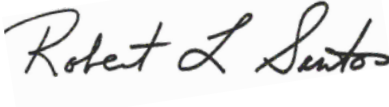




UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

December 22, 2023

To: Jay Breidt
Chair, Census Scientific Advisory Committee

From: Robert L. Santos 
Director

Subject: Recommendations and Comments to the Census Bureau from the
Census Scientific Advisory Committee Special Session 2023 Virtual Meeting

The U.S. Census Bureau thanks the Census Scientific Advisory Committee for its recommendations. We are responding to the committee recommendations submitted during its 2023 Special Session Virtual Meeting on July 25, 2023.

Your feedback is welcomed to ensure that the Census Bureau continues to provide relevant and timely statistics used by federal, state, and local governments, as well as business and industry, in an increasingly technologically oriented society.

Attachment

Date: July 25, 2023

To: Robert Santos
Director, U.S. Census Bureau

From: Jay Breidt
Chair, Census Scientific Advisory Committee (CSAC)

Subject: Recommendations and Comments to the Census Bureau from the CSAC
Special Session: 2030 FRN Comments/Feedback Round II

Introduction

CSAC was asked to review submissions received in response to the Bureau's Federal Register Notice (FRN) "Soliciting Input or Suggestions on 2030 Census Preliminary Research." The FRN solicited input on five broad research areas: A. Reaching and motivating everyone; B. Technology; C. New data sources; D. How we contact respondents; and E. Respondent support services.

CSAC commends the effort to collect public input and wishes to thank the thousands of people who submitted thoughtful and helpful public comments. CSAC is glad to see the Census Bureau engaging in such public two-way conversation and happy to know that the Census Bureau is taking public comment seriously.

As part of the process of putting together its 2030 Decennial research agenda, the Bureau sought input from its advisory committees (both CSAC and NAC) on the submissions they received in response to the FRN. The focus of CSAC's review for the special Summer 2023 meeting was approximately 480 submissions corresponding to area A (Reaching and Motivating Everyone) of the FRN solicitation. Each submission may contain one or more comments, so there are about 1470 total comments.

CSAC's approach to this review was to divide the submissions into five sets of roughly equal size and process them in parallel by five groups formed from the 19 CSAC members. CSAC groups determined common themes in the submissions and deliberated on potential research ideas tied to these themes.

2030 Federal Register Notice (FRN) Comments/Feedback, Round II

As with the earlier review, one finding from this review of comments on reaching and motivating everyone is that many submissions came from enumerators and field supervisors, who provided thoughtful approaches to addressing important operational issues, including many challenges encountered in 2020. The comments indicate a workforce that was highly engaged and committed to the success of the decennial census, and commenters appreciated the ability to submit their suggestions, which included the following:

- Assign enumerators to neighborhoods in which they can be most effective, based on their familiarity with the area and likelihood of inviting trust due to their similarity to residents with respect to race/ethnicity and language fluency.

Census Bureau Response: The Census Bureau accepts this recommendation. For the 2020 Census, the Census Bureau hired people to work in their own neighborhoods and communities. The Census Bureau also leveraged established partnerships with many local community-based organizations and used free and paid media to promote jobs in local communities. The Census Bureau will continue this practice of hiring local enumerators for the 2030 Census.

- Encourage/support local events to promote the census and provide response assistance.

Census Bureau Response: The Census Bureau accepts this recommendation. For the 2020 Census, the Census Bureau planned a robust, localized, targeted set of external engagements to promote response. These activities were planned nationwide and targeted to areas predicted to self-respond at lower rates. While 2020 Census events were limited due to the COVID-19 pandemic, we plan to continue to strategically attend and host local events for the 2030 Census. In addition, this initiative will be included and further developed as part of the Field Community Partnership Engagement Program. Mobile Questionnaire Assistance will be used to provide response assistance.

- Improve field staff training to cover more of the circumstances that staff may encounter and cultural awareness training for different populations.

Census Bureau Response: The Census Bureau accepts this recommendation. As part of our lessons learned from the 2020 Census Nonresponse Followup (NRFU) Operation, we found that some aspects of the training content needed improvement to ensure that concepts are thoroughly understood. These included

more realistic examples of situations that an enumerator would most likely experience in the field, such as the proxy process, how to handle cases in seasonally vacant areas and addresses with restricted access, and coding vacant, nonexistent, duplicate, and erroneous addresses. Research into cultural awareness training is ongoing as part of our 2030 Census research agenda. The Census Bureau will continue to review and update field staff training for the 2030 Census to ensure common scenarios are covered. We also plan to add a field exercise.

