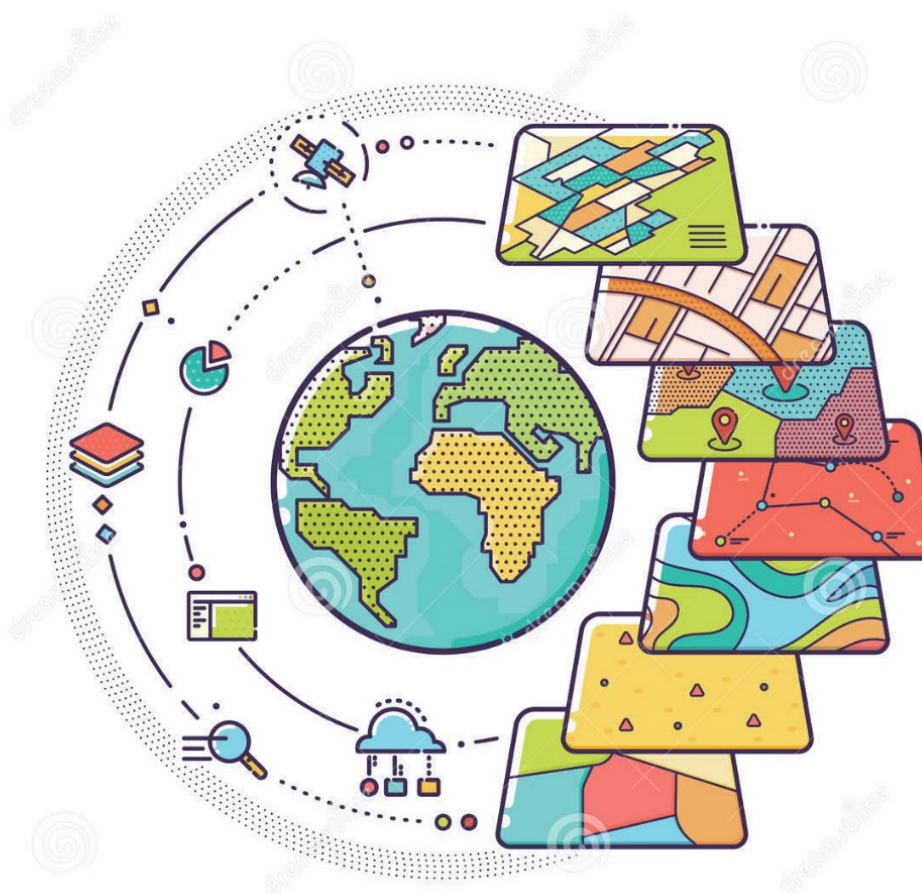


Fifth Session of the UN-GGIM Committee: Americas
Session I (b) Integration of Statistical and Geospatial Information

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

November 7, 2018



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

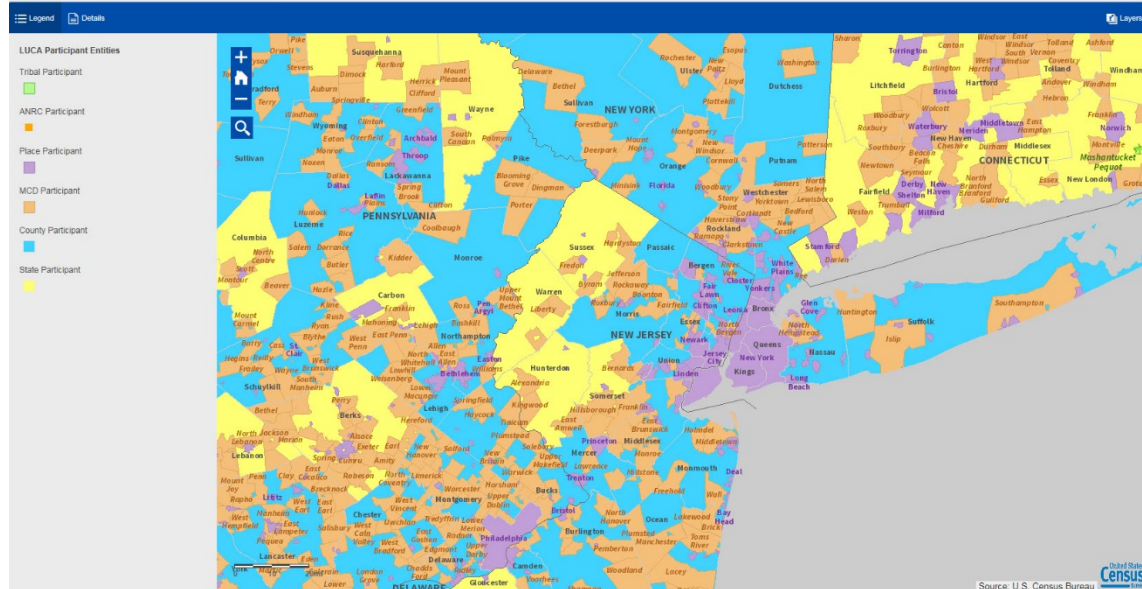
- Minimize in-field work with in-office updating.
- Use imagery to review addresses in the office to substantially cut field work.
- Use multiple data sources to identify areas with address and spatial changes.
- Get local government input, e.g., through the Local Update of Census Addresses (LUCA).



