

2030 Census Advisory Committee Fall Meeting

Director's remarks as prepared for delivery

October 17, 2024

INTRODUCTION

- Good morning and thank you, everyone, for joining us today. Welcome to the second meeting of the 2030 Census Advisory Committee, one where many of us have the chance to interact in person at Census Bureau headquarters.
- I'd like to start my remarks today by thanking the committee members for their service to our country. We need your volunteerism, your experience and knowledge, and your leadership and expertise.
- It's through the 2030 Census Advisory Committee that we seek and respond to formal recommendations on decennial census issues facing the Census Bureau.
- As you know, our main goal for the 2030 Census—and for every decennial census—is a complete and accurate count of the nation's population.
- And how do we work towards that? Well, we have a decade-plus long planning and testing period to prepare for a census.
- History and our research have taught us that we can effectively count the overwhelming majority of our population.
- So, the real gains in completeness and accuracy can come from finding ways to engender participation among historically undercounted and hard to count populations.
- This is where the public can help. And, of course, this is where your contributions prove invaluable.
- We know that we cannot complete our mission without public input and public participation. That's why it's so important that we engage, seek input from, and incorporate the diverse voices and perspectives of the public.
- And you—the members of the 2030 Advisory Committee—are a critical part of our efforts to improve our approach to the decennial census. So, again, thank you for your past and future service.

NEW COMMITTEE MEMBERS

- So, at our last meeting, I mentioned that we'll continue adding committee members whose expertise aligns with our operational planning and implementation activities.
- Last month, we announced the addition of three new members to this committee. Let's welcome them:
 - Terry Ao Minnis, senior director, Asian Americans Advancing Justice;
 - Maya Berry, executive director, Arab American Institute; and
 - David Martinez III, director, Vitalyst Health Foundation.
- Thanks to Terry, Maya, and David for agreeing to join the committee and serve our country.
- Now I'd like to provide a few updates for you.

2024 NATIONAL CENSUS SURVEY

- Our early efforts to shape the 2030 Census include small-scale response testing of potential enhancements to the 2030 Census design.
- In that vein, we're currently in the third round of the 2024 National Census Survey. It began on September 6 and runs through the end of this month.
- It's a national sample of households that invites people to respond to the census questionnaire online or by mail. The objective is to further understand how people engage with the online questionnaire and various incarnations of invitation materials.
- You'll hear more about it later this morning.

ENGAGEMENTS AND RELATIONSHIP BUILDING

- I also want to share some progress in our efforts to build trust and lasting, generational relationships with communities. This is especially relevant to historically undercounted and hard to count communities.
- My tenure as director has been principally focused on the continuous public engagement priority I established for the Census Bureau. A precursor to strengthening trust is through outreach and open communication.
- In fact, Census leaders, staff and I have traveled the nation separately and together, meeting and engaging with the public at all levels.
- I'll have a year-end blog that discusses more about this, but here are a couple of highlights I'd like to mention.

MOA With Osage Nation

- First, the Census Bureau and the Osage Nation announced a historic agreement to share administrative data.
- This agreement provides a framework for the Osage Nation to share aggregated administrative data directly with us. The topics include things like education, military service, household information, employment, health and wellness, housing, income and expenses.
- We are leveraging an increasing expanse of data sources to innovate improvements to our statistical data quality.
- This agreement with the Osage nation helps us move towards a more accurate 2030 Census for Tribal Nations.

Meeting With Miccosukee Tribe

- Also, on August 26, we were invited onto the Miccosukee reservation in the Everglades in southern Florida. This meeting granted permission for us to collect the first demographic and economic survey data on their tribal lands in 60 years.
- This progress is a testament to the efficacy of our Tribal Relations Specialist program, just as the Osage Nation agreement is a testament to the impact of our Statistical Products First program.
- These and related efforts are important steps in engaging Tribal Nations, and critical landmarks in helping us provide tribes with a more accurate portrait of Indian Country.
- Moreover, these two events represent significant milestones of collaboration and trust between the Census Bureau and Tribal Nations.

Disability Convening

- In a similar vein, a few weeks ago the Census Bureau participated in a convening of disability community leaders.
- The convening is a direct result of public and stakeholder input received regarding a potential change to disability questions in the American Community Survey.

- The convening brought together the federal statistical community, federal departments, staff from the executive branch, and both scholars and practitioners in the disability public policy community.
- Panelists and advocates spoke to the complexity of disability and intersectionality with other dimensions—race, gender, ethnicity and so on—in studying equity and outcomes.
- The convening marked an initial step in a continuous engagement effort to better identify data needs, opportunities, and challenges, with a focus on better serving both federal agencies and the public.

SPD-15

- Also, as you know, the OMB 2024 revisions to Statistical Policy Directive 15 on race and ethnicity were made effective this spring. The Census Bureau and all other federal agencies must comply with these updates as soon as possible, and no later than March 28, 2029.
- We've begun the critical work of updating all our censuses, surveys, and forms that collect race and ethnicity data to begin using the updated question format required by the revised SPD 15.
- If you have any questions, please use this email address for communications: SPD15@census.gov.

COMMITTEE RECOMMENDATIONS

- Lastly, I want to briefly mention a few of the committee's recommendations from our meeting this summer.

Undercount of Young Children

- The committee asked about establishing a working group within the CAC on the undercount of young children.
- We're in the process of drafting Working Group guidelines to share that with you by the end of the year. Our goal is to commence Working Group meetings in early 2025.

CBAMS

- The committee also recommended that we develop a strategy to address the undercount of young children that includes representation of underrepresented communities apart from those who are reached in the Census Barriers, Attitudes, Motivators (CBAMS) survey.
- This includes such groups as households with small children, black men, and low literacy populations, among others.
- As a measurement tool for segments of historically undercounted populations, we recognize that CBAMS is unable to provide sufficient representation. So, we're exploring robust methodologies to get at these subpopulations.
- It may well be that qualitative techniques offer the key to deeper insights for these critical subpopulations.

MAF/LUCA

- And finally, the committee recommended that the Census Bureau provide localities with mid-decade access to the Master Address File (MAF) to help identify hidden and hard to locate housing units.
- Statutory authorities for the MAF include strict privacy and confidentiality requirements. Because of Title 13 restrictions, we're unable to share addresses with tribal, state, and local partners and stakeholders.
- The sole, statutory exception is that under the Local Update of Census Addresses (LUCA operation), it is jurisdictions that are allowed access.

- Having said that, during LUCA, local expertise on missing households—whether that is hidden units, accessory dwellings units, or any other address updates—could prove invaluable to jurisdictions who are responsible for the update process.

CONCLUSION

- I'll conclude by thanking you again for joining us today, and for all your efforts on behalf of the Census Bureau.