

## 2020 Census Redistricting Data Program Kick-Off Meeting

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### Agenda

- 2020 Census Redistricting Data Program
- The 2020 Census: A New Design for the 21<sup>st</sup> Century
- Geographic Programs in Support of the 2020 Census
- The 2020 Census Community Partnership and Engagement Program

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## 2020 Census Redistricting Data Program

## 2020 Census Redistricting Data Program

### History

#### 1975

- Passage of P.L. 94-171

#### 1980

- Blocks created for all incorporated places of 10,000 or more population
- 5 States (GA, MS, NY, RI, VA) contracted for statewide block coverage resulting in 78% of population and 7% of land area

#### 1990

- Nationwide Block Coverage
- Block Boundary Suggestion Project

## 2020 Census Redistricting Data Program

### History

#### 2000

- Paper submissions and equivalency files for digitizing into Census's "TIGER" geographic database
- New race categorizations based on OMB Directive 15

#### 2010

- Enhanced precision of Census TIGER geography
- Digital submission using required Census supplied software

#### 2020

- Digital with no software restrictions but with a supplied software option
- Centralized program and processing

## 2020 Census Redistricting Data Program

### Phase 1 – The Block Boundary Suggestion Project (BBSP)

#### Schedule

Activity	Date
Initial Delineation	December 2015 – May 2016
Verification	December 2016 – May 2017

#### Activities

States can influence the 2020 tabulation blocks

- Must Hold/ Do Not Hold
- Missing Features
- Misaligned Features

Update Area Landmark (state parks, prisons, etc.) boundaries

Block size review - **NEW for 2020**

Suggest updates to legal boundaries – **NEW for 2020**

## 2020 Census Redistricting Data Program Phase 2 – The Voting District Project (VTDP)

### Schedule

Activity	Date
Initial Delineation	December 2017 – May 2018
Verification	December 2018 – May 2019

### Activities

States provide their Election Districts/Precincts/Wards

States can influence the 2020 tabulation blocks

- Missing Features
- Misaligned Features

Update Area Landmark (state parks, prisons, etc.) boundaries

Suggest updates to legal boundaries – **NEW for 2020**

## 2020 Census Redistricting Data Program Phase 3 – Data Delivery

### Schedule

Activity	Date
Geographic support products	November 2020 – February 2021
P.L. 94-171 Redistricting Data	February 2021 – March 31, 2021

### Content

Geographic Support Products

- Shapefiles
- Maps (PDF only)
- Block Assignment Files
- Block to Block Relationship Files – **NEW (timing) for 2020**

## 2020 Census Redistricting Data Program Phase 3 – Data Delivery (Continued)

### Schedule

Activity	Date
Geographic support products	November 2020 – February 2021
P.L. 94-171 Redistricting Data	February 2021 – March 31, 2021

### Content

#### P.L. 94-171 Redistricting Data File

- Race and Race for the Population 18 Years and Over
- Hispanic or Latino, and not Hispanic or Latino by Race and Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 Years and Over
- Occupancy Status (Housing)
- Group Quarters – **NEW for 2020**

## 2020 Census Redistricting Data Program Phase 4 – Collection of the New Plans

### Schedule

Activity	Date
115 <sup>th</sup> Congress and 2016 State Legislative Districts	November 2015 – April 2016
116 <sup>th</sup> Congress and 2018 State Legislative Districts	November 2017 – April 2018
117 <sup>th</sup> Congress and 2020 State Legislative Districts	No Collection
118 <sup>th</sup> Congress and 2022 State Legislative Districts	November 2021 – April 2022

- Continuous collection of Congressional plans on a 2-year cycle
- Continuous collection of State Legislative District Plans on a 2-year cycle
- Two versions collected - official and tabulation

## Census Redistricting Data Program

### Phase 5 – The View from the States

Generate, from the States' point of view, a report detailing:

- Successes of the 2020 Census Redistricting Data Program
- Areas for improvement from the 2020 Census Redistricting Data Program
- Recommendations for the 2030 Census Redistricting Data Program
- Publication date in 2025

## 2020 Census Redistricting Data Program

- The Census Redistricting and Voting Rights Data Office (CRVRDO) is the point of contact for the state designated non-partisan liaison regarding the Redistricting Data Program
- Liaisons have the option to parcel work out to others and then review
- Liaisons must certify all work being submitted to Census for processing
- The CRVRDO will facilitate legal boundary updates with the Boundary and Annexation Survey team and the area's highest elected official
- The CRVRDO will continue outreach and education on Census related issues of interest to the redistricting community

## Voting Rights Data

### Citizen Voting Age Population by Race and Ethnicity

- Annual Tabulation
- Calculated using the American Community Survey 5-year estimates
- Researching the addition of other geographies
- Released in the 1<sup>st</sup> week of February each year

### Section 203 Language Determinations

- New determinations conducted every 5 years
- Identifies counties or townships where language assistance is needed for voting
- Calculated using the American Community Survey 5-year estimates
- Expected publication in the Federal Register – December 2016

