



2020 Census Update

Presentation to the Census Scientific Advisory Committee

December 6, 2018

Albert E. Fontenot, Jr., Associate Director
Decennial Census Programs

2020 Census

Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Launch Advertising Campaign	January 2020	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 12, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the time frame for data collection.

2020 Census

Today's Briefing

- Recap of the 2018 End-to-End Census Test – Deb Stempowski
- 2018 Systems Readiness and 2020 Systems Status – Atri Kalluri
- 2020 Census Operations, Status Update – Albert E. Fontenot, Jr.

Recap of the 2018 End-to-End Census Test

Deb Stempowski

2018 End-to-End Census Test

At a Glance

All systems deployed and integrated effectively.

Response Rate

52.3%



We managed to have a **strong response** without an advertising campaign for the 2018 test.

More than half of all households responded to the test on their own (surpassing our goal for the test).

Technology and automation increased enumerator productivity.

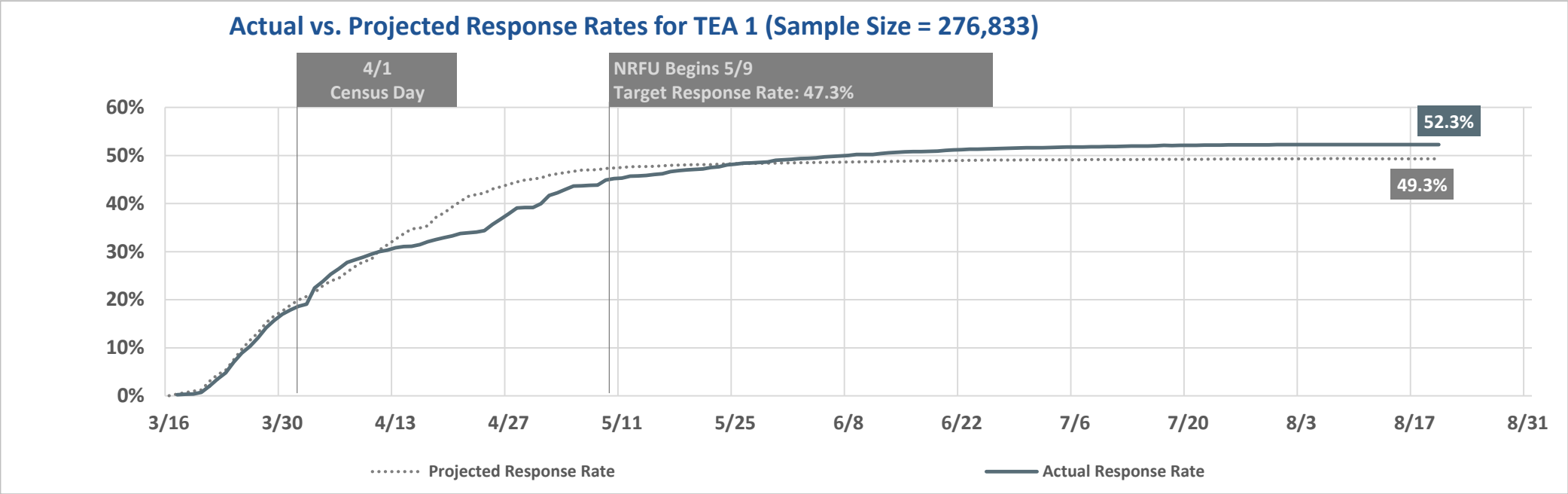


Those who did not respond to the mailed questionnaire on their own were visited by one of the **700+ census takers hired** for the 2018 Census Test.

Enumerators completed 1.56 cases per hour worked. This is a **remarkable improvement in productivity** compared with 2010, when enumerators completed 1.05 cases per hour worked.

2018 End-to-End Census Test

Self-Response of Housing Units: Final Summary Snapshot



Response by Mode				
	Self-Response (TEA 1)		Update Leave (TEA 2)	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
Total Responses	147,334	100.0%	663	100.0%
Internet	90,161	61.2%	209	31.5%
Phone	10,995	7.5%	27	4.1%
Paper	46,178	31.3%	427	64.4%

Source: 9341 - Detailed Self-Response Summary Report, Update Leave Management Report

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277,000 housing units in sample
- Internet Two-Panel Design:
 - ~195,000 (70.3 percent) Internet First (invitation letter on first contact)
 - ~82,000 (29.7 percent) Internet Choice (questionnaire on first contact)
- Language Two-Panel Design:
 - ~218,000 English (78.7 percent)
 - ~59,000 Bilingual: English/Spanish (21.3 percent)

