All About The Census
2020 Census, Protecting Your Data
2020 Census Redistricting Data Program
2020 Census Field Activities

NCSL Legislative Summit
Nashville, TN
August 5, 2019

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Topics Covered

- The 2020 Census – Protecting Your Data
  - Title 13
  - Disclosure Avoidance
  - Cyber Security
- The 2020 Redistricting Data Program
  - Public Law 94-171
  - Phases of the program
  - Redistricting data products
    - Timing
    - Contents
  - Group Quarters/Residence Criteria
- The 2020 Census Field Activities
  - How People are Counted
  - Community Involvement
  - Hard to Count Population
  - Recruiting and Jobs
2020 Census
Protecting Your Data
YOUR ANSWERS ARE PROTECTED BY LAW

Title 13, U.S. Code - The Census Bureau is bound by Title 13 of the United States Code. These laws not only provide authority for the work we do, but also provide strong protection for the information we collect from individuals and businesses. Title 13 provides the following protections to individuals and businesses:

- Private information is never published. It is against the law to disclose or publish any private information that identifies an individual or business such, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.

- The Census Bureau collects information to produce statistics. Personal information cannot be used against respondents by any government agency or court.

- Census Bureau employees are sworn to protect confidentiality. People sworn to uphold Title 13 are legally required to maintain the confidentiality of your data. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law are applicable for a lifetime.

- Violating the law is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to $250,000, or both.
Disclosure Avoidance

Household swapping was used in 2000 and 2010
• Advantages of swapping:
  • Easy to understand
  • Can be run state-by-state
  • Operation is “invisible” to the rest of census processing
• Disadvantages:
  • Does not consider or protect against database reconstruction attacks
  • Swap rate and details of swapping must remain confidential
  • Privacy guarantee based on the lack of external data

The 2020 Census will use Differential Privacy
• Advantages:
  • Privacy guarantees are tunable and provable
  • Privacy guarantees are future-proof
  • Privacy guarantees are public and explainable
  • Protects against database reconstruction
• Disadvantages:
  • Entire country must be processed at once for best accuracy (internal challenge)
  • Every use of private data must be tallied in the privacy-loss budget

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Differential Privacy

Also known as “Formal Privacy”

- quantifies the precise amount of re-identification risk...
  - for all calculations/tables/data products produced...
    - no matter what external data is available...
      - now, or at any point in the future!

... is a promise.

“You will not be affected, adversely or otherwise, by allowing your data to be used in any study or analysis, no matter what other studies, data sets, or information sources, are available.”

Dwork and Roth, Foundations and Trends in Theoretical Computer Science, Volume 9, Numbers 3-4, 2014
2020 Census Cybersecurity

Evolving Cybersecurity Threat Areas

Cyber Threats
- Compromising Respondent Device
- Compromised External Network Access
- Impersonation of the U.S. Census Bureau
- Invalid Response

Data Vulnerabilities
- Data on Individual Devices has minimal value to cybercriminals
- Data collected and protected by the Census Bureau
- Individual Data + Everyone’s Data = High Value

Risk Mitigation Strategy
- Continuous communication and technology mitigate risk
- Continually evolving our cybersecurity program to prevent and detect threats

External Threats
- Beyond U.S. Census Bureau Control

Internal Threats
- Within U.S. Census Bureau Control
## 2020 Census Cybersecurity
### Internal Cyber Threat Mitigation - Monitoring and Directly Responding to Cyber Threats

