

# The 2020 Census Redesign

## 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.



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

### Establish Where to Count

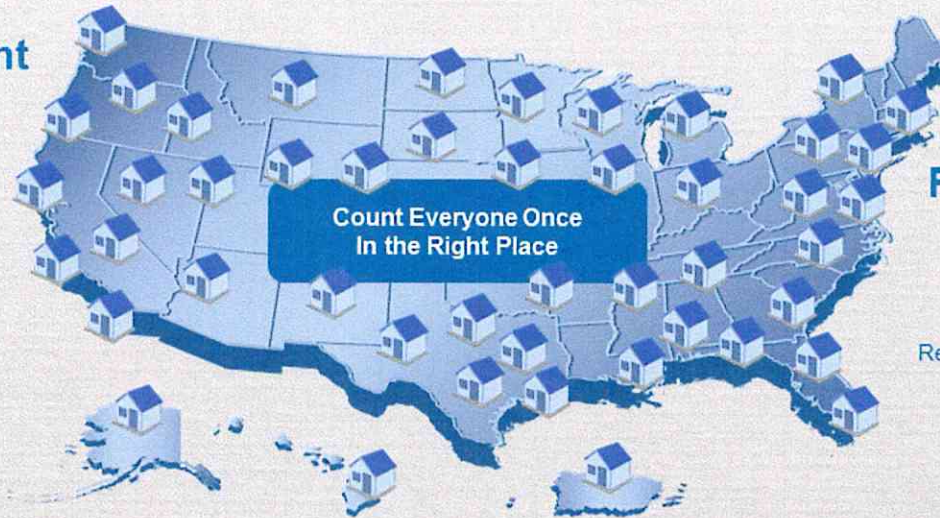
**Identify all addresses where people could live**

IN-FIELD

IN-OFFICE



- 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

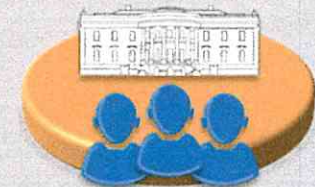


Count Everyone Once  
In the Right Place

### 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



# 2020 Operational Schedule

## Key Operational Milestones

Date	Activity
January 2018	Regional Census Center Opens (Chicago, IL)
January 2019	Open Area Census Offices (Field Offices)
2019	Complete Count Committees Active
August 2019	Begin In-Field Address Canvassing
February 2020	Group Quarters Operations Begin
End of March 2020	Self-Response
End of March-July 2020	Field Enumeration (in Selected Areas)
<b>April 1, 2020</b>	<b>2020 Census Day!</b>
Late April-August 2020	Conduct Nonresponse Follow-Up (NRFU)
August 2020	Complete NRFU
December 31, 2020	Deliver Apportionment Counts to President
March 31, 2021	Deliver Redistricting Counts to States

# Connect with Us



Sign up for and manage alerts at  
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:  
<http://www.census.gov/2020Census>



More information on the American Community Survey:  
<http://www.census.gov/programs-surveys/acs/>



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## Employment Opportunities:

<https://www.census.gov/about/regions/chicago/jobs/all.html>