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

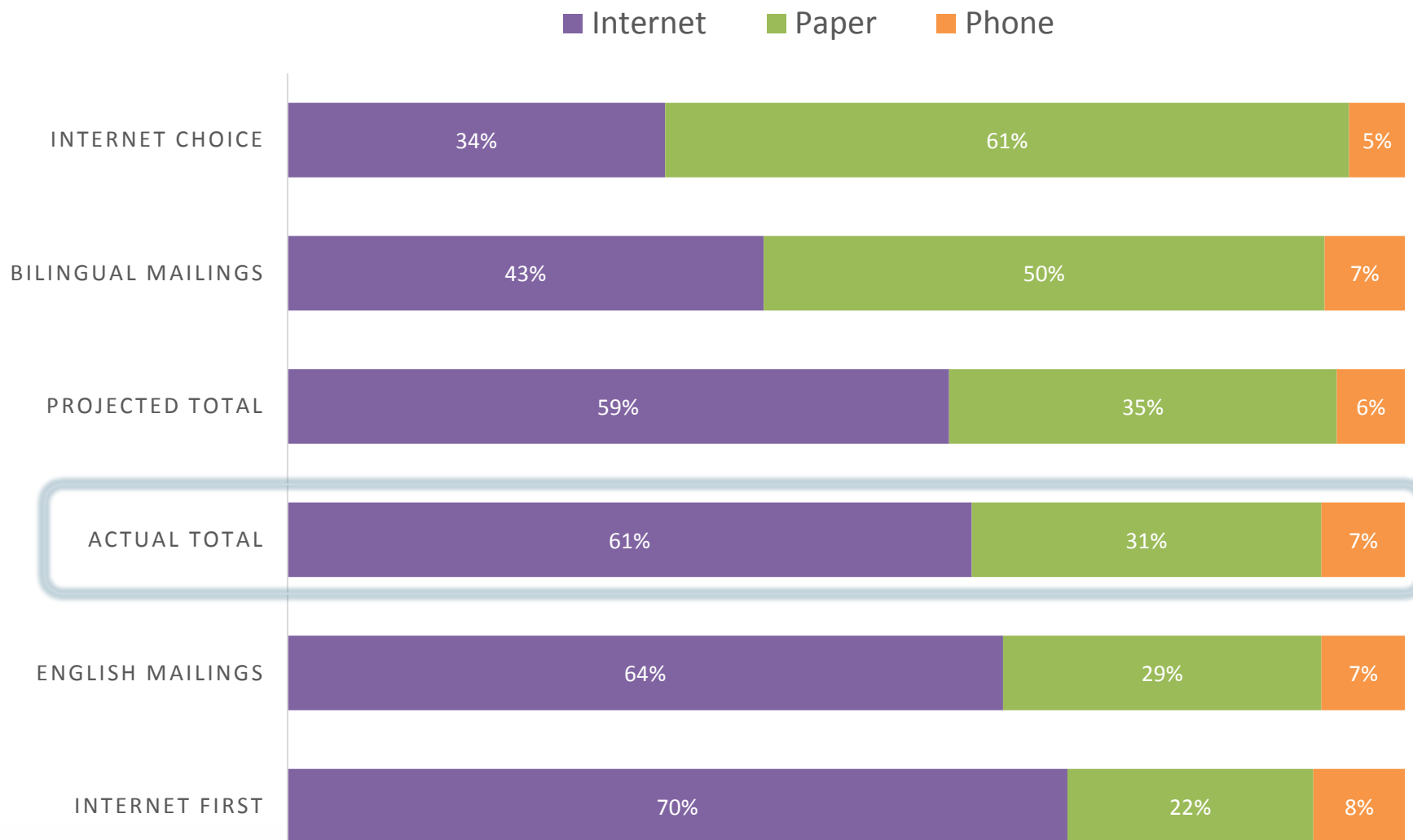
Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Total Volumes	<i>All</i>	276,589	276,589	250,140	198,924	187,467
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Proportion of Self-Response Modes by Panels and Mailing Groups*



*Self-response type of enumeration area (TEA 1) only.

Note: Actual Total percentages do not sum to 100 due to rounding.

2018 End-to-End Census Test

Operational Successes from the Test

Address Canvassing Success

- ✓ Successfully implemented our 2020 Census Address Canvassing approach to listing using our Listing and Mapping Application (LiMA)
- ✓ Successfully deployed a new, independent Quality Control operation for In-Field Address Canvassing
- ✓ Successfully realized increased field lister productivity

Update Leave Success

- ✓ Successfully implemented an approach to listing and leaving a Census ID-linked form package at every Housing Unit using the LiMA
- ✓ Successfully merged nonresponding housing units into the Nonresponse Followup operational workload

Printing and Mailing Success

- ✓ Successfully printed and distributed 3.2 million pieces of mail
- ✓ Successfully implemented a staggered mail strategy to multiple cohorts with conditional mailings to nonresponding households

Self-Response Success

- ✓ Successfully deployed multiple modes of self-response: Internet, Paper, and Telephone
- ✓ Successfully re-deployed an Internet Self-Response data collection instrument in English and Spanish
- ✓ Successfully stood up a Paper Data Capture operation integrating and utilizing a new scanner
- ✓ Successfully fielded questions via Census Questionnaire Assistance (CQA), offering respondents and opportunity to provide their responses to Customer Service Representatives

2018 End-to-End Census Test

Operational Successes from the Test (continued)

Census Questionnaire Assistance Success

- ✓ Successfully built out, fitted, and decommissioned call centers in Jacksonville, Florida and Sandy, Utah
- ✓ Successfully supported in-bound calls for assistance and self-response, outbound calling for the Coverage Improvement Operation, and outbound calling for the Nonresponse Followup Reinterview
- ✓ Successfully supported calls in nine languages: English, Spanish, Mandarin, Cantonese, Russian, Arabic, Tagalog, Korean, and Vietnamese

Nonresponse Followup Success

- ✓ Successfully implemented a field data collection enumeration application loaded onto iPhones to conduct interviews
- ✓ Successfully identified and removed vacant/delete cases from the workload prior to any field contact attempts
- ✓ Successfully identified Administrative Records Occupied cases and removed cases from the workload after one NRFU contact attempt

Recruiting and Hiring Success

- ✓ Successfully deployed and used the online job application and assessment for peak operations
- ✓ Successfully recruited 2,027 applications in support of Address Canvassing and 3,060 applicants in support of Peak Operations (Update Leave, Nonresponse Followup, and Group Quarters)
- ✓ Successfully completed fingerprint collection and background checks for all temporary field and office staff

