The Road to 2020

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Why We Do a Census

- Article 1, Section 2 of the US Constitution

  The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

- Key Purpose is Apportioning the US House of Representatives

APPORTIONMENT

2010
OFFICIAL RESULTS

GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

Also About Fairness…

- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - ADA
    - Age Discrimination Act
  - Fair Housing Act

And About Funding

Table 2. Ten Largest Census-Guided Assistance Programs, FY2008

CFDA #	Program Name	Department	FY08 Expenditures	Type of Assistance and Recipient
93.778	Medical Assistance Program	Department of Health and Human Services	$261,143,624,624	Formula grants to states
20.205	Highway Planning and Construction (Federal-Aid Highway Program)	Department of Transportation	$36,795,552,695	Formula grants and project grants to states
14.871	Section 8 Housing Choice Vouchers	Department of Housing and Urban Development	$15,340,853,794	Project grants to public housing agencies
84.027	Special Education Grants to States	Department of Education	$10,786,318,120	Formula grants to states
84.010	Title I Grants to Local Educational Agencies	Department of Education	$7,513,986,185	Formula grants to state educational agencies (local agencies are subgrantees)
10.410	Very Low to Moderate Income Housing Loans	Department of Agriculture	$7,268,193,451	Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals
93.767	State Children's Insurance Program	Department of Health and Human Services	$7,100,682,976	Formula grants to states
10.557	Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program)	Department of Agriculture	$6,138,491,549	Formula grants to states
14.195	Section 8 Housing Assistance Payments Program (Project-based Section 8)	Department of Housing and Urban Development	$6,002,587,454	Direct payments to public housing agencies
93.600	Head Start	Department of Health and Human Services	$5,681,535,945	Project grants to local service providers

Source: "Counting for Dollars: The Role of the Decennial Census in the Distribution of Federal Funds - Andrew Reamer and Rachel Blanchard Carpenter, Brookings Institution (3/2010)

The 2010 Census

- A Very Good "Net" Census

The 2010 Census

Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- 4 Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient Field Operations

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

Where Should We Start?

In-Office Address Canvassing

In-Field Address Canvassing

Address List and Spatial Database

The 2020 Census: Motivate People to Respond

Optimizing Self-Response

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

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.

Improve the Quality of the Address List	Update the address list	Validate incoming data from federal, tribal, state, and local governments
Increase Effectiveness of Advertising and Contact Strategies	Support the micro-targeted advertising campaign	Create the contact frame (e.g., email addresses and telephone numbers)
Validate Respondent Submissions	Validate respondent addresses for those without a Census ID and prevent fraudulent submissions	
Reduce Field Workload for Followup Activities	Remove vacant and nonresponding occupied housing units from the nonresponse followup workload	Optimize the number of contact attempts

The 2020 Census: Count the Population

Reengineering Field Operations

Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure

Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing

Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications

2010 Census Estimates of Coverage for Alaska

- Housing
  - 278,418 Housing Units in 2010 Census (Does not include Remote Alaska enumeration areas)
  - 1.79% “Net” Undercount
  - 5.8% “Omissions”
- Persons
  - 629,102 Persons in 2010 Census (Does not include Remote Alaska enumeration areas)
  - 0.85% “Net” Overcount
  - 5.5% Omissions

2010 Census
Estimates of Coverage for Alaska Housing Units

Components of Census Coverage

Correct enumerations are housing units that should have been counted in Alaska. Erroneous enumerations include duplicate enumerations, nonexistent units, and units that were actually commercial or group quarters. Omissions are housing units that should have been counted in Alaska but were not.

Erroneous enumerations Double count an address or Commercial establishment count as a HU

Omissions: HU missed altogether

Percent Net Undercount: 1.79% (2.80% RMSE)
90% confidence interval: -2.81% to 6.39%

Omissions: 5.8% (2.8% RMSE)
90% confidence interval: 1.2% to 10.3%

2010 Census
Estimates of Coverage for Alaska Persons

Components of Census Coverage

Correct enumerations are persons who should have been counted anywhere in Alaska. Erroneous enumerations include duplicate enumerations and persons who should not have been counted in Alaska. Whole-person census imputations are census records that required all of their characteristics to be imputed. Omissions are persons who should have been counted in Alaska but were not.

Omission Percentage (Percent of CCM Estimate)

Omissions: 5.5% (2.3% RMSE)
90% confidence interval: 1.7% to 9.2%

Percent Net Undercount: -0.85% (2.22% RMSE)
90% confidence interval: -4.50% to 2.81%

Four Things States are Doing

1. Assessing Resource Needs for 2019/2020
2. Preparing for the Local Update of Census Addresses (LUCA)
3. Setting Up the State's Infrastructure/Coordinating Activity via Legislation
4. Defining Points of Contact for Census 2020

The 2020 Census

Where Are We Today?

Planning

Action!

Thank You!

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