



2030 Census Webinar Series

Topic: 2026 Census Test Scope

April 30, 2024 | 2pm EDT

Audio Access:

1-888-566-6571

Passcode: 7411811

INTRODUCTION OF SPEAKERS



Michael C. Cook, Sr.

*Senior Advisor, Office of
the Director,
U.S. Census Bureau
(Host & Moderator)*



Robert L. Santos

*Director,
U.S. Census Bureau*



Deborah M. Stempowski

*Associate Director for
Decennial Census Programs,
U.S. Census Bureau*



Jennifer Reichert

*Chief of Decennial Census
Management Division,
U.S. Census Bureau*

QUESTIONS?



Call 1-888-566-6571

(passcode: 7411811)

Press *1 to ask a question



Robert L. Santos
Director
U.S. Census Bureau

Director Santos' Remarks

- Takes 10+ years to prepare for a decennial census.
- Operational plans need to be solid and robust.
- Our planning is informed by lessons learned, evaluations of past census operations, research, stakeholder input and partnerships.
- Sharing plans to increase overall response, participation and creating efficiencies.
 - Special attention to inclusion of hard-to-count and historically undercounted populations.
- The 2026 Census Test represents an important step in our efforts to achieve a complete count.
- We can't achieve our mission without you.
- Your communities deserve the highest quality counts of your populations.



Deborah M. Stempowski
Associate Director for
Decennial Census Programs
U.S. Census Bureau

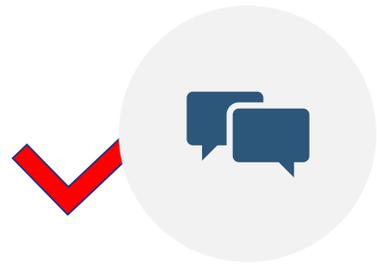
Today's Agenda

- Recap of the 2030 Census planning updates provided during previous webinars.
- Recap the 2030 Census testing strategy.
- Present the 2026 Census Test scope.
 - Overview
 - Changes and enhancements to be tested
 - Next steps

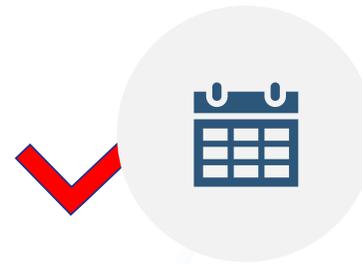
Key Takeaways

- Understanding how we are using the 2026 Census Test and what the test will include.
- Interconnectivity of the scope of the 2026 Census Test and our commitment to accurately enumerating historically undercounted and hard-to-count populations.

2030 Census Planning Updates - Previous Webinars



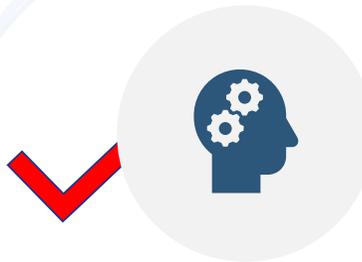
Public feedback received



Timeline



Research projects



Testing strategy

Recap of the 2030 Census Testing Strategy

Ongoing small-scale testing

- Refine the operations and technologies where lessons were learned from the 2020 Census.
- Introduce smaller-scale innovations that are new for the 2030 Census.

Major field tests

- Integrate new and enhanced features.
- Ensure end-to-end operational viability and cohesion.



Overview of the 2026 Census Test



We will rely on enhancements proven in the 2020 Census and refine our focus on a complete and accurate count of all segments of the population.



We will test new and enhanced processes and methods we are looking to implement for the 2030 Census.



We have established the scope of the test and broad plans for what will be tested have been developed.



Next, we will determine the requirements and resources that will be necessary to conduct the test.



Jennifer Reichert
Chief of Decennial Census Management
Division

What Is In-Scope For The 2026 Census Test?

The 2026 Census Test allows us to study changes in several operational areas:

- Self-Response
- In-Field Enumeration
- Group Quarters Enumeration
- Communications, Partnerships, and Engagement
- Cross Operational Support and Infrastructure
- Near Real Time Response Processing

To be considered "in-scope," or selected for study, two criteria must be met:

- Operation must include improvements or innovations that require investigation of operational viability of those changes.
- Operation must be feasible based on available budget, systems and other resources.