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

## The Decennial Census

### Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

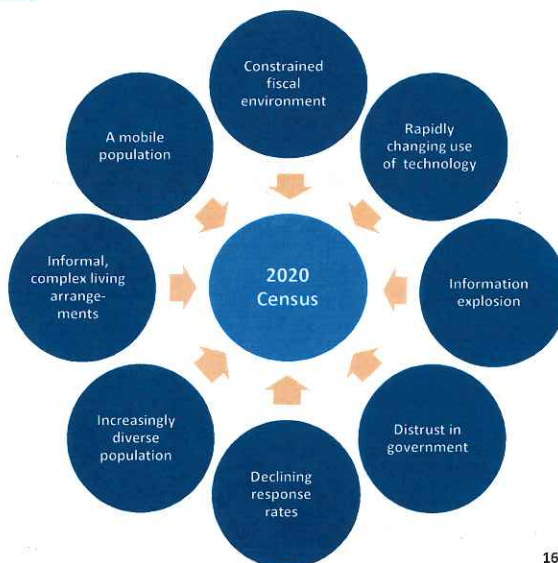
### Primary Uses of Decennial Census Data:

- Apportionment representation among states as mandated by Article 1, Section 2 of the United States Constitution:
  - Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... 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.*
- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
- Provide population benchmark for nearly every other United States survey

## The 2020 Census

### The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.





## The 2020 Census Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place

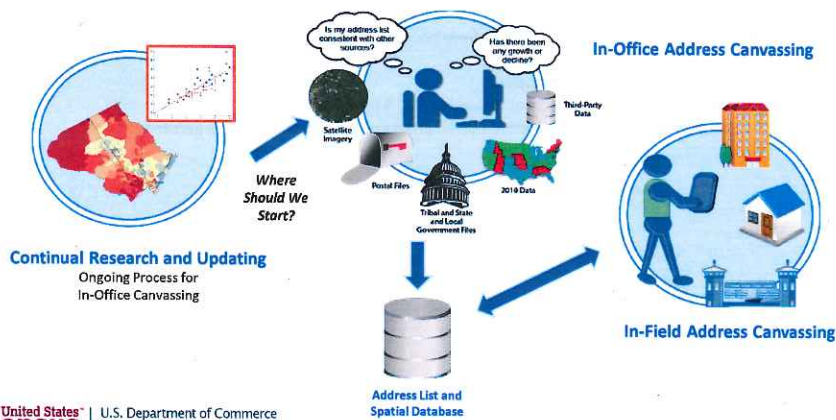
**Challenge Goal:** Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

### Focus on Four Key Innovation Areas



## The 2020 Census: Establish Where to Count Reengineering Address Canvassing

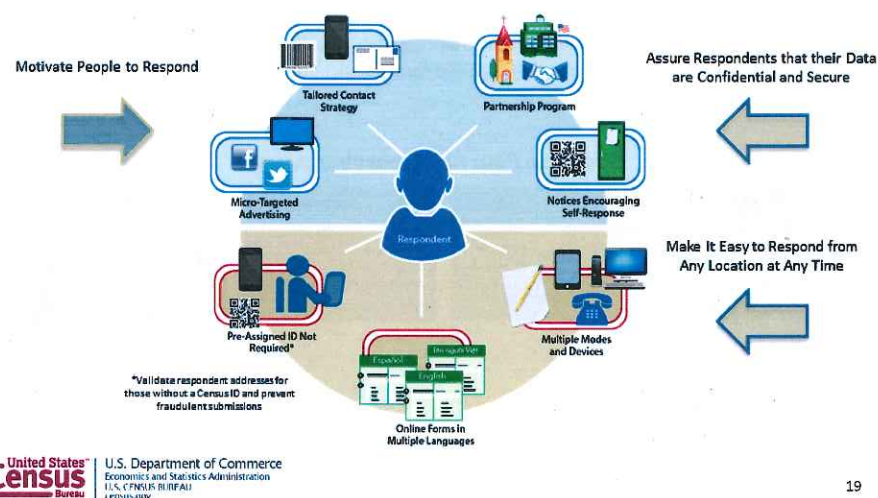
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



## 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: Motivate People to Respond

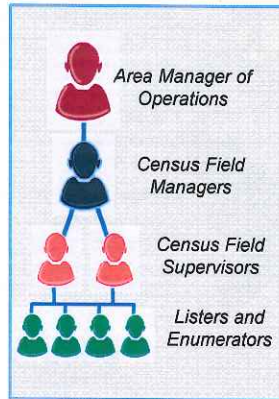
### 2015 Optimizing Self-Response Test

- A site test conducted in the Savannah, Georgia media market area (20 counties)
- Research how advertising, outreach, and promotion can engage and motivate respondents for action
- Findings:
  - An additional 35,249 Internet responses from housing units not selected in mail panels as a result of advertising and promotional efforts
  - "Notify Me" again had low participation
  - New postcard generated response of approximately 8 percent
  - Successful implementation of real-time non-ID processing, and matched 98.5 percent of cases

