

Agency Profile

Census Bureau & The Census Contract

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What is the Census Bureau?



A division under the **Department of Commerce (DOC)**, the Census Bureau serves as the key element in critical decision-making that impacts communities nationwide by providing the statistical evidence required to distribute trillions of federal funds to hospitals, fire departments, schools, roads, and other resources.



The mission of the Census Bureau is to “serve as the nation’s leading provider of quality data about its people and economy”

This data is primarily collected through over **130 surveys** and programs a year, including the American Community Survey (ACS), Survey of Income and Program Participation (SIPP), American Housing Survey (AHS), and Decennial Census, all owned by the Census Bureau.

What is the Census Bureau?

Today, the Census Bureau conducts over 130 surveys and programs annually that directly influence state, local, and federal policymaking, community planning, and resource allocation for the next decade.

For instance, at least **353 federal assistance programs** relied on Census Bureau data in whole or in part to distribute **\$2.8T** to communities in FY21.


These are the top five programs that utilized Census data in FY21.



Federal Assistance Distribution Using Decennial Census Programs Data (FY21)	
Program	Funds
Medical Assistance Program (HHS)	\$568,115,846,349
Medicare Part B—Medicare Supplementary Medical Insurance (HHS)	\$395,915,112,082
Coronavirus State and Local Fiscal Recovery Funds (TREAS)	\$350,824,555,169
Medicare Part A—Medicare Hospital Insurance (HHS)	\$326,389,294,515
Education Stabilization Fund (ED)	\$231,827,196,664

