

The Road to 2020

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The Census - People

- 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

A look back at the 2010 Census

- 3 Key Phases
 - Building a list of addresses
 - Delivering the Census Form
 - Contacting Households that didn't respond

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census.gov



This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
 - Do not count anyone living away either at college or in the Armed Forces.
 - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
 - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?
Mark all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name

First Name MI

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth?
Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

9. What is Person 1's race? Mark one or more boxes.

White

Black, African Am., or Negro

American Indian or Alaska Native — *Print name of enrolled or principal tribe.*

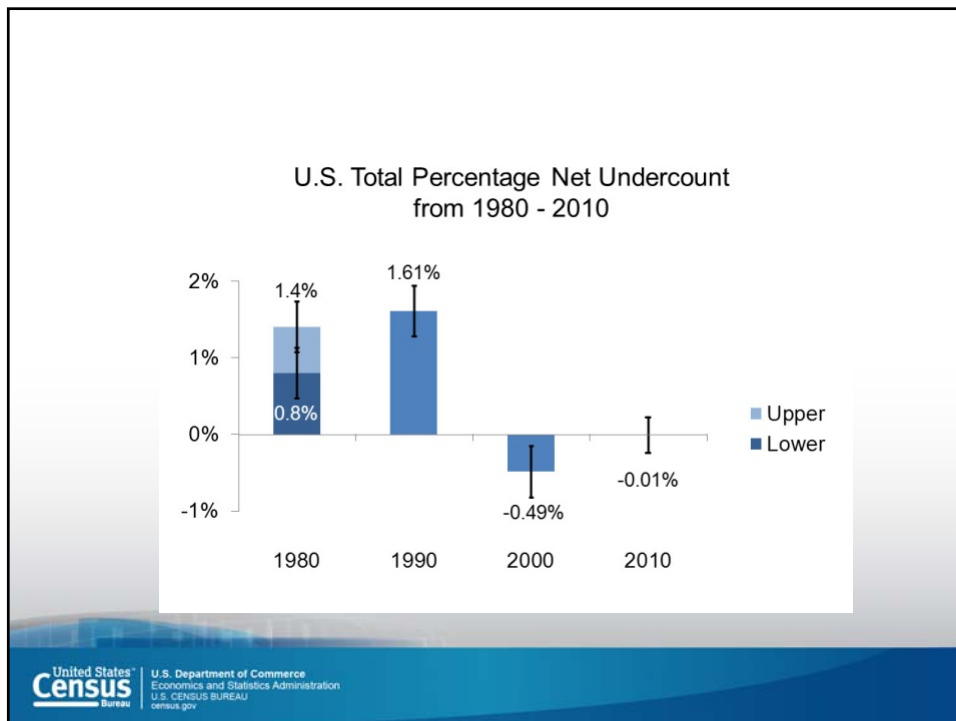
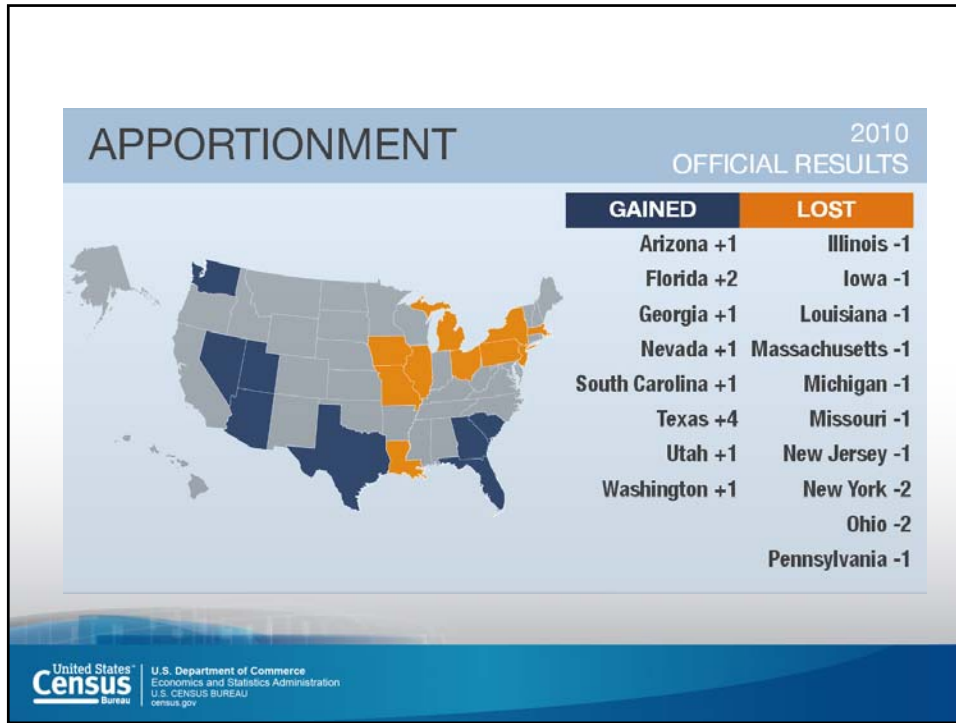
Asian Indian Japanese Native Hawaiian