<table>
<thead>
<tr>
<th>Internal Threat Mitigation Strategies</th>
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</thead>
<tbody>
<tr>
<td><strong>Disruption to the Internet Self-Response Web Site</strong></td>
</tr>
<tr>
<td>- Monitoring for traffic spikes and unusual activity in systems/applications</td>
</tr>
<tr>
<td>- Proactive identification of malicious traffic and robots</td>
</tr>
<tr>
<td>- Cyber threat intelligence (federal, commercial, state, and local government)</td>
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<tr>
<td>- Designed to sustain self response services</td>
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<tr>
<td>- Use of Distributed Denial of Service (DDoS) protection services</td>
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<tr>
<td><strong>Data Breaches</strong></td>
</tr>
<tr>
<td>- Monitoring for irregular data flows</td>
</tr>
<tr>
<td>- Monitoring for unauthorized access</td>
</tr>
<tr>
<td>- Encryption of data in-transit and at-rest</td>
</tr>
<tr>
<td>- System/application penetration testing</td>
</tr>
<tr>
<td>- Security management, monitoring, and analytics</td>
</tr>
<tr>
<td>- Timely patch management</td>
</tr>
<tr>
<td>- Cyber awareness training</td>
</tr>
<tr>
<td>- Proactive public outreach and awareness campaign</td>
</tr>
<tr>
<td><strong>Compromised Employee Devices</strong></td>
</tr>
<tr>
<td>- Encryption of data in-transit and at-rest</td>
</tr>
<tr>
<td>- Remote wipe capability</td>
</tr>
<tr>
<td>- Monitoring user activity and detection of malicious end user</td>
</tr>
<tr>
<td>- Two factor authentication</td>
</tr>
<tr>
<td>- Phishing tests</td>
</tr>
</tbody>
</table>
## Externally Cyber Threat Mitigation - *Relying on Partnerships to Respond*

<table>
<thead>
<tr>
<th>External Threat Mitigation Strategies</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compromising Respondent Device</strong></td>
<td>§ Minimal storing of data on device</td>
</tr>
<tr>
<td></td>
<td>§ Encryption of data in-transit for website communications</td>
</tr>
<tr>
<td></td>
<td>§ Proactive public outreach and awareness campaign</td>
</tr>
<tr>
<td><strong>Compromised External Network Access</strong></td>
<td>§ Proactive monitoring of site performance and activity</td>
</tr>
<tr>
<td></td>
<td>§ Proactive monitoring for unauthorized or unusual connection attempts</td>
</tr>
<tr>
<td></td>
<td>§ Industry and interagency coordination and information sharing</td>
</tr>
<tr>
<td><strong>Impersonation of U.S. Census</strong></td>
<td>§ Proactive identification of rogue websites</td>
</tr>
<tr>
<td></td>
<td>§ Interagency coordination and information sharing</td>
</tr>
<tr>
<td></td>
<td>§ Proactive public outreach and awareness campaign</td>
</tr>
<tr>
<td><strong>Invalid Response</strong></td>
<td>§ Automated analysis of individual responses to identify irregularities</td>
</tr>
<tr>
<td></td>
<td>§ Analysis of identified irregularities</td>
</tr>
<tr>
<td></td>
<td>§ Data flow analysis</td>
</tr>
</tbody>
</table>
2020 Census Cybersecurity

Continuously monitoring for, and ready to respond to, new threats

- Identify
  - Develop an organizational structure to manage cybersecurity risks

- Protect
  - Develop and implement safeguards to effectively deliver and maintain technology services

- Detect
  - Develop and implement activities to identify a cyber event

- Respond
  - Develop and implement activities to take action on a detected cyber event

- Recover
  - Develop and implement activities to maintain operations and restore capabilities affected by a cyber event

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Census

Upcoming Milestones

- In-Field Address Canvassing begins in **13 days**
  - **August 18, 2019**

- First enumeration in Toksook Bay, Alaska begins in **169 days**
  - **January 21, 2020**

- Census Day 2020 is in **240 days**
  - **April 1, 2020**

- Apportionment counts are given to the President in **514 days**
  - **December 31, 2020**
2020 Census Redistricting Data Program
Public Law 94-171

Mission: Provide the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State an opportunity to identify the geographic areas for which specific tabulations of population are desired and to deliver those tabulations in a timely manner.

Identified “geographic areas desired”:
- Census Tabulation Blocks
- Voting Districts (e.g. precincts, wards, etc.)
- Legislative and Congressional Districts

Requirements:
- Establish program criteria
- Identify required tabulations
- Conduct the program in a non-partisan manner
- Deliver the tabulations to the governor and the officers or public bodies having initial responsibility for the legislative apportionment or districting of each State no later than 1 year from Census Day (April 1, 2021)
2020 Redistricting Data Program

- Phase 1 – The Block Boundary Suggestion Project (BBSP)
- Phase 2 – The Voting District Project (VTDP)
- Phase 3 – Data Delivery
- Phase 4 – Collection of the new plans
  - 118th Congressional Plans
  - New State Legislative District Plans
- Phase 5 – The View From the States
  - The evaluation of the 2020 Redistricting Data Program (RDP), the recommendations from the states, and the plan for the 2030 RDP
P.L. 94-171 Redistricting Data