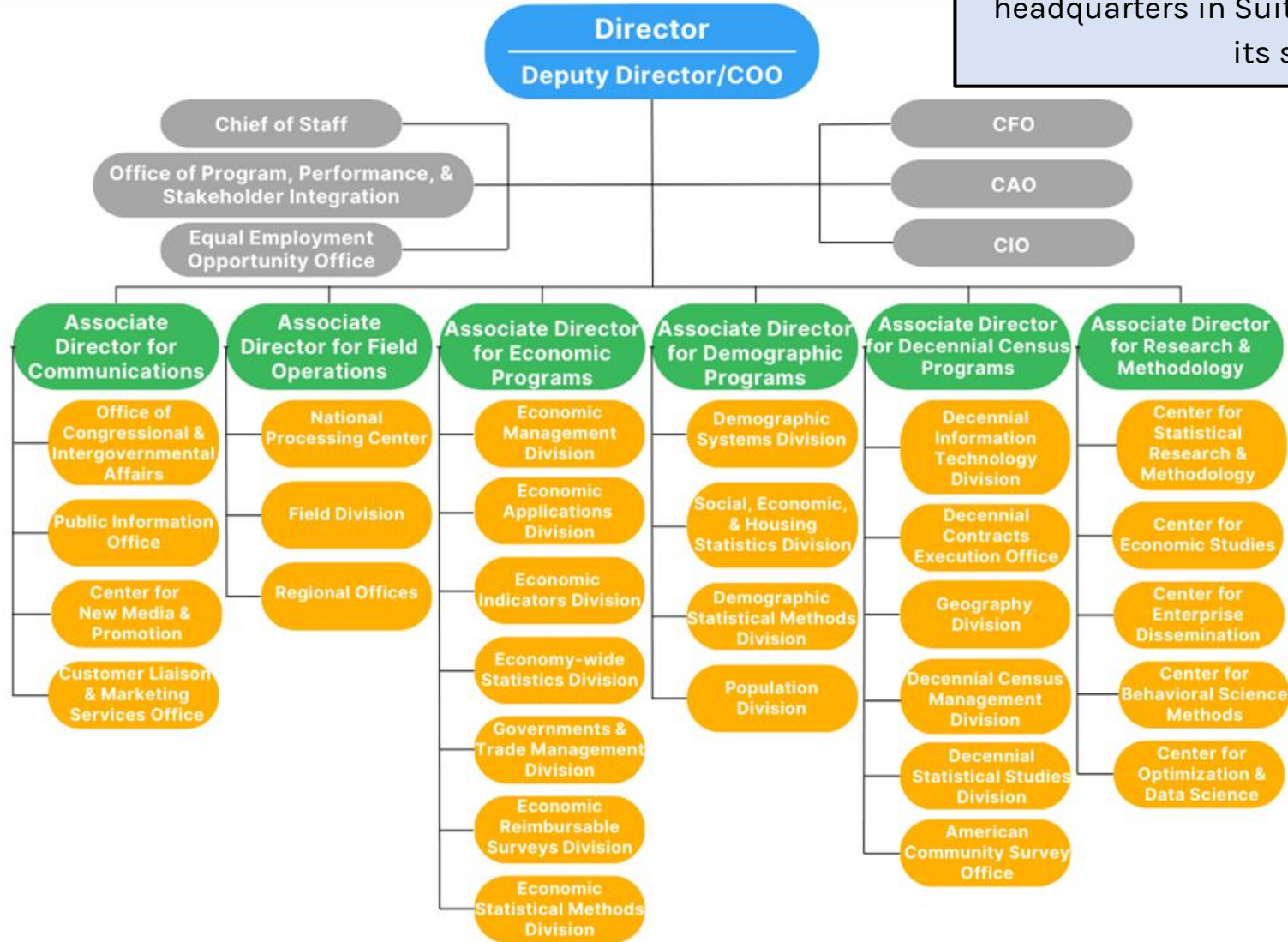
Census Bureau History

1. Congress opened a Census Office for the 1880 decennial census, and, although technically temporary, it was open almost continuously after the 1890 census.
 - This was due to the inclusion of demographic, agricultural, and economic information in the survey and the subsequent need to analyze it.
 - Decennial census supervisors, chosen by the President and confirmed by the Senate, selected the census enumerators.
 - Closing and reopening the Census Office meant recruiting, training, and then dismissing staff for every census.
2. Noticing the need for a permanent solution, Congress passed legislation that established a perpetual Census Office, led by William Rush Merriam, within the Department of the Interior in 1902.
3. The Census Office was moved to the Department of Labor and Commerce in 1903.
4. The Census Office stayed with DOC and was renamed The Census Bureau when the agency split in 1913.

 The Bureau of the Census (Census Bureau) is the largest statistical agency in the U.S. federal government responsible for producing data about the American people and economy.

Census Bureau Organization

Led by a Presidential Appointed Director, the Bureau employs 4,285 professionals at its headquarters in Suitland, Maryland, and across its six regions.

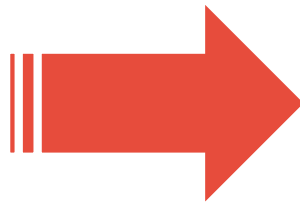


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Census Bureau Regional Offices

The Census Bureau Regional Offices are responsible for data collection, dissemination, geographic operations, and the management of their professional network of field representatives.

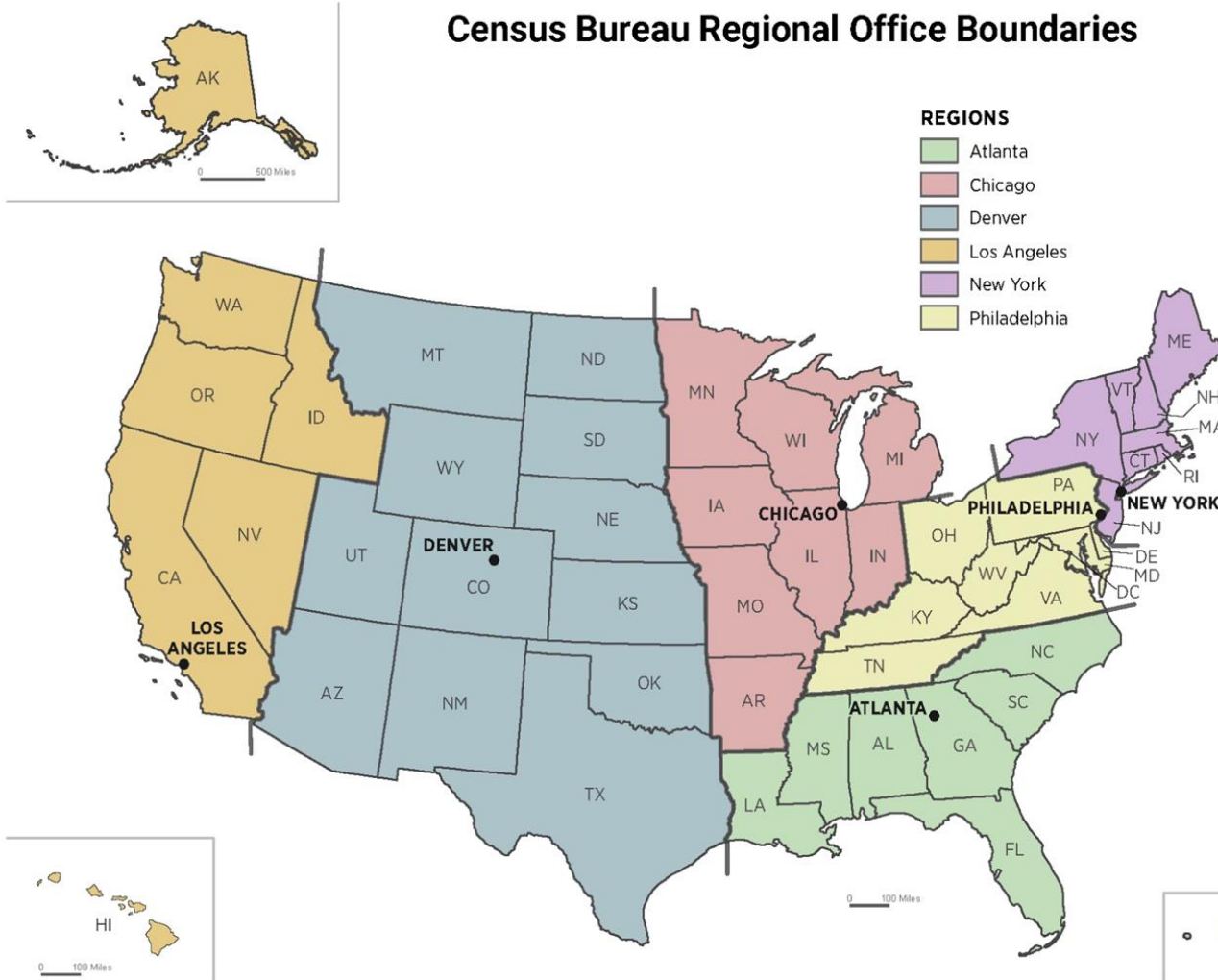
Between 1961 and 2012, the Census Bureau had 12 permanent regional offices in Atlanta, Boston, Charlotte, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, New York, Philadelphia, and Seattle. Offices had an average of 50 permanent, full-time employees and a decentralized staff of approximately 500 field representatives who collected data required for the Census Bureau's surveys.