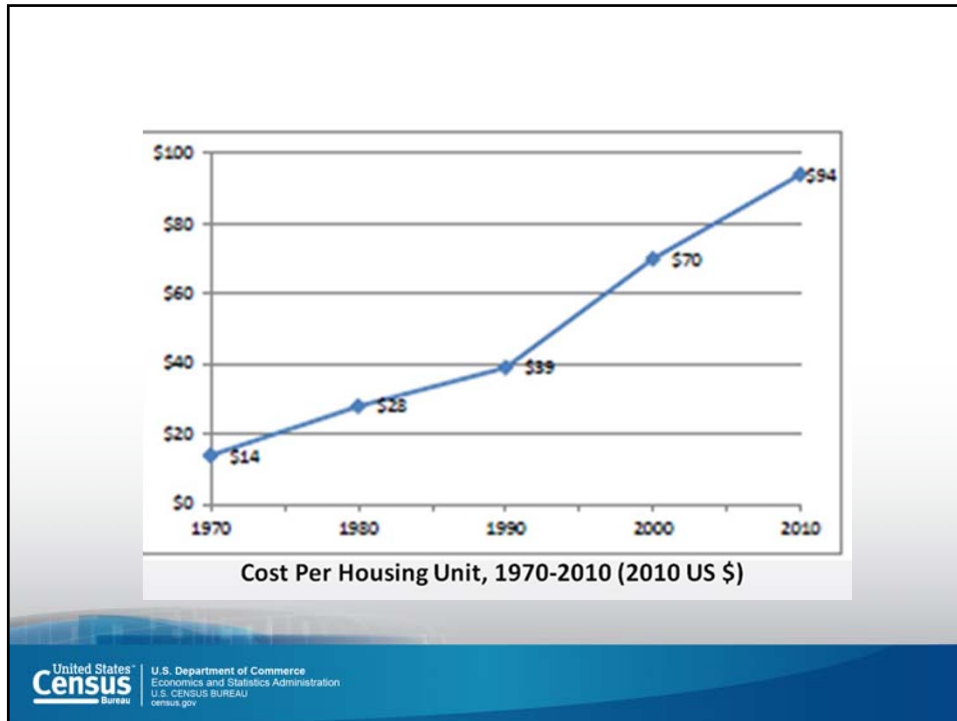
Chinese Korean Guamanian or Chamorro

Contacting addresses that didn't respond

- 48 Million addresses were visited
- 30% (14 Million) were vacant
- 530,000 Enumerators
- \$2,300,000,000 Budget
- Paper data collection







The 2020 Census

Four innovation areas are:

- Better Address Validation
- Better Response Options
- Better Use of Existing Information
- Better Field Operations

Better Address Validation

- Reduce the in-person work to build a list of addresses
- Use things we already know
- Can save money and improve accuracy

Better Response Options

- People do a better job of counting themselves than we do
- Goal is to make it as easy to respond as possible
- Incorporating heavy use of web and mobile response options
- Expanded telephone response options
- Paper and personal visits

Better Use of Existing Information

- A lot of data out there
- Pretty sure we can't do the Census with it
- But maybe we can put it to good use...
- For example, can we generate savings...
 - through the removal of vacant and deleted housing units?
 - Revising our Contact Strategy?
 - Reduce the number of followup visits for households that don't respond
 - Reduce callbacks for missing data items

Better Field Operations

- Following up on non-responses is our most expensive activity
- Our greatest opportunity to “harvest” savings
- Two key areas of research...

