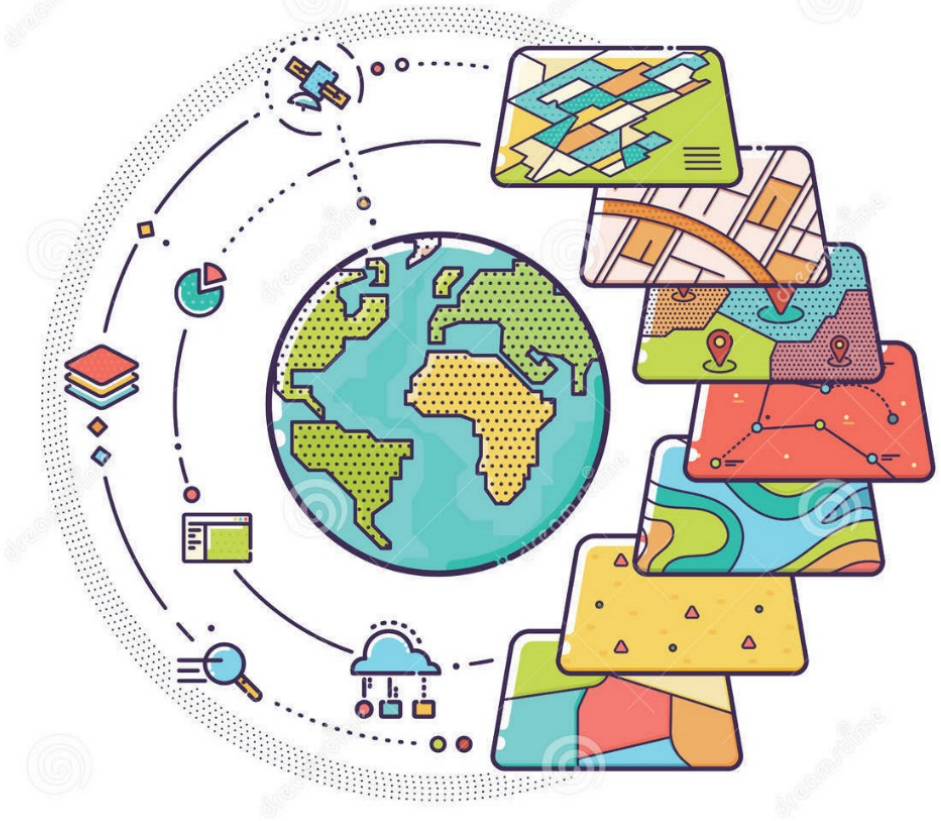
Fifth Session of the UN-GGIM Committee: Americas

Session I (b) Integration of Statistical and Geospatial Information

Deirdre Dalpiaz Bishop
Chief, Geography Division
U.S. Census Bureau

November 7, 2018



United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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:

- Apportion representation among states.
- Draw congressional and state legislative districts, school districts and voting precincts.
- Distribute federal dollars to states.
- Inform federal, tribal, state, and local government planning decisions.
- Inform business and nonprofit organization decisions.
- Provide population benchmark for nearly every other United States survey.

The 2020 Census

A Complete and Accurate Count of the Population and Housing

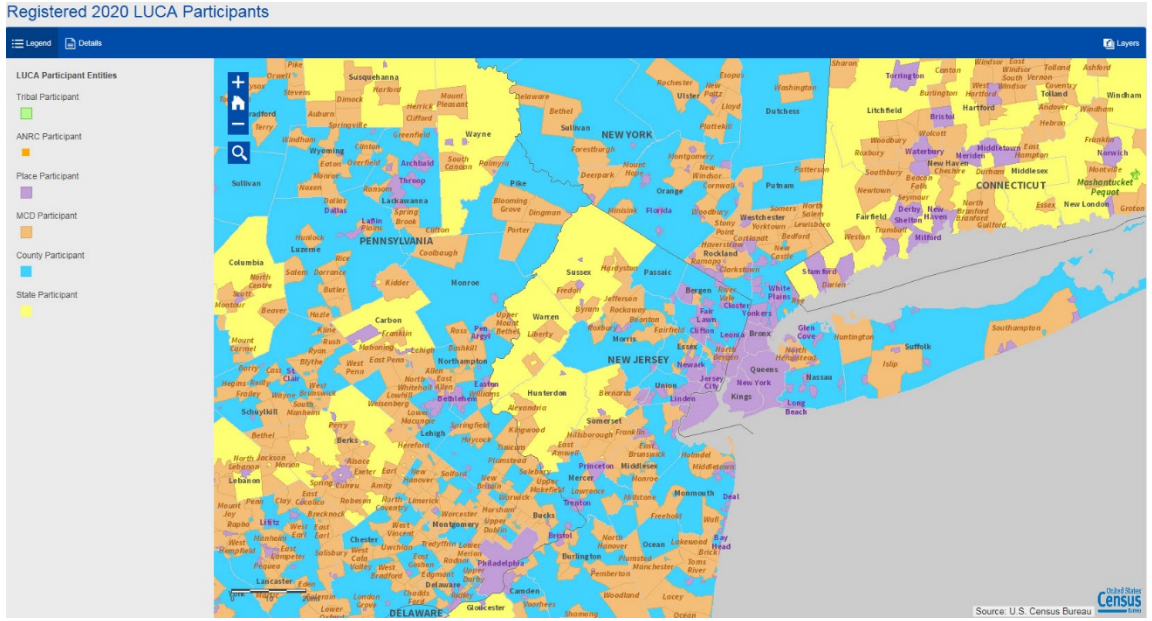
The 2020 Census
Establish Where to Count