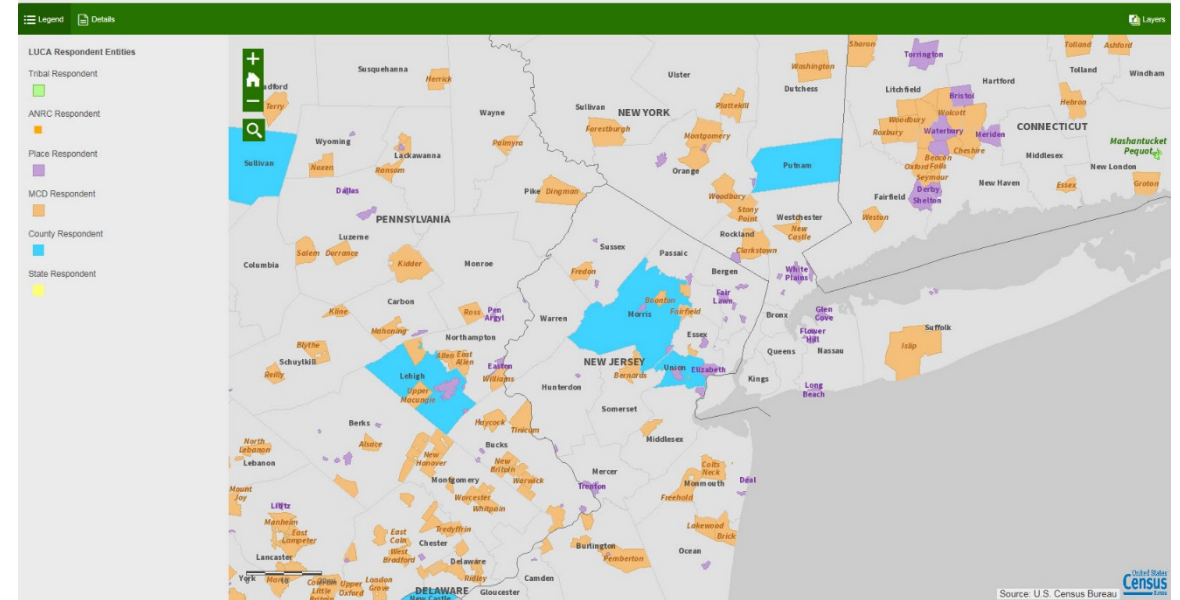
The 2020 Census

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

Registered 2020 LUCA Participants



2020 LUCA Respondents



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

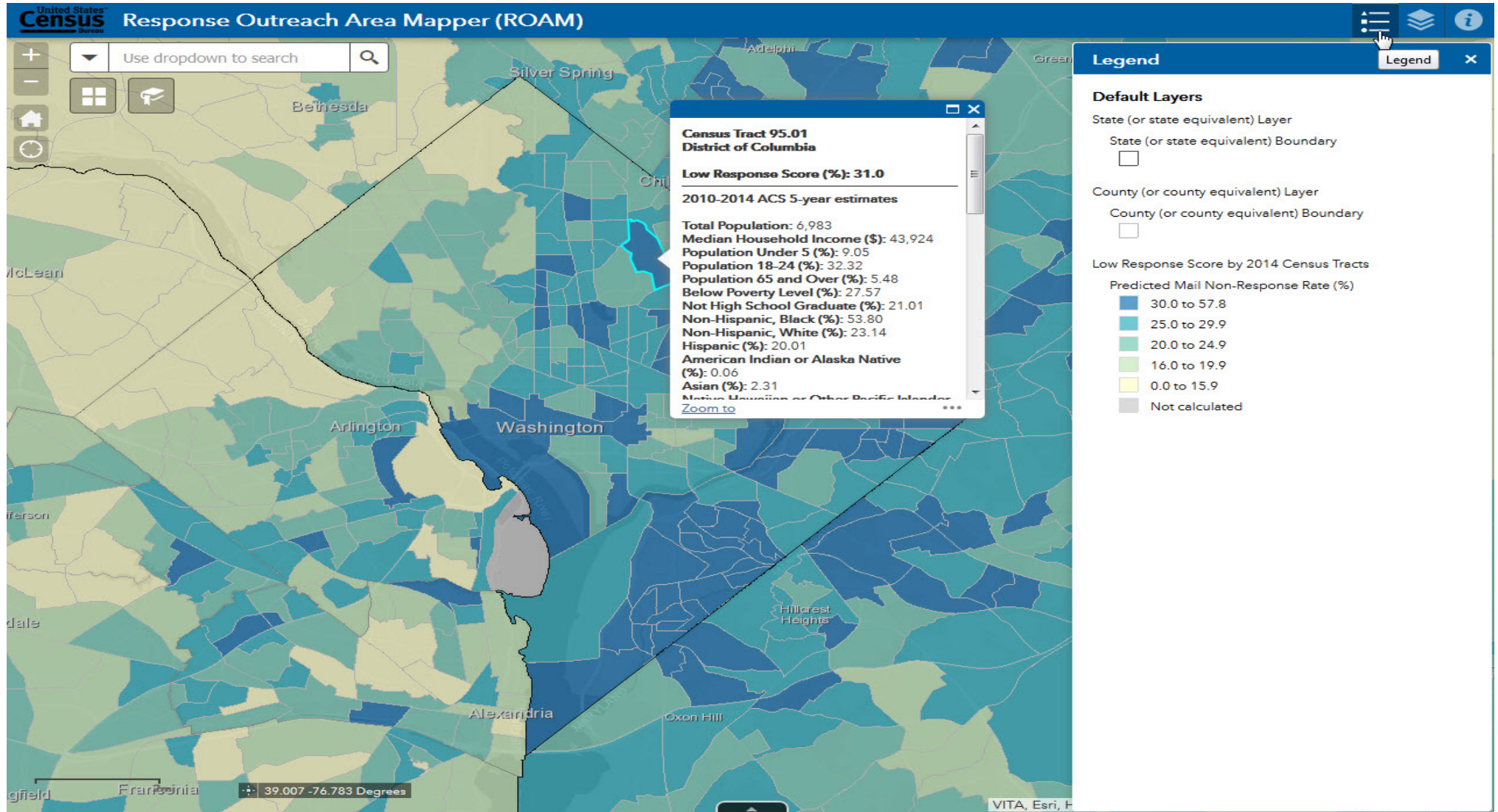


Make it easy for people to respond anytime, anywhere