Better Field Operations

- Reengineer the field work
 - Provide enumerators with daily, optimal, and sequenced contact attempt assignments
 - Provide supervisors with electronic access to enumerator workload and status information
 - Automate training

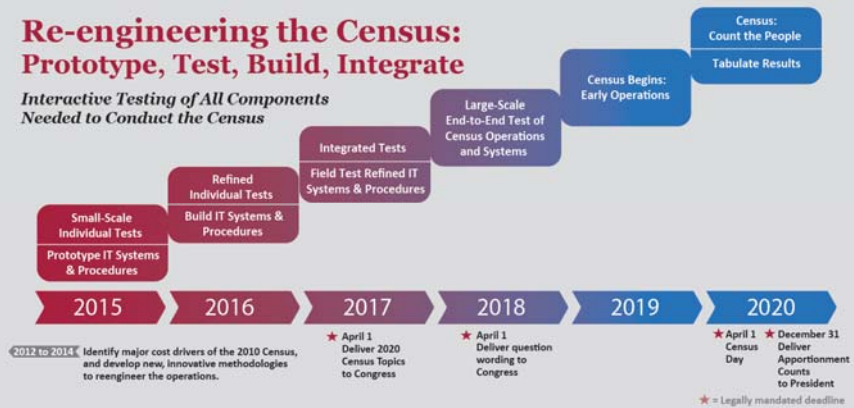
Better Field Operations

- Reengineer the field staff structure
 - Field staff roles
 - Work schedule
 - Staffing ratios

2020 Decennial Census Update

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

Interactive Testing of All Components Needed to Conduct the Census



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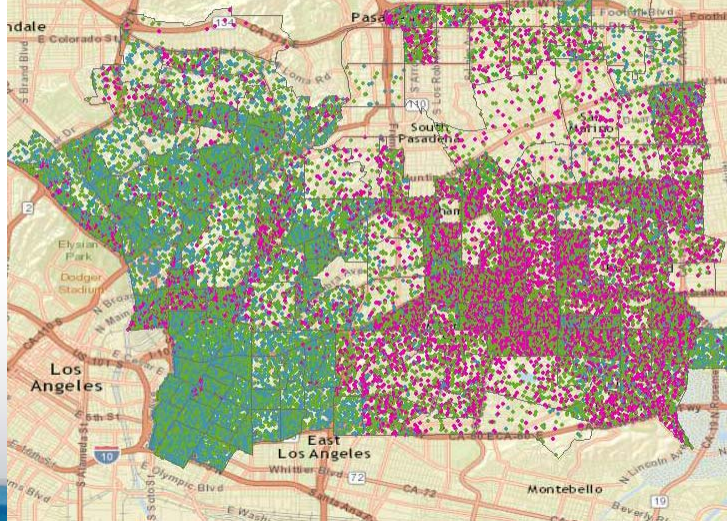


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Why LA?

- Urban Area
- Chinese and/or Korean language
- Hard To Count areas
- Areas with High Vacancy Rate

Spanish and Asian Language



Schedule

- January 2016 – Local Office Open in Glendale
- March 21 – Residential Mailout
- April 1 – Census Day
- May 12 – Non Response Follow-up (NRFU) starts
- June 26 – NRFU ends
- July – Local Office Closes

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The collage features three official letters from the U.S. Census Bureau. The top-left letter is dated April 11, 2016, and is addressed to 'Dear Resident'. It provides instructions for completing the 2016 Census online, including the URL <https://my.census.gov/census16>. The top-right letter is dated March 24, 2016, and is addressed to 'Dear Resident'. It provides instructions for completing the 2016 Census online, including the URL <https://survey.census.gov/census16>. The bottom letter is also dated March 24, 2016, and is addressed to 'Estimado residente de esta vivienda'. It provides instructions for completing the 2016 Census online, including the URL <https://survey.census.gov/census16>. All letters include contact information for the local office in Glendale and the national office in Washington, DC.

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United States Census Bureau

FAQ Instructions Burden Statement English

Welcome to the 2016 Census Test

You will need the materials we mailed to you in order to start.
All the information that you provide will remain confidential.

Please Log In

Please enter the 14-digit User ID found below the barcode on the materials we mailed to you.

