

2020 CENSUS MAJOR OPERATIONS UPDATE

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READY, SET, GO ...

NEWS FLASH:

The 2020 Census is on the launch pad!

- First major field operation, Address Canvassing, completed in October 2019.
- Local (“Area”) census offices are open.
- Peak recruitment campaign has started.
- Enumeration kicks off in Remote Alaska on Jan. 21st.^{**}

****Note to self:** The 2020 Census does NOT start on April 1, 2020.

WHO IS COUNTED, AND WHERE?

The census counts all persons who live in the United States on April 1, 2020 (Census Day), regardless of citizenship or immigration status ... *the Constitution says so!*

▪ **WHERE ARE THEY COUNTED?**

- *At their “usual place of residence” (where they live & sleep most of the time)*
- College students living away from home → at their college residence (on or off campus)
- Incarcerated persons → at the prison/jail facility
- People experiencing homelessness → (1) Service-based Enumeration; (2) Enumeration of Transitory Locations; or (3) *at the home where they are staying, however temporary, if no other “usual residence”*

MAJOR COUNTING OPERATIONS

- ✓ Self-response (most households)
- ✓ Nonresponse Follow-up (NRFU)
- ✓ Group Quarters (no self-response!)
 - Includes Service-based Enumeration (people experiencing homelessness @ shelters & outdoors)
- ✓ Enumeration of Transitory Locations

SELF-RESPONSE

UNIVERSE: HOUSEHOLDS

- **Household:** a group of people, comprised of family/ies *and/or* non-relatives, who occupy a single living quarter and consider themselves a unit within that space.
- Census Bureau assigns one unique ID to each household (defined by a mailing address or physical location).
- One person (the “householder”) fills out a form and includes every person who is part of that household unit.
- More than one household can occupy a single structure (legally or in violation of codes).
- **Household roster should include everyone who is/will be a “usual resident” on April 1st.** See *2020 Census Residence Criteria and Residence Situations*: https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_04-appendix.pdf?#

SELF-RESPONSE OPERATION BASICS

STARTS: March 12th **ENDS: April 30th**

- Households can self-respond **before April 1st**
- Households can self-respond after this operation, through July 31st

All households (except in Update/Enumerate areas) **can self-respond one of three ways:**

1. **Internet** (on-line), starting March 12th
2. **Telephone** (Census Questionnaire Assistance, or CQA), starting March 12th (toll-free lines open earlier in March for questions only)
3. **Paper questionnaire** (list up to 10 people on household roster, but fill out complete information for up to 6 people; Census Bureau follows-up with larger households, by phone if possible, to collect remaining data)

SELF-RESPONSE LANGUAGE ASSISTANCE

- ***Internet:*** English + 12 other languages
- ***Telephone:*** English + 12 other languages
- ***Paper:*** English & Bilingual English/Spanish**
- ***Instruction guides, glossaries, and ID cards:***
English + 59 other languages

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages. Also see next slide.

**There will be English-only and Spanish-only paper forms for Puerto Rico.

LANGUAGE ASSISTANCE

Internet & Telephone Response options: English + Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, Vietnamese

Language guides, glossaries, and ID cards (for enumerators):

English + Albanian, American Sign Language, Amharic, Arabic, Armenian, Bengali, Bosnian, Bulgarian, Burmese, Chinese, Croatian, Czech, Dutch, Farsi, French, German, Gjurati, Greek, Haitian Creole, Hebrew, Hindi, Hmong, Hungarian, Igbo, Ilocano, Indonesian, Italian, Japanese, Khmer, Korean, Lao, Lithuanian, Malayalam, Marathi, Navajo, Nepali, Polish, Portuguese, Punjabi, Romanian, Russian, Serbian, Sinhala, Spanish, Slovak, Somali, Swahili, Tagalog, Tamil, Telugu, Thai, Tigrinya, Turkish, Twi, Ukrainian, Urdu, Vietnamese, Yiddish, Yoruba