In June 2011, the Census Bureau announced it would reorganize its regional office structure to reduce costs and improve the quality of its surveys. As of January 1, 2013, the agency closed six regional offices. The remaining offices are in Los Angeles, Denver, Chicago, Atlanta, Philadelphia, and New York.

Census Bureau Regional Offices

Census Bureau Regional Office Boundaries



Regional Office 1: Atlanta

Areas served: Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina

Regional Office 2: Chicago

Areas served: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin

Regional Office 3: Denver

Areas served: Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, Wyoming

Regional Office 4: Los Angeles

Areas served: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington

Regional Office 5: New York

Areas served: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont

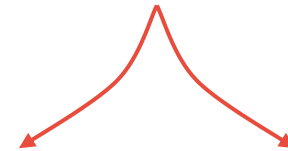
Regional Office 6: Philadelphia

Areas served: Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia

How Does the Census Bureau Buy Products & Services?

★ **The Office of Acquisition Management (OAM)** assists with overall DOC program management, risk, grants, and other acquisition-related activities.

Forecast ID	Organization	Title
67018	Census- United States Census Bureau	Strategic Communication and Digital Services
67029	Census- United States Census Bureau	MTIPS Escalation and Configuration Assistance Support
67033	Census- United States Census Bureau	Cisco Finesse
67036	Census- United States Census Bureau	Thank you Products
67062	Census- United States Census Bureau	Janitorial Services
67159	Census- United States Census Bureau	IBM ILOG CPLEX Software Maintenance
67181	Census- United States Census Bureau	Enterprise Testing BPA
67185	Census- United States Census Bureau	JIRA Data Center with Multiple Components - Software Support
67186	Census- United States Census Bureau	Contrast Security 3.6.3 Scanning Tool Software Maintenance Renewal
67187	Census- United States Census Bureau	Vidoori Performance Tool Software Subscription
67190	Census- United States Census Bureau	Tableau
67195	Census- United States Census Bureau	Dreamfactory Enterprise software
67251	Census- United States Census Bureau	Negotiate and Execute -8 Extension
67279	Census- United States Census Bureau	CES Collaboration Project - For Support Services
67281	Census- United States Census Bureau	Security Assistant Support Contract
67284	Census- United States Census Bureau	COBRA
67306	Census- United States Census Bureau	Census SPO/SPO16 Mderization
67309	Census- United States Census Bureau	MicroFocus Reflection Software Maintenance
67320	Census- United States Census Bureau	Technical Consulting, Writing & Training in Support of Field Infrastructure Operations
67322	Census- United States Census Bureau	Continuation of Services to Qualtrics Platform for COVID Household Pulse Survey
67350	Census- United States Census Bureau	Field Application Support Services
67358	Census- United States Census Bureau	DICE Data Architecture Support
67359	Census- United States Census Bureau	DICE Survey Software as a Service (SaaS) Support
67360	Census- United States Census Bureau	Census - SharePoint Phase II Amendment 3
67365	Census- United States Census Bureau	ECON QDM Support Services Contract
67386	Census- United States Census Bureau	Adobe Analytics
67428	Census- United States Census Bureau	Adobe target
67440	Census- United States Census Bureau	EPIKSO View 360 3.6
67491	Census- United States Census Bureau	eSkillz Corporation
67533	Census- United States Census Bureau	Sprinklr
67544	Census- United States Census Bureau	DICE Pega Licenses for CRM and eCORR
67839	Census- United States Census Bureau	Oracle 12c Extended Support Software Maintenance Renewal



Interested contractors must register with the Census Bureau, SAM.gov, and FBO.gov.