- 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



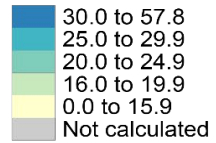


The 2020 Census - Motivate People to Respond

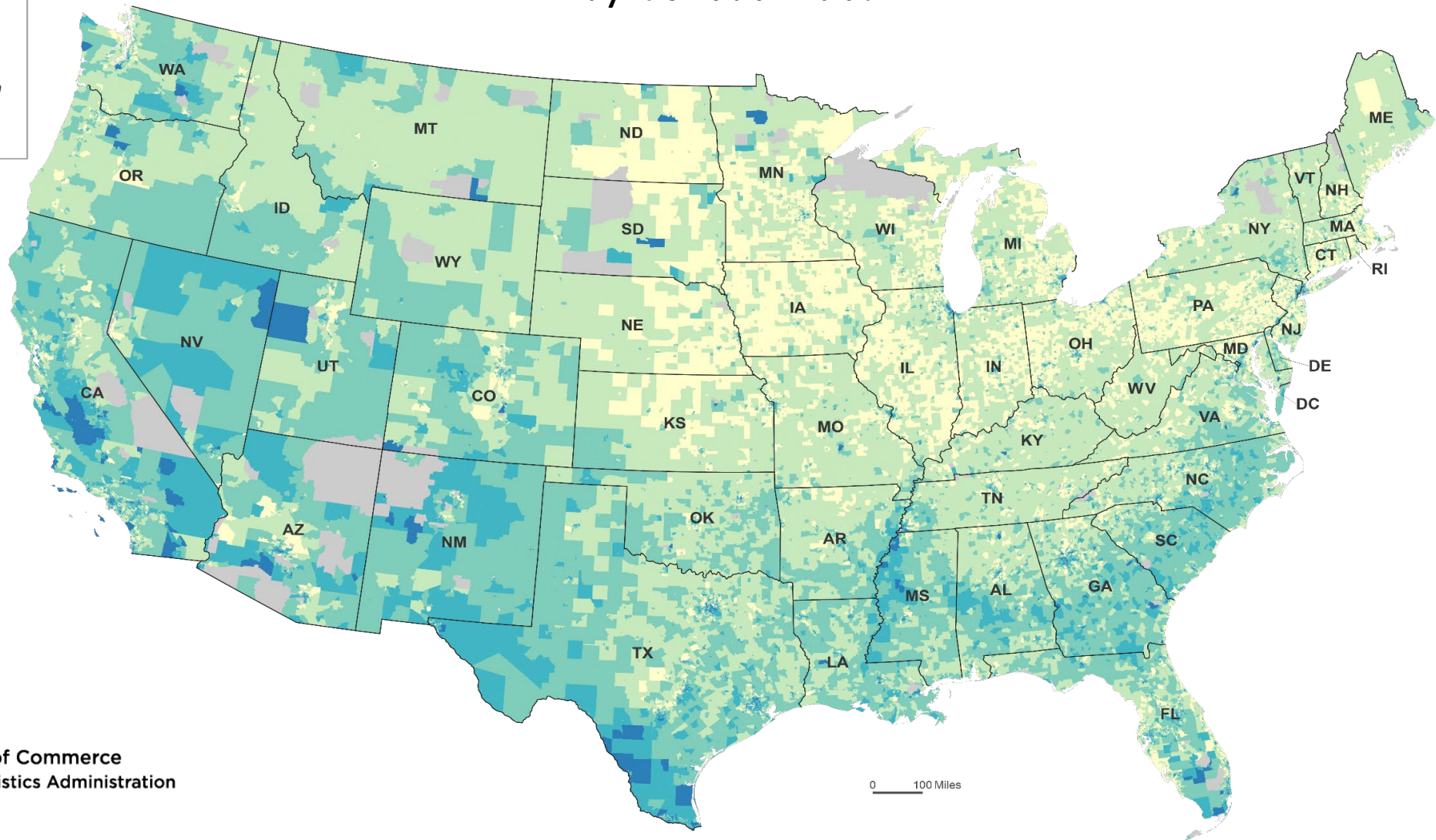
Low Response Score (LRS) by Census Tract



Predicted Mail Non-Response Rate (%)



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