Paper forms + Enumerator Devices: English, bilingual English-Spanish

SELF-RESPONSE OPERATION

For mail-out areas (~95% of all housing units):

- 80% of homes get letter with unique ID, inviting internet response** (**Internet First** mailing)
- 20% of homes get similar letter *plus* paper questionnaire in 1st mailing** (**Internet Choice** mailing)
- *All homes* get **Language Assistance** sheet with toll-free numbers for 13 languages, to ask questions or to give their answers over the phone. (#s available, but not live, already)
- No materials mailed to Post Office boxes

****** *The 80%/20% “split” is a national average and can vary greatly in each jurisdiction. Check the CUNY Census 2020 HTC map!*

SELF-RESPONSE OPERATION *(CONTINUED)*

BILINGUAL PAPER FORMS WILL BE IN ENGLISH-SPANISH ONLY:

- "Bilingual census tracts" designated according to "language spoken at home" metrics Census Bureau set.
- Bilingual census tracts will receive materials via Internet First, Internet Choice, or Update/Leave contact strategy.
- All materials in these packets will be bilingual.
- *Households that didn't receive bilingual English-Spanish paper questionnaire cannot get one by calling the Census Bureau.*
 - Urge these households to respond on-line or by telephone.

SELF-RESPONSE OPERATION *(CONTINUED)*

For mail-out areas (95% households):

- Materials mailed in 4 waves over one week (on 3/12, 3/13, 3/19, 3/20) (**Internet Choice** packets all go out on 3/13)
- 2nd mailing → reminder letter (March 16–24)
- 3rd mailing (only to households that haven't self-responded) → reminder postcard (March 26–April 3)
- 4th mailing (only to households that haven't self-responded) → reminder letter **plus** paper questionnaire (April 8–16)
- 5th mailing (only to households that haven't self-responded) → “It's not too late” postcard (April 20–27)

UPDATE/LEAVE OPERATION

- ~6.6 million addresses without city-style addresses, in primarily P.O. Box areas (rural), with high seasonal turnover, or recovering from natural disasters, *plus* American Indian reservations → **they will self-respond!**
- March 16th – April: Census workers go door-to-door to “update” address list *and* hand-deliver (“leave”) materials (Internet Choice packet)
 - Follow-up letter mailed ~April 1st
 - Follow-up postcard mailed ~April 20th
- **Update/Enumerate operation:** ~35,000 remote homes + Remote Alaska + American Indian tribes on reservations *upon request* → **no self-response!**

NON-ID RESPONSE

- Households can respond to census on-line or by telephone *without* a unique identification (ID) number.
- Paper questionnaires have barcode (equivalent to the ID number) on every page that tie them to specific address.

USE THIS SELF-RESPONSE METHOD IF:

- Your household didn't receive any census materials by mail or in person (other than Update/Enumerate areas).
- You "lost" the materials your household received.
- Your household responded but left you off the form.

IMPORTANT: *People cannot get a paper form by calling the Census Bureau!*

NONRESPONSE FOLLOW-UP (NRFU)

GOAL: *Get to 100%*

- Second major phase of **household enumeration**
- Purpose of operation:
 - a. Collect data from households (occupied housing units) that didn't self-respond
 - b. Identify housing units on address list that are vacant or non-existent ("delete") units
 - c. Add housing units not on master address list but spotted in the field
 - d. Verify non-ID response addresses, if necessary

NRFU UNIVERSE

- ***To start:*** Addresses on the master address list from which the Census Bureau didn't receive a response by internet, telephone, or paper form by April 30 (earlier for "college towns"), except for Update/Enumerate areas
- ***Minus ...*** households that self-respond after April 30th will be removed in "real time" from NRFU caseload
- ***Plus ...*** when feasible, identify (and enumerate) living quarters that aren't on the master address list but are "found" during field operations

NRFU TIMING

STARTS May 13th*

ENDS July 31st

- * **“EARLY NRFU”** starts April 9th in neighborhoods with large off-campus college student populations
- **Field supervisor training:** starts March 10th
- **Enumerator training:** starts March 27th

NRFU

LANGUAGE ASSISTANCE

- Bilingual enumerators where needed and available
- Enumerators will have “language cards” with messages in the 59 non-English languages for which instruction guides are available, to determine if a household needs help in another language to complete an interview or self-respond.