Self-Response

Self-Response

- Focus on innovations designed to make it easier for people to respond on their own online or by paper questionnaire.
- Implement revisions to mailed materials to communicate the importance of self-response and provide quick access to the questionnaire response website, as well as sending paper questionnaires upon request.
- Test methods to increase participation among historically undercounted and hard-to-count populations and monitor the environment in which we talk with respondents to identify additional opportunities to engage with the public.

In-Field Enumeration

Group Quarters Enumeration

Communications, Partnerships, and Engagement

Cross Operational Support and Infrastructure

Near Real Time Response Processing

In-Field Enumeration

Self-Response

In-Field Enumeration

- Combine In-Field Enumeration operation.
- Allow enumerators to make basic changes to the address list.
- Provide respondents the option to self-respond with an enumerator to guide them.
- Cross train enumerators for In-Field and Group Quarters Enumeration operations.
- Automate tools to move cases between In-Field and Group Quarters operations.
- Update contact strategies to include early In-Field enumeration.

Group Quarters Enumeration

Communications, Partnerships, and Engagement

Cross Operational Support and Infrastructure

Near Real Time Response Processing

Group Quarters Enumeration

Self-Response

In-Field Enumeration

Group Quarters Enumeration

- Enumerate group quarters (GQs) using an automated survey instrument that links individual responses to the GQ.
- Improve contact strategies for GQ management and residents.
- Allow residents of some noninstitutional GQ types to self-respond via a specially designed “group quarters internet self-response” option.
- Improve methodologies for GQ administrators to assist with data collection.

Communications, Partnerships, and Engagement

Cross Operational Support and Infrastructure

Near Real Time Response Processing

Communications, Partnerships, and Engagement

Self-Response

In-Field Enumeration

Group Quarters Enumeration

Communications, Partnerships, and Engagement

- Expand methods to reach hard-to-count and historically undercounted households.
- Implement messages directed towards GQ populations.
- Network and meet with community leaders, organizations and trusted messengers to promote awareness, education and response for the 2026 Census Test.
- Use technology to identify the most critical locations to host Mobile Questionnaire Assistance events.

Cross Operational Support and Infrastructure

Near Real Time Response Processing

Cross Operational Support and Infrastructure

Self-Response

In-Field Enumeration

Group Quarters Enumeration

Communications, Partnerships, and Engagement

Cross Operational Support and Infrastructure

- Test effectiveness of virtual office infrastructure with administrative and IT support working from home.
- Test virtual hiring processes.
- Test process of mailing equipment and materials to virtual employees' home addresses.
- Test virtual training for staff.
- Test ways of gathering, storing and analyzing administrative data.

Near Real Time Response Processing

Near Real Time Response Processing

Self-Response

In-Field Enumeration

Group Quarters Enumeration

Communications, Partnerships, and Engagement

Cross Operational Support and Infrastructure

Near Real Time Response Processing

- Integrate collection, processing and analysis.
- Address suspected irregularities and improve data quality in near real time.

What Is Out-Of-Scope for the 2026 Census Test?

Operations

- Enumeration of Transitory Locations.
- Service-Based Enumeration.
- The Post-Enumeration Survey.
- Data Products and Dissemination.

Significant Activities

- Property manager visits of multi-units during field data collection.
- Field Verification of Non-ID responses that could not be matched to an address.
- Count and characteristic imputation.

