

2020 Census Challenges

- **COVID-19 pandemic.**
 - The historic pandemic led to stay-at-home orders that forced us to temporarily cease all in-person field operations to ensure the safety of our employees and the public.
- **Pandemic-related delays compounded other challenges.**
 - Hurricanes during peak field operations (census activities are normally complete by peak hurricane season).
- **Wildfires and associated dangerous air quality issues.**

These challenges also impacted the public's ability and willingness to respond to the 2020 Census.

2020 Census Adaptations

To adapt, we provided additional opportunities for everyone to respond, including:

- Extended data collection by 2.5 months.
- Deployed staff to places in low-responding areas.
- Phoned nonresponding households encouraging them to respond.
- Expanded outreach through our more than 400,000 national and local partners and through national advertising.
- Increased call center capacity to permit callbacks when sufficient operators were not available.
- Sent teams of skilled census takers from other parts of the country closer to finishing to areas lagging after hurricane damage.
- Changed field procedures to minimize necessary in-person contact with the public.
- Provided electronic response options for group quarters facilities, such as nursing homes and detention centers.
- Developed text-based outreach to nonresponding households.
- Mailed additional questionnaires to nonresponding households.
- Emailed households in low-responding areas.