Group Quarters Success

- ✓ Successfully demonstrated the integration of systems supporting a paper-based operation
- ✓ Successfully conducted the Service-Based Enumeration using two methods (in-person interviews and paper listing)
- ✓ Successfully demonstrated a variety of enumeration methods can be utilized for Group Quarters Enumeration

2020 Census

Moving from the 2018 End-to-End Census Test to the 2020 Census

Self-Response

- Performance and scalability across all systems
- Internet Self-Response (ISR)
 - Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
- Census Questionnaire Assistance (CQA)
 - Expand required language support to 13 languages
 - Determine locations of commercial contact center facilities
- Paper Data Capture (PDC)
 - Open two Paper Data Capture Centers (East & West)
- Forms Printing and Distribution (FPD)
 - Select print vendor
 - Create connection between the Census Bureau and the print vendor for the transmission of address files

Nonresponse Followup

- Performance and scalability across all systems
- Mapping Application
- New work availability functionality
 - submitting multiple time slots in a day
- Additional reports (FOCS and UTS) for monitoring the operation
- Puerto Rico adaptations and updates
- Refine closeout execution

Group Quarters

- Expand Advance Contact approach to account for GQs that can not be contacted during that period
- Refine contact strategy to encourage eResponse
- Develop additional guidance for eResponse letters to assistance GQ administrators

2018 Systems Readiness and 2020 Systems Status

Atri Kalluri

2020 Census Systems Readiness

Agenda

- Update on 2018 End-to-End Census Test
- Key Lessons Learned from the 2018 End-to-End Census Test
- Update on 2020 Census Operational Deliveries
- Systems Readiness for 2020 Census

2020 Census Systems Readiness

2018 End-to-End Census Test

Ongoing Operation and Future Release

Release (Operation)	Conduct Operation Date
Response Processing	October 1, 2018
Tabulation, Product Creation, and Dissemination	January 7, 2019

2020 Census Systems Readiness

2018 End-to-End Census Test

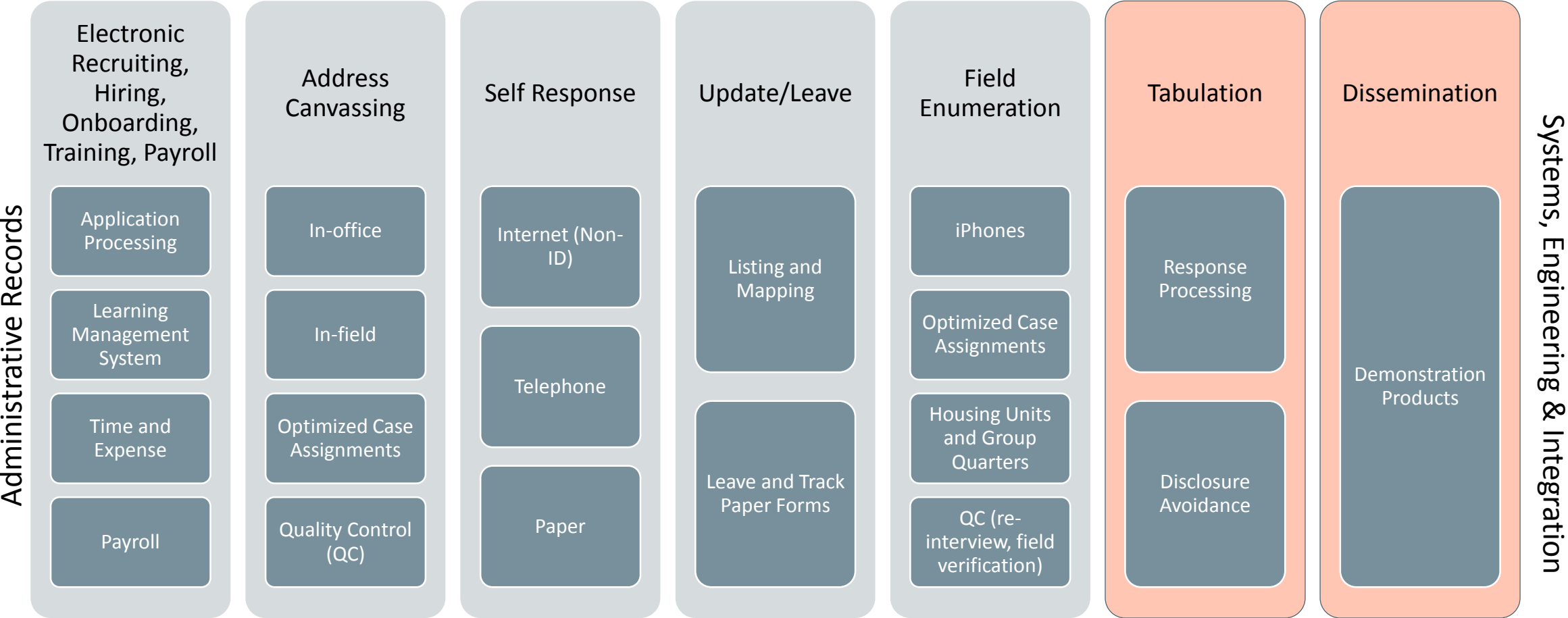
Key Systems Supporting Ongoing Operation and Future Release

Operation (Release)	Key Systems Supporting Operation
Response Processing	CDL, DRPS, SRQA, PEARSIS
Tabulation, Product Creation, and Dissemination	CaRDS, CDL, CEDSCI, DRPS, MAF/TIGER, PEARSIS, Tabulation, SOA