## The 2020 Census: Count the Population Reengineering Field Operations

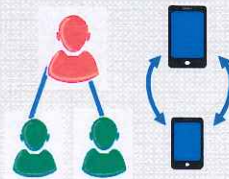
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

### 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

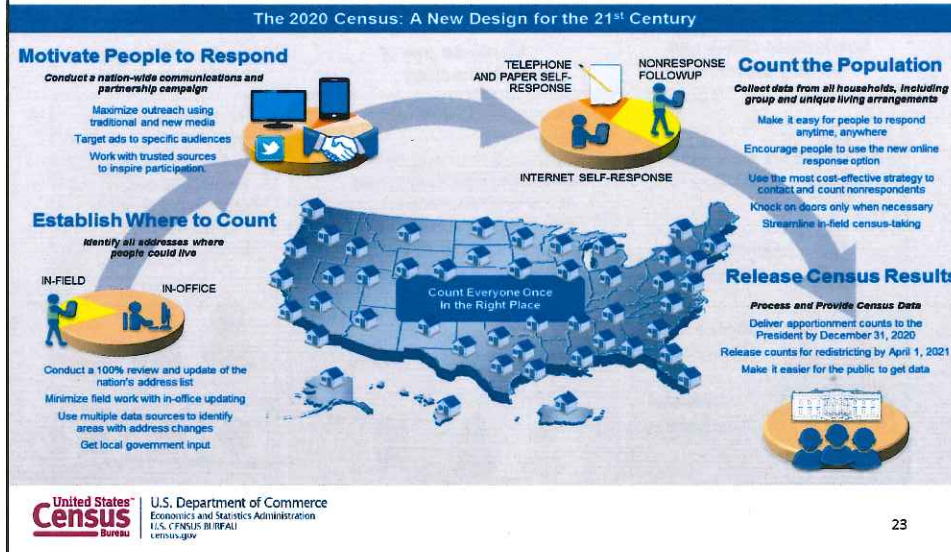


## The 2020 Census: Count the Population Utilizing Administrative Records and Third-Party Data

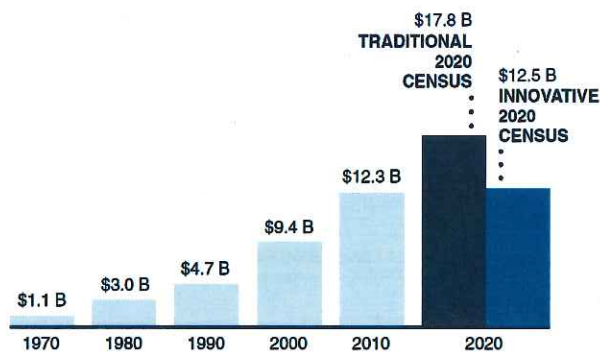
Use information people have already provided to reduce expensive in-person follow-up.

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 Follow-up Activities	Remove vacant and nonresponding occupied housing units from the nonresponse follow-up workload	Optimize the number of contact attempts

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



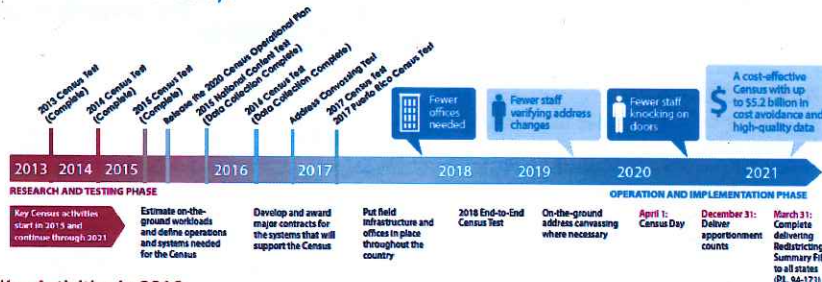
## The 2020 Census Estimated Lifecycle Costs



Fewer Staff  
 Fewer Offices  
 Less Burden

**MORE THAN  
 \$5 BILLION  
 IN SAVINGS**

## The 2020 Census Where Are We Today?



### Key Activities in 2016:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Decennial Device as a Service:** announced the decennial Device as a Service strategy for provisioning equipment for the 2020 Census
- **Census Enterprise Data Collection and Processing:** Announced on May 25, 2016 that we will purchase a commercial off-the-shelf platform to be used in tandem with several in-house solutions
- **Address Canvassing Test:** Beginning operations in late FY 2016 in parts of the city of St. Louis, MO and Buncombe County, NC
- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in late 2016
- **Operational Plan:** Updated Operational Plan together with lifecycle cost update and Detailed Operational Plans released in Fall 2016

