2020 Census Overview and Update

Presentation to the 30th Annual Demographic Workshop

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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.

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. 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.

Primary Uses of Decennial Census Data:
- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution.
- Draw congressional and state legislative districts, school districts, and voting precincts.
- Distribute more than $675 billion federal dollars annually 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).
At a Glance

- Complete and accurate count—The goal of the 2020 Census is to count everyone once, only once, and in the right place.
- Safe and secure—Incorporated industry best practices and follow federal IT security standards for encrypting data in transmission and at rest.
- Easy—Respondents can respond anytime, from anywhere—online, by mail, or over the phone.
2020 Census
California Frame Building Activities

USPS DSF
- Spring 2019 DSF provided 8,769 addresses that were new to the MAF. Of these addresses, 1,651 (18.8 percent) are in Los Angeles County.
- An additional 1,769 addresses were new to the DSF, but matched to addresses already in the MAF.

Geographic Support System Partnership Programs
- Processed address and road centerline files for 40 counties and 10 census places.

Boundary and Annexation Survey
- 2019—494 responses from 539 eligible governments.
- 129 with changes/365 with no changes.

LUCA (Fall 2018)
- 340 governments submitted a return.
- 2,890,000 LUCA address updates in California.

New Construction Program
- 82 governments have registered, including Los Angeles, San Diego, San Luis Obispo, and Yolo Counties.

2020 Census
In Field Address Canvassing Operations

What You Need to Know
- Temporary Census Bureau employees, known as Listers, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census’ MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.
2020 Census Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

• Engage and motivate people to self-respond, preferably via the internet.
• Raise and keep awareness high throughout the entire 2020 Census to encourage response.

2020 Census Advertising and Media Buying

Advertising Strategy

• The 2020 Census will use traditional media (print, TV, radio), as well as digital and social media.
• Integrated approach allows for tailored messages to specific geographic and demographic groups using channels that are most appropriate for reaching the target audience.
• Specific advertising will be leveraged to reach multicultural groups using non-English languages.
• Campaign data will be used continuously to refine our approach—advertising strategy allows for rapid adjustments to areas with low response rates.

• Multicultural partners will provide input to the media plan from both the national and local perspectives, in addition to executing buys at both levels.
• Simplify complex data by identifying key shared characteristics.

Local Media

• Local media is a key component in reaching hard-to-count populations.
• More than 50 percent of media buys will be from local media.
• Currently negotiating media buys. Final Media Buys Plan expected in September 2019.
2020 Census
Partnership

What You Can Do To Help

• Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

• Our partners are integral in building a location list of missions, shelters, soup kitchens, emergency and transitional shelters, and outdoor locations where people experiencing homelessness congregate.

• Your support can help ensure that your community and constituents are accurately counted and represented in the 2020 Census.

How can I learn more?

• Visit <www.census.gov/partners>.

• For the latest updates on the 2020 Census, visit <www.2020census.gov>.

2020 Census
How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by paper form, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

• **95%** of households will receive their census invitation in the mail.

• **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use post office boxes or areas recently affected by natural disasters).

• **Less than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.
2020 Census
When We Start Mailing

What You Need to Know

• Initial invitations to respond to the 2020 Census will start arriving by U.S. mail on March 12.
• These will be followed by up to four additional mailings if a household has not self-responded.
• Every household that has not responded by the fourth mailing will receive a paper questionnaire arriving by U.S. mail starting on April 8.
• People who live in areas with low Internet connectivity will receive a paper questionnaire in their first mailing.
• Regardless of how households are invited to respond, respondents will be able to respond by any of the three modes—online, by phone, or by paper.

2020 Census
Responding Is Easier Than Ever—Online, by Mail, or Over the Phone

Self Response Is Easier Than Ever.

• You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond they will be able to do so online, by mail, or over the phone.
• The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.
• Self-respond in English or one of 12 non-English languages.
• Print and video language guides are in 59 non-English languages provided to field partnership specialists and available online.
• Video language guide will be available in American Sign Language, print guides will be available in braille and large print.
• Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.
2020 Census
How the Census Bureau Determines Areas for Bilingual Mailings

English/Spanish bilingual mailings will be sent to all Census tracts that have 20 percent or more of households that are recognized as needing “Spanish Assistance”—defined as at least one person aged 15 or older who speaks Spanish and does not speak English “very well.”¹

- **Census tracts with 20% or more**
  - Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the fourth mailing)

- **Census tracts with less than 20%**
  - English mailings that include a Spanish phrase inviting you to respond online or via direct toll-free line in Spanish

- Spanish online questionnaire
- Spanish phone support and response

¹ Based on 2013–2017 American Community Survey, 5-year estimates.