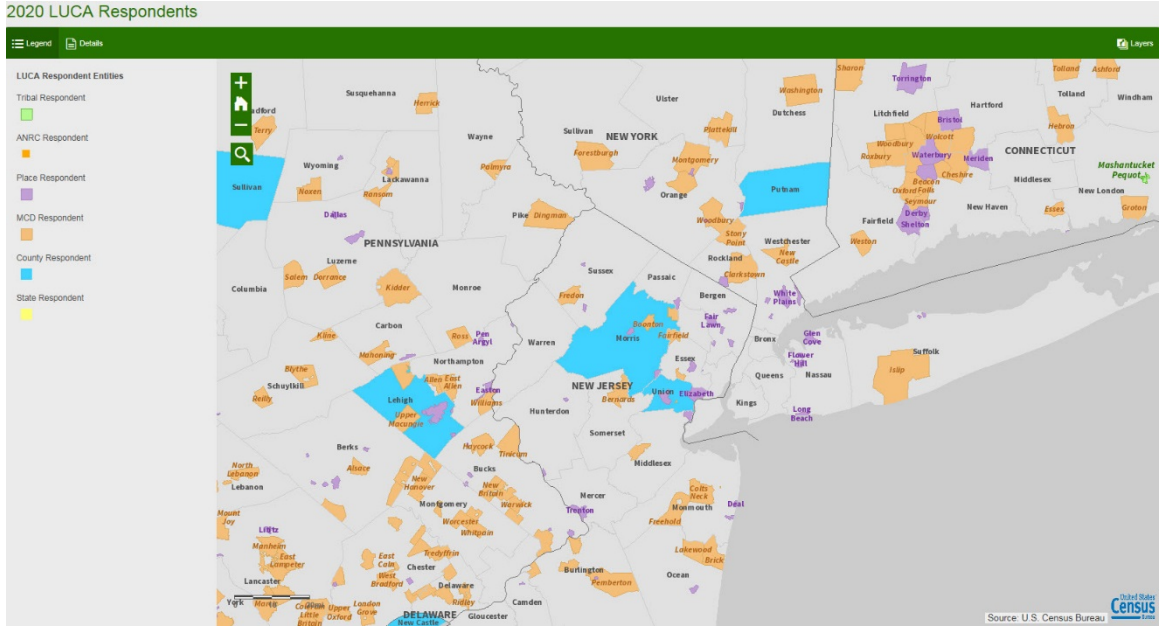
Identify all addresses where people could live

- Minimize in-field work with in-office updating.
- Use imagery to review addresses in the office to substantially cut field work.
- Use multiple data sources to identify areas with address and spatial changes.
- Get local government input, e.g., through the Local Update of Census Addresses (LUCA).

The 2020 Census

Establish Where to Count: Local Update of Census Addresses (LUCA) Operation





The 2020 Census
Motivate People to Respond and Self-Response

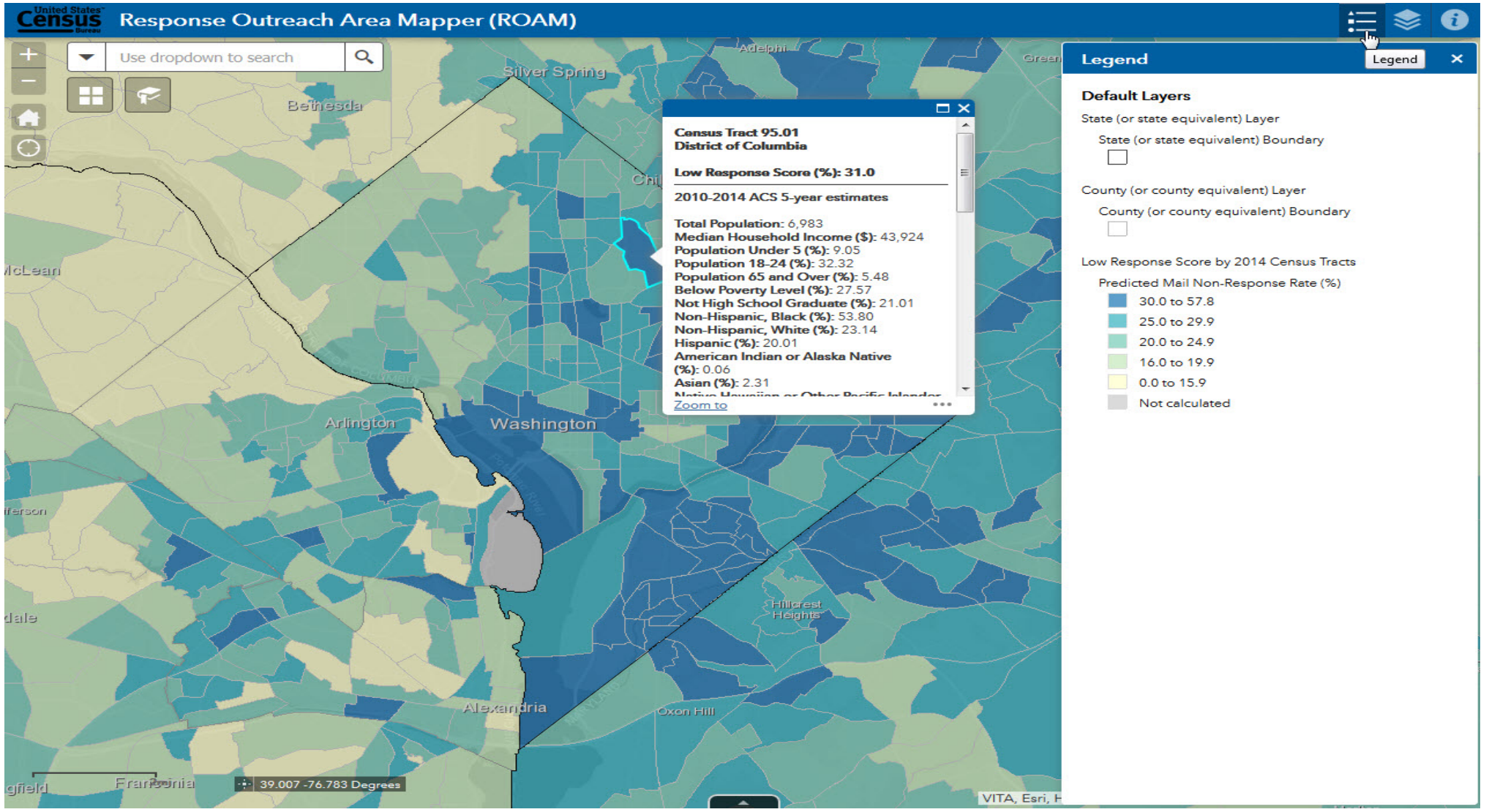
Conduct a nationwide communications and partnership campaign

