Preparing for the 2020 Census: Reengineering Address Canvassing

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The 2020 Census

Key Innovation Areas

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

**Focus on Four Key Innovation Areas**

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Reengineering Field Operations
The 2020 Census: Establish Where to Count
Address Canvassing Operation

Purpose:
Improve and refine the Census Bureau’s address list in advance of the 2020 Census Enumeration.

New Innovative Methodology:
• 100 percent In-Office Address Canvassing
• Up to 25 percent of Addresses Updated via In-Field Address Canvassing
• Monitor progress via the annual MAF Coverage Study

Status of In-Office Address Canvassing:
• Began Interactive Review process at the National Processing Center in September 2015
• Began Active Block Resolution at Census Headquarters in April 2016
• Began Active Block Resolution at the National Processing Center in July 2016
In-Office Address Canvassing
Block Assessment, Research and Classification Application (BARCA)
In-Office Address Canvassing
Identifying Stability

2008 Imagery

Current Imagery

Growth

Decline
In-Office Address Canvassing
Under-coverage from Interactive Review
In-Office Address Canvassing

Over-coverage from Interactive Review
Address Canvassing Test

Overview

• 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: Establish Where to Count

In-Field Address Canvassing

This slide contains test data.
### Address Canvassing Test

#### Key Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin Recruiting Field Staff</td>
<td>April 6, 2016</td>
</tr>
<tr>
<td>Conduct In-Office Address Canvassing</td>
<td>August 12 – October 31, 2016</td>
</tr>
<tr>
<td>Begin Field Management Training</td>
<td>August 29, 2016</td>
</tr>
<tr>
<td>Begin Field Supervisor Training</td>
<td>September 12, 2016</td>
</tr>
<tr>
<td>Begin Field Representative Training</td>
<td>September 26, 2016</td>
</tr>
<tr>
<td>Conduct In-Field Data Collection</td>
<td>October 3 – November 15, 2016</td>
</tr>
<tr>
<td>Conduct In-Field Relisting Data Collection</td>
<td>November 16 – December 16, 2016</td>
</tr>
<tr>
<td>Release Address Canvassing Test Analysis Report</td>
<td>April 29, 2017</td>
</tr>
</tbody>
</table>
The 2020 Census
A New Design for the 21st 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

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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
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Thank You!