The U.S. Decennial Census

A Brief History

• Under the direction of then Secretary of State, Thomas Jefferson, the first U.S. Census began on August 2, 1790, and was to be completed by April 1791
  • The total population was 3,929,214
• The United States Constitution requires that a census be conducted every 10 years to apportion the United States House of Representatives
• The Decennial Census is the largest peacetime activity the United States Federal Government undertakes
• Census will count all persons living in the United States on April 1 of the year ending in “0”
• Census results (including those from the American Community Survey) directly affect how federal funding is allocated to state, local, and tribal governments
The U.S. Decennial Census

Background

- 1940 – First Census to use advanced sampling techniques, including probability sampling
- 1950 – First Post Enumeration Survey Conducted
- 1951 – Installed the UNIVAC I (for Universal Automatic Computer)
- 1960 – First use of mail-out/mail back
- 1970 – First address register and use of short and long forms
- Starting with the 2010 Census, we use only a short-form
  - Long-form data are collected using the American Community Survey (ACS), a continuous measurement survey
The Decennial Census

The purpose is to conduct a census of population and housing and disseminate results to the President, the States and the American People

- Uses of Census data:
  - **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
  - **Drawing** congressional and state legislative districts, school districts and voting precincts
  - **Enforcing** voting rights and civil rights legislation
  - **Distributing** federal dollars to states
  - **Informing** planning decisions of federal, tribal, state and local government
  - **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
What is the ACS?

- Is an ongoing monthly survey sent to 3.5 million addresses to produce detailed population and housing estimates each year.

- Is designed to produce *critical information on small areas and small population groups* previously collected on the decennial long form.

- Annually releases over 11 billion estimates for over 35,000 communities.

- Annually releases 1-year, 3-year, and 5-year periods.

- Has four data collection modes: Internet, Mail, Telephone, Personal Visit.
Census / ACS History

- **1790-1930**
  Census: one form to all households

- **1940-2000**
  Census: short form and long form

- **2000**
  ACS: large-scale demonstration

- **2005-present**
  ACS / PRCS: full implementation

- **2010**
  Census: short form only
2020 Census vs. ACS

2020 Census
- Official counts
- Population totals
- Every 10 years
- Point in time

ACS
- Sample estimates
- Population characteristics
- Yearly
- Period of time
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
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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
The 2020 Census: Motivate People to Respond

Optimizing Self-Response
Generate the largest possible self-response, reducing the number of households requiring follow-up.

*Validate respondent addresses for those without a Census ID and prevent fraudulent submissions.*
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: 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>
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</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>
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<tr>
<td>Validate Respondent Submissions</td>
<td>Validate respondent addresses for those without a Census ID and prevent fraudulent submissions</td>
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<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>
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2020 Census Support
Local Update of Census Addresses Operation (LUCA)

**January 2017**
- Completed advance notice mailing
- Opened LUCA Geographic Programs Support Desk
- Posted address block count lists on the LUCA website

**February 2017**
LUCA Promotional Workshops begin
- Scheduled promotional workshops/webinars
  - February 14 - Data Dissemination Specialists
  - February 23 - State Data Centers and Census Information Centers
- Outreach Opportunities
  - February 25 - National Association of Counties Legislative Conference

**March 2017**
- March 6 - National Association of Towns and Townships Board of Directors Meeting
- March 12 - National League of Cities Congressional City Conference

**July 2017**
- Invitation letter and registration forms mailed

**August 2017 - Training workshops begin**
Self-training aids and webinars will be available online at the LUCA website

**February 2018**
- Begin mailing participation materials to all registered participants

**March-September 2018**
Census Bureau processes LUCA submissions

**August-September 2019**
Feedback materials offered to participants with the validation results
LUCA Background

- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)

- Implemented in the support of the 2000 Census and refined to support the 2010 Census

- Provides a voluntary opportunity for designated representatives of tribal, state and local governments to review and comment on the addresses used to conduct the decennial census
Boundary and Annexation Survey (BAS)

- Annual, voluntary survey to collect legal status and boundary updates for tribal, state, and local governments.
- Boundary updates submitted as part of the BAS must be legally in effect on or before January 1st of each BAS year.

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<tr>
<th>Activity</th>
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<tr>
<td>Annual Response information emailed</td>
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<tr>
<td>Non-response follow up</td>
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<tr>
<td>Deadline for BAS submission to be included in Population Estimates Program and American Community Survey</td>
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<tr>
<td>State Data Center non-response follow up</td>
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<td>Deadline for BAS submission to be reflected in 2018 BAS materials</td>
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<thead>
<tr>
<th>Date(s)</th>
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<tbody>
<tr>
<td>December 2016</td>
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<tr>
<td>Week of February 20, 2017</td>
</tr>
<tr>
<td>March 1, 2017</td>
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<tr>
<td>March/April 2017</td>
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<td>May 31, 2017</td>
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2020 Census Support
Participant Statistical Areas Program (PSAP)

• Opportunity for designated representatives to review and update statistical geographic areas for 2020 Census data tabulation

• Coordinating agencies (generally, county planning departments or regional planning organizations) review, identify, propose changes and delineate new census tracts, block groups, census designated places (CDPs), and census county divisions (CCDs)

• Statistical geographic areas updated in PSAP are used to tabulate and disseminate American Community Survey and other data throughout the decade following the decennial census

• Program begins in 2018
The 2020 Census

The Lifecycle

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. The Census Bureau is conducting research in order to inform key design decisions by the end of FY 2018.
2018 End-to-End Census Test

Overview

• April 1, 2018 Census Day
• Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

Purpose

• Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
• Produce a prototype of geographic and data products
The 2020 Census
Looking Ahead

2017
- Publish Final 2020 Residence Criteria and Situations
- Award Contract for the Decennial Device as a Service
- 2017 Census Test (April 1st Census Day)
  - Topics to Congress – by March 31, 2017
  - 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

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
- Being 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 late April and continues until late June/early July
  - Apportionment Counts to the President – December 31, 2020

2021
- Redistricting Counts to the States – by March 31, 2021
How Can Local Governments Help?

Complete Count Committee

A volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness, about the census and motivate residents in the community to respond.
Why Form A Complete Count Committee?

• Increase the response rate for residents mailing back their questionnaire through a focused, neighbor-to-neighbor program.

• Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.

• Bring together a cross section of community members whose focus is 2020 Census awareness.
When Should a CCC Organize?

Get Organized RIGHT NOW!

• The immediate formulation of a Complete Count Committee will ensure that local residents are kept abreast of the various census operations.

• The more informed residents are about the 2020 Census operations, the better their understanding of the census process becomes, increasing their willingness to be a part of the successful enumeration in 2020.
Benefits Of A Complete Count Committee

• A CCC speaks the language of and knows the pulse of its community and will help ensure an accurate 2020 Census count.

• A CCC gains valuable knowledge about the census process and develops a plan to impart that knowledge to the community.

• A CCC increases the participation ratio and response rate by continuing awareness of the 2020 Census.
Connect with Us

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


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