- Build on the success of using paid advertising and audience segmentation in recent decades
- Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
- Add digital advertising to target and tailor messages to various audiences

Make it easy for people to respond anytime, anywhere

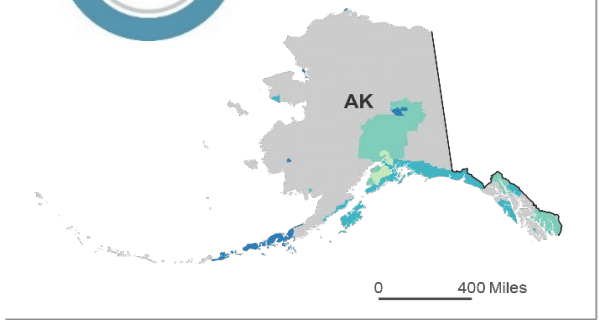
- Encourage people to use the new online response option
- Provide options for responding via the telephone and paper questionnaires
- New adaptive design techniques enable more flexible and seamless self-response options than for previous censuses

The 2020 Census - Motivate People to Respond



The 2020 Census - Motivate People to Respond

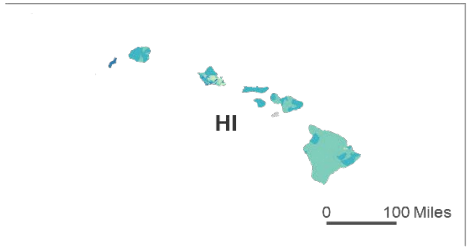
Low Response Score (LRS)
by Census Tract