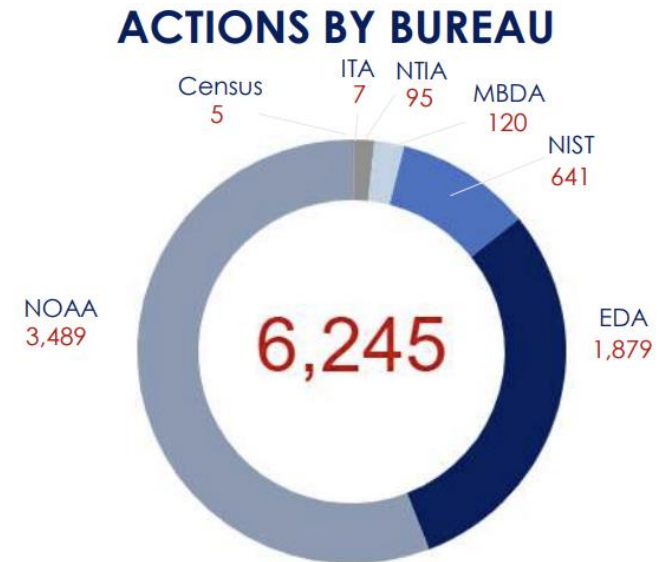
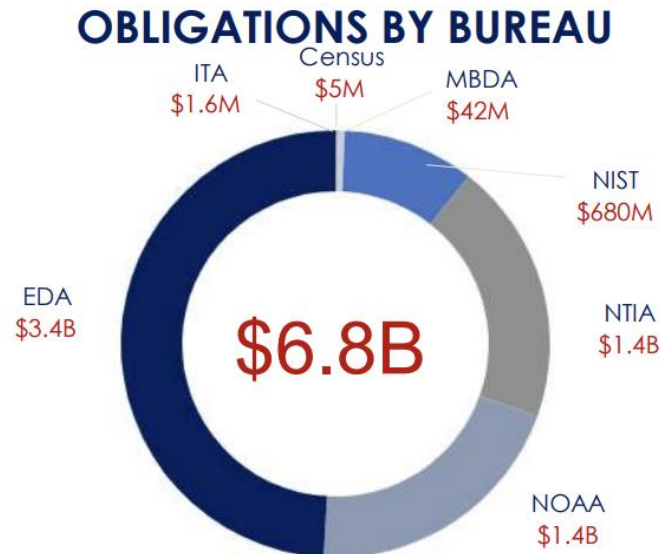
Its Procurement Forecast includes upcoming Census opportunities.

Contracts are acquired through OAM or the Census Bureau itself.

Contract Spending Trends

In 2022, Census made up a small portion of DOC contract dollars and actions, despite the increased spending during a Decennial Census year.

💡 There were only nine grants awarded by Census between FY2018-FY2022 totaling \$15,173,686.



Contract Spending Trends

Top Vehicles (FY18-FY22):

1. Enterprise Solutions Framework for Systems Engineering and Integration (ESF4SEI)
2. Multiple Award Schedule (MAS)
3. Chief Information Officer Commodities and Solutions (CIO-CS)
4. Information Technology Schedule 70 (IT-70)
5. Chief Information Officer - Solutions and Partners 3, Small Business (CIO-SP3 SB)

The majority of contract work takes place in **Maryland**, and most contract awardees are from **Virginia** or Maryland.

Top 10 U.S. Federal Contractors (FY18-FY22):

1. T-Rex Solutions, LLC
2. General Dynamics Information Technology, Inc.
3. Young & Rubicam LLC
4. CDW Government LLC
5. Deloitte Consulting LLP
6. Guidehouse Digital LLC
7. Paradyme Management Inc
8. Accenture Federal Services LLC
9. Blue Tech Inc.
10. The Whiting-Turner Contracting Company

Contract Spending Trends

Top 10 PSCs (FY18-FY22):