The 2020 Census Nonresponse Followup (NRFU)



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

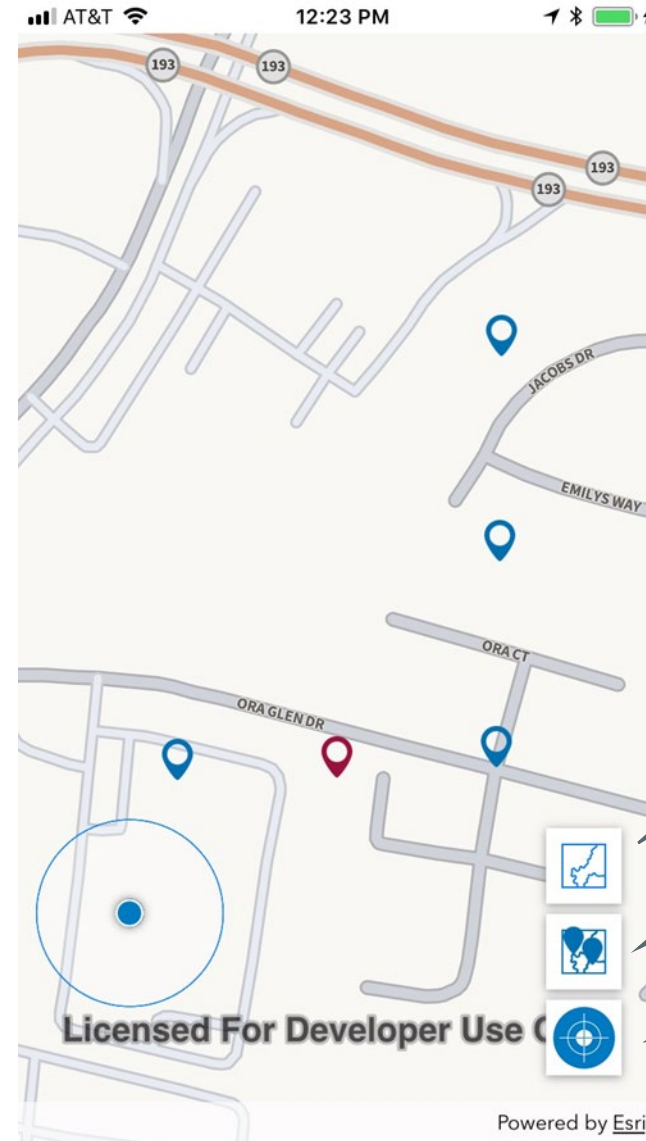
- Leverage automation to efficiently manage and route on-the-ground field staff.
- Field workers will use handheld devices for collecting the data.
- Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units.