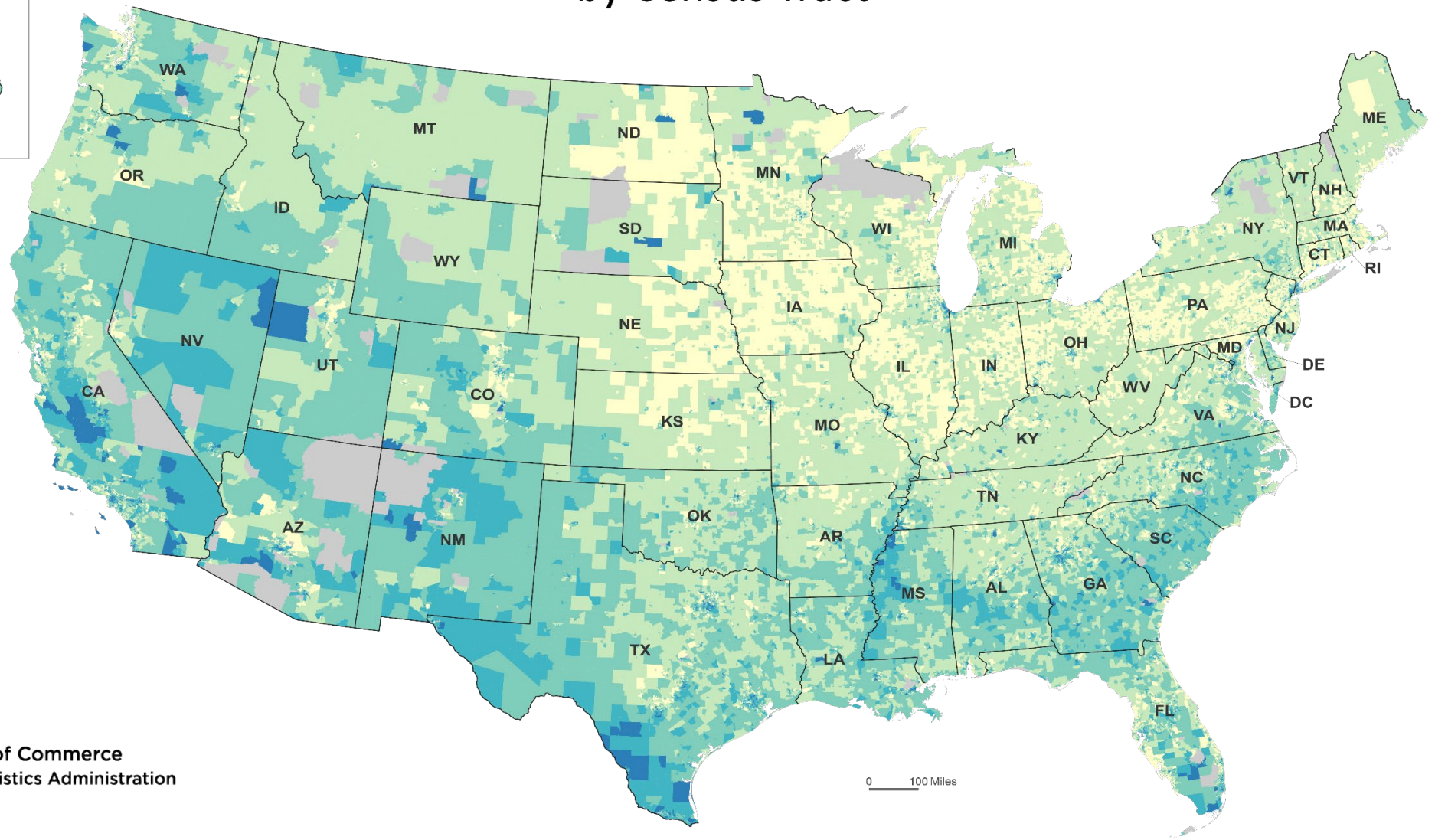


Predicted Mail Non-Response Rate (%)

- 30.0 to 57.8
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not calculated

Source: U.S. Census Bureau,
2016 Planning Database,
2014 Cartographic Boundary Shapefiles





United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

The 2020 Census
Nonresponse Followup (NRFU)

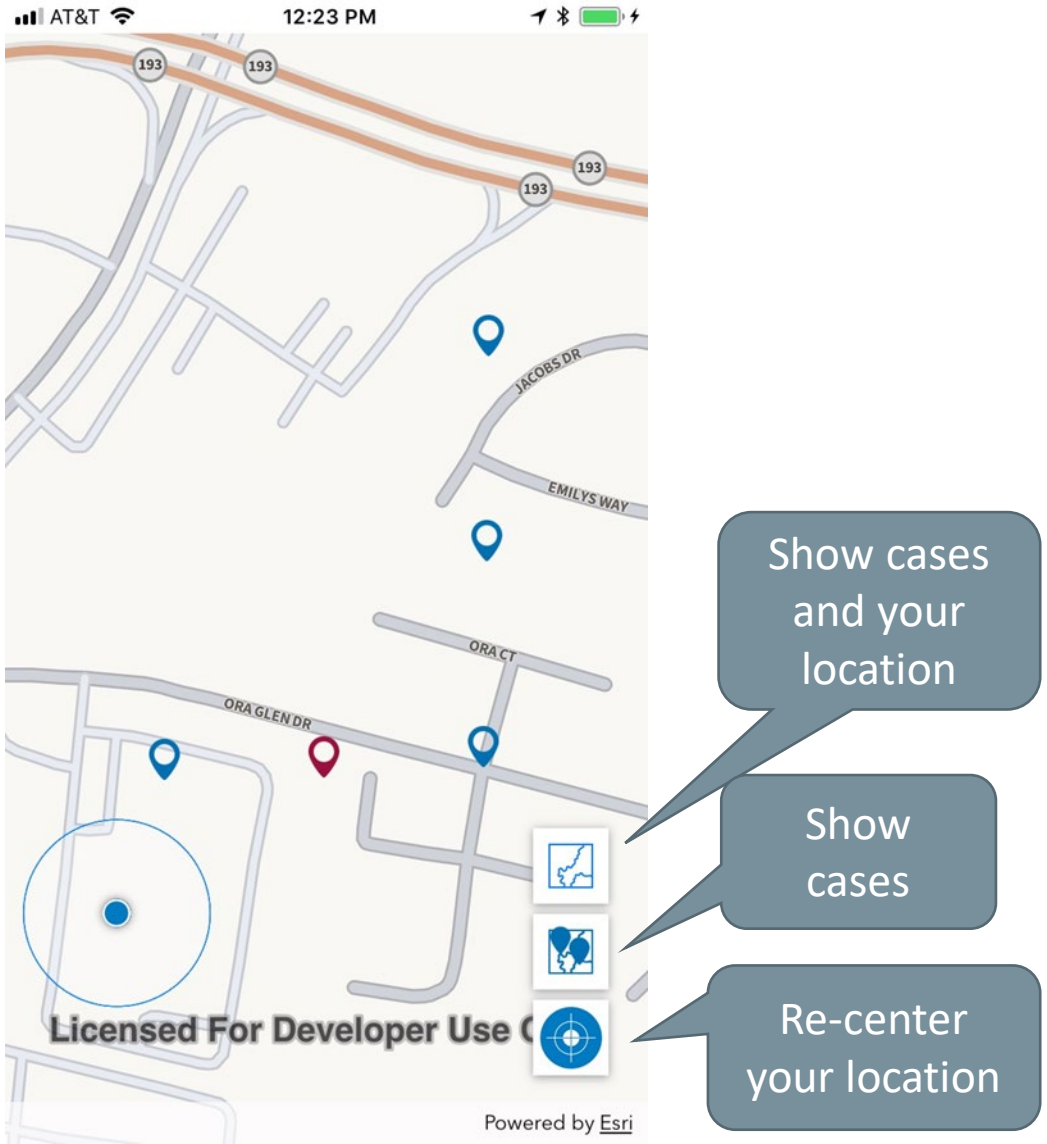
Collect data from all households, including group and unique living arrangements