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages.

NRFU OPERATIONS:

VACANT UNITS

- ***ALL housing units that don't self-respond
→→ at least one visit from census taker***
- **Vacant and “nonexistent” housing units identified using U.S. Postal Service “Undeliverable As Addressed” (UAA) file**
- If identified as UAA vacant/delete, enumerator will look for signs of occupancy; if possibly occupied, moved to list for additional visits

NRFU OPERATIONS: OCCUPIED HOUSING UNITS

- If no answer when enumerator visits, “Notice of Visit” left at door (with on-line response code provided to encourage self-response)
- After one unsuccessful attempt, Census Bureau determines: *can some occupied housing units be counted using “high quality” federal administrative records?*
- After 3rd unsuccessful try, enumerators can ask nearby reliable **“proxy”** (e.g. landlord; neighbor; caregiver; letter carrier; on-site utility worker)
- If no proxy available, census takers continue to visit up to six times (and possibly more for hardest cases)

OCCUPIED HOUSING UNIT NRFU (CONTINUED)

- After 6th unsuccessful attempt, cases still eligible for more visits until end of July; minimum info needed for congressional apportionment also “closes out” a case in final phase.
- Census Bureau uses administrative records for missing answers (when possible) or statistical imputation to include households for which no information, other than occupancy status, is available ... *in other words, these households **will be** counted in the census.*
- **KEEP IN MIND:** *Self-response data are most accurate. Data collected in-person from household resident and closer to Census Day are next best.*

GROUP QUARTERS(GQ) OPERATION

- Counts people in group living arrangements, such as college dorms, military barracks, prisons, skilled nursing homes
- Advance contact w/administrators: Feb. 3 – March 6
- GQ enumeration: April 2 – June 5
- **Service-based Enumeration (SBE) is part of GQ operation:** Count of people experiencing homelessness who don't live in a household; includes targeted (pre-identified) outdoor locations
 - March 30, March 31 and April 1

ENUMERATION OF TRANSITORY LOCATIONS

- Counts people at transitory locations who *do not* have a “usual home elsewhere” (UHE) (or, they won’t return to UHE by 5/5/20)
- Examples: RV parks; campgrounds; carnivals; marinas; hotels/motels; some migrant worker housing (i.e. places where you pay a fee to live or work temporarily)
- TL residents are counted in person (no self-response) in individual housing units where they live at time of enumeration (not April 1st location)
- **Advance contact:** Feb. 24 – March 21, 2020
- **Data collection:** April 9 – May 4, 2020

MIGRANT & SEASONAL FARMWORKER HOUSING: *IT DEPENDS!*

- **Dormitories and other “fixed” living quarters**
→ Group Quarters operation
- **“Regular” housing units (single or multi-unit buildings)** → Mail-out or Update/Leave household Self-Response operation
- **Trailers, tents, RVs** → Enumeration of Transitory Locations

RANDOM 2020 CENSUS FACTS

- The census **does not start** on April 1, 2020. That is a reference date only. The enumeration starts on January 21st.
- The 2020 Census is **not a "digital census."** Households can self-respond via internet, telephone, or paper form, or in-person if all else fails.
- People **cannot** obtain a paper questionnaire by calling the Census Bureau.
- The daily self-response progress reports will represent **percent of all known housing units** (occupied, vacant, or nonexistent), **not people**, that have self-responded via internet, telephone, or paper questionnaire. (Projected national 2020 Census self-response rate: 60.5%)
- The first mailing is **not a postcard**.
- The Census Bureau **will not email or text people** for the 2020 Census. (*Lesson: Beware of scams.*)

Thank you!

#CountMeIn

(but don't look for me on Twitter)