

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).

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2020 Census
Approach to the 2020 Census



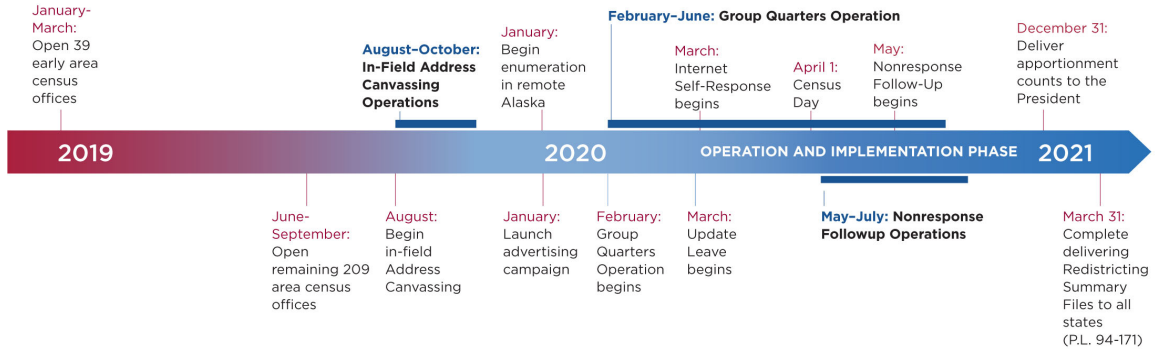
At a Glance

- 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
A Complete and Accurate Count of the Population and Housing



High Level Timeline for the 2020 Census



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2020 Census Establish Where to Count—Address Frame Development



Development for the 2020 Census Master Address File (MAF) started with the 2010 Census Base.

U.S. Postal Service (USPS) Delivery Sequence File (DSF)

- Updates from USPS twice per year.

Geographic Support System Partnership Programs

- Support and maintenance of the geographic and cartographic infrastructure.

Boundary and Annexation Survey

- Annual survey to collect information about selected legally defined geographic areas.

In Office Address Canvassing

- Examination of all Housing units using Aerial Imagery, Administrative Records, and information provided by State and Local Governments.

Local Update of Census Addresses (LUCA)

- Opportunity for tribal, state, and local governments to review and comment on the residential address list.

New Construction Program

- Opportunity for tribal, state, and local governments to update the Census Bureau's residential address list with living quarters for which construction is in progress during or after March 1, 2018, and completion is expected by Census Day, April 1, 2020.

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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.



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2020 Census Advertising and Media Buying

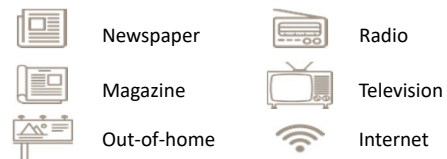
Advertising Strategy

- 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.



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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



Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the fourth mailing)



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



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 USDL-10-0748

Technical information:

Household data: (202) 691-6378 * cpsinfo@bls.gov * www.bls.gov/cps
Establishment data: (202) 691-6555 * cesinfo@bls.gov * www.bls.gov/ces

Media contact: (202) 691-5902 * PressOffice@bls.gov

THE EMPLOYMENT SITUATION -- MAY 2010

Total nonfarm payroll employment grew by 431,000 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.

2020 Census Data Are Confidential

CENSUS 101

Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.





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.

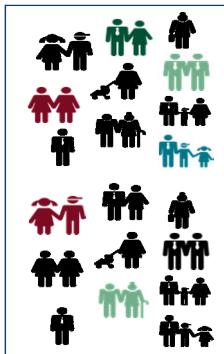
We will never ask for:

- 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



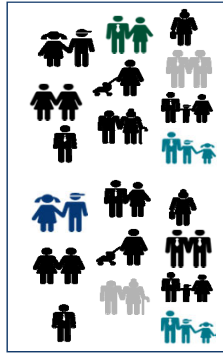
Added statistical “noise” to select “vulnerable” data:

Swapped characteristics between households

Suppressed data deemed too “unique”



We Protected Data



We Tabulated & Published Results from The “Noisy” Data

	Arlington County, Virginia	ZCTAs 22288
Total:	96,050	6,412
Householder 15 to 64 years:	85,734	5,227
Family households:	25,256	3,603
Husband-wife family:	20,936	3,072
With related children under 18 years	14,388	1,914
No related children under 18 years	14,548	1,158
Other family:	7,360	631
Male householder, no wife present:	2,381	150
With related children under 18 years	1,029	82
No related children under 18 years	1,352	68
Female householder, no husband present:	4,979	381
With related children under 18 years	3,067	288
No related children under 18 years	1,912	113
Nonfamily households:	49,458	1,624
Householder living alone:	33,993	1,016
Householder not living alone:	15,445	608
Householder 65 years and over:	12,316	1,185
Family households:	5,311	636
Husband-wife family:	4,262	508
With related children under 18 years:	286	25
No related children under 18 years:	4,077	483
Other family:	1,029	128
Male householder, no wife present:	242	30
With related children under 18 years:	33	4
No related children under 18 years:	209	26
Female householder, no husband present:	787	98
With related children under 18 years:	113	10
No related children under 18 years:	674	88
Nonfamily households:	7,005	549
Householder living alone:	6,523	504
Householder not living alone:	482	45

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.

Providing accurate data



Safeguarding individual privacy

Data Quality | Bnae Kegouqe
Dada Quality | Vrkk Jzcfkdy
Data Quality | Dncb PrhvBlN
Dzte Quality | Dncb Prtnavy
Dfha Quapyti | Tgta Ppijacy
Tgta Qucjity | Dfha Pnjvico
Dncb Qhulitn | Dzhe Njivaci
Ntue Quevdto | Dzte Privacy
Vrkk Zuhnvry | Dada Privacy
Bnaq Denorbe | Data Privacy

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

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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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2020 Census Approach to the 2020 Census



At a Glance

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Thank You

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