

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.

4 5 6
7

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

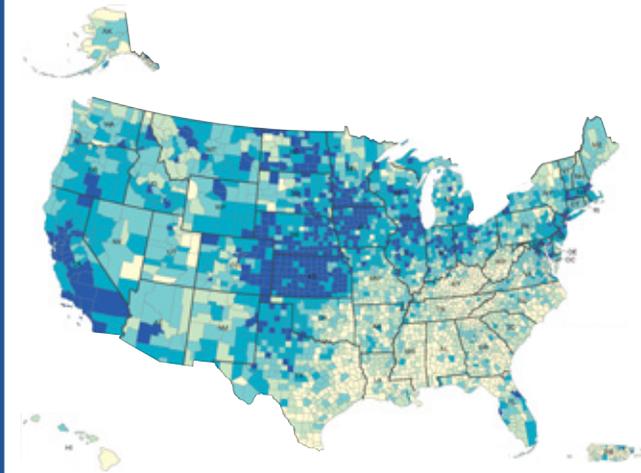
How is the Census Bureau informing the public of the Address Canvassing operation?

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
New.York.rcc.partnership@2020census.gov
- **Philadelphia Region** (DE, DC, KY, MD, OH, PA, TN, VA, WV): 267-780-2600
Philadelphia.rcc.partnership@2020census.gov
- **Atlanta Region** (AL, FL, GA, LA, MS, NC, SC): 470-889-6800
Atlanta.rcc.partnership@2020census.gov
- **Chicago Region** (AR, IL, IN, IA, MI, MN, MO, WI): 312-579-1500
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
- **Los Angeles Region** (AK, CA, HI, ID, NV, OR, WA): 213-314-6500
Los.Angeles.rcc.partnership@2020census.gov

For more information on Address Canvassing, please visit: [Census.gov](https://www.census.gov)