- Provide enumerators with Census Bureau branded clothing for easy identification, such as hats and vests, and provide greater education to the public on how to identify Census Bureau workers.

Census Bureau Response: The Census Bureau accepts this recommendation. We are currently exploring alternatives to potentially implement employee identification supplies paired with additional outreach. This may involve piloting the use of vests and/or car magnets.

- Standardize the technology used by Census Bureau workers (e.g., provide the same version and brand of smartphone) to ease troubleshooting and improve transition between devices used while in the field.

Census Bureau Response: The Census Bureau accepts this recommendation. The Census Bureau aims to use consistent technology across the different field operations for the 2030 Census. Requirements are being developed and research has begun to standardize the technology used by field staff for all operations.

- Maintain the Partnership Specialist program throughout the decade.

Census Bureau Response: The Census Bureau accepts this recommendation. The Decennial Census Program is working closely with the Office of Strategic Alliances which supports partnership engagement throughout the decade for the Census Bureau as a whole. The Decennial Census Program has also started engagement with partners that represent specific historically undercounted populations, such as the Tribal Relationship program that began in 2022. This program will maintain relationships with tribal nations and organizations at the grassroots level throughout the decade. The Census Bureau also has a Tribal Affairs team, located within the Office of Congressional and Intergovernmental Affairs who regularly works with national Tribal Organizations, data users and Tribal Nations both state and federally recognized.

- Continue initiatives like the Census Solutions Workshops.

Census Bureau Response: The Census Bureau accepts this recommendation. During the 2020 Census, Partnership Specialists received and provided training to local organizations who hosted and facilitated Census Solutions Workshops (CSW). This concept is being further reviewed and developed in our research phase to enhance the tools of partners and their abilities to convene within their communities.

- Develop ways to assist enumerators in accessing residences in apartment buildings and gated communities, as noted in detail in CSAC's Spring 2023 Recommendation 7. A new suggestion among these submissions is to include empowerment of building managers to assist with the count.

Census Bureau Response: The Census Bureau partially accepts this recommendation to the extent that it does not conflict with Title 13 confidentiality requirements. During the 2020 Census, the NRFU operation intended to utilize manager visits for multiunit buildings. The purpose of the manager visit was for an enumerator to interview a building manager to determine the occupancy status of units within the multiunit on Census Day and eliminate the need for individually contacting units that the manager indicated were vacant or delete. The manager visits had to be descope from the 2020 Census NRFU operation when we discovered that multiunit groupings were not executing properly after the timing of workload deliveries changed in the early weeks of the pandemic. Based upon lessons from the 2020 Census experience, we plan to reinstate manager visits for future operations. While we do not plan to establish a task force on the topic as suggested, we do plan to research potential improvements to manager visits and this as part of our 2030 Census research agenda. We are currently researching the feasibility of implementing an Advance Contact operation for multi-unit building managers to provide the status of the units in their building, as well as potential improvements to field procedures related to multiunit manager visits and improved case assignment procedures for gated communities and other restricted access settings. The project team is also working on how to better share contact and access information among enumerators.

Many of these suggestions seem worthy of serious consideration for implementation, though these operational issues are largely beyond our knowledge of Bureau operations and outside the scientific and technical scope of CSAC. We refer to Spring 2023 Recommendation 1, that Census Bureau staff carefully review public comments to evaluate the feasibility of implementing the many thoughtful ideas on improved Census operations.

Findings in support of Spring 2023 partnership recommendation

Many comments reviewed for Summer 2023 were directly supportive of CSAC recommendations already submitted for Spring 2023. This was particularly true of Recommendation 5, which we repeat for reference and a reminder of its continued importance, with some additional findings in support of this earlier recommendation.