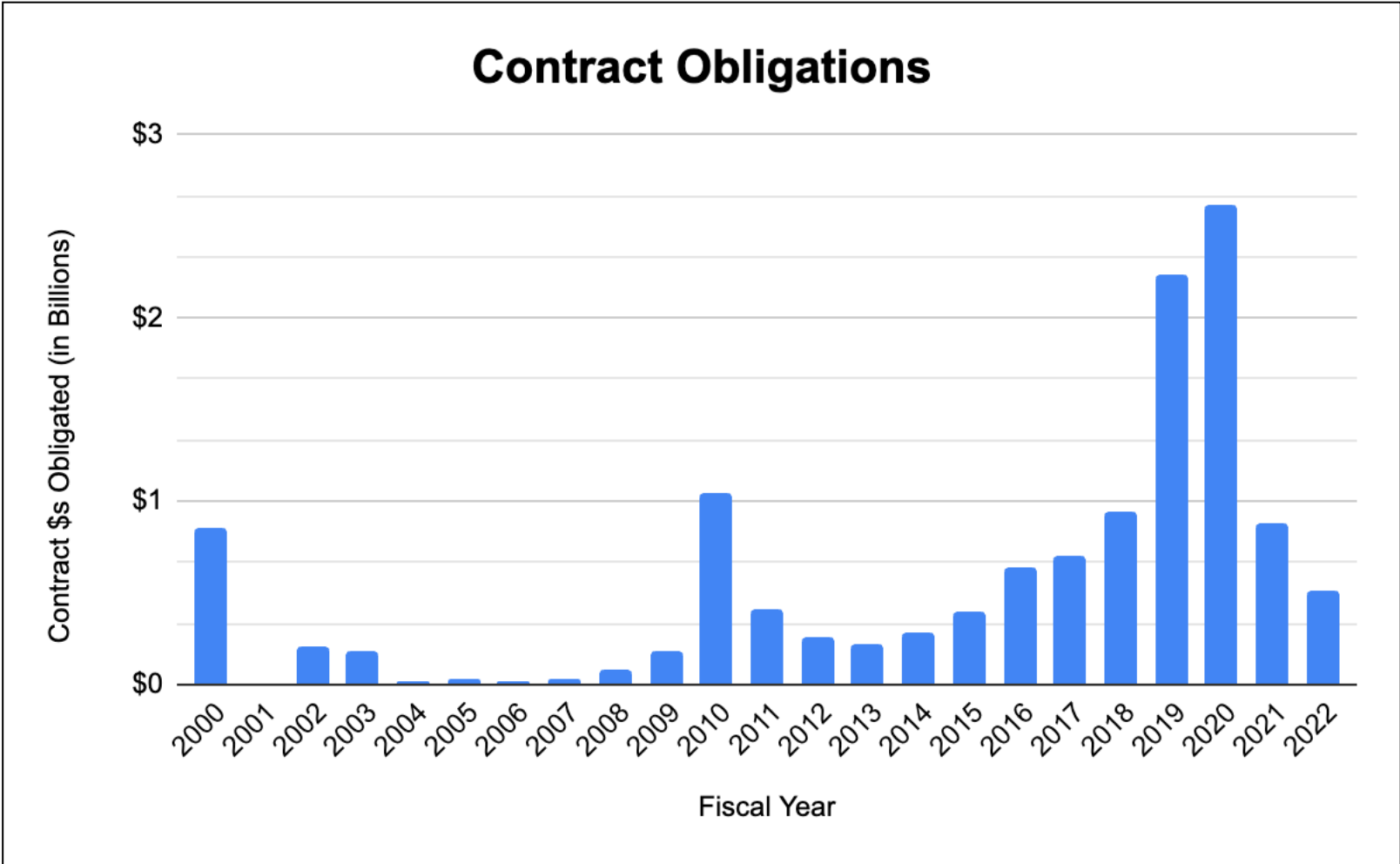
1. R799 - Support - Management: Other
2. D318 - IT and Telecom - Integrated Hardware/Software/Services Solutions, Predominantly Services
3. R701 - Support - Management: Advertising
4. D319 - IT and Telecom - Annual Software Maintenance Service Plans
5. 7030 - Information Technology Software
6. Z2AA - Repair or Alteration of Office Buildings
7. R425 - Support - Professional: Engineering/Technical
8. R707 - Support - Management: Contract/Procurement/Acquisition Support
9. R431 - Support - Professional: Human Resources
10. D308 - IT and Telecom - Programming

Top 10 NAICS Codes (FY18-FY22):

1. 541512 - Computer Systems Design Services
2. 541519 - Other Computer Related Services
3. 519190 - All Other Information Services
4. 541810 - Advertising Agencies
5. 541511 - Custom Computer Programming Services
6. 541611 - Administrative Management and General Management Consulting Services
7. 334111 - Electronic Computer Manufacturing
8. 236220 - Commercial and Institutional Building Construction
9. 541618 - Other Management Consulting Services
10. 511210 - Software Publishers

Contract Spending Trends

Contract obligations spiked in 2019 and 2020 due to the 2020 decennial census.



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The Decennial Census History

older than the
Census Bureau itself!

The first census was in 1790 ordered by President George Washington and organized by Secretary of State Thomas Jefferson. It is also mandated by Article 1, Section 2 of the Constitution.

In 1849, Congress established a census board to oversee the data collection, and DOI took over census duties from the Department of State (DOS). It moved to DOC in 1903.

At first, U.S. Marshals went from house to house, asking only six questions. As more topics were added to the survey, the Standard Industrial Classification (SIC) manual was developed to categorize industries.

the first version of the NAICS!

