>
<td>HU</td>
<td>~271,000</td>
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<tr>
<td>Nonresponse Followup</td>
<td>HU</td>
<td>~163,000</td>
</tr>
<tr>
<td>Group Quarters</td>
<td>GQ</td>
<td>500</td>
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</table>

Providence County, RI
2018 End-to-End Census Test
Address Canvassing: Overview

Methodology
• Conduct In-Field Address Canvassing in Three Test Site Locations
• Implementation of Independent Quality Control

Approach
• Use Enhanced Version of LiMA that Supports Quality Control Operations
• Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
• ECaSE Time and Expense
• Use Automated Training Solution
2018 End-to-End Census Test: Address Canvassing

Operational Scope

Address Canvassing Operation

- Three sites: Providence County, Rhode Island; Pierce County, Washington; Bluefield-Beckley-Oak Hill, West Virginia

<table>
<thead>
<tr>
<th>Operation</th>
<th>Workload Unit</th>
<th>Test Site</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>-</td>
<td>338,000</td>
<td>776,000</td>
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<tr>
<td>Pierce County, WA</td>
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<td>273,000</td>
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<tr>
<td>Providence County, RI</td>
<td></td>
<td>165,000</td>
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</tr>
<tr>
<td>Bluefield-Beckley-Oak Hill, WV</td>
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<tr>
<td>In-Field Address Canvassing</td>
<td>HU</td>
<td>~120,000</td>
<td>~255,000</td>
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<td></td>
<td></td>
<td>~80,000</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>~55,000</td>
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### 2018 End-to-End Census Test

**Address Canvassing: Estimated Staffing Per Site Location**

<table>
<thead>
<tr>
<th>Site</th>
<th>Production</th>
<th>Quality Control</th>
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<tbody>
<tr>
<td></td>
<td>Invite to Training</td>
<td>Production Staff</td>
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<tr>
<td>Providence County, Rhode Island</td>
<td>80</td>
<td>70</td>
</tr>
<tr>
<td>Pierce County, Washington</td>
<td>133</td>
<td>117</td>
</tr>
<tr>
<td>Bluefield-Beckley-Oak Hill, West Virginia</td>
<td>91</td>
<td>80</td>
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### 2018 End-to-End Census Test

#### Key Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Delayed</th>
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<tbody>
<tr>
<td>Conduct In-Office Address Canvassing</td>
<td>October 27, 2016 – February 2, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>Open Regional Census Centers</td>
<td>January 3, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>Begin Address Canvassing Field Staff Recruitment</td>
<td>March 10, 2017</td>
<td>✔️</td>
</tr>
<tr>
<td>Open Area Census Offices</td>
<td>April – July 2017*</td>
<td>✔️</td>
</tr>
<tr>
<td>Conduct In-Field Address Canvassing</td>
<td>August 28 – September 29, 2017</td>
<td></td>
</tr>
<tr>
<td>Conduct Group Quarters Advance Contact</td>
<td>January 5 – March 9, 2018</td>
<td></td>
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<tr>
<td>Conduct Self-Response, Including Non-ID Processing</td>
<td>March 19 – August 31, 2018</td>
<td></td>
</tr>
<tr>
<td>Conduct Group Quarters Enumeration</td>
<td>March 28 – June 12, 2018</td>
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<tr>
<td>Census Day</td>
<td>April 1, 2018</td>
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<tr>
<td>Conduct Early Nonresponse Followup</td>
<td>April 3 – June 9, 2018</td>
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<tr>
<td>Conduct Nonresponse Followup Reinterview</td>
<td>April 4 – August 31, 2018</td>
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<tr>
<td>Conduct Update Leave</td>
<td>March 19 – April 20, 2018</td>
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<tr>
<td>Conduct Nonresponse Followup</td>
<td>May 10 – August 20, 2018</td>
<td></td>
</tr>
<tr>
<td>Publish Prototype P.L. 94-171 Data and Geographic Products</td>
<td>April 1, 2019</td>
<td></td>
</tr>
</tbody>
</table>

*Delayed the opening of the Area Census Offices.*
The 2020 Census
Looking Ahead

2017
Award Contract for the Decennial Device as a Service
Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018
Begin Opening Regional Census Centers
Publish Final 2020 Residence Criteria and Situations

2018
2018 End-to-End Census Test (April 1st Census Day)
Partnership Program – Launch of the partnership program
Question Wording to Congress – by March 31, 2018

2019
Begin Opening Field Offices
Complete Count Committees – Formation of committee’s should be complete

2020
Advertising – Begins in early 2020
Census Day – April 1, 2020
Nonresponse Followup – Begins in early April and continues through July
Apportionment Counts to the President – December 31, 2020

2021
Redistricting Counts to the States – by March 31, 2021
Connect with Us

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:

More information on the 2020 Census:
http://www.census.gov/2020Census

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/

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