Timing

<table>
<thead>
<tr>
<th>Geographic support products</th>
<th>November 2020 – February 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.L. 94-171 Redistricting Data</td>
<td>February 2021 – March 31, 2021</td>
</tr>
</tbody>
</table>

Geographic Support Products

- Shapefiles – geographic information system geometry files
  - State, County, County Subdivision, Tract, Block Group, Block, School District (Elementary, Secondary, Unified), Place, Consolidated City, Congressional and State Legislative Districts, Voting Districts, AIANNH Areas, ANRCs, and others.
- Maps (PDF only) – County Block; Voting District/State Legislative District; Tract; School District
- Block Assignment Files – tables identifying the blocks used to build different geographic entities
- Block to Block Relationship Files – Crosswalk of 2010 blocks to 2020 blocks
## Products

### Phase 3 – Tabulations
Prototype P.L. 94-171 Redistricting Data File

<table>
<thead>
<tr>
<th>Table P1 – Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table P2 – Race for the Population 18 Years and Over</td>
</tr>
<tr>
<td>Table P3 – Hispanic or Latino, and not Hispanic or Latino by Race</td>
</tr>
<tr>
<td>Table P4 – Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 and Over</td>
</tr>
<tr>
<td>Table H1 – Occupancy Status (Housing)</td>
</tr>
</tbody>
</table>

New Table

| Table P5 – Group Quarters Population by Group Quarters Type |

- Multiple geographies including census block
- Group quarters is total population only, no demographic breakdown
Residence Criteria and Residence Situations

• 2020 Residence Criteria and Residence Situations
  • Juveniles in non-correctional treatment centers
    • At their usual home address (previously counted at facility)
    • At the facility if no usual home address
  • Religious Group Quarters
    • At the facility (previously counted at home address)
  • College Students
    • Where they live and sleep most of the time, as before
Residence Criteria and Residence Situations

• 2020 Residence Criteria and Residence Situations
  • Federally Affiliated Count Overseas
    • Military Deployed/Stationed
  • U.S. flagged maritime or merchant vessels between U.S. and foreign ports
    • At usual home address (previously not counted)
    • At port if no usual home address (previously not counted)
  • Prisoners at Correctional Facilities
    • Counted at facility (as before)
    • Geocoding Tool
    • Addition of Group Quarters to P.L. 94-171 Data
Group Quarters Assistance

- On February 8, 2018, the Census Bureau published a Federal Register Notice on the Final 2020 Census Residence Criteria and Residence Situations. In that Notice, the Census Bureau stated our intention to continue counting prisoners at the correctional facility as we determined that is most consistent with the concept of usual residence, as established by the Census Act of 1790. However, the notice also stated:

  - *Therefore, following the 2020 Census, the Census Bureau plans to offer a product that states can request, in order to assist them in their goals of reallocating their own prisoner population counts.*
Group Quarters Assistance

- The solution for the “product/service” listed in the Residence Criteria and Situations FRN has been identified as the Census External Geocoder.
- The CRVRDO will put up a web landing page with language about redistricting, the geocoding service, and instructions on its use
- The CRVRDO will be the first line contact office for users of the service for purposes of redistricting
- Use the existing public geocoding service as currently scaled
  - 10,000 address limit for external users (open to the public)
  - Option for state redistricting officials, and only state officials, to submit a larger list for batch geocoding through SWIM (CENTURION)
  - The service is GQ/Address agnostic so it can be used for students, military, and prisons as needed by different states
Group Quarters Assistance

- The submitted addresses must be in the formats specified by GEO for submission to the geocoding tool
  - This format requires a user defined unique identifier
- The geocoder will add the x/y coordinates and the associated geographic (county/tract/block) identifiers to the address record
- For the large batch option:
  - We will not modify the incoming file, it must be in the same GEO prescribed format as if submitted to the external service
  - We will not modify the outgoing file beyond what the geocoder does when it adds the x/y coordinates and geographic identifiers
  - The CRVRDO will provide the external support to the states
  - The CRVRDO will work internally to submit the batch files to the geocoder
  - The CRVRDO will return the batch files to the sender through our secure email system, Accellion
Group Quarters Assistance

