



CONGRESO DE DESARROLLO
Y CAPACITACIÓN MUNICIPAL

9, 10 Y 11 DE DICIEMBRE DE 2015
HOTEL CARIBE HILTON, SAN JUAN, PUERTO RICO

2020 CENSUS ACTIVITIES IN PUERTO RICO

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OCAM
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TOPICS



DESIGN FOR THE 2020 CENSUS

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

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



TELEPHONE
AND PAPER SELF-
RESPONSE

NONRESPONSE
FOLLOWUP

INTERNET SELF-RESPONSE



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 new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

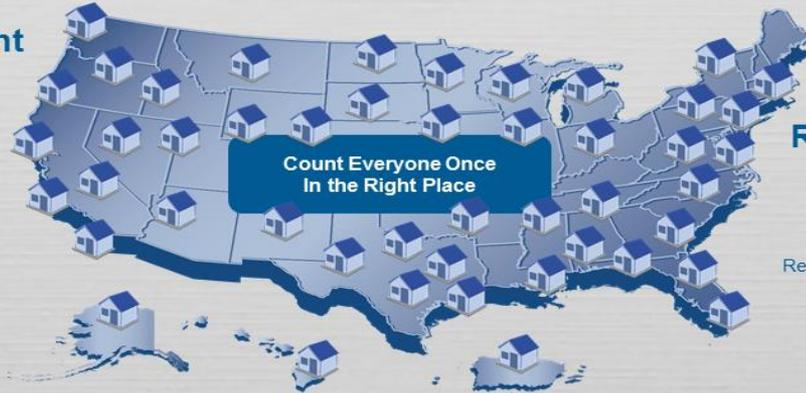
Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once
In the Right Place**

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 data



2020 CENSUS: GOALS AND KEY INNOVATION AREAS

Overarching Goal: To count everyone once, only once, and in the right place

Challenge Goal: Conduct a 2020 Census at a lower cost per household (adjusted for inflation) than the 2010 Census, while maintaining high quality results

Focus on Four Key Innovation Areas

Reengineering
Address
Canvassing

Optimizing
Self-Response

Utilizing
Administrative
Records and
Third-Party Data

Reengineering
Field Operations

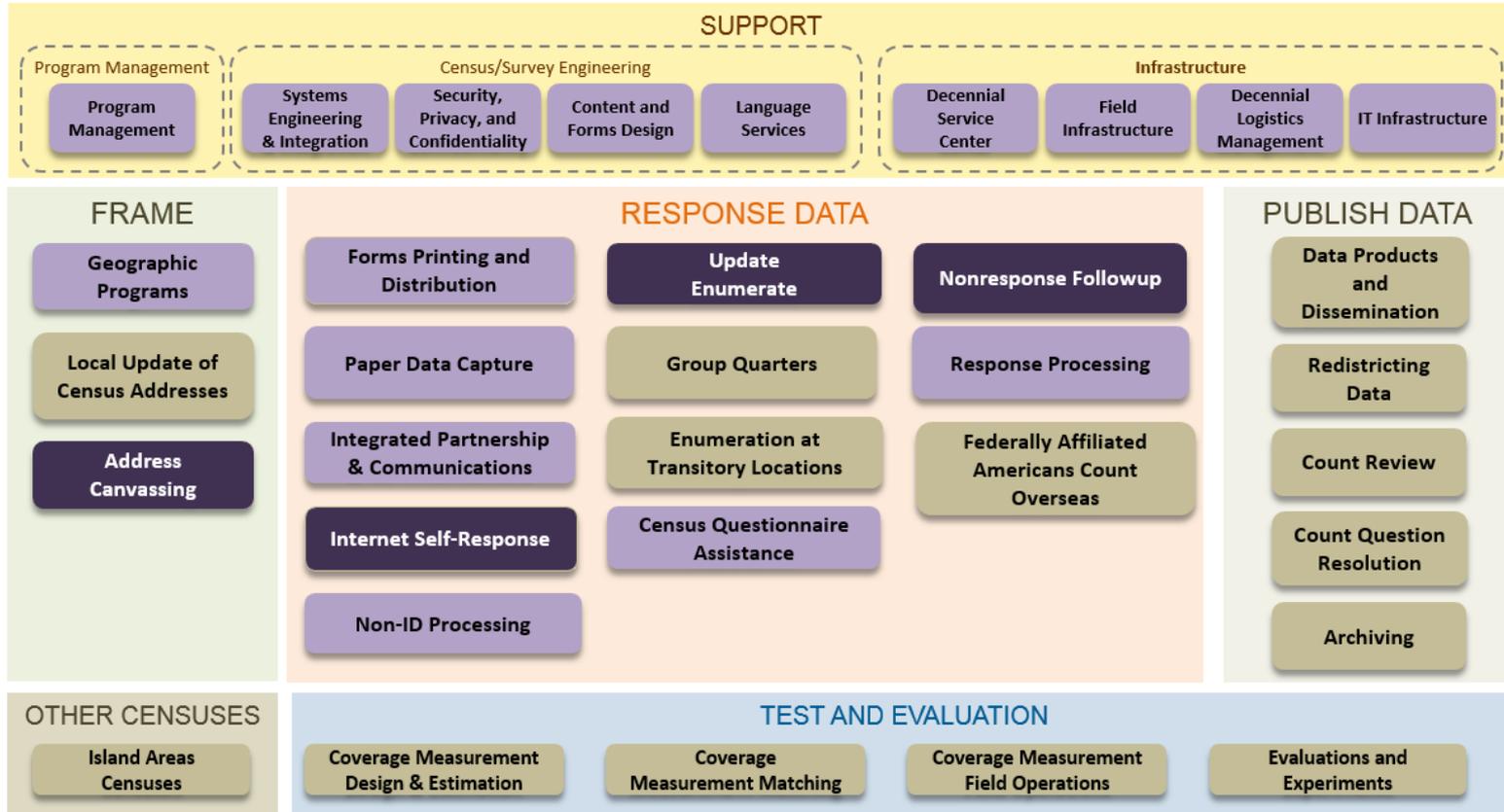


2017 Puerto Rico Census Test Scope

Focus of the Test

Required to Support the Test

NOT Included in the Test



PUERTO RICO COMMUNITY SURVEY (PRCS)

Conducted on a
monthly basis

Mail, phone, personal visit

Approximately 50 Field
Representatives on the
island conducting personal
visits

Addresses are selected

Legally obligated to answer
all the questions, as
accurately as possible



PRCS DATA DISSEMINATION

**Release of
5-year
Puerto Rico
Community
Survey (PRCS)
Estimates**

**Examples of
Workshops
Conducted**

**Ideas for
Future
Workshops**