- ***Spring 2023 Recommendation 5.*** *CSAC recommends that the Census Bureau research how to expand and improve partnership activities. This could also include increased coordination between enumerators and field staff with local community groups and local government to improve trust among the community, assist field staff in navigating social complexities or dangerous situations in different communities, and increase the count. Approaches to consider include:*
 - *Critically evaluate the existing (2020 Census) partnership program to determine characteristics of partnerships that worked well in comparison to those that did not.*
 - *Identify partners that specifically help the Bureau reach hard-to-count populations, including those that might otherwise experience some distrust.*
 - *Document ways in which Partners coordinate (or not) with field staff, and opportunities for improved coordination.*
 - *Evaluate and summarize local partnerships to increase participation, especially in areas with historical undercounts.*

Census Bureau Response: The Census Bureau accepts these recommendations. To evaluate the 2020 Census partnership program, the Census Bureau has conducted robust lessons learned and assessment activities. The 2030 Census research project titled Enhancing External Engagement (Enhancement Area 1.4) includes goals to identify partners that help the Census Bureau connect and motivate response among hard-to-count populations, test improvements to partnership coordination, and summarize existing partnerships. More information about this project is available in the 2030 Census Research Project Explorer.

Additional findings in support of Spring 2023 Recommendation 5 include the following:

- Research how to identify and partner more effectively with trusted messengers in local communities, including schools, libraries, places of faith, fire stations, post offices, and others that can advocate on behalf of the census, promote its

importance, and build trust.

Census Bureau Response: The Census Bureau accepts this recommendation. We are currently researching if the identification of trusted stakeholders and partners might be improved, and if so, how.

- Research how to partner with Hispanic organizations (e.g., transitional assistance programs) and rural areas (e.g., Conservation Districts) supporting hard-to-count populations.

Census Bureau Response: The Census Bureau accepts this recommendation. We are currently researching it and how the identification of partners serving diverse populations based on type and location could be improved, to focus coverage in areas of most need to obtain an increase in self-response.

- Solicit the help of tribal leaders through State Tribal Partnerships.

Census Bureau Response: The Census Bureau accepts this recommendation. In preparation for the 2020 Census, we developed an intercensal team of Tribal Partnership Specialists to support Tribal Nations and to continue to learn from Tribal Nations in order to understand their needs with ensuring an accurate count of tribal citizens. This program team is now permanent with four tribal relations specialists.

- Conduct frequent and meaningful tribal consultation in plain language throughout the decade that is more accessible to the 574 Federally Recognized Tribal Nations.

Census Bureau Response: The Census Bureau accepts this recommendation. The Census Bureau's Tribal Affairs Coordinator, within the Office of Congressional and Intergovernmental Affairs (OCIA), serves as the agency's tribal consultation official. OCIA's Tribal Affairs team regularly works with Census Bureau program areas to hold Tribal consultations on work that impacts Tribal Nations. The Census Bureau understands the complexity of the information presented during tribal listening sessions and consultations, and will continue to work with Tribal Nations, organizations, and data users to utilize plain language to ensure understanding for meaningful discussions.

New findings from the Summer 2023 FRN review

We now turn to a series of new findings (not already noted in CSAC's Spring 2023 review)

for the Bureau's consideration. These findings arose as important themes during CSAC's FRN Round II review and are supported by many comments across many submissions.

- The Bureau should consider **expanding accessibility to census response** with the following approaches:

- *Increase* the number of languages available for online, mail-in, and in-person response.

Census Bureau Response: At this time, the Census Bureau cannot accept the recommendation to increase the number of languages available. We continue to research what the optimal number of languages to support the 2030 Census will be. As we approach the 2030 Census and have more current data, we will consider whether those thresholds or the number of languages need to be adjusted for the 2030 Census.

- Utilize plain language in outreach communications, instructions, education, and questionnaires.

Census Bureau Response: The Census Bureau accepts this recommendation. The Decennial Census Program, including communications and self-response operations, conduct extensive expert reviews and cognitive interviews to ensure content follows plain language standards. We will continue this practice for the 2030 Census and improve as warranted.

- Work with internet and phone providers to temporarily provide low-cost or free internet access options to overcome unequal internet and technology access in hard-to-count populations.

Census Bureau Response: The Census Bureau cannot accept this recommendation to provide low-cost or free internet access options. However, we will look into the feasibility of using partnerships through the Office of Strategic Alliances to work with internet and phone providers.

- Provide additional response options, such as drop boxes in public community spaces, to assist those unable to participate with the response options offered in 2020.

Census Bureau Response: The Census Bureau accepts this recommendation. The mobile questionnaire assistance (MQA) program

provides resources for local communities to self-respond at places where people tend to gather or use on a routine basis. During the 2030 Census research phase, the Census Bureau is researching ways to optimize locations of MQAs to maximize participation.