Determining Where to Test



**REVIEW HIGH-LEVEL
SCOPE REQUIREMENTS**



**BUILD CRITERIA FOR
SITES**



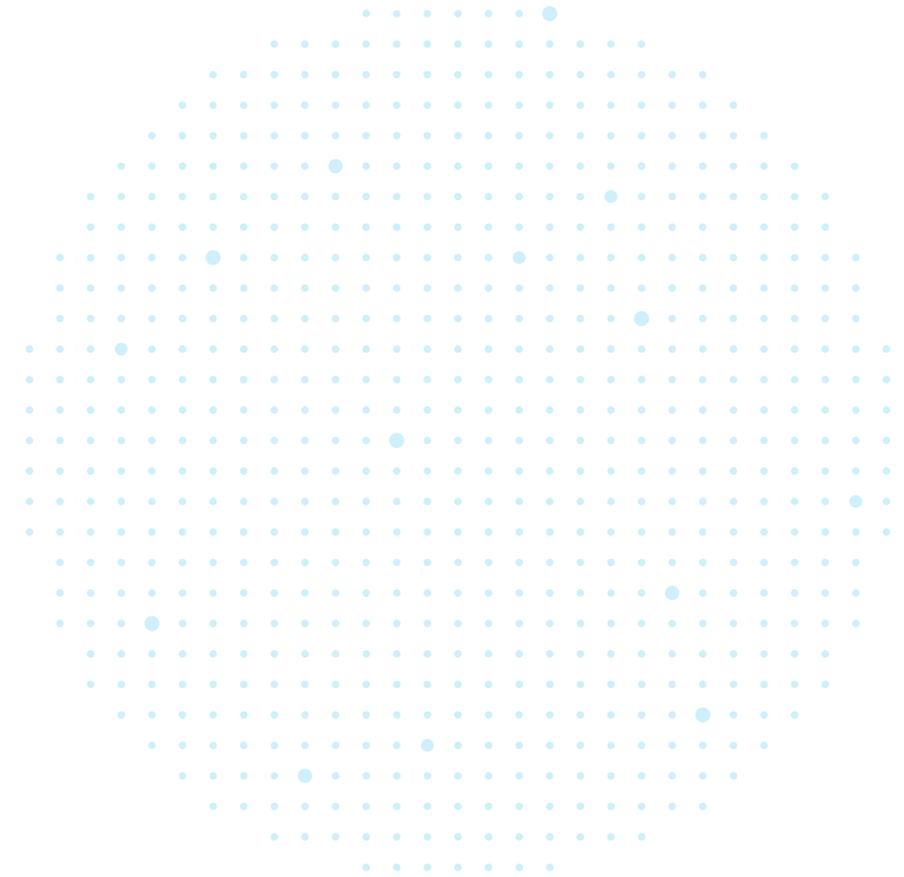
**EXAMINE POSSIBLE
SITES**



**FINALIZE SELECTION
OF OPTIMAL SITES**

Next Steps

- Select the 2026 Census Test sites.
- Finalize 2026 Census Test design.





Thank you

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301-763-3030

QUESTIONS?



Q/A Panelists



- **Michael C. Cook, Sr.**
- *Senior Advisor, Office of the Director, U.S. Census Bureau*
- *(Host & Moderator)*



- **Deborah M. Stempowski**
- *Associate Director for Decennial Census Programs, U.S. Census Bureau*



- **Jennifer Reichert**
- *Chief of Decennial Census Management Division, U.S. Census Bureau*

QUESTIONS?



2030 Census Updates

Release Resources

- 2026 Press Kit.
- Slide deck.
- Video of today's webinar.
- 2030 Census webpage.
- 2026 Census Test webpage.
- Blog: Testing Our Innovations.

Additional Resources

- Previously released Webinars
 - [2030 Census Research, Testing, and Timeline](#)
 - [2030 Census Federal Register Notice \(FRN\) Findings](#)

UPCOMING RELEASES

May 9

- New estimates on America's Families and Living Arrangements.

May 14

- 2023 Current Population Survey Data Tables for Age, Sex, Race and Hispanic Origin, and the Older and Foreign-Born Populations.

May 14-May 16

- Vintage 2023 Total Population Estimates for Incorporated Places and Minor Civil Divisions; Housing Unit Estimates for the Nation, States, and Counties. *(Scheduled for embargo starting May 14; for public release May 16.)*

For Further Information

Media:

Public Information Office

pio@census.gov

301-763-3030/877-861-2010 (U.S. and Canada only)

General Public:

Customer Service Center

1-800-923-8282 or

301-763-INFO (4636)

Press Kit:

Go to **U.S. Census Bureau** at

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Thank you

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