- Leverage automation to efficiently manage and route on-the-ground field staff.
- Field workers will use handheld devices for collecting the data.
- Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units.

The 2020 Census
Nonresponse Followup (NRFU)

NRFU Mapping Application Functionality

- Map application on the NRFU device
- Focused on assisting field workers in locating housing units
- Interaction with ECase instrument for case selection



The 2020 Census

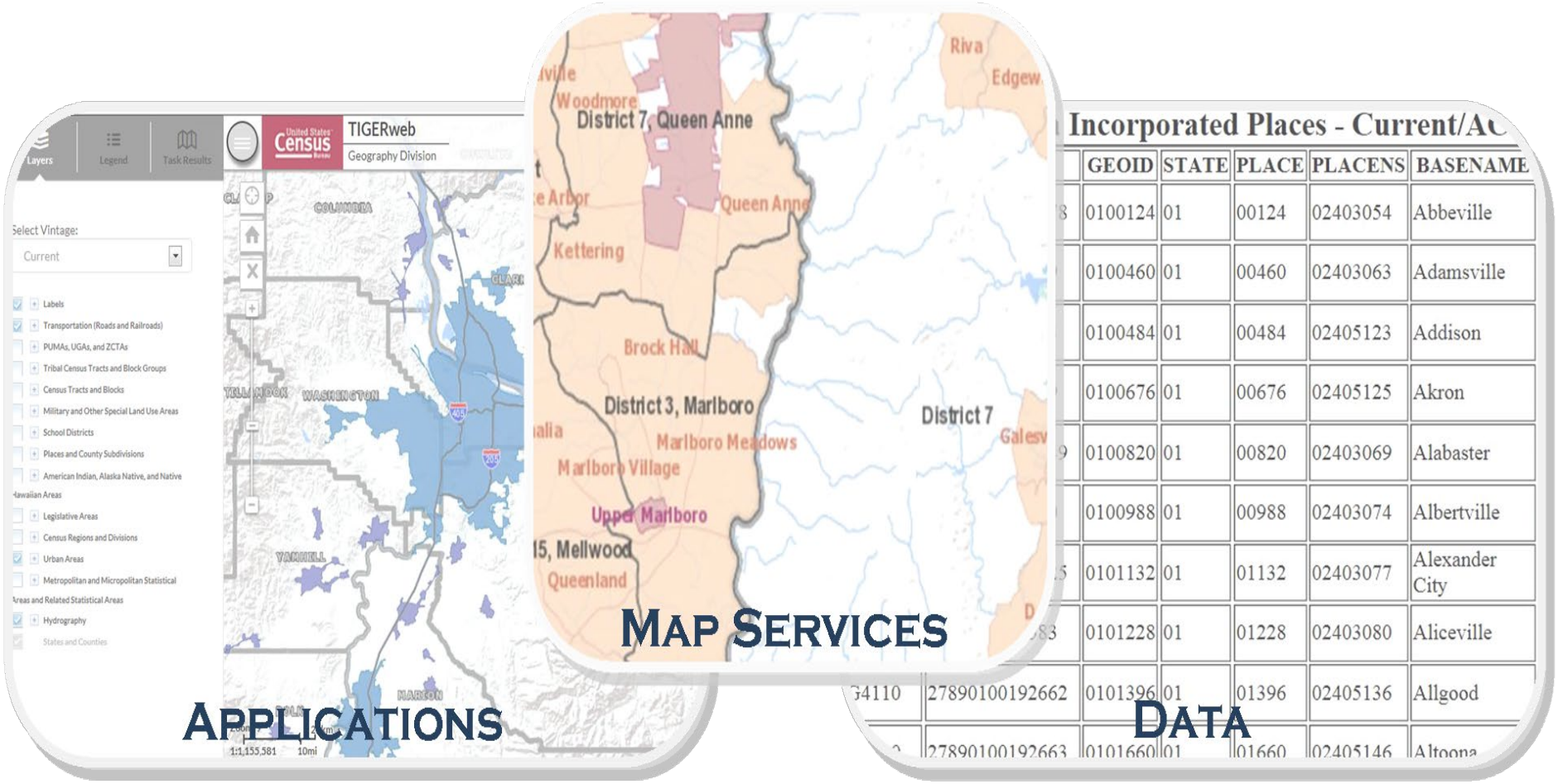
Tabulate Data and Release Census Results

Process and provide Census data

- Deliver apportionment counts to the President by December.
- Release counts for redistricting to the states by March.
- Make it easier for the public to get information; provide flexible tools.
- Releasing results on a new, user-oriented Web platform through <data.census.gov>.