- Provide wireless technology that can travel to remote areas to facilitate response.

Census Bureau Response: The Census Bureau accepts this recommendation. During the 2030 Census research phase, the Census Bureau is researching ways to integrate and automate in-field enumeration, including in remote areas. This is a change from the 2020 Census where the Update Leave, Update Enumerate, and Remote Alaska operations were primarily paper-based.

- The Bureau should consider **expanding post-enumeration and data dissemination efforts** with the following approaches:

- Research additional methodologies to count hard-to-count populations and reduce “built-in inequities” in the data.

Census Bureau Response: The Census Bureau accepts this recommendation. As part of the 2030 Census research phase, the Census Bureau is researching many new approaches for improving the quality and coverage of the hard-to-count and historically undercounted populations. The suite of research projects is provided through the 2030 Census Research Project Explorer tool.

- Increase education for data users, state/local/tribal governments, and the public on interpreting census data and metrics.

Census Bureau Response: The Census Bureau accepts this recommendation. As part of our continued efforts to innovate and advance our mission of serving as the nation’s leading provider of quality data about its people and economy, we have expanded our resources and tools for data users on interpreting and understanding census data. For instance, the Census Academy is a learning hub for data skills, featuring videos and in-depth courses, webinars, and tutorials on a variety of topics, including the 2020 Census. Additionally, we have sought to make census data more readily accessible and user-friendly by utilizing data science tools, such as how to analyze census data using different statistical software, and by producing

informative data visualizations and maps to help illustrate the data. We plan to continue to expand our education and outreach efforts for different audiences, formats, and venues.

- Research and maintain an up-to-date resource catalog on the uses of census data by federal, state, local, and tribal governments.

Census Bureau Response: The Census Bureau cannot accept the recommendation at this time, due in part to the significant and substantial undertaking of this recommendation.

- Expand research on administrative data and additional sources of data.

Census Bureau Response: The Census Bureau accepts this recommendation. As part of the 2030 Census research phase, the Census Bureau is searching for new sources of administrative and third-party data as well as researching additional applications for the data, such as in-office enumeration, considering whether housing units that do not respond might be eligible to be enumerated using administrative data. To explore public perceptions and to inform further research, we are also beginning to explore this topic in Census Barriers, Attitudes, Motivators (CBAMS) as well as other attitudinal studies on the collection, curation, and potential uses of administrative data in the 2030 Census.

- Research new methods and approaches to improve data validation.

Census Bureau Response: The Census Bureau accepts this recommendation. As part of the 2030 Census research phase, the Census Bureau is researching opportunities to review response data in near real-time using integrated analytics and enhance the integration between quality initiatives during data processing. Potential methods and approaches include reviewing dashboards in near real-time to detect and communicate anomalies, and the development of statistical and operational methods to define anomalies. Census Bureau staff are working continuously to assess new administrative and third-party data sources for fitness of use in terms of both coverage and quality, and for numerous applications. We also continue to expand on the Field Quality Monitoring (FQM) Program assortment of tools for actively detecting data collection outliers in real-time. These tools and methods continue to be expanded to an increasing number of operational surveys.

- The Bureau should consider **improving its messaging** with the following approaches:
 - Create population-specific educational materials and media promotion to connect with hard-to-count populations (e.g., homeless, elderly, minority populations, territories), to communicate community-specific benefits, and to build population-specific trust.
 - Communicate the value of census participation frequently.
 - Direct social media messaging to typical users of these media.

Census Bureau Response: The Census Bureau accepts these recommendations inasmuch as the Census Bureau has already been following these approaches and plans to continue to do so and improve them as warranted. Throughout 2020 Census data collection, population-specific messages and social media usage were common strategies used throughout the campaign. The importance of decennial census for the nation, communities, and individuals and their families was a primary message. We plan to continue these messages and strategies for the 2030 Census, with contributions from the CBAMS surveys and coinciding focus groups, as well as stakeholder and public input.

- The Bureau should consider **incentivizing response** with the following approaches:
 - Census swag, raffles, or other financial incentives as a reward for census response.
 - Local friendly competitions between communities for census response rates.