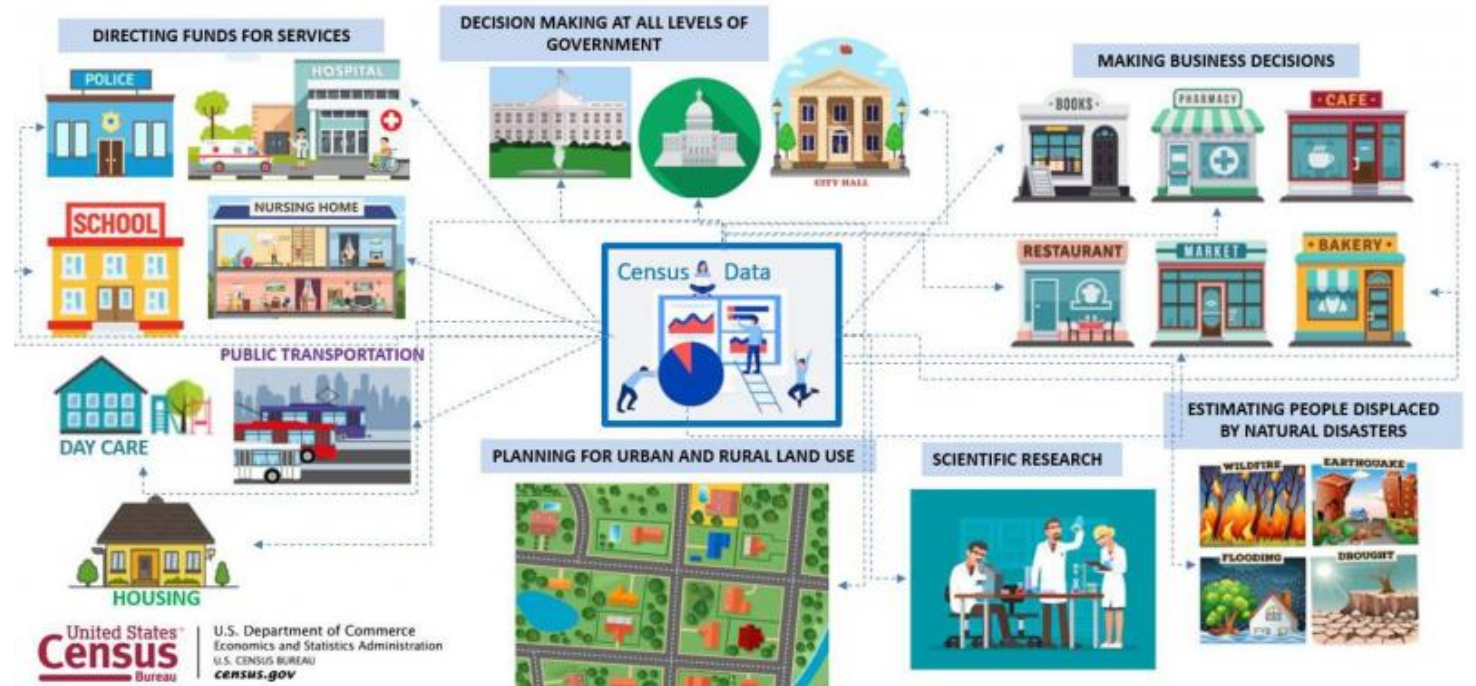
The Decennial Census has come a long way since 1790, now collecting data on marital status and business information, offering digital responses, validating addresses using geographic information systems (GIS) and satellite imagery, etc. The census influences issues like how congressional seats are appointed, how federal funds are distributed, and where new roads and schools will be built.

The Decennial Census

The Decennial Census is a complex undertaking. Temporary processing locations employing more than 1M people need to be established. During the years just before the decennial census, parallel census offices, known as “Regional Census Centers,” are opened in the field office cities. The Census Bureau also runs the Census Information Center (CIC) cooperative program that involves 58 organizations to represent the interests of underserved communities.

There are five focus areas, or **Enhancement Areas** when developing the Decennial Census:

1. data collection
2. modernized group quarters enumeration
3. integrated data collection and processing in real-time
4. streamlining operational support infrastructure
5. continuous data collection and aggregation



Decennial Census Spending Trends

Administering this nationwide survey (you could even argue it is a global survey since Americans living abroad also participate) is not cheap, and gets more expensive every time.

Census Costs:

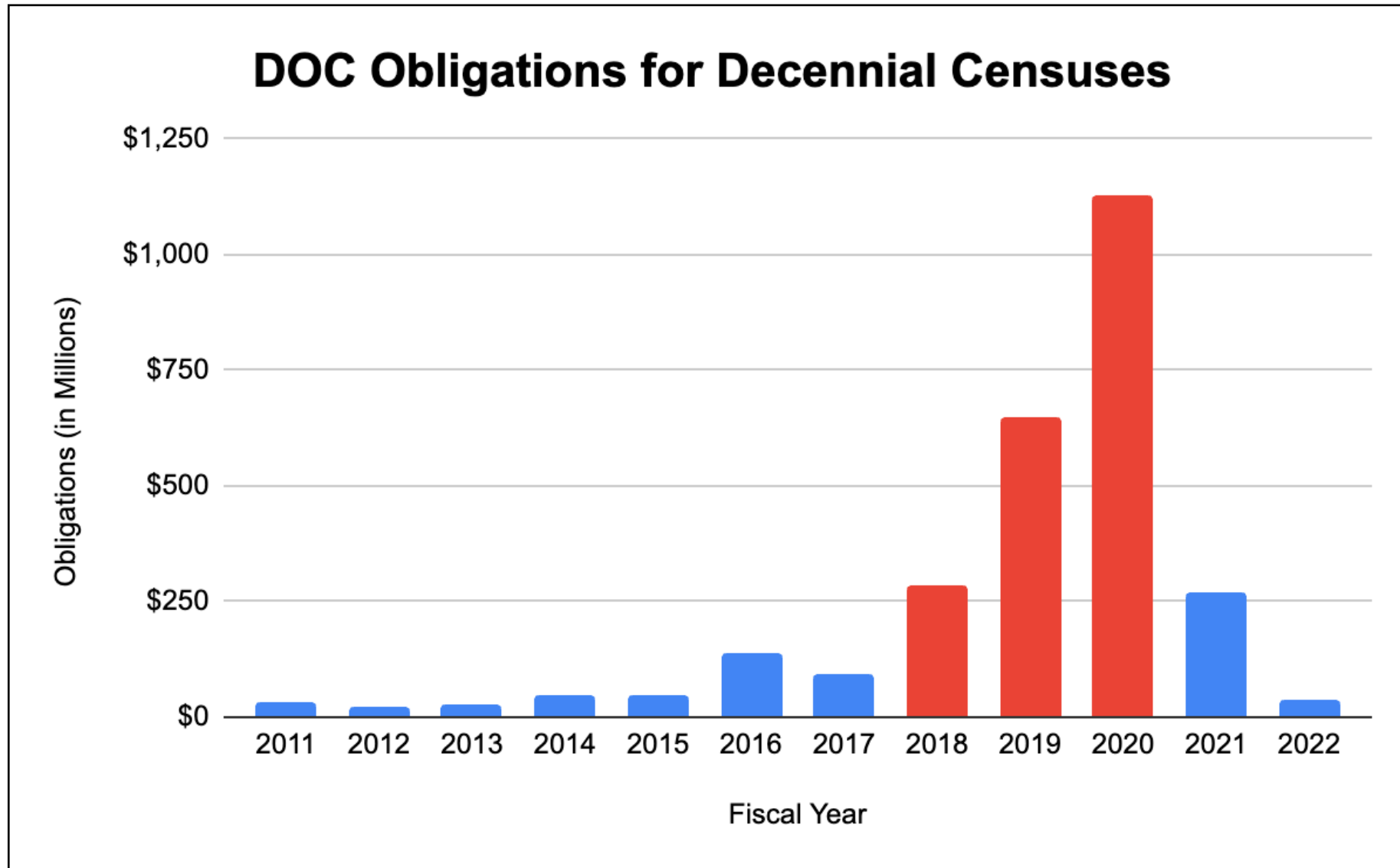
- 2000: \$4.5B
- 2010: \$14.7B
- 2020 estimate: \$13.7B (work officially ends in 2024)

However, not all these dollars go to federal contractors: \$2.04B was obligated for the 2010 census and \$5.9B for the 2020s.

Decennial Census requirements bring longevity to GovCon opportunities. It requires immense planning, hundreds of thousands of new internal and external employees, marketing campaigns, real estate leasing for local offices, and IT and cybersecurity improvements.



Decennial Census Contracting Spending Trends



There is some indication that decennial census spending increases one to two years before the actual census year.

There isn't enough data to fully confirm this, but it could mean that 2029 could be a big year in 2030 census requirement funding.

The 2020 Census

The work for the 2020 Decennial Census is not over yet; it is estimated to wrap up in 2024.

While the Census Bureau initially estimated it would cost \$15.6B, that number is expected to be closer to **\$13.7B** when all is said and done.

- Close to \$5.9B went to contractual services, making it 44% of the overall census cost.
 - ◆ These services mainly comprised IT systems and development, including the new platform that allowed citizens to respond online.
- After IT services and products, staff training was the second highest category of contractual obligations.
- Over 80% of the total \$13.7B went to enumeration operations, infrastructure, and IT.