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2020 Census
Areas Recovering From Natural Disasters

**Update Leave**
- Deliver questionnaires in geographic areas where the majority of housing units do not have mail delivered to the physical location of the address.
- Areas that have experienced recent and significant changes to the housing stock—for example, natural disasters such as a hurricane or forest fire.
- Leave a 2020 Census Internet Choice Questionnaire Package at every housing unit. Able to respond online, by mail, or over the phone.
- Occurs simultaneously with Internet Self-Response.
- People temporarily displaced by natural disasters can be counted at their usual residence.
2020 Census

Special Populations—Service-Based Enumerations, Enumeration at Transitory Locations, Prison Populations

Service-Based Enumeration
• Provides an opportunity for people without conventional housing or people experiencing homelessness to be included in the census by enumerating them at places where they receive services or at preidentified outdoor locations.
  • Missions, hotels and motels used as shelters, and places for children who are runaways, neglected, or experiencing homelessness.
  • Soup kitchens that offer meals to people experiencing homelessness.
  • Regularly scheduled mobile food vans.
  • Emergency and transitional shelters for people experiencing homelessness.
  • Targeted nonsheltered outdoor locations.

Enumeration at Transitory Locations
• Highly mobile populations that do not have a usual home elsewhere (i.e., campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, or carnivals).

People in Correctional Facilities for Adults
• Prisoners are counted at the correctional facility.
• The Census Bureau will make available a bulk geocoding service in order to assist states in their goals of reallocating their own prisoner population counts.
• California has enacted legislation requiring the Department of Corrections to report the home addresses of incarcerated people to the Citizens Redistricting Commission so that the commission may count incarcerated people at home for redistricting purposes.

2020 Census

Nonresponse Follow-up

What You Need to Know
• Temporary Census Bureau employees, known as census takers, determine the housing unit status for addresses that do not self-respond to the 2020 Census.
• Census takers will personally visit housing units to count or enumerate the households.
• If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
• In most situations, census takers will make at least six attempts to resolve a case.
• In-field operation begins in May 2020 and concludes in July 2020.
Economic News Release

Employment Situation News Release
Transmission of material in this release is embargoed until 8:30 a.m. (EDT) Friday, June 4, 2010

Technical information:
Household data: (202) 451-6379 * cpsinfo@bls.gov * www.bls.gov/cps
Establishment data: (202) 451-6555 * censinfo@bls.gov * www.bls.gov/ces
Media contact: (202) 451-5902 * PressOffice@bls.gov

THE EMPLOYMENT SITUATION -- MAY 2010

Total nonfarm payroll employment grew by 331,000 in May, reflecting the hiring of 411,000 temporary employees to work on Census 2010, the U.S. Bureau of Labor Statistics reported today. Private-sector employment changed little (+41,000). Manufacturing, temporary help services, and mining added jobs, while construction employment declined. The unemployment rate edged down to 9.7 percent.

2020 Census
Cybersecurity—Your Data Are Safe and Secure

Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- The Census Bureau is partnering with the federal intelligence community (DHS, FBI, NSA) and industry experts to protect the data we collect and maintain.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.
Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law.
- All Census Bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

There are no exceptions.

- The law requires the Census Bureau to keep everyone’s information confidential. By law, your responses cannot be used against you by any government agency or court in any way.
- The Census Bureau will not share an individual’s responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.
- Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.
- We will never ask for:
  - Your full social security number.
  - Money or donations.
  - Anything on behalf of a political party.
  - Your full bank or credit card account numbers.

Recent censuses relied on swapping out “vulnerable” data

2010 Census Method

We Collected Data

Added statistical “noise” to select “vulnerable” data:

- Swapped characteristics between households
- Suppressed data deemed too “unique”

We Protected Data

We Tabulated & Published Results from The “Noisy” Data
2010 Census produced A LOT of data…

From only 6 variables:
Age | Sex | Race | Ethnicity | Block | Relationship to Householder

• Released **25** data points for every man, woman and child in the U.S.
• Published nearly **8 billion** statistics overall

The Database Reconstruction Theorem:

"Too many statistics published too accurately from a confidential database exposes the entire database with near certainty."

-Dinur & Nissim, 2003

We will protect 2020 Census results using a “formally private” method known as “differential privacy”

• Formal privacy is formula based, not ad hoc.
• Algorithms distribute “noise” to every data point, carefully calibrated to each geographic level, from the nation as a whole to the census block.
• The amount of noise distribution is based on a pre-determined privacy loss “budget.”
• That privacy loss budget is based on a multiplier called Epsilon (ε) that can be tuned up or down.
Differential privacy offers guarantees of privacy protection

- Privacy guarantees are tunable and provable
- Privacy guarantees are future-proof
- Privacy guarantees are public and explainable
- Protects against database reconstruction

We are designing the 2020 Census privacy system to maximize accuracy and minimize risk

- We have engaged leading data science experts as well as data users to help us strike the best balance between accuracy and risk.
- Note that the constitutionally mandated apportionment process will not be affected by this new methodology.
- We’re working closely with the Department of Justice to ensure that the system meets REDISTRICTING legal requirements.
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• Easy—Respondents can respond anytime, from anywhere—online, by mail, or over the phone.

Thank You

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