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



Show cases
and your
location

Show
cases

Re-center
your location

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 screenshot displays the TIGERweb interface with a map of census tracts. An inset map shows a detailed view of incorporated places with labels such as Woodmore, District 7, Queen Anne, Kettering, Brock Hall, District 3, Marlboro, Marlboro Meadows, District 7, Upper Marlboro, Marlboro Village, 15, Mellwood, Queenland, Riva, Edgewood, and Galesville. The interface includes a 'Select Vintage' dropdown set to 'Current' and a legend on the left with categories like Labels, Transportation, PUMAs, UGAs, and ZCTAs, Census Tracts and Blocks, Military and Other Special Land Use Areas, School Districts, Places and County Subdivisions, American Indian, Alaska Native, and Native Hawaiian Areas, Legislative Areas, Census Regions and Divisions, Urban Areas, Metropolitan and Micropolitan Statistical Areas and Related Statistical Areas, Hydrography, and States and Counties.

MAP SERVICES

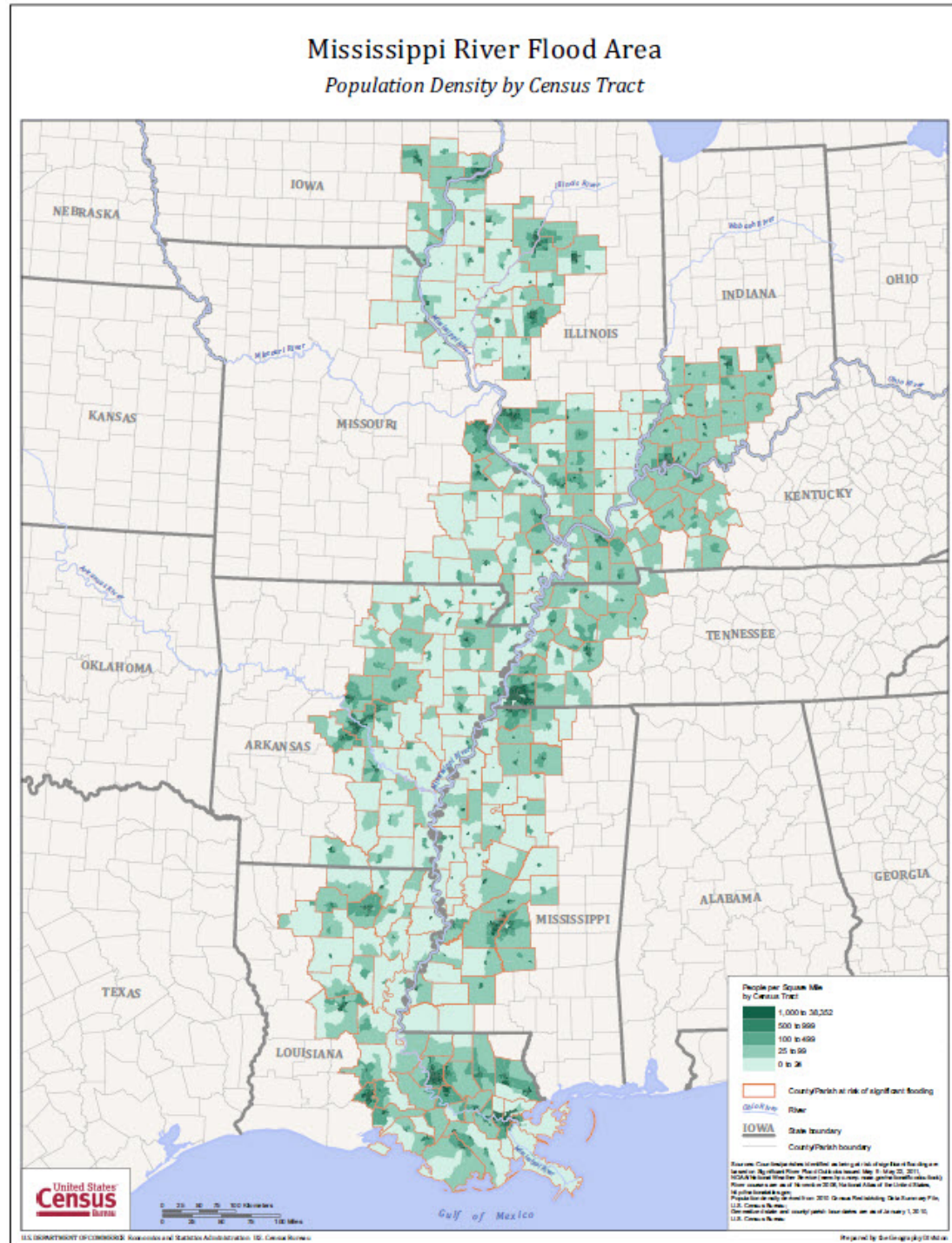
APPLICATIONS

DATA

Incorporated Places - Current/AC						
	GEOID	STATE	PLACE	PLACENS	BASENAME	
8	0100124	01	00124	02403054	Abbeville	
	0100460	01	00460	02403063	Adamsville	
	0100484	01	00484	02405123	Addison	
	0100676	01	00676	02405125	Akron	
9	0100820	01	00820	02403069	Alabaster	
	0100988	01	00988	02403074	Albertville	
5	0101132	01	01132	02403077	Alexander City	
83	0101228	01	01228	02403080	Aliceville	
4110	27890100192662	0101396	01	01396	02405136	Allgood
0	27890100192663	0101660	01	01660	02405146	Altona

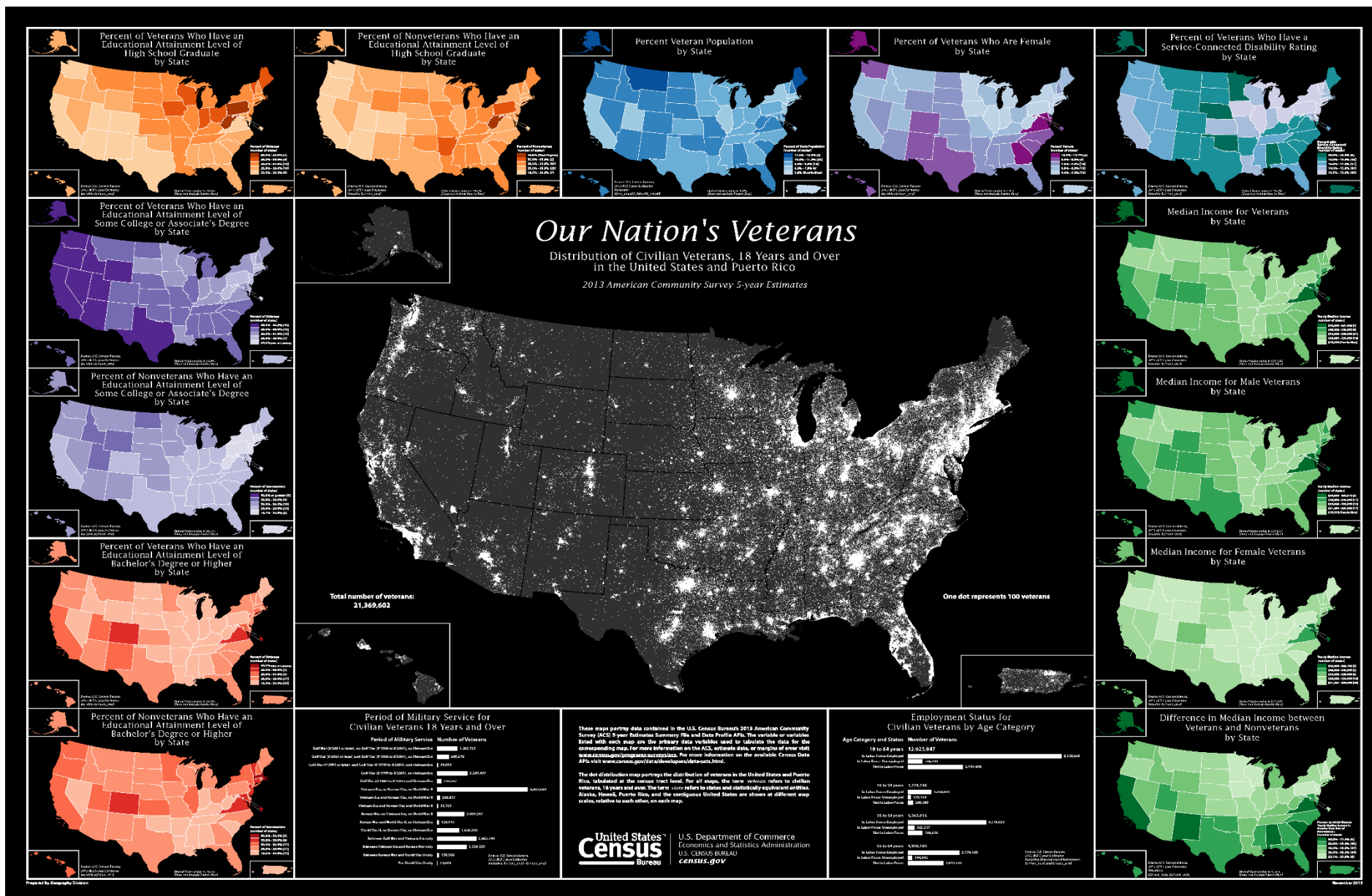


The 2020 Census Integration of Geospatial and Statistical Data to Inform Decision Making





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



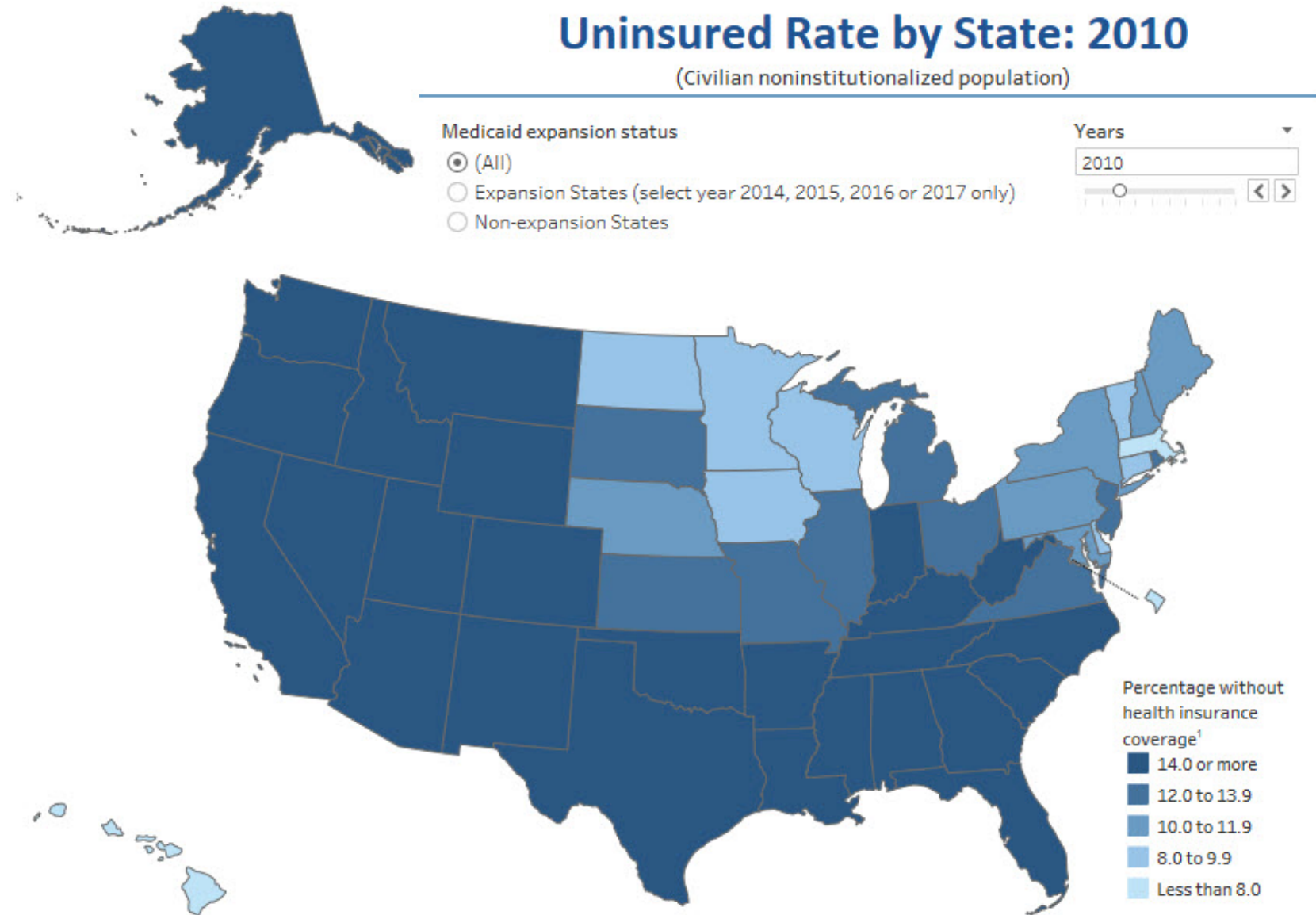


The 2020 Census

Integration of Geospatial and
Statistical Data to Inform Decision
Making

Uninsured Rate by State: 2010

(Civilian noninstitutionalized population)



¹ Classification is based on uninsured rates rounded to the nearest tenth.

