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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

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↘

9. What is Person 1's race? Mark one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↘

- | | | |
|---|--|--|
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↘ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↘ | |

- Some other race — *Print 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

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
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- 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
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- 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
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- 2019** Advertising – Begins in early 2020
Census Day – April 1, 2020
- 2020** Nonresponse Followup – Begins in late April and continues until late June/early July
~~Apportionment Counts to the President – by December 31, 2020~~
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- 2021** 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.