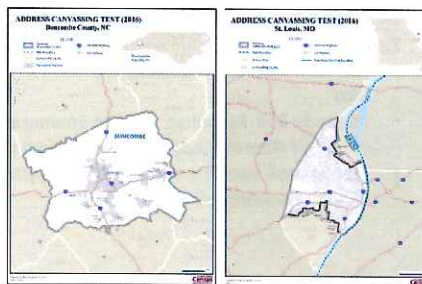
## The 2020 Census Address Canvassing Test



- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total, Buncombe County, NC and part of the city of St. Louis, MO
  - One site is a mix of urban, suburban and rural territories
  - One site is a principal city of a metropolitan statistical area

### Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations



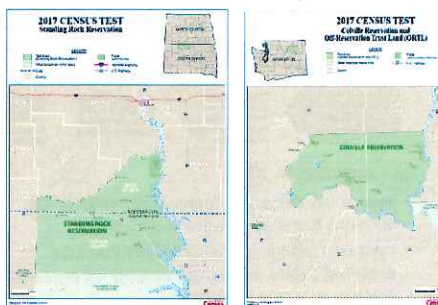
## The 2020 Census 2017 Census Test



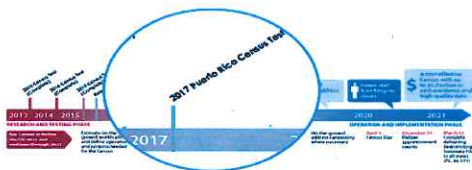
- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units
- Two site locations on tribal land:
  - Colville Reservation and Off-Reservation Trust Lands in Washington State, and
  - Standing Rock Indian Reservation in North and South Dakota

### Purpose

- Test the integration of operations and systems for Self-Response
- Test the integration of operations and systems for Update Enumerate
- Test the feasibility of collecting tribal enrollment information



## The 2020 Census 2017 Puerto Rico Census Test



- April 1, 2017 Census Day
- A site test in Puerto Rico:
  - Carolina Municipio
  - Loiza Municipio
  - Trujillo Alto Municipio

### Purpose

- Test the Address Canvassing operation in Puerto Rico
- Integrate Self-Response, Update Enumerate (UE), and Nonresponse Followup operations
- Test Spanish versions of the software/systems needed to support Census activities



## The 2020 Census 2018 End-to-End Census Test



- April 1, 2018 Census Day
- Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

### Purpose

- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products



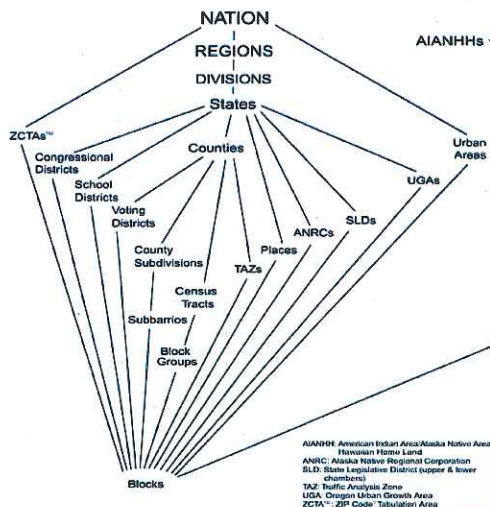
## The Decennial Census Program Geographic Programs in Support of the 2020 Census

## Geographic Programs

### Key Points

- Accurate 2020 Census data comes from accurate geography, including Administrative, Legal and Statistical geographies
- The 2020 Geographic Partnership Programs provide opportunities to work together to ensure the data that impact your redistricting efforts are accurate and correct

## Census Bureau Geography





## Administrative Geography

Administrative measures create administrative boundaries, specify their governmental or administrative functions, and contain provisions for establishing and changing their names and boundaries

### Redistricting Data

- Congressional Districts
- State Legislative Districts (Lower Chamber)
- State Legislative Districts (Upper Chamber)
- Voting Districts

### School Districts

- Elementary
- Secondary
- Unified

## Legal Geography

Legal entities originate from legal actions, treaties, statutes, ordinances, resolutions, court decisions, etc.

- State and Equivalent
- County and Equivalent
- Consolidated City
- Incorporated Places
- Minor Civil Divisions (County Sub)
  - Townships
- Alaska Native Regional Corporation
- American Indian/Alaska Native
  - Off Reservation Trust Lands
  - Native Hawaiian Area
  - American Indian Tribal Subdivision
- Puerto Rico
  - Subbarrio
  - Subminor Civil Division



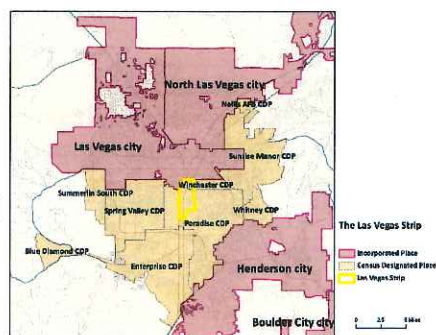
Mason-Dixon Line separating the states of Pennsylvania and Maryland.  
Photo courtesy of Michael Ratcliffe 2015