2020 Census Systems Readiness

2018 End-to-End Census Test

Key Functions Supported by Systems



Cloud, Data Center, Cybersecurity, Field Deployment, Operations Center(s)

2020 Census Systems Readiness

2018 End-to-End Census Test

Key Lessons Learned

- Solve issues related to data integration between systems earlier
- Ensure all data transactions and cases are accounted for within the operational design
- Implement robust testing of all scenarios, including exception paths
- Additional preparation needed for smooth execution of field training and launch of operations

2020 Census Systems Readiness

2018 End-to-End Census Test

Actions Based on Key Lessons Learned

- Solve issues related to data integration between systems earlier

ACTION: Developed and executing a plan for achieving *data lineage* for key data categories and operations

- Ensure all data transactions and cases are accounted for within the operational design

ACTION: Accounting through SOA capabilities and software as needed

- Implement robust testing of all scenarios including exception paths

ACTION: The framework of the Testing program expanded to include additional test phases

- Additional preparation needed for smooth execution of field training and launch of operations

ACTION: Building soft launches for every significant 2020 Census operation

2020 Census Systems Readiness

2020 Census Operational Deliveries

2020 CENSUS OPERATIONAL DELIVERY		Test Readiness Review	Production Readiness Review	Conduct Operation
D1	2020 Census Early Ops Preparation	07/23/2018	10/19/2018	10/23/2018
D2	Address Canvassing	01/04/2019	05/17/2019	08/19/2019
D3	Peak Recruiting & Hiring	01/18/2019	06/07/2019	09/03/2019
D4	Self-Response	06/28/2019	12/13/2019	03/09/2020
D5	Integrated Partnership and Communications (IPC)	05/17/2019	11/01/2019	01/15/2020
D6	Count Review (CR) & Remote Alaska (RA)	05/10/2019	10/25/2019	01/21/2020
D7	Group Quarters Advance Contact (GQAC) & ETL Advance Contact (ETL AC) & Federally Affiliated Count Overseas (FACO)	05/24/2019	11/08/2019	02/03/2020
D8	GQ Enumeration (GQE) & Service Based Enumeration (SBE) & Enumeration at Transitory Locations (ETL)	06/17/2019	01/24/2020	03/30/2020
D9	Update Enumerate (UE) & Update Leave (UL)	07/12/2019	01/03/2020	03/16/2020
D10	Nonresponse Followup (NRFU)	07/19/2019	01/17/2020	04/09/2020
D11	Archiving & Count Question Resolution (CQR)	09/18/2020	03/05/2021	06/01/2021
D12	Response Processing	04/27/2020	06/17/2020	09/15/2020
D13	Data Products / Dissemination	06/15/2020	10/05/2020	11/25/2020
D14	Redistricting	08/28/2020	12/18/2020	02/17/2021
D15	Post Enumeration Survey (PES)	03/05/2021	05/28/2021	07/23/2021
D16	Island Areas	10/16/2020	04/02/2021	06/30/2021

2020 Census Systems Readiness
2020 Census Operational Deliveries
Early Operations Preparation

9 systems are in
production and are
supporting recruiting
operation since 09/04/18

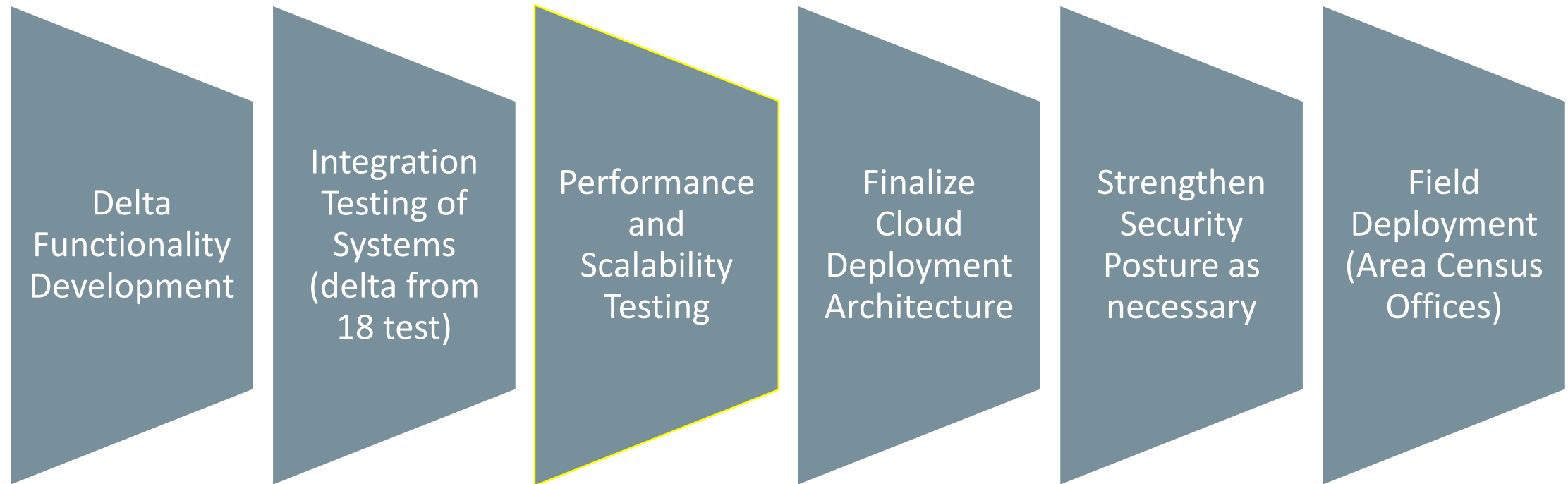
2020 Website, CDL, CRM, DAPPS, MAF/TIGER, MOJO Field Processing, R&A, SOA, UTS