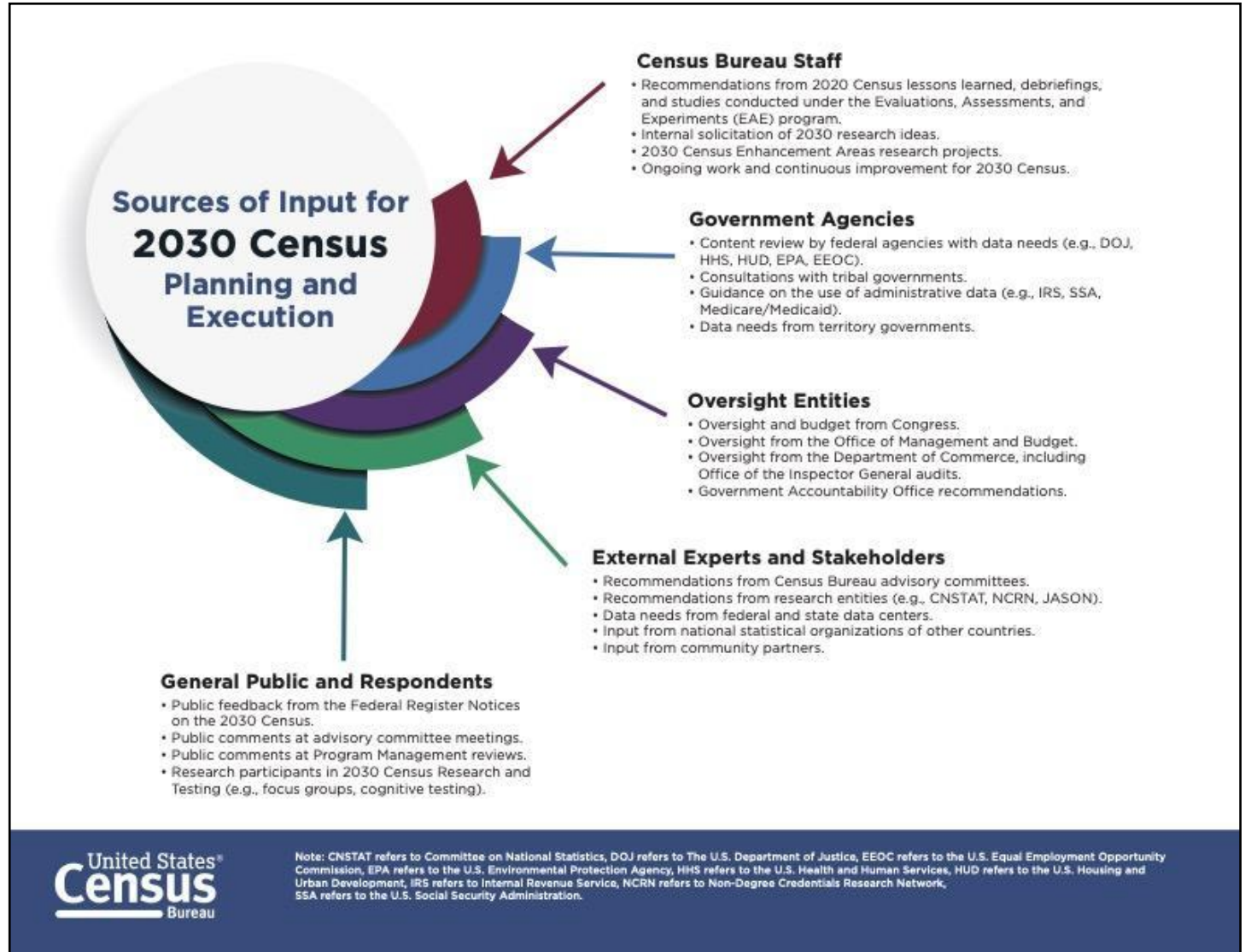
GAO attributes these savings to increased productivity through technology, like using laptops and allowing people to respond online instead of staffers going house to house with pen and paper.

The Government Accountability Office (GAO) listed the 2020 Decennial Census on its **High-Risk List** for missing key IT deadlines, meaning there was potential for the entire project to be a failure.

The 2030 Census

The 2030 Census will build on the lessons learned from the 2020 census, mainly because that was the first time citizens could respond online.

The Census Bureau must also address complexities caused by a constrained fiscal environment, declining response rates, changing technology uses, distrust in government, a mobile population, an increasingly diverse population, and various living arrangements.



2030 Decennial Census Contracting Opportunities

Congress has appropriated an increased budget for contractor assistance across operations to mitigate any outstanding risks opening the door for additional contract opportunities over the next few fiscal years.

- Since census response rates are declining, one can expect the Census Bureau to lean on contractors for communications, marketing, media, and other advertising efforts.
- The Census Bureau is not immune to the staffing problems plaguing the rest of the federal government. This also points to contract opportunities for staffing the program management office that oversees the contractor's integration efforts.
- CICs and Regional Census Centers require supplies for census takers, lodging, meeting spaces, and more!

- ❑ Not surprisingly, IT will make up many contracting dollars for the decennial census.
- ❑ The Census Bureau will counter cybersecurity, field costs, and device issues.
- ❑ It's estimated that Congress spent \$5B on IT-related expenses for the 2020 Census, and with expenses always increasing, this number will likely exceed \$5B for the 2030 Census.
- ❑ Since the 2020 Census was somewhat delayed due to IT integration problems, contractors can expect to see IT opportunities earlier to allow for more time for troubleshooting issues.

2030 Census Planning Timeline

Early Planning Phase

Oct. 2018 - Sept. 2021

Begin Early Planning:

- Analyze operational metrics
- Study lessons learned
- Review stakeholder feedback
- Explore potential enhancements

Design Selection Phase

Oct. 2021 - 2024

Conduct Initial Design Research:

- Identify high priority areas for research
- Conduct intensive research and testing on potential enhancements

Solicit Feedback for 2030 Planning:

- Receive input from the public through the Federal Register Notice (Nov. 2022)
- Release comments to Advisory Committees for prioritization and feedback (March 2023)
- Release all comments received from the public (March 2023)
- Publish report with final recommendations (Fall 2023)
- Finalize design enhancement recommendations (March 2024)

Select Initial Design:

- Choose initial operational design based on feedback, research, evolving technology, and the changing world (Dec. 2024)

Final Planning Phase

2025 - 2027

Finalize Plans, Conduct Tests:

- Develop detailed plans for each operation
- Test new design features as needed

Implementation Phase

2028 - 2030

Implement Plan:

- Finalize census content
- Execute the operational plan

Census Day
April 1, 2030



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