## Statistical Geography

### Pre-2020 Census

Statistical geography involves geographic areas defined solely for data collection, tabulation, and analysis

- Tabulation Block
- **Census Designated Place**
- Census Tract
- Block Group
- Alaska Native Village Statistical Areas (ANVSAs)
- Oklahoma Tribal Statistical Areas
- Tribal Census Tract
- Tribal Census Block Group



## Addresses and Streets

- In addition to collecting accurate boundaries for administrative, legal, and statistical geographies, the Census Bureau also maintains:
  - A national address list of every housing unit in the U.S.
  - A national street map
- This information will be used with boundary data to conduct the 2020 Census, tabulate the results, and create data products

## Geographic Partnership Programs

### Partnership Opportunities

- Address and Road Data Collection
- Boundary and Annexation Survey (BAS)
- Boundary Quality Assessment and Reconciliation Project (BQARP)
- Participant Statistical Areas Program (PSAP)
- Local Update of Census Addresses (LUCA)

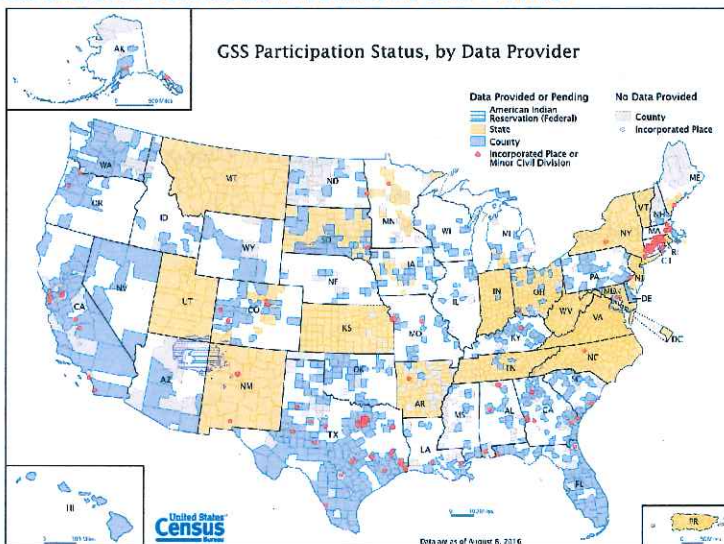
## Geographic Partnership Programs

### Address and Road Data Collection

- Opportunity for tribal, state, county, and local governments to continually exchange address and spatial data with the Census Bureau leading up to the 2020 Census
- Recognizes partner governments as a definitive authority for quality address and street data within their communities
- Leverages the Census Bureau's broad partner network to encourage participation

## Geographic Partnership Programs

### Address and Road Data Collection Status by Data Provider



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## Geographic Partnership Programs

### Community TIGER



- Address and spatial data management and exchange tool for each government in the United States
  - Data exchange simplified – web based system
  - You control your data – upload what you want, when you want
  - Standard data format established
  - Tools for data validation/review/editing and data management provided at no cost
  - Contact: [geo.community.tiger@census.gov](mailto:geo.community.tiger@census.gov) for more information



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## Geographic Partnership Programs Boundary and Annexation Survey

What is the Boundary and Annexation Survey (BAS)?

- Annual, voluntary survey to collect legal status and boundary information for local governments
- Review the legal boundaries the Census Bureau has on file



- Boundaries must be legally in effect on or before January 1<sup>st</sup> of each year
- Make corrections and updates to their boundaries
- Boundary updates submitted by deadline are reflected in the American Community Survey and Population Estimates

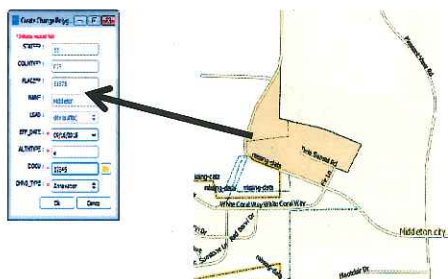
## Geographic Partnership Programs Boundary and Annexation Survey Schedule

Activity	Date(s)
Annual Response information emailed	December 2015/January 2016
Annexations must be effective by this date in order to be processed	January 1, 2016
Deadline for BAS submission to be included in Population Estimates Program and the American Community Survey	March 1, 2016
State Data Center non-response follow up	March/April 2016
Deadline for BAS submission to be reflected in 2017 BAS Materials	May 31, 2016

## Geographic Partnership Programs

### Geographic Update Partnership Software (GUPS) Tool

- Provides a common geographic update tool that will allow over 40,000 tribal, state, and local governments to submit digital updates for geographic programs such as BAS
- Makes geographic program participation more convenient for participants by offering the ability to view and update Census Bureau geospatial and tabular data
- Partners from tribal, state, and local partners contribute to the improvement of the Census Bureau's MAF/TIGER geospatial database by creating transaction-based geographic updates for boundaries, addresses, streets and other geographies



