

Census Overview

Texas Demographic
Conference

Austin, Texas

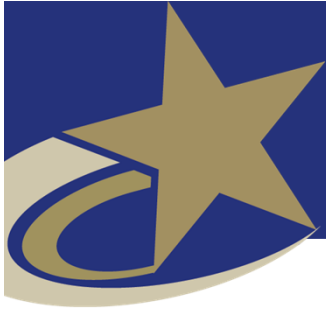
June 5, 2019

TEXAS 
DEMOGRAPHIC CENTER



@TexasDemography





2020 Census Operational Plan

A New Design for the 21st Century

Issued December 2018
Version 4.0



United States®
Census

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

United States®
Census
2020



The 2020 Census Operational Overview



Count everyone once,
only once, and in the right place.



ESTABLISH WHERE TO COUNT

Identify all addresses where people could live.

Conduct a 100-percent review and update of the nation's address list.

Minimize in-field work with in-office updating.

Use multiple data sources to identify areas with address changes.

Get local government input.



MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide communications and partnership campaign.

Work with trusted sources to increase participation.

Maximize outreach using traditional and new media.

Target advertisements to specific audiences.



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 online response option.

Use the most cost-effective strategy to contact and count nonrespondents.

Streamline in-field census taking.

Knock on doors only when necessary.



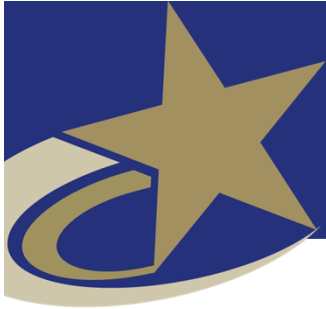
RELEASE CENSUS RESULTS

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 information.



ESTABLISH WHERE TO COUNT

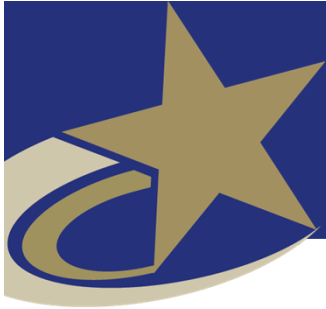
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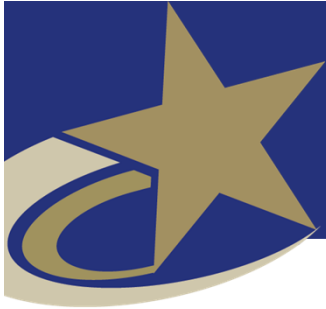
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Updating and Validating the Address Frame Master Address File (MAF) and Statistical Areas

- Biannual processing of the U.S. **Postal Service's Delivery Sequence File (DSF)**.
- **Tribal, state, and local government address lists** and roads files provided through the Geographic Support System (GSS) Program.
- **Ungeocoded Resolution Project**, in which Census Bureau staff research and identify the census block to which an address should be assigned when the automated geocoding process is unable to make the determination.
- **Local Update of Census Addresses (LUCA)**
 - June 1, 2018: The Census Bureau deadline for stateside LUCA material change requests and replacement files.
- **New Construction Program** is available to local governments to provide addresses for housing units built after LUCA and ready for occupancy by Census Day.
- **Count Review** is conducted in collaboration with state demographer members of the Federal-State Cooperative for Population Estimates (FSCPE). It provides an additional opportunity to review counts of housing units prior to the 2020 Census and update as necessary.



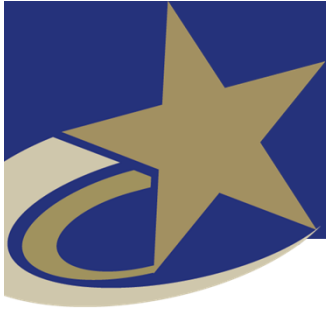
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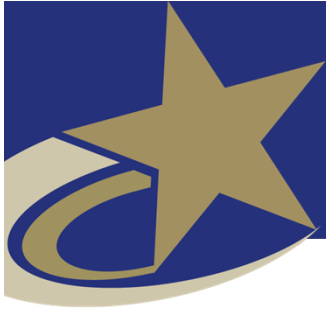
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2020 Census Key Dates
Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)
Mid-March 2020	Residents Invited to Respond
Individual Housing Units (HUs) Invited by either:	
Mail (to USPS Mailable Addresses) or Hand Delivery (to Rural/PO Box, non-USPS HU delivery)	
1. Letter Mailed	1. List Housing Units (operation is called Update Leave)
2. Reminder Postcard	2. Leave Questionnaire (Spanish in certain areas) &
3. Then Paper Questionnaire	Letter w/other Response Options (internet & phone)
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)	
Internet Telephone Paper	
March 23, 2020	Self-Response Begins & Continues through July 2020
APRIL 1, 2020	Census Day – Reference Date = where you live on April 1
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)
December 31, 2020	Deliver Counts to the President

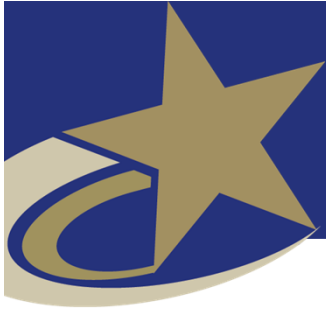




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1/5/2018



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**Release counts for
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**Make it easier for the public
to get information.**



Contact

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