2020 Census Operational Plan Overview and Operational Areas

Lisa M. Blumerman, Associate Director
Decennial Census Programs
U.S. Census Bureau
The Decennial Census

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

  Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

• Draw congressional and state legislative districts, school districts and voting precincts
• Enforce voting rights and civil rights legislation
• Distribute federal dollars to states
• Inform federal, tribal, state, and local government planning decisions
• Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
• Provide population benchmark for nearly every other United States survey
The Decennial Census

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
The 2020 Census
Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place

**Challenge Goal:** Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

**Focus on Four Key Innovation Areas**

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Reengineering Field Operations
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.

Continual Research and Updating
Ongoing Process for In-Office Canvassing
The 2020 Census: Motivate People to Respond

Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.
## The 2020 Census: Count the Population

Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

<table>
<thead>
<tr>
<th>Improve the Quality of the Address List</th>
<th>Update the address list</th>
<th>Validate incoming data from federal, tribal, state, and local governments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Effectiveness of Advertising and Contact Strategies</td>
<td>Support the micro-targeted advertising campaign</td>
<td>Create the contact frame (e.g., email addresses and telephone numbers)</td>
</tr>
<tr>
<td>Validate Respondent Submissions</td>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
<td></td>
</tr>
<tr>
<td>Reduce Field Workload for Followup Activities</td>
<td>Remove vacant and nonresponding occupied housing units from the nonresponse followup workload</td>
<td>Optimize the number of contact attempts</td>
</tr>
</tbody>
</table>
The 2020 Census: Count the Population
Reengineering Field Operations

Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure

- Area Manager of Operations
- Census Field Managers
- Census Field Supervisors
- Listers and Enumerators

Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing

Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications
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

Establish Where to Count
Identify all addresses where people could live

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

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

Count Everyone Once In the Right Place
The 2020 Census
Estimated Lifecycle Costs

Fewer Staff
Fewer Offices
Less Burden

MORE THAN $5 BILLION IN SAVINGS
Connect with Us

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

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

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau