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United States Census Bureau

**Mission:** To serve as the leading source of quality data about the nation's people, places and economy.

**Goal:** Our goal is to provide the best mix of timeliness, relevancy, quality and cost for the data we collect and services we provide.
Decennial Census: Constitutional Mandate

To conduct a census of population and housing and disseminate the results to the President, Congress, and the American people.

To apportion representation among states.
The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
2020 Census: A Complete and Accurate Count of the Population and Housing

Count everyone once, only once, and in the right place.
2020 Census: Key Innovation Areas

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

Identify all addresses where people could live

- In-office address canvassing, minimal in-field work
- Aerial (satellite) imagery, maps and multiple data sources to review addresses and identify changes
- Tablets and laptops to verify addresses in the field
- Route optimization for address canvassers
- Change detection, spatial conflation, persistent topology, address matching, geocoding, etc. on engineered systems
Motivate People to Respond

Conduct a nationwide communications and partnership campaign

- Paid advertising and audience segmentation
- Communicate about the 2020 Census based on advanced modeling techniques to increase awareness and self-response
- Digital advertising to target and tailor messages to various audiences
- CRM, Analytics Dashboard, Social Media

**Motivate People to Respond**

**Self-Response**

**Nonresponse Followup**

**Establish Where to Count**

**Tabulate Data and Release Census Results**
Self-Response

Make it easy for people to respond anytime, anywhere

- Generate the largest possible self-response
- Three modes: Internet, Telephone, Mail
- New adaptive design techniques enable more flexible and seamless self-response options – multiple languages, Non-ID

ESTABLISH WHERE TO COUNT

MOTIVATE PEOPLE TO RESPOND

SELF-RESPONSE

NONRESPONSE FOLLOWUP

TABULATE DATA AND RELEASE CENSUS RESULTS
Nonresponse Follow Up

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

- Recruiting, training, and payroll – electronic, automated
- Handheld devices and apps for enumerators
- Automation to efficiently manage and route on-the-ground field staff, as well as manage case assignment and the number of contact attempts
- Use of administrative records (i.e., data from other government agencies) to enable us to identify millions of vacant or nonexistent housing units
Tabulate Data and Release Census Results

Process and provide Census data

- Deliver apportionment counts to the President and Congress by December 31, 2020
- Release counts for state redistricting by March 31, 2021
- Make it easier for the public to get 2020 census data and information; visualizations, improved search and data access functionality
- New, user-oriented web platform & API <data.census.gov>
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<td>35 Operations, 52 Systems</td>
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2020 Census & The Role of Splunk

Service Delivery Areas:
- Security
- Infrastructure
- Applications

Monitor, Analyze and Investigate

Splunk “As a Service:”
- Standard dashboards
- Increased efficiency
Service Delivery Areas

Security
▶ Assist 2020 Census operations and systems to adhere to appropriate (data) security policies and procedures.

IT Infrastructure
▶ Ensure the integrity and availability of decennial infrastructure in the data centers, cloud, and field, inclusive of the mobile computing platform.

Applications
▶ Ensure the integrity and availability of systems, services, and applications supporting the decennial operations.
Monitor, Analyze and Investigate

- Firewall
- IDMS
- Security Domains

Security Data Sources

- Servers
- Network
- Storage
- COTS

IT Data Sources

Splunk

Application & Infrastructure Availability

- Uptime
- Performance
- Security
- Access
Decennial Census

Spatial & Address Database

Case Assignment

Updated Cases

Process

Data center

• Device read
• Account activated
• Assignment downloaded and completed
• Cases transmitted
  • Errors
  • Re-attempts
  • Failures
  • Reconciliations
• Successful processing
• Address Updates
• Status & updates

Securely managed services
Splunk as a Service

Utilization of Dashboards

Increased efficiency & reduced complexity
We protect your responses and keep them strictly confidential and secure

Privacy and confidentiality laws  Continuous testing and monitoring  Technology Enhancements
Shape your future: The 2020 Census
Why it is important to respond

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than $675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
Thank You!