## Geographic Partnership Programs

### Boundary Quality Assessment and Reconciliation Project (BQARP)

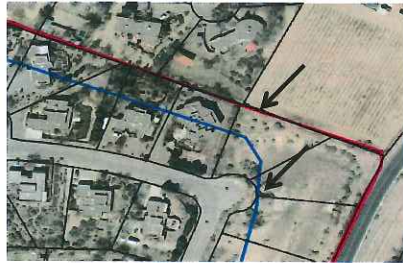
- Pilot Project comparing locally sourced data to adjust Census boundaries where necessary
- Coordinating efforts with State partners
- Aligning with Parcel and Public Land Survey System (PLSS) boundaries, where applicable
- Improving the spatial quality of legal and administrative boundaries within the MAF/TIGER System
  - Establish spatial accuracy for each boundary section
  - Lock boundaries in place to avoid changes without legal documentation
- Accurate legal boundaries will improve the quality of demographic statistics and assure that subsequent funding and fund allocation through the Census Bureau counts are accurately distributed

## Geographic Partnership Programs Boundary Quality Assessment and Reconciliation Project (BQARP)

Realigning the Census place boundary (**blue**) with the accurate locally-sourced place boundary (**red**) and parcels (**black**)

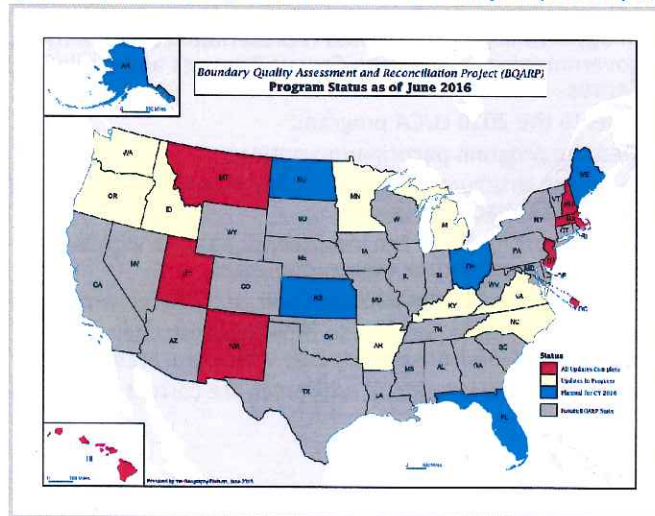


Example 1



Example 2

## Geographic Partnership Programs Boundary Quality Assessment and Reconciliation Project (BQARP) Status



## Geographic Partnership Programs

### Participant Statistical Areas Program (PSAP)

- Update and create the boundaries for Census geographies such as Census Designated Places (CDPs)
- Encourage state as well as Regional Commissions and Councils to participate in the data review and update
- These areas are a critical part of our geographic hierarchy for data dissemination for small geographies

## Geographic Partnership Programs

### 2020 Local Update of Census Addresses (LUCA)

- Provides an opportunity for designated representatives within tribal, state and local governments to review the Census Bureau's address list before the 2020 Census
- Improvements to the 2020 LUCA program:
  - Simplified the program participation options
  - Provide census structure coordinates and allow partners to provide their coordinates back to census
  - Encourage governments at the lower levels to work with larger governments to consolidate their submissions
- Advanced Notice and Invitation packages will go to the governor's office
- Census can work with State partners to provide registration and participation information from participants within the State
- Ensure the accuracy and location of addresses are correct prior to the Census



## Geographic Partnership Programs

### 2020 Local Update of Census Addresses (LUCA) Draft Schedule

Activity	Date(s)
Receive OMB Clearance	November 2016
Mail Advanced Notice Package	January 2017
Mail Invitation Package	July 2017
Mail Review Materials	February 2018
Validate Addresses in Address Canvassing	March 2018 – June 2019
Deliver Feedback Materials	August 2019
Process Appeals	October 2019
Closeout LUCA Program (complete survey and assessment)	September 2021

## Geographic Programs

### Key Points

- Accurate 2020 Census data comes from accurate geography, including Administrative, Legal and Statistical geographies
- The 2020 Geographic Partnership Programs provide opportunities to work together to ensure the data that impact your redistricting efforts are accurate and correct.