What the solution won’t do

- The solution will not provide new tabulations
- The solution will not change the P.L. 94-171 Redistricting Data Tabulations
- The solution will not link to census person records
- The solution will not utilize geocoding systems not available to the public
How this helps the states

- The states can verify/identify the locations of their GQs by using the geocoder to assign geographic identifiers to their GQ address list.
- The states can use the GQ address list, the user-defined unique identifiers and the returned geographic identifiers to create their own tabulation adjustment tables.
- The states can incorporate their race, ethnicity, and age data associated with each record and their tabulation adjustment table by linking it through the user defined unique identifier.
2020 Census Field Activities
How People are Counted

- Timeline
  - Invitation to every housing unit
  - Self-Response
    - Internet
    - Paper Questionnaire
  - Telephone Center
  - 13 Languages
  - Non-Response Follow-Up

<table>
<thead>
<tr>
<th>What We Will Send in the Mail</th>
<th>On or between</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td></td>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>If you haven't responded yet:</td>
</tr>
<tr>
<td></td>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td></td>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td></td>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Group Quarters Enumeration

• March – April 2020
• Prisons, Military Barracks, College Dorms, Long Term Care Facilities, Transient Hotels, Marinas, RV parks, Migrant Worker Quarters, etc.
• Direct Enumeration and Administrative Records options
Transitory Locations Enumerations

- Shelters
- Soup Kitchens
- Mobile Food Vans
- Outdoor locations
2020 Census Partners
The Trusted Voice in the Community

- Trusted Partners Educate and Motivate People to Participate
- Elected Officials
- Community Organizations
- Business Community
- Faith-based
- Schools and Education
- Social Service
- Media
- And More
Complete Count Committees

- The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.
- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.
Find a Complete Count Committee in your community
Response Outreach Area Mapper – Nashville, TN
Regional Offices & Census Centers

Atlanta Regional Office
Phone: 404-889-6520
E-mail: Atlanta.Regional.Office@census.gov
Atlanta Regional Census Center
E-mail: Atlanta.RCC.Main@2020census.gov

Los Angeles Regional Office
Phone: 213-314-6500
E-mail: Los.Angeles.Regional.Office@census.gov
Los Angeles Regional Census Center
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E-mail: Denver.Regional.Office@census.gov
Dallas Regional Census Center
E-mail: Dallas.RCC.Main@2020census.gov

Philadelphia Regional Office
Phone: 267-780-2530
E-mail: Philadelphia.Regional.Office@census.gov
Philadelphia Regional Census Center
E-mail: Philadelphia.RCC.Main@2020census.gov
Partnership Information

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov

State and Local Governments

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Phone: 404-889-6520
E-mail: Atlanta.rcc.partnership@2020census.gov

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Phone: 312-579-1605
E-mail: Chicago.rcc.partnership@2020census.gov

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Los Angeles
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New York
Phone: 212-882-2130
E-mail: New.York.rcc.partnership@2020census.gov

Philadelphia
Phone: 267-780-2530
E-mail: Philadelphia.rcc.partnership@2020census.gov
Partnership Information
Individual State Contacts

• Governor’s Liaison Program  
  • New URL Coming soon

• State Data Center Network  
  • https://www.census.gov/about/partners/sdc.html

• Federal-State Cooperative for Population Estimates  
  • https://www.census.gov/programs-surveys/popest/about/fscpe.html
Recruiting and Jobs

• While the next census will be taken in 2020, the Census Bureau is already recruiting to fill important temporary positions.

• Approximately 2 million applicants needed

• Goal is to hire locally

• Waivers for Temporary Workers
Recruiting and Jobs
States and Waivers

- **Supplemental Nutrition Assistance Program (SNAP)**
USDA/Food and Nutrition Service's (FNS) demonstration project can exclude earned income from temporary employment for 2020 Census. 31 States & Territories are participating in the demonstration project.

- **Temporary Assistance for Needy Families (TANF)**
TANF Income exclusion for the 2020 Census is encouraged and supported at the federal level. States need to agree. Details to be provided to states.

- **Medicaid and CHIP**
States can opt to disregard Census income for individuals receiving Medicaid or CHIP benefits. Details to be provided to states.
Additional Information

• **General Inquiries**: 1-800-923-8282 or https://ask.census.gov

• **Recruiting**: 1-855-JOB-2020 or https://2020census.gov/jobs

• **NCSL Booth**: 406
Thank you!

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