



2020 Census

Approach to Operational Design

2020 Census

- U.S. Constitutional Mandate, Article I Section II
- Apportion seats in the U.S. House of Representatives
- Conduct redistricting at Federal, State, and Local Level
- Provide statistical support for grant applications
- Help communities plan for future needs

2020 Census Operational Overview

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.



TELEPHONE
AND PAPER SELF-
RESPONSE

NONRESPONSE
FOLLOWUP



INTERNET SELF-RESPONSE

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

Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once
In the Right Place**

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



Philadelphia Region ACOs

- Wave 1: April 2019
 - Harrisburg, PA (covers Eastern Maryland)
 - Fairfax, VA (covers Southern Maryland, Baltimore City, and Western Maryland)
- Wave 2: October 2019
 - Annapolis
 - Baltimore
 - Towson
 - Hagerstown

Technologies For Enumeration

- We're maximizing outreach by using both traditional and new media
- We are offering and encouraging people to use the secure online response , by mail or by phone for the first time.
- We're providing our field workers with handheld devices for collecting Census data.
- We're utilizing automated systems for recruiting, training and payroll.

Changes and Challenges

- Declining participation in Surveys
- Distrust of Government
- Privacy Concerns/ Identify Theft
- New Residents, Immigrants and Languages
- Large college Population
- Seasonal Populations
- Gated Communities
- Homeless Population
- Locked Buildings
- Lack of Time to Participate in Surveys
- Group Quarters Challenges
- Military Population Areas
- Significant government population in DC metro area
- Lack of connectivity (e.g. Computer, internet, etc.)
- 2020 Presidential Election impact

2020 Census: Complete Count Commission/ Complete Count Committee

Structure of CCC's

- Should include members with experience in
 - Government
 - Workforce development
 - Faith-based community
 - Education
 - Media
 - Community Organizations
 - Business

Both Commissions and Committees should consist of influential community leaders.

Comparison : 2010 vs. 2020

If we repeat the 2010 Census methods & design the cost is estimated \$17.8 billion in 2020

The 2010 Census established 12 ROs, nearly 500 LCOs, and trained over 516,000 enumerators

- Distributed over \$425 billion federal dollars in 2010

- 2020 Census cost is estimated at \$12.5 billion
- To conduct the 2020 with the same high quality, but at a cost savings of 5.2 billion in comparison to the 2010 design
- The new design will cut ROs & LCOs in half
- Distribute over \$675 billion federal dollars to state local governments in 2020

Collaboration: Local Governments and U.S. Census Bureau

1. Technical Support
2. Operational Support
3. Promotional Support
4. Data user Support (Host data workshops & presentation on how to access census data)

Communications and Partnership programs in 2017 MACo Conference



Communications and Partnership programs in 2010 Census