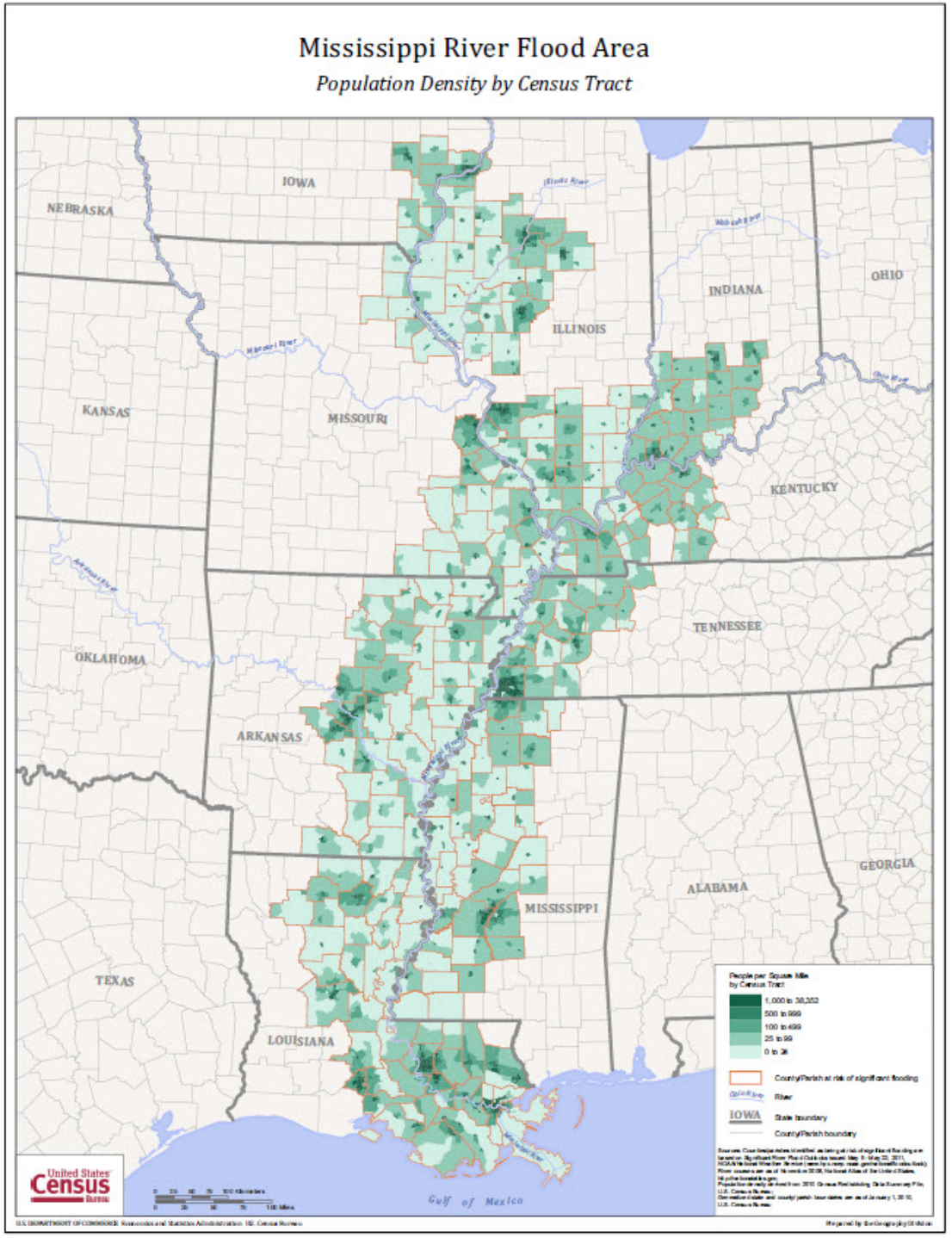
The 2020 Census

Tabulate Data and Release Census Results

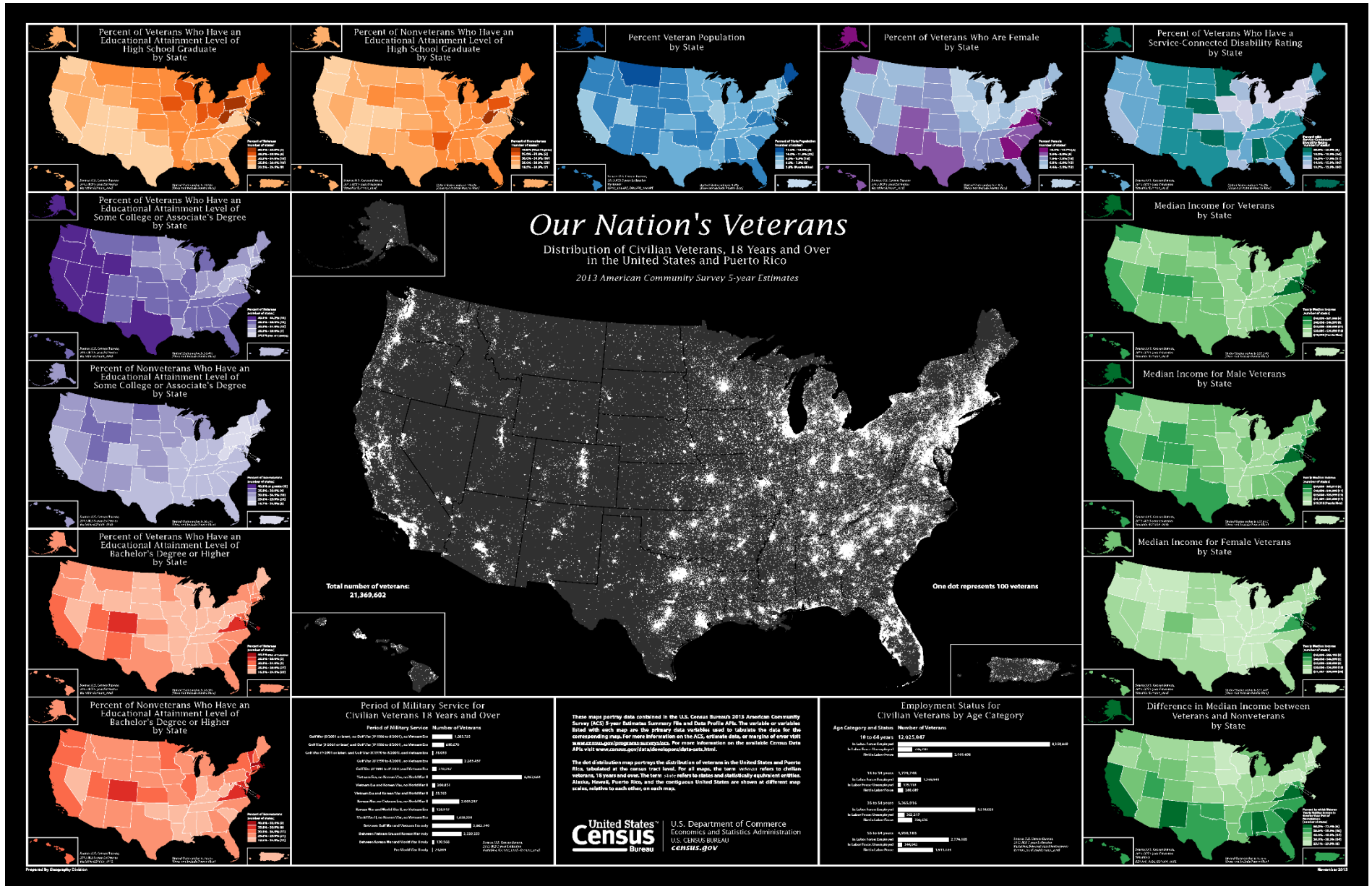


The 2020 Census