## 2020 Census Community Partnership and Engagement Program

### Census Regional Office Operations

### Community Partnership and Engagement Program

- Motivate diverse communities toward greater participation in the Census and increase self-response
- Outreach to populations with historically low response rates and undercounts
- Count everyone once, only once, and in the right place



## Community Partnership and Engagement Program

### What does Program Do?

- Partnerships reach into local communities, especially those hardest to count
- Generate public awareness to increase self response on internet
- Heighten buzz within Hard-to-Count (HTC) communities to make this census theirs
- Mobilize community leaders to exponentially engage their constituents to be counted

## Community Partnership and Engagement Program

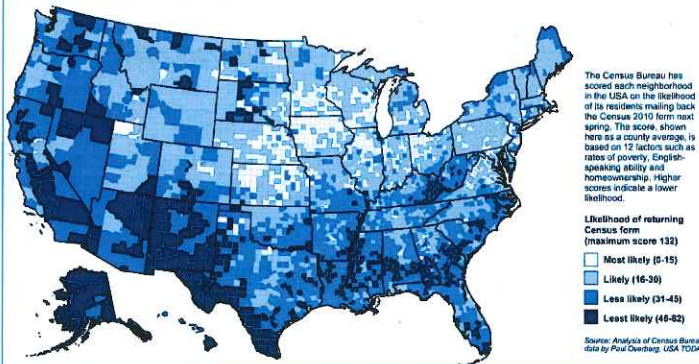
### The Environment

- Growing concerns about privacy and cybersecurity
- Growing terrorist fear
- Charged political environment
- Growing diversity in our nation's population
- Deepening distrust of government

## Community Partnership and Engagement Program Targeted Outreach to Hard-to-Count Populations

- Support through community leaders
- Raise census awareness among HTC populations
- Overcome community fears through awareness, education, motivation, and community events

### Hard-to-count counties



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## Community Partnership and Engagement Program Partnership Tools

- 2020 Census Public Website
- Partnership Portal and Toolkits
- Customizable Materials
- Promotional Items and Materials – electronic, print, and giveaways
- Complete Count Committee (CCC) Training Package
- Social Media Outreach

2020 Census

United States Census 2020

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- Twitter
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- Pinterest
- Email
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10 MINUTOS

10 MINUTOS

10 MINUTOS

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## Community Partnership and Engagement Program

### Partnership Methods

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Hard-to-Count populations
- Language Support Program
- Faith Based Organizations
- Statistics in Schools
- Social Media Outreach

## Community Partnership and Engagement Program

### Complete Count Committee

- Volunteer committee established by local government entities
- Develops and implements plans to increase participation in the 2020 Census for their areas



## Community Partnership and Engagement Program American Indian and Alaska Native Program

- Increase the overall self-response rate
- Ensure the best possible count of American Indian and Alaska Native populations
- Support 2020 Census activities for American Indian and Alaska Native populations on and off tribal lands

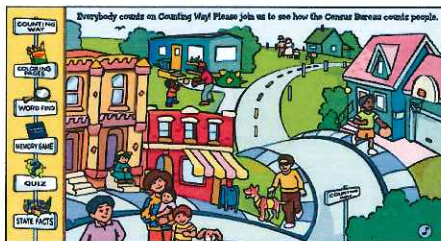


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## Community Partnership and Engagement Program Statistics in Schools

- Educate the public
- Demonstrate applicability and utility of statistics and statistical concepts in educational activities
- Encourage public cooperation in Census Bureau surveys and censuses

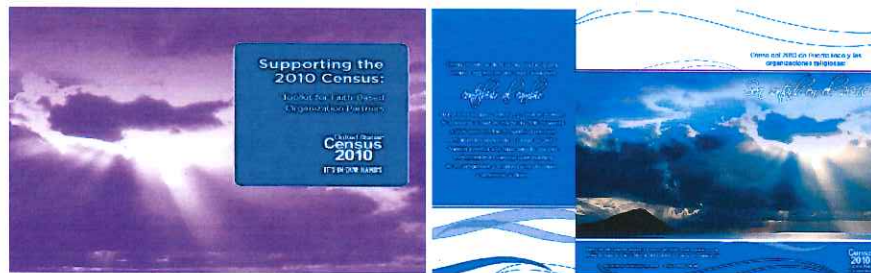


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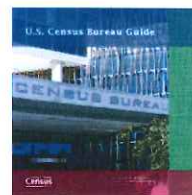
## Community Partnership and Engagement Program Faith-Based Organizations Outreach

- Influential faith-based organization leaders can ensure the people they represent are fully counted.
- Provide outreach in hard-to-count areas
- Notify members about job openings



## Community Partnership and Engagement Program Recruiting

- Offers temporary employment opportunities with good compensation, flexible work schedules, and on-the-job training
- Ideal for people who want to work close to home, are between jobs, or want to earn extra money while helping their communities
- Skills for different languages needed in HTC communities



## Regional Office State Updates

- Current Surveys
- Decennial Operations



Thank you



The U.S. Census Bureau is at a critical juncture. Continued investment in real-world testing of our innovations is needed now to save \$5 billion while maintaining quality.

## WHY THESE NEXT FEW YEARS ARE CRITICAL

The 2020 Census will be unlike any other in our nation's history.

We must test every aspect of this complicated program.

Simple on its face, the census requires years of careful planning.

By 2018 we must complete all tests and "lock in" our plans.

