

# Governor's Office of Community Partnerships and Strategic Communications Meeting

## State Data Centers—California

Director's Remarks as Prepared for Delivery

November 1, 2022

- Good afternoon, everyone. It's an honor to be here in my role as your director of the U.S. Census Bureau.
- Yes, I did say *your* director. This position serves the public... it serves our nation. And that's how I'm approaching my role as a public servant who happens to be in a leadership position.
- But first let me return to my original statement, that it's an honor to be here with you today.
- As we all know, the pandemic challenged our society and impacted our most vulnerable communities. When the pandemic's grip on society was strongest, the Census Bureau still had to deploy a sizeable field force to knock on doors across our nation.
- Despite unprecedented challenges, our career staff came together and completed the job we set out to do—count the resident population of the United States in 2020. I'm incredibly proud of their accomplishments.
- But we didn't do it alone. We needed the public's help, and the help of our complete count committees, state and local governments, and national and local partners and stakeholders. We adapted our communication and outreach strategies when the pandemic made original plans unworkable.
- Without your support, we could not have achieved the measure of success we attained. We recognize and deeply appreciate it. California started its outreach early and has insights into census operations in a way that some other states don't.
- That's why we're seeking ideas about what to research and how to conduct the 2030 Census. Stated briefly, we want and need your help.
- It is very important to receive public input early in the decade and to hear from as many people and communities as possible. Of course, we will keep talking to communities as we progress, but now is the time to get input into our research and our operational design.
- As we get closer to 2030, we'll be much more limited in what we can change. Once we have an operational design—in 2024—we will dedicate our efforts to building and procuring the infrastructure to support, test, and refine it. Now is the best and most impactful time to hear from you.
- On August 17, we issued a Federal Register Notice seeking comment on the 2030 Census. We welcome all feedback that can help us provide a better experience responding to the 2030 Census.
- We're especially interested in learning what we can improve for 2030—and ways we can boost participation in communities of color, rural communities, and tribal lands. The more specific your comments, the more useful they will be for us.

- We particularly want to hear your recommendations on these five topics:
  - **Reaching and motivating everyone to respond to the census.** How can we reach everyone in America and motivate them to respond to the census? How can we reach historically undercounted populations (such as the Hispanic or Latino population, the Black or African American population, the American Indian or Alaska Native population living on a reservation, people who reported being of Some Other Race, and young children)?
  - **Technology.** What technology could make responding to the census more user-friendly? If we need to collect data in person, how can we use technology to do that effectively?
  - **New data sources.** The 2020 Census used administrative records, third-party sources, internal data, and publicly available information to enhance operational efficiency and data quality. What other data sources, or methods of using them, could increase operational efficiency and effectiveness and improve data quality?
  - **How we contact respondents.** How can we tailor our contact strategies to encourage households to respond to the census on their own? What tools and messages should we use to invite people to respond, and how often should we reach out to each household?
  - **Respondent support.** How can we support people as they respond—whether online, by phone, by mail, in English, or in another language? How can we increase access for people with disabilities?
- And for the people in this room, I imagine you may have some specific suggestions for us on the role of state data centers in the decennial census. How can we engage you better and more effectively in 2030?
- You can find more information on the Federal Register Notice, including information on how to respond on <[Census.gov/2030Census](https://www.census.gov/2030Census)>. We'll also be holding workshops—both in person and virtual—where you can provide feedback. You can find more information on those at <[Census.gov/partners](https://www.census.gov/partners)>.
- I am so excited to be part of the decade-long journey working toward the 2030 Census. I can't thank you enough for coming along and helping us write the story of the 2030 Census—from the design to its future execution. This is deeply important work. It's a labor of love, and I'm proud that we are formally engaging the public this early in the process. I appreciate your support and enthusiasm and look forward to receiving your ideas.
- Thank you again for having me. That concludes my remarks this afternoon. Thank you again for your engagement and invaluable help getting information on the 2020 Census out in California. I look forward to our discussion today.