Integration of Geospatial and Statistical Data to Inform Decision Making



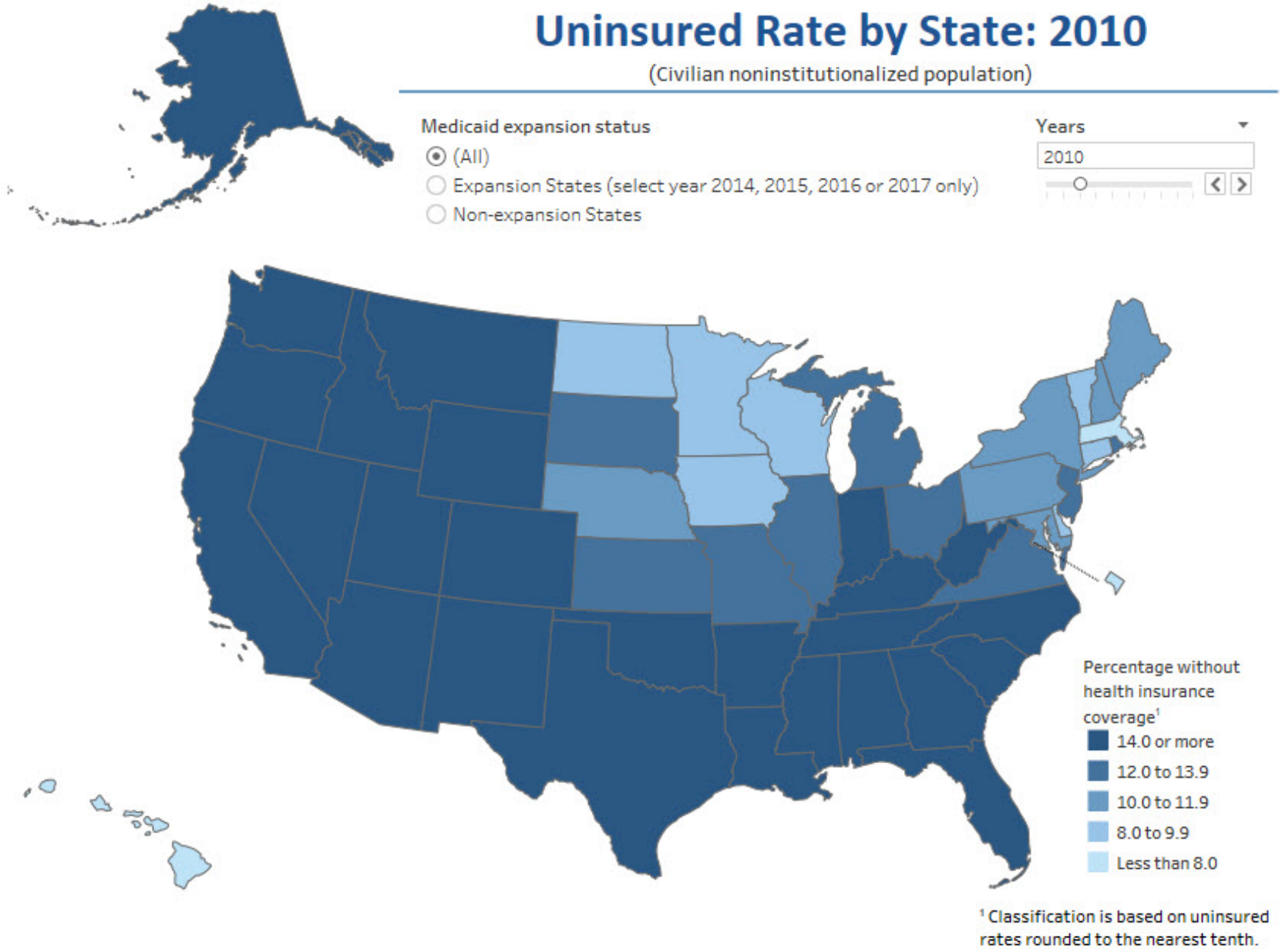
The 2020 Census - Integration of Geospatial and Statistical Data to Inform Decision Making