11 more systems went
live on 10/23/18 to
support selection, hiring,
and training

ATAC, CBS, CENDOCs, CHEC, CHRIS, Desktop Services, DPACS, DSC, Field OCS, iCADE, IDMS

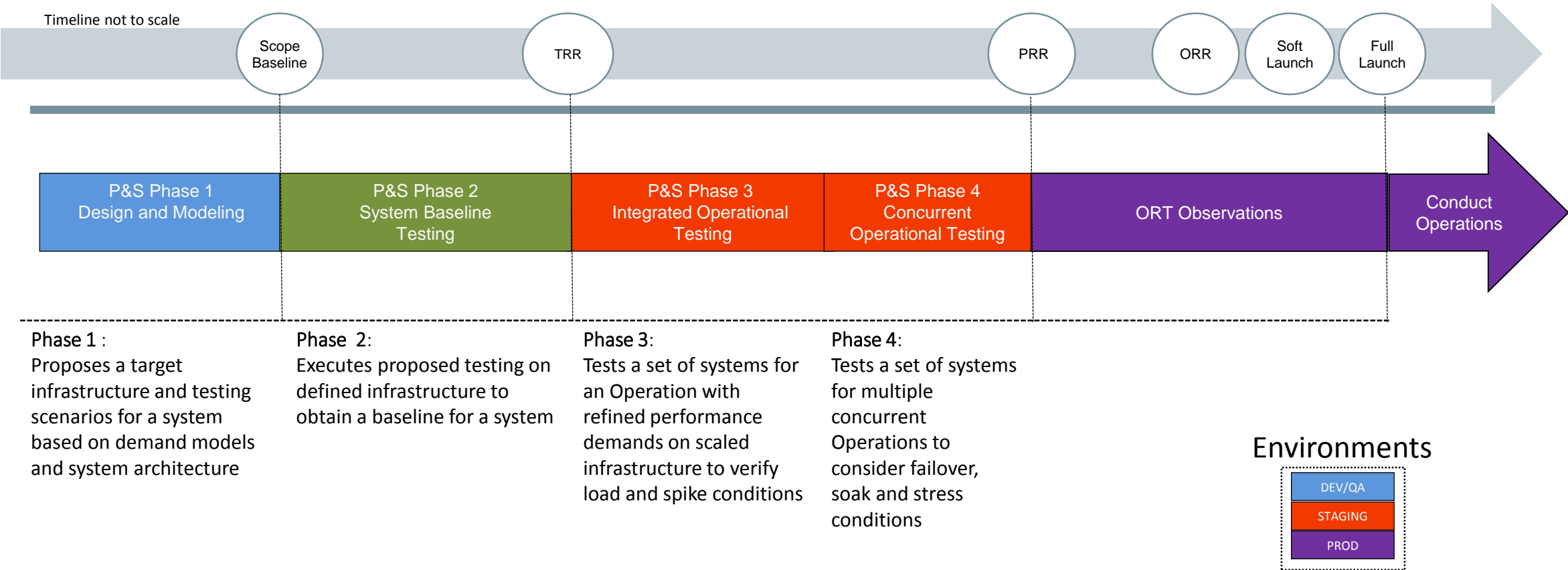
2020 Census Systems Readiness

Systems Readiness for 2020 Census– Remaining Key Work



2020 Census Systems Readiness

Performance & Scalability Framework Overview



Back Up Slides

2020 Census Systems Readiness

2020 Census Systems List

	System	Description
1	2020 Website	2020 website provides a public web interface and allows partners to publish content.
2	ATAC (Automated Tracking and Control)	ATAC provides customer, employee, and workflow management. It also provides outbound call tracking for Geographic Partnership Programs and material tracking and check-in.
3	BARCA (Block Assessment, Research, and Classification Application)	BARCA is an interactive review tool, which is designed to assist an analyst in assessing present, past, and future housing units for a set of geographic work units. It is used for in-office address canvassing.
4	CAES (Concurrent Analysis and Estimation System)	CAES is a high speed processing environment used to make fast decisions during the data collection phase of the Census.
5	CaRDS (Control and Response Data System)	CaRDS provides sample design and universe determination.
6	CBS (Commerce Business System)	CBS is an electronic financial tracking and approval system. CBS collects and reports labor hours and costs for activities that the National Processing Center (NPC) performs.
7	CDL (Census Data Lake)	CDL serves as the repository for paradata and response data. It is built on a distributed, scalable platform to support data ingest, storage, and access for reporting and analytics applications.
8	CEDSCI (Center for Enterprise Dissemination Services and Consumer Innovation)	CEDSCI is an enterprise dissemination platform with search capability and access to surveys and censuses data.
9	CEM (Customer Experience Management)	CEM is an enterprise platform, which is used to provide dashboards providing insight into customer-focused performance metrics.
10	CENDOCS (Census Document System)	CENDOCS is a web-based system for requesting forms design services, publications and graphics services, and printing services which includes CD-ROM replication.
11	Centurion	Centurion provides for the upload of GQ eResponse data, LUCA address updates, and FACO data.