## 2020 Census



**330+**  
million  
people



**140+**  
million  
households



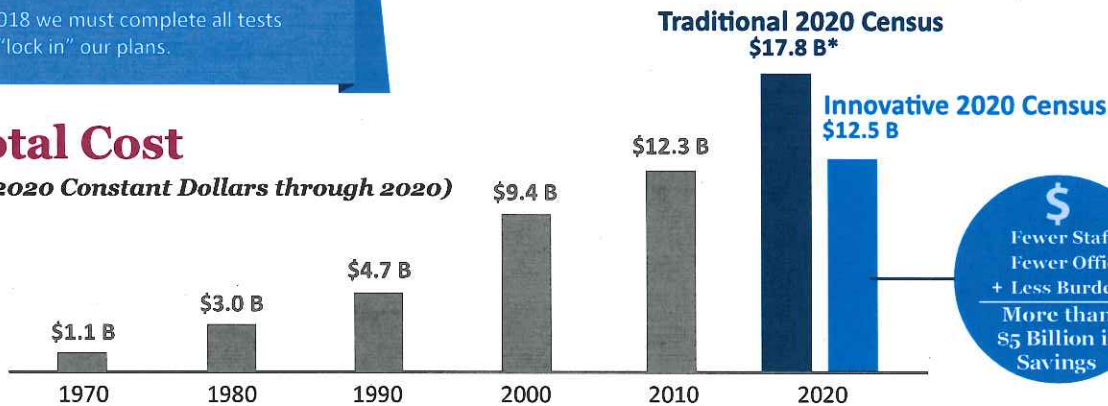
**less than  
9 months**  
to count every person,  
tabulate data, and produce  
the results



**1 chance**  
to succeed

## Total Cost

(In 2020 Constant Dollars through 2020)

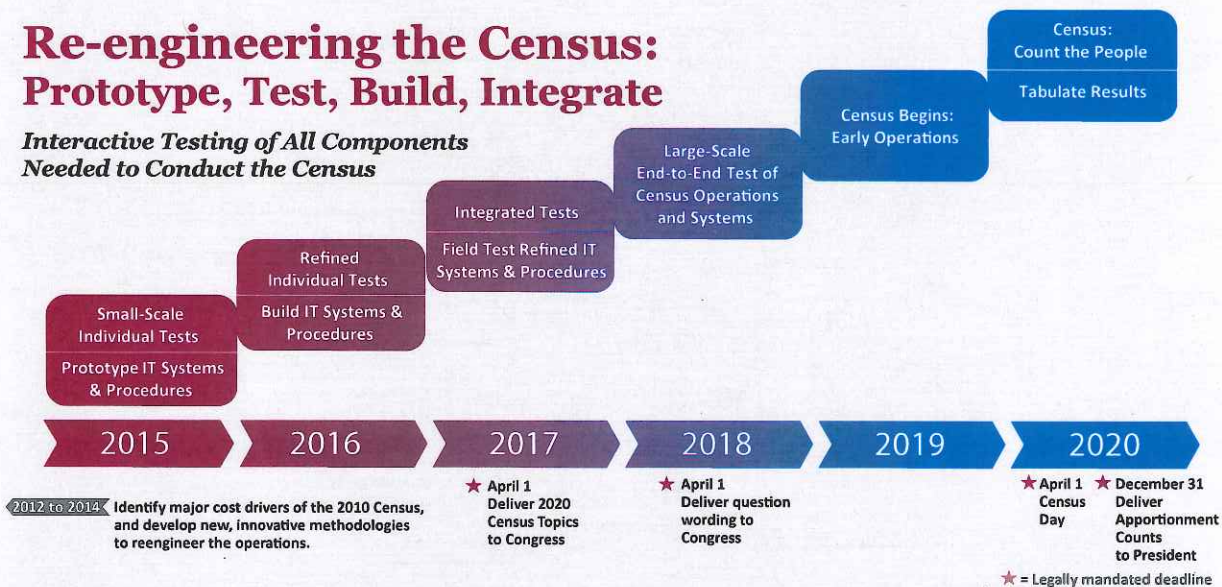


**\$**  
Fewer Staff  
Fewer Offices  
+ Less Burden  
More than  
\$5 Billion in  
Savings

\*Source: Bureau of the Census estimate on 2020 Census Life-cycle cost if the 2010 approach is used.  
Note: Figures through 2020 shown in 2020 constant dollars.

## Re-engineering the Census: Prototype, Test, Build, Integrate

Interactive Testing of All Components  
Needed to Conduct the Census



### Cost Saving Innovations We're Developing

#### Better Address Validation

Validate the Address List using the U.S. Postal Service, aerial imagery and other sources, rather than walking every street in the nation.

#### Better Use of Existing Information

Use Existing Government and Commercial Records to reduce respondent burden.

#### Better Response Options

Make Responding to the Census More Convenient by offering secure online, phone and mail options.

#### Better Field Operations

Use Technology to better manage and track field cases.  
Use GPS-Enabled Technology to efficiently route and manage field staff.  
Use Smart Phones and Tablets for follow-up rather than pen and paper.