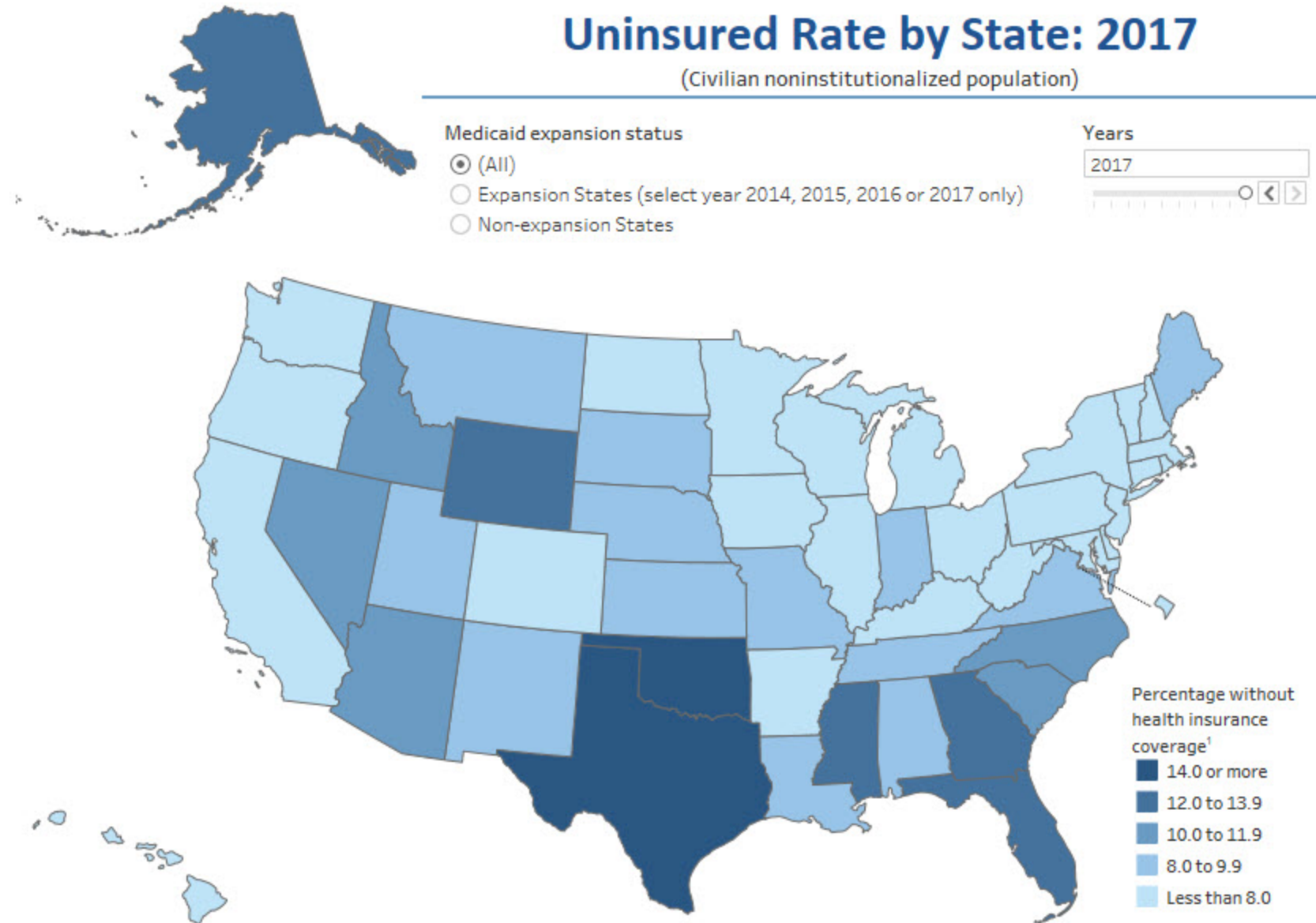


The 2020 Census

Integration of Geospatial and Statistical Data to Inform Decision Making

Uninsured Rate by State: 2017

(Civilian noninstitutionalized population)



Note: Medicaid expansion status as of January 1, 2017.

¹ Classification is based on uninsured rates rounded to the nearest tenth.



Thank You!