Census Bureau Response: The Census Bureau does not accept this recommendation. That said, throughout the 2020 Census, the Census Bureau provided materials and items with Census branding to local partners, community leaders, and all attendees at events to promote census awareness and self-response. The 2030 Census research phase continues to study the distribution and type of items that communities find helpful to increase census awareness and support self-response. The Census Bureau did support local friendly competitions among towns and cities that expressed interest in formulating a competition during the 2020 Census. We can further explore a friendly competition model as a tool during our research phase within the Enhance External Engagement project.

Research recommendations

CSAC was asked to provide a prioritized list of research themes arising from the FRN submissions on Reaching and Motivating Everyone. As with the earlier review, CSAC's approach to prioritization was to try to rank research topics most likely to affect the quality of the count, including the differential undercount. CSAC has the following recommendations in response to this request.

1. CSAC recommends that the Census Bureau research the sources of undercount in population subgroups, continuing how it investigated potential sources of the child undercount for the 2020 decennial. This effort should include these populations in particular:

- Persons of color, noting in particular the decline in response rates in majority Black and Hispanic census tracts in 2020.
- American Indian/Alaska Native [AIAN] populations, particularly on reservations, where the undercount was especially high in 2020.

Census Bureau Response: The Census Bureau accepts this recommendation. Partnership and public engagement efforts begun in the 2030 Census early planning phase have provided the public an opportunity to share recommendations for how the Census Bureau can improve response among majority Black, Hispanic, and American Indian and Alaska Native (AIAN) areas. Additionally, research leveraging public opinion surveys, administrative records, and field tests focused on these areas are underway. We plan to continue these efforts throughout the decade.

- Latino immigrants and mixed-status households. This should include the use of Spanish-speaking enumerators, an emphasis on the confidentiality of the data, and recognition of the greater difficulty of reaching such persons at home.

Census Bureau Response: The Census Bureau accepts this recommendation. During the 2020 Census, recruiting goals for languages were effective in properly targeting the needed language skills for peak operations enumerators. Additionally, the enumeration instrument for the 2020 Census NRFU operation was available in English and Spanish. As needed, Spanish-speaking enumerators could use the enumeration instrument to conduct interviews in Spanish. The Census Bureau will continue this practice of hiring enumerators who have necessary

languages skills and will explore additional ways the enumeration of Latino immigrants and mixed-status households could be improved.

- Unhoused and homeless persons, improve methodology for the 2030 count by researching the accuracy of the 2020 count.

Census Bureau Response: The Census Bureau accepts this recommendation inasmuch as the Bureau is and will continue to research if and how the count of individuals who are unhoused or individuals who are experiencing homelessness might be improved. One of the projects under Enhancement Area (EA) 2, Modernize Group Quarters Enumeration to Address Complex Living Situations is to improve the Service-Based Enumeration (SBE) operation in the 2030 Census. The EA members have participated in the Department of Housing and Urban Development's (HUD) annual Point-in-Time surveys across the country to learn the various methodologies used in each state to count people experiencing homelessness and are developing partnerships with state Continuum of Care Centers. The EA team has also had several meetings with HUD leadership to learn new techniques and to form a partnership. The EA team is encouraged with progress to date and will continue to learn throughout the decade in hopes to improve the SBE operation in the 2030 Census.

- Newborn and young children, e.g., continue to explore ways to reduce the child undercount: research the effect of sending messages about completing the Census to parents of newborns, accessing administrative data, analyzing data from CBAMS, and assessing whether young children are missed because the child is not counted or because the household is not counted.

Census Bureau Response: The Census Bureau accepts this recommendation. The 2023 iteration of CBAMS included three questions that will provide a knowledge benchmark and an opportunity for additional analysis to inform development of future investigations into the undercount of young children as it relates to communications planning.

- 2. CSAC recommends that the Census Bureau conduct research on successful outreach to marginalized groups, such as California's effort, to see which aspects are most transportable to other states and groups. This outreach included collaboration with grassroots organizations serving distinct communities and was aided by an overall contractor. Similarly, CSAC recommends conducting research on such outreach efforts that were met**

with substantial challenges or lack of success.

- This includes increasing available languages for online, mail-in, and in-person response, including expanding indigenous languages.

Census Bureau Response: At this time, the Census Bureau cannot accept the recommendation to increase the number of languages available. We continue to research what the optimal number of languages to support the 2030 Census will be. As we approach the 2030 Census and have more current data, we will consider whether those thresholds or the number of languages need to be adjusted for the 2030 Census.

