

# THE 2020 CENSUS OPERATIONAL OVERVIEW

COUNT EVERYONE ONCE, ONLY ONCE, AND IN  
THE RIGHT PLACE.



## Establish Where To Count

IDENTIFY ALL ADDRESSES WHERE  
PEOPLE COULD LIVE.

- Conduct a 100-percent review and update of the Census Bureau's address list.
- Use multiple data sources to identify areas with address changes.
- Receive local government input.
- Conduct In-Field Address Canvassing.

## Motivate People To Respond

CONDUCT A NATIONWIDE  
COMMUNICATIONS AND  
PARTNERSHIP CAMPAIGN.



- Work with trusted sources to increase participation.
- Maximize outreach using traditional and new media.
- Target advertisements to specific audiences.

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## 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 Online response option.
- Use the most cost-effective strategy to contact and count nonrespondents.
- Streamline in-field census taking.
- Knock on doors.

## 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 information

## FREQUENTLY ASKED QUESTIONS

### When will Census Bureau employees be in my neighborhood?

- Census Bureau employees will be in your neighborhoods knocking on doors from **early August through mid-October.**

### How do I know the person at my door works for the Census Bureau?

Census employees will have:

- Badges with photo IDs
- Black canvas bags and laptops with 2020 Census Logos

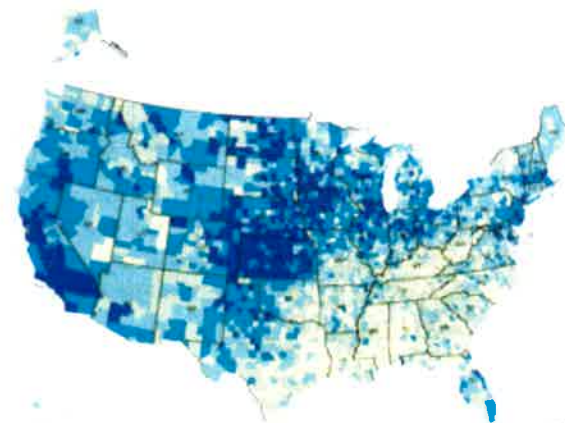
### How is the Census Bureau informing the public of the Address Canvassing operation?

The Census Bureau will work with local authorities to inform the public about when Census Bureau workers will be in your area.

### Who can I contact to find more about Address Canvassing?

- **New York Region** (CT, ME, MA, NH, NJ, NY, RI, VT, PR): 212-882-7100  
[NewYork.rcc.partnership@2020census.gov](mailto:NewYork.rcc.partnership@2020census.gov)
- **Philadelphia Region** (DE, DC, KY, MD, OH, PA, TN, VA, WV): 267-780-2600  
[Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)
- **Atlanta Region** (AL, FL, GA, LA, MS, NC, SC): 470-889-6800  
[Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)
- **Chicago Region** (AR, IL, IN, IA, MI, MN, MO, WI): 312-579-1500  
[Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)
- **Dallas Region** (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY): 972-510-1800  
[Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)
- **Los Angeles Region** (AK, CA, HI, ID, NV, OR, WA): 213-314-6500  
[LosAngeles.rcc.partnership@2020census.gov](mailto:LosAngeles.rcc.partnership@2020census.gov)

For more information on Address Canvassing, please visit: **Census.gov**



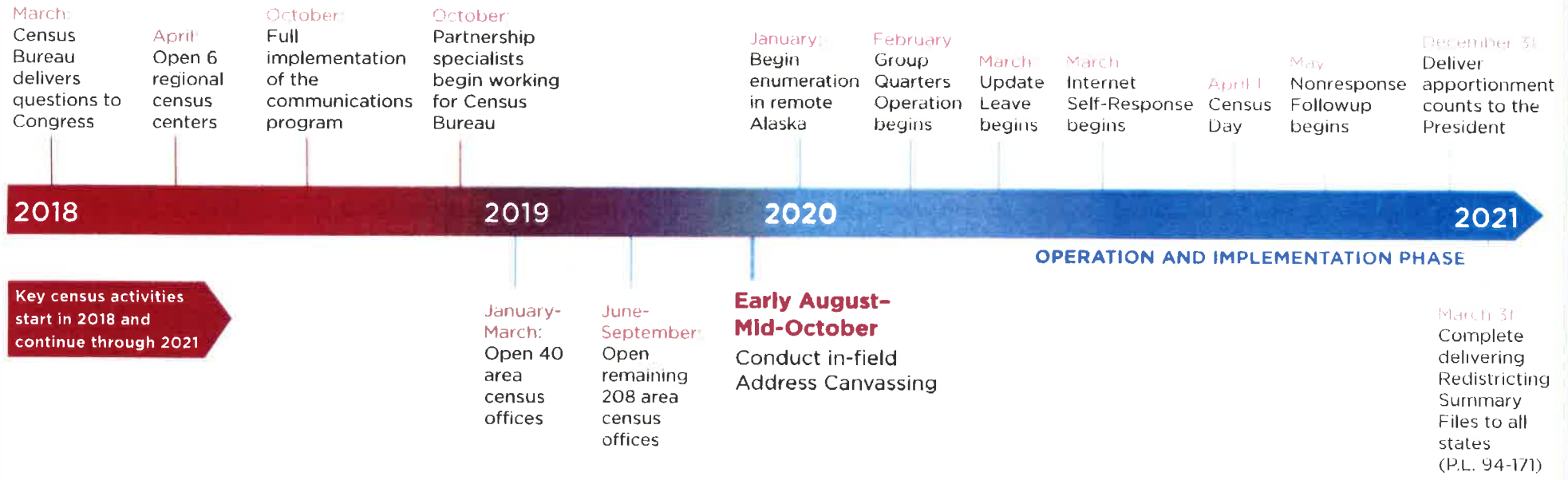
2020 CENSUS FIELD OPERATIONS

## Address Canvassing

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your future  
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United States<sup>®</sup>  
Census  
2020

# 2020 Census Operational Timeline



## PURPOSE OF ADDRESS CANVASSING

The Address Canvassing Operation serves two purposes:

- Deliver a complete and accurate address list and spatial database for enumeration.
- Determine the type and address characteristics for each living quarter.

Specifically, this operation implements both in-office and in-field methods to maintain and update the United States Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

## RE-ENGINEERED ADDRESS CANVASSING WITH IN-OFFICE ADDRESS CANVASSING

In Interactive Review, clerical staff use a customized application to:

- Compare housing units that existed in 2009 baseline images to what exists in current imagery to identify change on the ground.
- Compare counts of housing units in the Master Address File to housing units shown in current imagery to identify coverage or geocoding issues.
- Assess current imagery for signs of stability or future change.
- Imagery is a critical component of In-Office Address Canvassing: we have the ability to canvass blocks from an office location without having to go out and do so in the field.

## MAINTAINING AN ACCURATE ADDRESS LIST

### On-going Maintenance and Update

- U.S. Postal Service's Delivery Sequence File
- Tribal, state, and local government address lists
- Continuous identification of stability and change

### Local Update of Census Addresses

- Opportunity for tribal, state, and local governments to review and update the Census Bureau's address list for their respective jurisdictions ([Feb-April 2018](#))

### Address Canvassing

- Nationwide In-Office Address Canvassing
- Annual In-field data collection, checks, and tests
- In-Field Address Canvassing