Wait, what part of the Census is going to be carried out online? Seriously, people think that the Citizenship Question is the biggest impediment of an accurate count, when they're going to be conducting some part of the Census online? This article documents the multiplicity of things that can go wrong online, and that's with stuff that actually has gone on online. The Census has never been done online. I'm reminded of the words of that great American philosopher Donald Rumsfeld "The unknown unknowns..."
why it matters

- an online census creates a structural advantage for people with digital access & literacy.
  - The Census Bureau will ask 80% of households to respond online, BUT:
  - 35% of US adults (mostly non-White) DON’T have broadband at home (Pew)
  - Optimizing for digital participation mostly shows who’s online (=white, affluent), affects:
    - $900bn-$1tn in federal funding (schools, libraries, parks, benefits)
    - Redistricting & representation in government
the operational plan

2020 Census Operational Plan
A New Design for the 21st Century

Issued December 2018
Version 4.0

- Optimized for online self-response
- AVR also available
- DDaaS (iPhone enumeration)
- Automated labor force of enumerators (¼ of blocks from 2010 levels)
- NRFU model using administrative data & satellite imagery
- Imputation using administrative data
helping communities prepare
Manual for Libraries, CBOs, and Community Advocates: Preparing for the First Digital Census

Announcing the release of our learning guide meant for anyone who intends to work with communities towards a complete count during Census 2020.
learning guide preparation & pilots

- Based on DEL Risk Assessment & Recommendations
- Contributions from NY Counts 2020 Tech & Tools Committee, Steering Committee, June 2019 DEL convening
- 6 day-long 2-track pilot workshops statewide:
  - Metropolitan New York Library Council
  - Ramapo Catskills Library System
  - Queens Public Library
  - Pioneer Library System
  - Suffolk Cooperative Library System
  - Brooklyn Public Library
  - New York City Parks & Recreation Department
Do you have the capacity to:

- Secure your internet and servers
- Manage account access
- Upgrade operating systems on all devices
- Develop and follow a data policy for internal and third-party systems?

If yes:
- You're ready to be a Public Access Point!

If no:
- Manage account access
- Upgrade operating systems on relevant devices
- Develop and follow a data policy?

If yes:
- You're ready to do Digital Canvassing!

If no:
- Vet and train staff and volunteers who will be interfacing with the public?

If yes:
- You're ready to provide Community Support!

If no:
- Vet and train staff and volunteers
- Manage incoming reports from organizations working directly with the public?

If yes:
- You're ready to provide Tracking & Accountability!
This schematic provides guidance for organizations setting up dedicated census participation kiosks. The goal of this setup is to reduce the production of information that could provide context for re-identification and to ensure the security of the participation device.

### Use a tablet, Chromebox, or Chromebook
Their operating systems provide a strong security model with separation of sessions and apps. If using a Chromebox, set it in Guest Mode. Consider doing a factory reset on the device before using in order to prevent any unknown malicious software being retained or sensitive documents being accessible to participants.

### Use a secure, up-to-date browser
For non-tablet devices, make sure the browser updates automatically.

### Cover all physical ports
so they are inaccessible to public users.

### Block malicious URLs and IP addresses
Configuring your network device to do this is a redundant security layer that follows a "defense-in-depth" approach of building security controls throughout the system instead of in a single location. If this is not possible, set up the device with a trusted DNS.

### Use session management software
so that the system will automatically refresh the kiosk device after each user. This removes any user data collected, including cookies, browsing history, and any saved password information.

### Configure a firewall
Firewalls monitor and control incoming and outgoing network traffic.

### Post clear signage in multiple languages

### Do not require a sign-in or log-in

### Limit use to the Census website only
A content filter prevents census participants from entering sensitive information into an impostor site. This also limits sessions to census participation and prevents additional browsing.

### Take the Census here!
Responda al censo aquí.
Below is guidance for organizations making a dedicated WiFi network available for patrons to participate in the census using their own devices. The goals of this setup are to reduce the possibility of malicious impostor networks, to ensure census-takers do not give their information to impostor census websites, and to protect the organization’s core network from potential threats.

**Limit access to the Census website only**

A content filter prevents census-takers from entering sensitive information into an impostor site. This also limits sessions to census participation and prevents additional browsing.

**Create a dedicated access point**

Separating your staff network, general guest network, and the census network lets you configure settings specifically to increase security and to protect your organization’s core network. Use tools to identify duplicate SSIDs, and develop protocols to address duplicates.

**Block malicious URLs and IP addresses**

Configuring your network device to do this is a redundant security layer that allows a “defense-in-depth” approach of building security controls throughout the system instead of in a single location. If this is not possible, set up the device with a trusted DNS.

**Post clear signage in multiple languages**

Not network name and password. Ask users to report any suspicious networks.

**Configure a firewall**

Firewall monitor and control incoming and outgoing network traffic.

**Make a plan to monitor the WiFi**

And develop an incident response plan.
mobile hotspot

Below is guidance for organizations making a WiFi network available for census participation through a mobile hotspot. The goal of this setup is to ensure census-takers do not give their information to impostor census websites.

1. **Create a hotspot**
   - Use a WPA/WPA2 WiFi security configuration.

2. **Configure a firewall**
   - Firewalls monitor and control incoming and outgoing network traffic.

3. **Block malicious URLs and IP addresses**
   - Configuring your network device to do this is a redundant security layer that follows a "defense-in-depth" approach of building security controls throughout the system instead of in a single location. If this is not possible, set up the device with a trusted DNS.

4. **Limit access to the Census website only**
   - A content filter prevents census-takers from entering sensitive information into an impostor site. This also limits sessions to census participation and prevents additional browsing.

5. **Post network name and password**
   - Let users know to which network they should connect and ask that they report any suspicious networks.

Produce by the Digital Equity Laboratory, 2019
esln, the lccc, and the running q & a

bit.ly/del-census-q-and-a

Responding to the Survey

- Will people be able to request paper forms, or will they have to wait for nonresponse follow-up in the 2nd week of April?

  No. The Census Bureau will not be accepting requests for paper forms.

- If people do not have a mailer, must they provide BOTH household address and nearest cross-street at a public internet site to access their unique survey?

  If someone does not have their unique ID, they will be able to participate, but their response will be processed as “non-ID” (aka not linked to their unique household survey).

  AC: If they will need cross street

- Will people be able to skip questions on the online survey?

  Yes. The Census Bureau says to fill out the form to the best of your knowledge and ability. Note that skipping multiple questions is more likely to invite an enumerator follow-up than skipping just one.