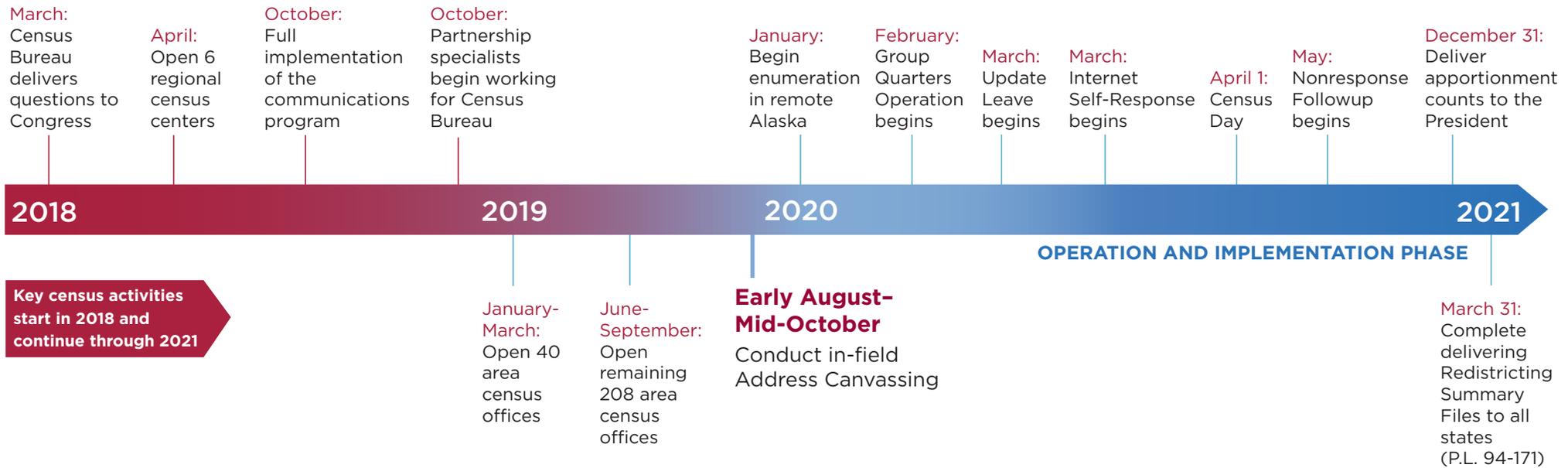


2020 CENSUS FIELD OPERATIONS Address Canvassing

Shape
your future
START HERE >

United States[®]
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

From: Barr, John (SEC) [<mailto:John.Barr@sec.state.ma.us>]
Sent: Wednesday, August 14, 2019 10:42 AM
Cc: Barr, John (SEC) <john.barr@state.ma.us>; Tassinari, Michelle (SEC) <michelle.tassinari@state.ma.us>
Subject: Census Workers in Your Area

Hi All,

We just wanted to make sure you are aware of the current program being conducted by the Census Bureau. The Census Bureau is currently conducting **Address Canvassing**, the first major field operation of the 2020 Census, and will continue to run through mid-October. Census Bureau address canvassers ensure an accurate and complete count by verifying addresses, which involves noting where houses, apartments, shelters, and other residences are located. Prior to the 2010 Census, address canvassing was done for 100% of the addresses. For the 2020 Census, only about 30% of the addresses will be visited by address canvassers and only in areas where there has been significant changes over the past 10 years. The address canvassers will knock on the door of an address they are trying to verify to confirm the address and inquire if there are any other separate living quarters in the house. These activities will take place during daylight hours. If no one answers the door, the address canvasser will look for visual identifiers to confirm the address, such as an address on a mail box, and if nothing can be found, the address will be flagged for further follow-up.

We have reached out to the Census Bureau requesting advance notice of the locations and dates of any Census address canvassers who will be working in Massachusetts, so that we can distribute this information to you to disseminate publicly to avoid further inquiries. However, it seems unlikely we will get this information. The Census Bureau has stated that they are proactively working with local law enforcement. Their Office of Security sent a memo and a poster about Address Canvassing to each and every law enforcement agency in the country. The poster contains sample pictures of the official government badge with photo ID and the bag and laptop with the 2020 Census logo that address canvassers will have with them. In addition, via a partnership with the International Association of Chiefs of Police, every police station in the country will show the Address Canvassing video this week at the start of police shifts, known as roll call, so that police officers know the operation is occurring and how to identify a census worker. We've asked the Census Bureau to provide us with additional information, including handouts and posters, that you can use to display in your city and town halls regarding the program. As we explained to the Bureau, it is likely that you will receive inquiries as residents may be confused with the local street listing process.

Here is a link to the information already publicly distributed by the Census Bureau regarding the program. At this link, there is a short video that you can put on your municipal website that helps explain the program and how to identify address canvassers.

“Verify Census Workers in Your Area” <https://2020census.gov/en/census-takers.html>

If you are visited by someone from the Census Bureau, and want to verify their identity and occupation, here are some tips to assure the validity of the field representative:

- Census takers must present an ID badge that includes a photograph of the field representative, a Department of Commerce watermark, and an expiration date.
- [Follow this link and enter any field representative's credentials.](#)

- Note that census workers may be carrying a Census Bureau phone or a laptop as well as a bag with a Census Bureau logo.
- This link shows a map of locations where Census workers will be working. <https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f>
- If you still have questions, call [800-991-2520](tel:800-991-2520) to speak with a Regional Census Bureau representative.

We hope this is helpful and will pass along additional information as it becomes available.

John Barr
Program Manager, Census Division
Office of the Secretary of the Commonwealth
617-878-3219

--

You received this message because you are subscribed to the Google Groups "Massachusetts Town Clerks' Association" group.

To unsubscribe from this group and stop receiving emails from it, send an email to masstownclerks+unsubscribe@googlegroups.com.

To view this discussion on the web visit

<https://groups.google.com/d/msgid/masstownclerks/DM6PR20MB2796C4830B99BC101AD894BFD1AD0%40DM6PR20MB2796.namprd20.prod.outlook.com>