2020 Census Systems Readiness

2020 Census Systems List

	System	Description
12	CHEC (Census Hiring and Employment Check System)	CHEC is an administrative system that automates clearance processing of all personnel at the Census Bureau Headquarters, the Bureau of Economic Analysis (BEA), the Regional Offices (ROs), the National Processing Center (NPC), and Computer Assisted Telephone Interview (CATI) sites. This system supports fingerprint processing with the Federal Bureau of Investigation (FBI), the Office of Personnel Management (OPM), the Department of Homeland Security (DHS), the Office of Management and Budget (OMB), and the Department of Commerce (DOC).
13	CHRIS (Census Human Resources Information System)	CHRIS is a web-based personal information tool which provides personnel and payroll information on desktops. It creates a contact file for the Emergency Notification System (ENS).
14	CIRA (Census Image Retrieval Application)	CIRA stores decennial census images as well as raw and edited data. It provides a user interface for reviewing the images and data and is used for age match research at NPC.
15	CQA (Census Questionnaire Assistance)	CQA is a system that collects response data through inbound respondent-initiated calls, assists respondents with completing their questionnaires, including capturing their responses over the phone, and answering questions. CQA also provides outbound calling and data capture for reconciliation of response inconsistencies and follow-up QC operations.
16	CRM (Customer Relationship Management)	CRM is a suite of applications that provide the management of partnership activities, and case management for customer service.
17	DAPPS (Decennial Applicant, Personnel and Payroll Systems)	DAPPS is the system of record for the C-SHaRPS system of systems. It supports selection, hiring, personnel actions, time and expense processing, and payroll administration for temporary Census Bureau employees.
18	Desktop Services	Desktop Services is a set of office automation applications and tools for field office staff and remote workers.
19	DMP (Data Management Platform)	DMP provides centralized data analytics service to support decision-making for the Census advertising campaign.
20	DRPS (Decennial Response Processing System)	DRPS provides autocoding, clerical coding, data editing, and imputation for the post-data-collection response processing.
21	DPACS (Decennial Physical Access Control System)	DPACS maintains information relating to physical access control to facilities.

2020 Census Systems Readiness

2020 Census Systems List

	System	Description
22	DSC (Decennial Service Center)	DSC is the help desk service for field representatives.
23	ECaSE Enum (Enterprise Censuses and Surveys Enabling Platform – Enumeration)	ECaSE Enum supports field enumeration, provides the employee availability, and time & expense capabilities.
24	ECaSE FLD OCS (Enterprise Censuses and Surveys Enabling Platform – Field Operational Control System)	ECaSE FLD OCS manages field assignments and leverages the Optimizer for routing field staff to and between assignments.
25	ECaSE ISR (Enterprise Censuses and Surveys Enabling Platform – Internet Self-Response)	ECaSE ISR supports self-response data collection via the Internet. It also supports data collection by call center agents.
26	ECaSE OCS (Enterprise Censuses and Surveys Enabling Platform – Operational Control System)	ECaSE OCS manages the data collection case history for all enumeration operations and maintains operational workloads as data collection proceeds.
27	Geospatial Services	Geospatial Services provide mapping and imagery services.
28	GUPS (Geographic Update Partnership Software)	GUPS allows partners to provide geographic data updates.
29	iCADE (Integrated Computer Assisted Data Entry)	iCADE captures and tracks respondent information from scanned paper questionnaires. The iCADE system processes digital images of respondent questionnaires through three functions. Optical Mark Recognition (OMR) automatically detects and captures checkmark responses. Optical Character Recognition (OCR) automatically captures the presence of pre-selected numeric answer fields. Key From Image (KFI) directs keyers to all pre-identified, non-OCR write-in answer zones for keying hand-written data.
30	IDMS (Identity Management System)	IDMS provides enterprise authentication, authorization, identity, and access management.

2020 Census Systems Readiness

2020 Census Systems List

	System	Description
31	ILMS (Integrated Logistics Management System)	ILMS is used to manage logistics and resource planning.
32	IPTS (Intelligent Postal Tracking System)	IPTS is a mail tracking system that traces individual mail pieces through the USPS mailstream.
33	LiMA (Listing and Mapping Application)	LiMA provides address and map feature collection in support of surveys and censuses.
34	MaCS (Matching and Coding Software)	MaCS provides interactive clerical matching and coding. This application supports Non-ID processing.
35	MAF/TIGER (Master Address File/Topologically Integrated Geographic Encoding and Referencing Database)	MAF/TIGER is a repository of spatial and address data and is used to provide spatial and address products and services in support of survey and census operations.
36	MCM (Mobile Case Management)	MCM provides mobile device-level survey case management.
37	MOJO Optimizer/Modeling	MOJO Optimizer/Modeling is a route optimizer for field case assignments.
38	MOJO Field Processing	MOJO Field Processing provides a dashboard for recruiting and performance reports.
39	NPC Printing (Printing at the National Processing Center)	NPC Printing provides printing services.
40	OneForm Designer Plus	OneForm Designer Plus is a tool used to create paper forms including decennial questionnaires, letters, envelopes, notice of visit, language guides, and other decennial field and public materials.
41	PEARSIS (Production Environment for Administrative Records, Staging, Integration, and Storage)	PEARSIS manages administrative records and services associated with these records.

