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

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
- 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

IN-OFFICE

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
  o Government
  o Workforce development
  o Faith-based community
  o Education
  o Media
  o Community Organizations
  o 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