The Road to 2020

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The Census - People

- Article 1, Section 2 of the US Constitution
  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.
- Key Purpose is Apportioning the US House of Representatives
A look back at the 2010 Census

- 3 Key Phases
  - Building a list of addresses
  - Delivering the Census Form
  - Contacting Households that didn’t respond
Contacting addresses that didn’t respond

- 48 Million addresses were visited
- 30% (14 Million) were vacant
- 530,000 Enumerators
- $2,300,000,000 Budget
- Paper data collection
The 2020 Census

Four innovation areas are:

• Better Address Validation
• Better Response Options
• Better Use of Existing Information
• Better Field Operations
Better Address Validation

- Reduce the in-person work to build a list of addresses
- Use things we already know
- Can save money and improve accuracy

Better Response Options

- People do a better job of counting themselves than we do
- Goal is to make it as easy to respond as possible
- Incorporating heavy use of web and mobile response options
- Expanded telephone response options
- Paper and personal visits
Better Use of Existing Information

- A lot of data out there
- Pretty sure we can’t do the Census with it
- But maybe we can put it to good use...
- For example, can we generate savings...
  - through the removal of vacant and deleted housing units?
  - Revising our Contact Strategy?
    - Reduce the number of followup visits for households that don’t respond
    - Reduce callbacks for missing data items

Better Field Operations

- Following up on non-responses is our most expensive activity
- Our greatest opportunity to “harvest” savings
- Two key areas of research...
Better Field Operations

- Reengineer the field work
  - Provide enumerators with daily, optimal, and sequenced contact attempt assignments
  - Provide supervisors with electronic access to enumerator workload and status information
  - Automate training

Better Field Operations

- Reengineer the field staff structure
  - Field staff roles
  - Work schedule
  - Staffing ratios
2020 Decennial Census Update

Re-engineering the Census: Prototype, Test, Build, Integrate

Interactive Testing of All Components Needed to Conduct the Census

- Census: Count the People
- Tabulate Results
- Large Scale End-to-End Test of Census Operations and Systems
- Ntergrated Tests
- Field Test Refined IT Systems & Procedures
- Refined Individual Tests
- Build IT Systems & Procedures
- Small Scale Individual Tests
- Prototype IT Systems & Procedures

2015
April 1 - Identify major cost drivers of the 2020 Census, and develop near-term actions and methodologies to overcome the operations.

2016
April 1 - Deliver 2020 Census Topics to Congress

2017
April 1 - Deliver question wording to Congress

2018

2019

2020
December 31 - Deliver Apportionment to President
+ Legally mandated deadline
Why LA?

- Urban Area
- Chinese and/or Korean language
- Hard To Count areas
- Areas with High Vacancy Rate

Spanish and Asian Language
Schedule

- January 2016 – Local Office Open in Glendale
- March 21 – Residential Mailout
- April 1 – Census Day
- May 12 – Non Response Follow-up (NRFU) starts
- June 26 – NRFU ends
- July – Local Office Closes
Better Response Options

- Respondent does not need to enter unique identification code

Where did you live on July 1, 2016? 

Please select the type of address associated with your residence:

- Street Address
- P.O. Box
- Rural Route

Address Number: 
Street Name: 
Apartment Unit:

City: 
State: Select State:  
ZIP Code:

Next
Better Response Options

- What this brings...
  - The ability to adapt to a mobile society
  - Greater convenience = Greater participation
  - Can complete our form at Census “events”
  - Potential for substantial savings
  - Will still use a unique ID for each address
2016 Census Test in LA

- Hired almost 600 temporary workers to conduct field activities
- Very small outreach effort
- iPhones for enumerators
- Tablets for supervisors
- Still in the field
Additional Key Initiatives

- Determining what to ask and how to ask it
  - Content testing
    - Race and Hispanic Origin
      - Single vs. combined question
      - Introduction of a Middle Eastern and North African Category
  - Relationship, including introduction of Same-Sex Relationship Categories
- Enhancing our ability to motivate and engage the public, particularly in Hard To Count communities
- Building an infrastructure
- Assessing our workforce needs

1,388 Days to April 1, 2020