User ID:

- -

If you do not have a [User ID, click here.](#)

example user ID

#####-####-####

*****AUTO*5-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN, US 12345-9999

**** US Census Bureau Notice and Consent Warning ****

You are accessing a United States Government computer network. Any information you enter into this system is confidential and may be used by the Census Bureau for statistical purposes, as well as for other uses, such as improving the efficiency of our programs. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <http://www.census.gov/about/policies/privacy/privacy-policy.html>. Use of this system indicates your consent to us collecting, monitoring, recording, and using the information that you provide.

So that our website remains accurate and available to you and all other visitors, we monitor network traffic to identify unauthorized attempts to upload or change information or otherwise cause damage to the web service. Your usage of this system is likely to be monitored, recorded, and subject to audit. If you are not using the network connection for authorized purposes, then it is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474). You are not required to respond to this collection of information if it does not display a valid approval number from the Office of Management and Budget (OMB). The eight-digit OMB number is 0607-0989.

Build: 3f1505c | OMB No: 0607-0989 | Approval Expires: 4/30/2017

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Accessibility | Privacy | Security

Better Response Options

- Respondent does not need to enter unique identification code

Where did you live on July 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:

For example: (5007) (N Maple Ave) (Apt. A* or Lot 3)

City: State: ZIP Code:

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Better Response Options

- What this brings...
 - The ability to adapt to a mobile society
 - Greater convenience = Greater participation
 - Can complete our form at Census “events”
 - Potential for substantial savings
- Will still use a unique ID for each address


United States
Census Bureau

[FAQ](#) | [Instructions](#) | [Burden Statement](#) | English ▾

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So that our website remains accurate and available to you and all other visitors, we monitor network traffic to identify unauthorized attempts to upload or change information or otherwise cause damage to the web service. Your usage of this system is likely to be monitored, recorded, and subject to audit. If you are not using the network connection for authorized purposes, then it is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474). You are not required to respond to this collection of information if it does not display a valid approval number from the Office of Management and Budget (OMB). The eight-digit OMB number is 0607-0989.

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Bienvenido a la Prueba del Censo del 2016

Usted necesitará los materiales que le enviamos por correo para comenzar la encuesta.
 Toda la información que proporcione se mantendrá completamente confidencial.

Example User ID



*****AUTO*5-DIGIT 64011
 TO RESIDENT AT
 123 ANY STREET
 ANY TOWN US 00123-9999

Inicie la sesión

Por favor, anote su Identificación del Usuario de 14 cifras, que se encuentra debajo del código de barras en los materiales que le enviamos por correo.

Identificación del Usuario:

 - -

[Inicio de la sesión](#)

Si usted no tiene un Identificación del Usuario, [haga clic aquí](#).

**** Términos y condiciones ****
 Usted está accediendo a una red de computación del gobierno de los Estados Unidos. Cualquier información que ingrese en este sistema es confidencial y puede ser usada por la Oficina del Censo para fines estadísticos, así como para otros usos, tales como mejorar la eficacia de nuestros programas. Si desea conocer más acerca del uso de este sistema y cómo se protege su privacidad, visite nuestra página web en http://www.census.gov/privacy/privacy_policy/. El uso de este sistema indica su consentimiento a que recojamos, monitoreemos, registremos y usemos la información que usted proporcione.
 Con el fin de mantener la precisión de nuestro sitio web y que no deje de estar disponible para usted y otros visitantes, monitoreamos el tráfico en la red para identificar los intentos no autorizados de subir o cambiar información, o de dañar de alguna otra manera el servicio del sitio web. Es probable que su uso de este sistema sea monitoreado, registrado y esté sujeto a auditorías. Si usted no está usando la conexión a esta red para fines autorizados, entonces se trata de una violación de las leyes federales y puede ser penalizado con multas o encarcelamiento (LEY PÚBLICA 99-474).

