Census 2020: Innovations, Opportunities and Challenges

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**2020 Census**

Proposed Changes and New Approaches

- Bureau must conduct the 2020 Census at a lower cost per household than 2010. This means finding cost savings of $5 billion.

- Bureau is testing changes and new approaches which all have important implications for undercounted communities:
  - Internet response as primary response option
  - Reduction in number of field staff, field “presence”
  - Use of administrative records and other third-party data for non-response followup (NRFU)
  - Re-design of questions on Hispanic origin and race
Potential Implications:
Re-design of questions on Hispanic origin and race

 Goals of re-design:

- Increase responses to race and ethnicity questions
- Increase reporting in the OMB race and ethnic categories
- Increase accuracy and reliability of results, including information on national origin and...
Re-design of questions on Hispanic origin and race

8. Which categories describe Person 1?
Mark all boxes that apply AND print details in the spaces below.
Note, you may report more than one group.

☐ White – Print, for example, German, Irish, English, Italian, Polish, French, etc.

☐ Hispanic, Latino, or Spanish – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

☐ Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

☐ Asian – Print, for example, Chinese, Filipine, Asian Indian, Vietnamese, Korean, Japanese, etc.

☐ American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

☐ Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

☐ Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

☐ Some other race, ethnicity, or origin – Print details.
2020 Census: Key Upcoming Activities

2016
- 2016 Census Test (April 1st Census Day)
- 2016 Address Canvassing Test
- Boundary and Annexation Survey – Governmental entities receive their annual invitation to update their legal boundaries
- Award 2020 Census Questionnaire Assistance Contract
- Award Integrated Communications Contract

2017
- 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

2018
- 2018 End-to-End Test (April 1st Census Day)
- Question Wording to Congress – by March 31, 2018*
- Partnership Program – Launch of the partnership program
- Complete Count Committees – Formation of committee’s should be complete

2019
- Advertising – Begins in early 2020
- Census Day – April 1, 2020
- Nonresponse Followup – Begins in late April and continues until late June/early July

2020
- Apportionment Counts to the President – by December 31, 2020
- Redistricting Counts to the States – by March 31, 2021

*Topic and question wording for the American Community Survey will be delivered along with the topics and question wording for the 2020 Census

Source: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau
Funding the Census

Appropriations and Legislative Issues

- Several organizations have led advocacy to ensure that Bureau has sufficient funding for Census 2020 preparations and the American Community Survey (ACS):
  - Maintain pressure on Congress -- Census budget must continue to increase significantly as 2020 approaches.

- Continue to combat Congressional efforts to weaken or eliminate the ACS:
  - We have helped defeat at least five measures to make the ACS voluntary or eliminate it entirely.
  - We may again see efforts to add questions to exclude undocumented from apportionment, by adding questions on citizenship or legal status to the decennial form.