2020 Census Systems Readiness

2020 Census Systems List

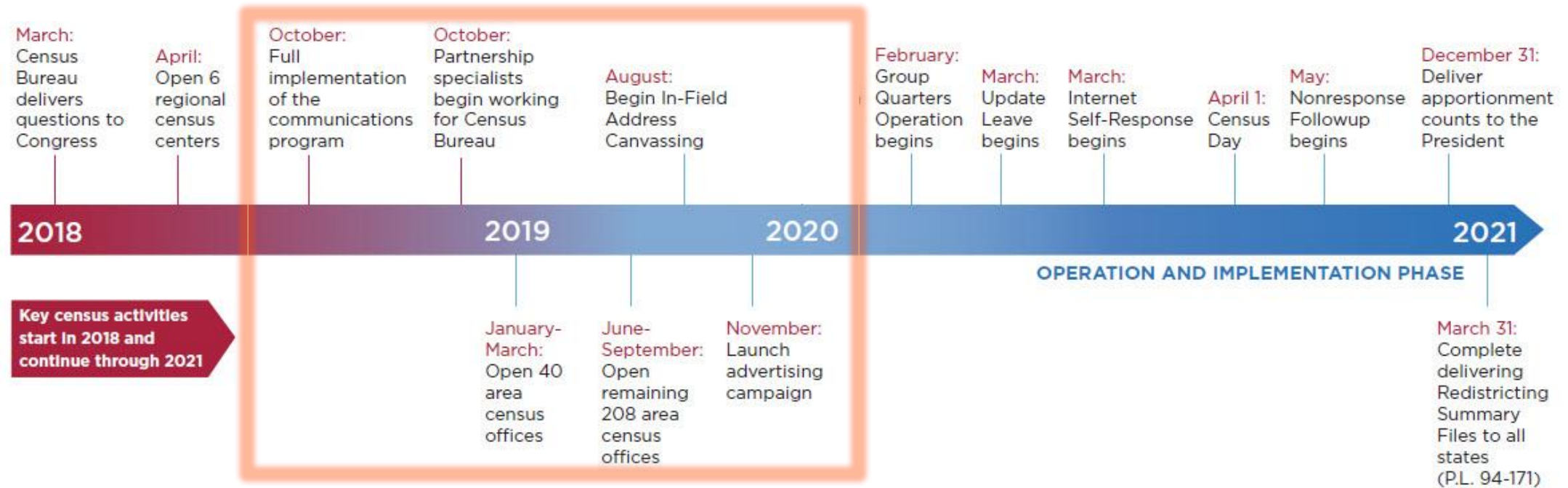
	System	Description
42	PES Clerical Match and Map Update (Post-Enumeration Survey - Clerical Matching System and Map Update)	PES Clerical Match and Map Update provides clerical address and person matching, and residential unit location updates to support the Coverage Measurement operation.
43	PES Imputation and Estimation (Post-Enumeration Survey - Imputation and Estimation System)	PES Imputation and Estimation provides coding, imputation of responses, and estimation of coverage for the Coverage Measurement operation.
44	PES PCS (Post-Enumeration Survey - Processing and Control System)	PES PCS provides sampling, automated matching, and workload control for the Coverage Measurement operation.
45	R&A (Recruiting and Assessment)	R&A provides online job application capability for temporary positions, online training, and applicant pre-selection assessments.
46	RTNP (Real Time Non-ID Processing)	RTNP standardizes, matches, and geocodes addresses in real-time.
47	SMaRCS (Sampling, Matching, Reviewing, and Coding System)	SMaRCS applies quality control algorithms to the field address canvassing and enumeration operations.
49	SOA (Service Oriented Architecture)	SOA, along with the enterprise service bus, is a web service infrastructure that facilitates data transport, communication, and integration of systems.
49	SRQA (Self-Response Quality Assurance)	SRQA identifies fraudulent cases of self-response using analytical models.
50	Tabulation (Decennial Tabulation System)	Tabulation produces tabulated response data for redistricting and other purposes.
51	UTS (Unified Tracking System)	UTS provides operational and cost & progress reports.
52	WebTQA (Web Telephone Questionnaire Assistance)	WebTQA provides telephone assistance for Geographic Partnership Programs.

2020 Census Operations, Status Update

Albert E. Fontenot, Jr.

2020 Census

Where are We Now



Key Activities:

- Local Update of Census Addresses (LUCA)
- Boundary Annexation Survey
- Redistricting Data Program
- Regional Census Centers (RCCs)
- Area Census Offices (ACOs) Leasing
- Recruiting
- Complete Count Committees
- Community Partnership and Engagement Program
- National Partnership Program

2020 Census

Operational Update – Geographic Programs and Redistricting Data

- LUCA is fully underway. More than 70% (8,373) of the 11,550 participating governments have sent their submissions thus far.
- This covers 96% of the population and 95% of the housing.

Local Updated of Census Addresses (LUCA)



- The final response rate for the 2018 BAS was 89.4%, surpassing the goal of reaching an 85% response by the end of the fourth quarter.
- Of the 34,974 responding governments, 90% had no changes to report.

Boundary and Annexation Survey (BAS)



- The RDP staff are assisting the Geography Division with its final quality control of voting district boundary insertion in the MAF/TIGER system, as part of the “Phase 2 - The Voting District Project.”
- They are also testing the Geographic Update Partnership Software (GUPS), which will be sent to state partners in January 2019 and used to verify their voting district boundaries and submit new updates as needed.

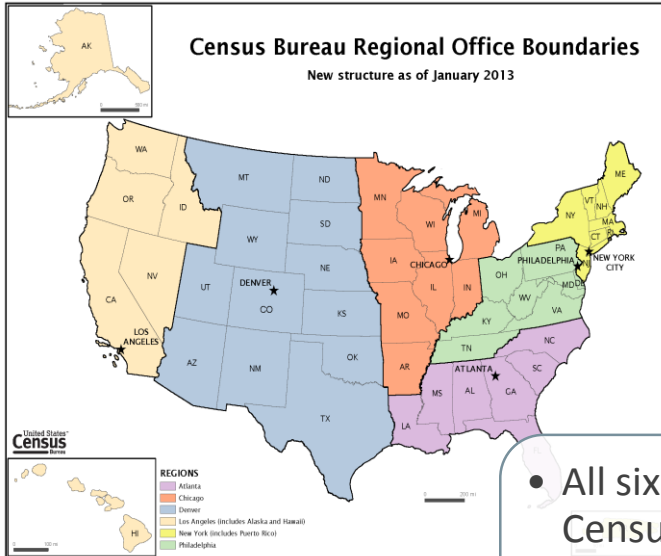
Redistricting Data Program (RDP)



2020 Census

Operational Update – Field Infrastructure

Regional Census Centers



- All six Regional Census Centers are open.
- There are open RCCs in Atlanta, Chicago, Dallas, Los Angeles, New York, and Philadelphia.