United States Census Bureau

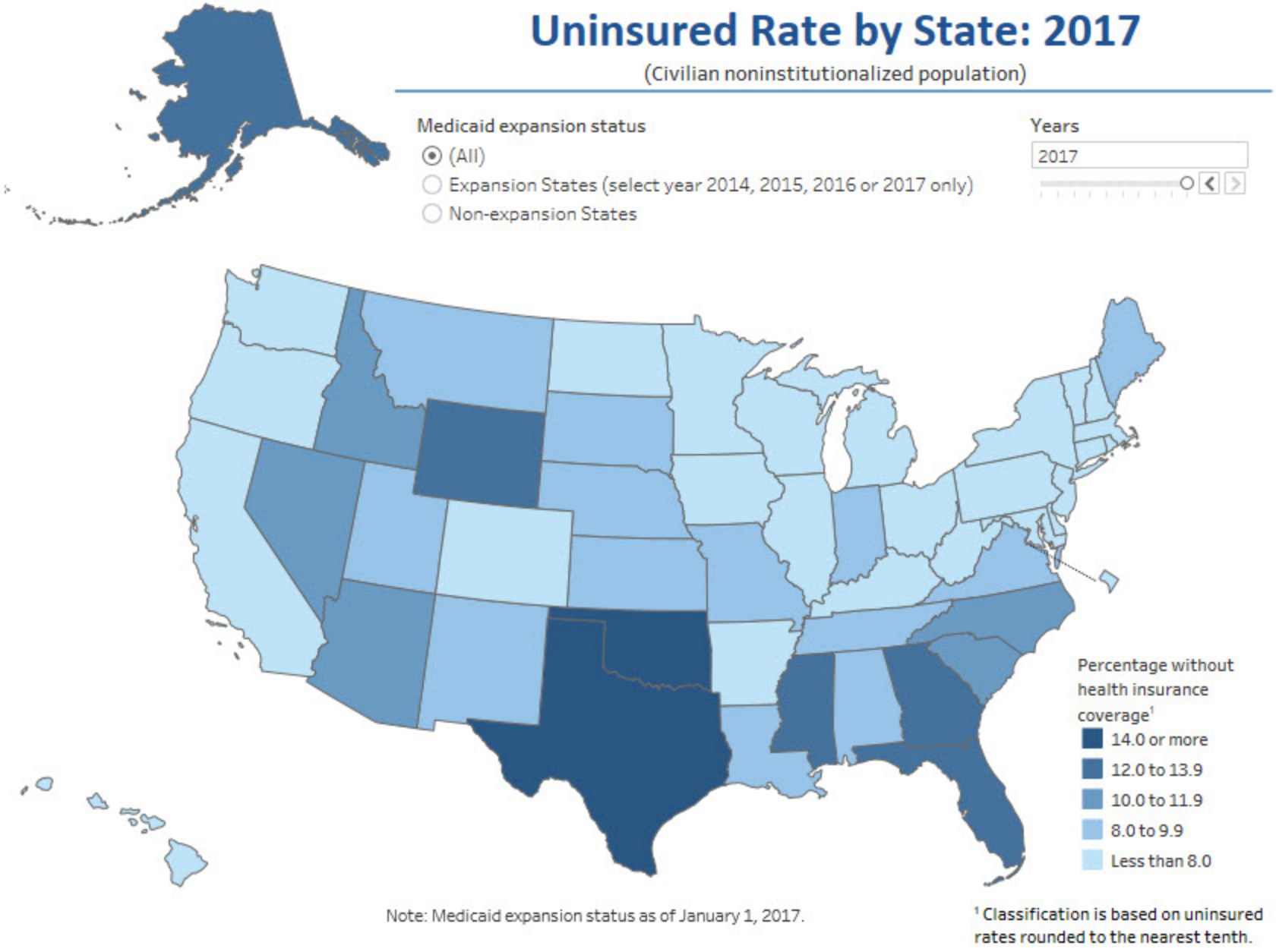
The 2020 Census

Integration of Geospatial and Statistical Data to Inform Decision Making



The 2020 Census

Integration of Geospatial and Statistical Data to Inform Decision Making



Thank You!