Build: 3f1505c | OMB no. 0607-0989 | Aprobación caduca el: 30/04/2017 | [Accesibilidad](#) | [Privacidad](#) | [Seguridad](#)

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欢迎参与 2016 年人口普查测试问卷

要开始填写问卷, 您需要使用我们邮寄给您的材料。您提供的所有资料都将严格保密。

Example User ID



*****AUTO*5-DIGIT 64011
 TO RESIDENT AT
 123 ANY STREET
 ANY TOWN US 00123-9999

请登录

请输入 14 位数字的 User ID (参加者号码); 可在我们邮寄给您的资料上的条形码下方找到此 User ID。

User ID (参加者号码):

 - -

[Login button 登录](#)

如果我没有 User ID (参加者号码), [请点击这里](#)。

**** 使用条款和条件 ****
 您目前正在进入美国人口普查局的电脑网络来填写一份问卷。您输入此系统的所有资料都会保密, 也将被人口普查局用于统计目的, 包括(但不限于)帮助我们提高工作效率。您想了解更多如何使用此系统以及如何保护您个人隐私的信息, 请查阅我们的隐私政策网页 http://www.census.gov/privacy/privacy_policy/。当您使用此系统时, 即表示您同意让我们收集、监控、记录和使用您所提供的资料。
 为了确保这个网站的正确性以及提供您和所有的使用者的方便, 我们将监控网站的质量来检测其他未经授权而试图更改或破坏资料, 或任何造成破坏网站服务的非法行为。因此您对这个系统的使用可能会被追踪、记录和审查。如果您不是使用此系统于授权之目的, 您就会违反联邦法律, 而可能会被判处罚款或监禁(公法99-474)。

Build: 3f1505c | OMB 号: 0607年 0989 | 批准期限: 2017/4/30 | [辅助功能](#) | [隐私](#) | [安全](#)

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2016년 인구 센서스 시범 조사를 시작합니다

시작하려면 우편으로 보내 드린 자료가 필요합니다. 설문 조사에 응답하신 모든 내용은 철저히 비밀로 보호됩니다.

Example User ID



****AUTOPS-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN US 00123-9999

로그인하십시오

우편으로 보내 드린 자료의 바코드 아래에 있는 14자리 사용자 ID를 입력하십시오.

사용자 ID:

 - -

로그인 Login

사용자 ID가 없는 경우, 여기를 클릭하십시오.

*** 인터넷 시스템 이용에 대한 중요 공지 ***
귀하의 조사 참여를 위해 미국 인구 조사의 컴퓨터 네트워크에 접속하였습니다. 귀하가 이 컴퓨터에 입력하시는 모든 정보는 비밀로 유지되며, 인구 조사에 의해 프로그램 오류 발생 상황 등 계 목적으로 사용될 수 있습니다. 본 인터넷 시스템의 이용 및 귀하의 개인 정보가 어떻게 보호되는지에 대해 자세히 알고 싶으시다면, 인터넷 개인 정보 보호에 관련된 인구 조사의 인터넷 사이트 http://www.census.gov/privacy/privacy_policy를 참고해 주십시오. 본 인터넷 시스템의 이용은 귀하가 이 시스템을 통해 제공하는 정보의 수집, 모니터링, 기록 및 이용해 동의하신다는 것을 의미합니다.
귀하를 포함하여 이 사이트를 이용하는 모든 방문객에게 정확한 정보를 제공하기 위해, 인구 조사는 웹 서비스에 피해를 주는 무단 접근이나 정보 변경 시도 등을 포함한 네트워크 트래픽을 모니터링하고 있습니다. 따라서 이 인터넷 사이트의 이용은 모니터링, 기록 및 감사의 대상이 될 수도 있다는 것을 알려드립니다. 이 컴퓨터를 정상적인 승인 없이 사용하거나, 허용 범위를 벗어난 목적으로 사용하는 것은 연방법을 위반하는 것이며, 벌금 또는 금고형의 처벌을 받을 수 있습니다. (공법 제 99조 474항)
Build: 311505c | OMB 번호: 0607-0989 | 승인 번호: 4/30/2017 [내게 필요한 옵션](#) | [개인 정보 보호 정책](#) | [보안](#)

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2016 Census Test in LA

- Hired almost 600 temporary workers to conduct field activities
- Very small outreach effort
- iPhones for enumerators
- Tablets for supervisors
- Still in the field

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Additional Key Initiatives

- Determining what to ask and how to ask it
 - Content testing
 - Race and Hispanic Origin
 - Single vs. combined question
 - Introduction of a Middle Eastern and North African Category
 - Relationship, including introduction of Same-Sex Relationship Categories
 - Enhancing our ability to motivate and engage the public, particularly in Hard To Count communities
 - Building an infrastructure
 - Assessing our workforce needs

1,388 Days to April 1, 2020