

# 2020 Census



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# Design for 2020 Census

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

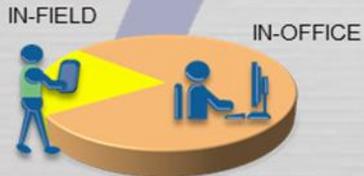
*Conduct a nation-wide communications and partnership campaign*

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



### Establish Where to Count

*Identify all addresses where people could live*



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once  
In the Right Place**

TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP

INTERNET SELF-RESPONSE

### 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 new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

### 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 data



# *Establish Where to Count: LUCA Support*

- Count everyone once, only once and in the right place
- Local Update of Census Addresses (LUCA) program gave state, county, city/town, and tribal governments the ability to see the census Master Address File and provide updates, such as new addresses
- New York was an active and critical LUCA participant
  - State of New York provided updates and review for the entire states (outside of New York City)
  - New York City conducted independent review, including some canvassing
  - Every County actively participated
  - Hundreds of cities, towns, and tribal governments also actively participated
- The Census Bureau will provide address-specific feedback to participants this summer

# *Count the Population: Self Response*

- Self Response provides the best, most comprehensive census data
- Initial Self Response Options
  1. Internet
  2. Phone
  3. Paper
- Ways to Optimize Self Response
  - Developing “trusted voices” through strong partnerships
  - Use of tailored contract strategy
  - Allowing people to respond without a specific Census ID
  - Robust language support in 59 non-English languages

# Nonresponse Followup

- After multiple attempts to elicit self-response, the Census Bureau will begin Nonresponse Followup (NRFU)
- Census takers will visit every nonresponding housing unit to collect census data
- Timeframe
  - Early NRFU around colleges and universities: Early April 2020
  - Rest of the Country: Early May 2020
- Housing units can continue to self respond during NRFU
- After multiple NRFU visits, census takers will attempt to identify a proxy that can provide information about the nonresponding housing unit

# Use of Administrative Data

- Identifying New Housing Units
- Increasing Effectiveness of Advertising Campaign
- Supporting Nonresponse Followup & Imputation
  - Optimizing Enumerator Efficiency
  - Identification of Vacant or Nonexistent Housing Units
  - Supporting Imputation When All Other Strategies Fail

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# Contact Us

## Partnership Program

Phone: (212) 882-2130

Email: [new.york.rcc.partnership@2020census.gov](mailto:new.york.rcc.partnership@2020census.gov)

Website: <https://www.census.gov/partners/2020.html>

## Census Jobs

Field & Office Job Opportunities

Website: [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Office Managerial Job Opportunities

Website: [www.usajobs.gov](http://www.usajobs.gov)

Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

## Data Dissemination Program

Email: [census.askdata@census.gov](mailto:census.askdata@census.gov)

Phone: 1-844-ASK-DATA

Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)