DEPARTMENT OF COMMERCE

Bureau of the Census

Census Bureau 2020 Advisory Committee

AGENCY: Bureau of the Census, Department of Commerce.

ACTION: Notice of Committee Establishment.

SUMMARY: The Bureau of the Census (Census Bureau) is hereby giving notice that the Secretary of Commerce has determined that the establishment of the Census Bureau 2020 Advisory Committee is necessary and in the public interest. The Committee will function solely as an advisory body and in compliance with provisions of the Federal Advisory Committee Act. Copies of the charter will be filed with the appropriate Committees of the U.S. Congress and with the Library of Congress.

FOR FURTHER INFORMATION CONTACT: Tara Dunlop Jackson, Branch Chief for Advisory Committees, Customer Liaison and Marketing Services Office, tara.t.dunlop@census.gov, Department of Commerce, U.S. Census Bureau, Room 8H177, 4600 Silver Hill Road, Washington, DC 20233, telephone 301–763–5222. For TTY callers, please use the Federal Relay Service 1–800–877–8339.

SUPPLEMENTARY INFORMATION: The Census Bureau 2020 Advisory Committee (“Committee”) is established in accordance with the Federal Advisory Committee Act (FACA), Title 5, United States Code (U.S.C.), Appendix 2. The following provides information about the Committee, membership, and the nomination process.

Objectives and Duties

1. The Committee will provide formal review and feedback related to 2020 Census plans and execution to devise strategies to increase census awareness, reduce barriers to response, and enhance the public’s trust and willingness to respond.

2. The Committee will consider implications of enumeration strategies, new technologies, the role of state and local governments, social media and marketing, and the outreach and mobilization needs of historically undercounted populations.

3. The Committee will address and provide recommendations on external factors and policies that may affect 2020 Census plans and identify strategies to increase Census awareness, participation and response by the American public.

4. The Committee will help the Census Bureau communicate with and educate diverse audiences on 2020 Census plans and operations.

5. The Committee will provide recommendations to educate the public at key 2020 Census decision points, milestones, and production dates to ensure maximum self-response and participation by the public in the 2020 Census.

6. The Committee will devise and recommend strategies to motivate people to respond to the 2020 Census through Internet self-response and other forms of enumeration, as appropriate (i.e., paper or by telephone through the Census Questionnaire Assistance Program).

7. The Committee will consider the Census Bureau’s outreach,