During the 2030 Census Research Phase, the Enhance External Engagement project is researching and determining successful outreach efforts to ensure there is proper coverage of partnership and the type of partnership needed for different population groups at varying levels of geography.

3. CSAC recommends that the Census Bureau conduct research on the most effective ways to counter distrust of government as this affects the Census, a potential factor in low response.

- Provide greater assurance that personal data will not be shared with other entities such as landlords and local and national authorities. More generally, develop better messaging to explain what is meant by the confidentiality of census data.
- Develop ways to counter disinformation, e.g., utilizing social media platforms used by various communities.

Census Bureau Response: The Census Bureau accepts these recommendations. Data confidentiality and privacy and counteracting common misinformation campaigns were key 2020 Census messages. The 2030 CBAMS surveys and coinciding focus groups planned for the odd years leading to the 2030 Census include questions focusing on public opinion on trust, confidentiality, and misinformation. The Census Bureau will work closely with internal and external communications experts to develop messages that incorporate updated public opinion research.

4. CSAC recommends that the Census Bureau research alternative messaging and education to address several needs.

- Educate the public on the importance of an accurate census count in funding for local areas, pointing to concrete examples of how accurate census counts benefit individual communities, e.g., in terms of the return on investment for messaging, and, as a related point, how these counts have not affected tax rates.
- Clarify the difference between the Census Bureau (who will knock and call) and other federal agencies (which will not knock or call).

Census Bureau Response: The Census Bureau partially accepts these recommendations. The 2020 Census communications campaign emphasized community benefits to participating in the decennial census, including local funding and our 2030 Census campaign will continue to do so. There are also current efforts already underway to investigate modifying messages to demonstrate how communities have directly benefitted from census results. We will ensure our messaging and outreach clarify what the Census Bureau will ask and do. However, we will not list the roles of other agencies or describe the activities of those agencies.

5. CSAC recommends that the Census Bureau conduct additional research on instructions to respondents, focusing on:

- How to develop clearer guidance regarding rostering to include, in particular, how to clarify who should be counted in a household and determine what terms can best convey the intent of the instructions.
- How to develop clearer guidance for population subgroups whose circumstances create ambiguity on how to respond to the census, such as “snowbirds,” others with multiple residences, college students, and members of the military.

Census Bureau Response: The Census Bureau accepts these recommendations to the extent that a current 2030 Census research project titled Household Roster Revision is currently testing potential changes to the household rostering questions, to ascertain whether clearer direction can be made on the census questionnaire for who should be counted in a household and whether to list temporary or intermittent residents.

6. CSAC recommends that the Census Bureau conduct research to evaluate and expand its educational programs in schools, colleges, and

universities to better prepare students to respond to the census, and to advocate for responding to the census to their parents in order to improve the count of children.

Census Bureau Response: The Census Bureau accepts this recommendation. The Census Bureau created the Statistics in Schools (SIS) program many years ago. As part of this valued program, the Census Bureau performs qualitative and quantitative testing with the educational community to ensure that the website and activities are and continue to be an asset to teachers and supplement what is being taught in the classroom. The Census Bureau continually looks for opportunities to expand educational offerings. This includes work with teachers to review and test SIS activities and resources to ensure that the program continues to fit with current educational standards, while growing for the future. Additionally, the Office of Strategic Alliances has a portfolio specifically focused on educational institutions generating opportunities to continually expand our reach.

- 7. CSAC recommends that the Census Bureau research the use of enumerators at public community places (e.g., hair salons, places of faith, and union meetings) to provide assistance with filling out census forms and evaluate the effectiveness of such efforts. (A rich variety of such places were identified in the responses to the FRN.).**

Census Bureau Response: The Census Bureau accepts this recommendation. The mobile questionnaire assistance (MQA) program provides resources for local communities to self-respond at places where people tend to gather or use on a routine basis. During the 2030 Census research phase, the Census Bureau is researching ways to optimize locations of MQAs to maximize participation.

- 8. CSAC recommends that the Census Bureau conduct research exploring effective engagement with employers to promote participation in the census.**

Census Bureau Response: The Census Bureau accepts this recommendation. The partnership program in support of the 2020 Census and previous censuses, exhorted all employers to encourage participation in the Census. This is a commitment that partners agree to and support to ensure their communities are represented.