Area Census Offices



- Lease awards have been granted to all 40 Wave 1 ACOs, all 40 have complete design intent drawings and complete construction drawings. As of December 3, 95% of them have approved tenant improvement costs and have been given a notice to proceed. All 40 Wave 1 ACOs are scheduled to open between January and March 2019.
- The 208 Wave 2 offices were scheduled to have leases awarded by October 15, and to open between June and September 2019. All but 2 have space identified. As of December 3, 190 of the Wave 2 ACOs have an occupancy agreement signed, and of those, 182 have leases awarded. So far, 108 of the Wave 2 ACOs have complete design intent drawings and 43 have complete construction drawings.

2020 Census

Operational Update – Field Employment

Recruiting, Assessment, and Hiring



- Because we need to fill thousands of positions across the country, recruiting efforts begin months before job offers are made. Applicants stay in the applicant pool for the entire 2020 Census, so we can reach out to them as we need to fill jobs.
- The field recruitment webpage went live on September 4, allowing the public to review and apply for positions in the six regional census centers and the 40 early opening area census offices. This will also get applicants into the hiring pool for the Address Canvassing listing positions.
- More than 70,000 recruits have started the application process—with no recruiting advertising. More than 57,000 have completed an application.

2020 Census

Major Contracts*

Contract Status

Awarded

Pre-Award

Technical Integrator Vendor: T-REX Solutions, LLC (17 subcontractors)

Ensures 2020 Census System of Systems (SoS) integrates, performs, scales, is secure, and meets business objectives.
Provides 2020 Census Cloud and On Premise Infrastructure.
Provides systems integration and testing.

CEDCaP - ECaSE Vendor: ImmixGroup/Pega (subcontractor)

ECaSE development services support new data collection systems. These systems support the operational control systems for Address Canvassing and Nonresponse Followup, and the data collections systems for Nonresponse Followup and Self-Response which includes internet and telephone.

Decennial Device as a Service (dDaaS) Vendor: CDW-G (8 subcontractors)

Provides Mobile Devices for Field Data Collection Operations.
Software Integration, Cellular, Logistics, Shipping, Asset Management, Break/Fix and Disposition.

Field IT Deployment (FITd) Vendor: Unisys Corporation

Provides the IT infrastructure for 2020 Census field sites.
IT & Telecommunications Hardware, Image Integration, Logistics, Shipping, Installation, Break/Fix and Disposition.
Regional Census Centers
Area Census Offices
Island Area Censuses Offices
Paper Data Capture Centers

Census Questionnaire Assistance (CQA) Vendor: GDIT (10 subcontractors)

Provides call center capability for self-response, assist respondents with responding to and completing census questionnaire, and provides Interactive Voice Response.

C-SHaRPS – Recruiting & Selection Vendor: CSRA (5 subcontractors)

Provides recruiting and selection and Learning Management System COTS for up to 400K concurrent Schedule A Field Staff.

Integrated Communications Vendor: Y&R (19 Subcontractors)

Supports the advertising and partnership program.

C-SHaRPS Fingerprinting Vendor: IndraSoft, Inc

Provides fingerprinting services for field staff.

2020 Census Print and Mail Vendor: TBD

Provides the majority of printing and mailing services for the 2020 Census.

Note: Decennial Service Center (DSC) is removed from DCEO contracts and functions will be fulfilled by other areas

2020 Census

Operational Update – Integrated Communications Contract

- The ICC is nearing completion of the research foundation for the communications campaign. The Census Barriers, Attitudes, and Motivators Survey (CBAMS) is complete and the data are being analyzed.
- We also are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- Key work orders will be completed this month including:
 - Media Planning and Buying
 - 2020 Census Website
 - Earned, Shared and Owned Media
 - Program Planning, Management and Integration (2019)
 - Creative Development and Production
 - Partnership Program Support
 - Statistics in Schools



2020 Census

Operational Update – Field Infrastructure

Complete Count Committees



- Complete Count Committees (CCCs) are underway with 38 states or state-equivalents having formed 2020 Census CCCs.
- In addition to the state complete count commissions, there is significant work being done to establish complete count committees at the county and city level, with almost 600 local CCCs established nationwide. This includes 37 tribal committees.

Community Partnership and Engagement Program



- The Census Bureau is on track toward meeting the goal of hiring 1,501 partnership specialists by June 30, 2019; these partnership specialists will work out of the six regional census centers (RCCs).
- The RCCs have hired 225 partnership specialists so far, surpassing our December hiring goal.

National Partnership Program



- The 2020 Census National Partnership Program is building a list of several hundred “keystone partners”.
- Keystone partners are an initial group of national organizations being approached to support the 2020 Census.
- Notable national partners include the YMCA and the Boys and Girls Clubs of America.

Thank You

Albert E. Fontenot, Jr.

Associate Director for Decennial Census Programs

United States Department of Commerce
Bureau of the Census
4600 Silver Hill Rd.
Suitland, Maryland 20233

Office 301-763-4668

albert.e.fontenot@census.gov