

2020 Census Updates



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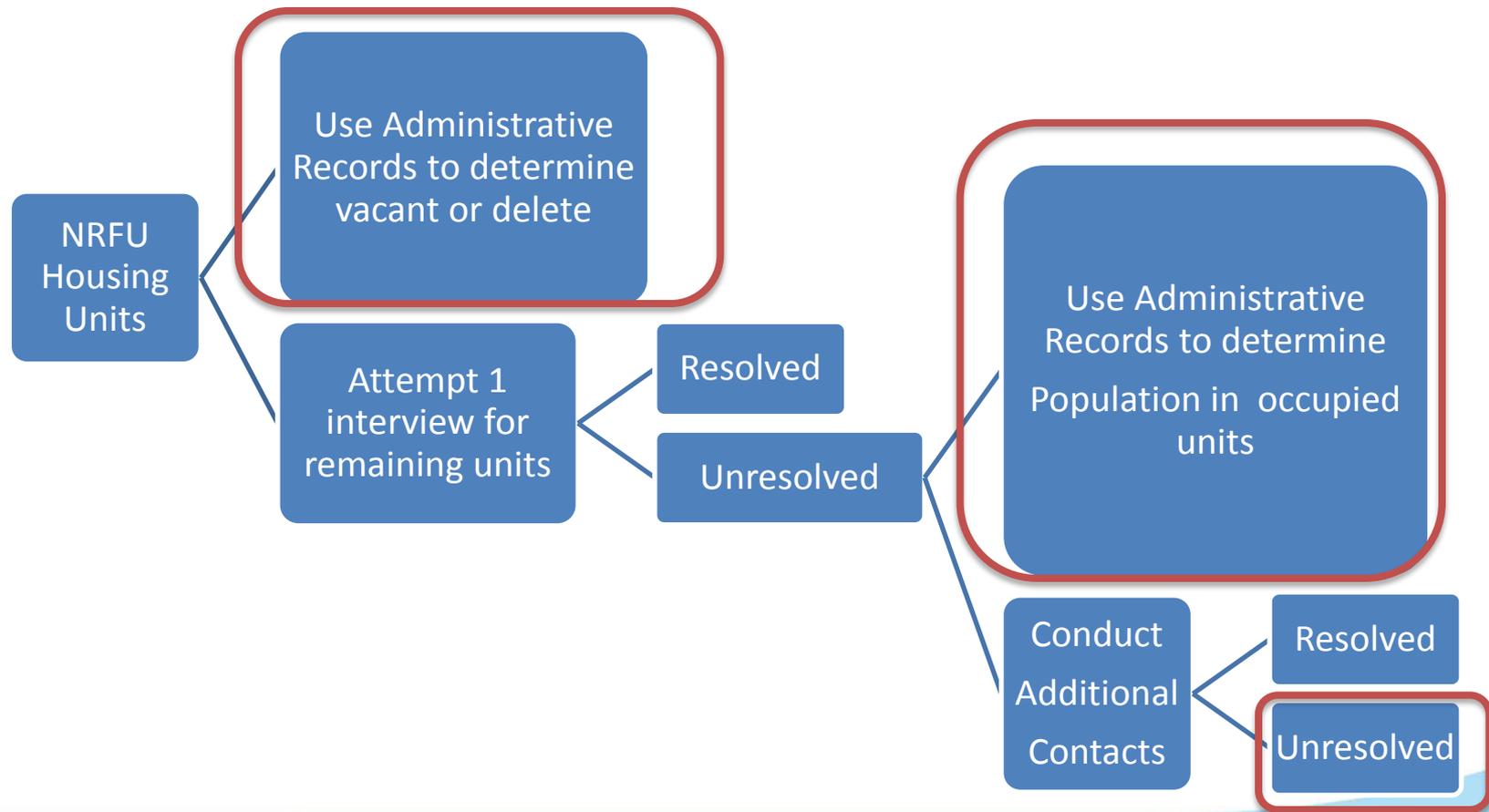
Overview

- Research Highlights
- Status of Major Tests
- Steps Forward

Research Highlights

Administrative Record Usage

An Approach Being Researched



Administrative Records Team Projects

- Continue rule-based and modeling research to support administrative records usage decisions
 - Work on approaches for identifying vacant and deletes before any field work
 - Work on approaches for identifying occupied units after one visit
 - Unresolved Units after field work
 - Researching use for administrative records again before count imputation
 - Count imputation

Targeted Address Canvassing

- Implement a Targeted Address Canvassing (TAC) operation prior to the 2020 Census
 - Master Address File (MAF) Error Model project efforts to develop statistical models to produce estimates of coverage error
- Evaluate the MAF Error Models and to provide input to TAC modeling team:
 - National test to be implemented in Summer 2014
 - Creating an extract of addresses from the MAF. Canvassing in selected blocks will result in verified, added, and deleted addresses.

Non-ID Processing

- Creating a mechanism to accommodate responses lacking a pre-assigned Census ID and reduce overcoverage/duplication and falsification
- Exploring options for resolving non-matched and/or non-geocoded records, in real-time with the respondent
- Addressing unexpected cost increases related to IT and infrastructure for real-time processing
- Continuing research on the use of administrative records in address matching, including address enhancements

Non-ID Processing (cont.)

- Researching options for reducing clerical and fieldwork generated by non-ID response
- Determining research scope for the Non-ID Operational Test, planned for January 2015
- Planning non-ID approaches for a large-scale integration test in 2015

Status of Major Tests

2013 Census Test

- Examined operational feasibility of the use of administrative records and adaptive contact strategy tailored to each household to reduce NRFU workload and increase productivity
- Sample size of 2,700 housing units in Philadelphia, drawn from Census 2010 NRFU universe
- Four panels that combined contact treatments (fixed and adaptive) with use of administrative records

2013 Census Test (cont.)

- Currently analyzing the findings of the test. Report will include analysis of case completion by mode, enumerator compliance, model evaluation, operational findings across entire test, number of contact attempts, and costs
- Conduct secondary analysis to inform adaptive design methodologies, including in-depth analysis of contact attempts and costs
- Findings will help reduce risks associated with a larger scale implementation of this methodology planned for the 2014 Census Test

2014 Site Test Overview

- Test self-response and non-response field components to obtain results to answer research questions to inform preliminary design decisions for the 2020 Census.
- Scope of the test includes:
 - Incorporating the testing of the self-response modes and the contact strategies for pre-registration
 - Email and automated voice invitations
 - Testing of the mobile devices that are used for followup enumeration with non-responders in the field
 - Testing of alternative contact strategies (telephone or personal visit) for non-responders
 - Using administrative records to remove cases from the non-responding workload
 - Applying adaptive design methodologies in managing the way field enumerators are assigned their work

2014 Site Test

Overview (cont.)

- Site Selection: Washington, DC area
 - Housing units selected from portions of Montgomery County, MD and DC
- Test area of approximately 300,000 housing units
 - We will select approximately 200,000 of those housing units for the test
 - Approximately 46,000 will receive personal visits as followup
- Scheduled to begin in July of 2014
- Use findings from 2014 Census Test, in addition to the cost/benefit analysis, to inform the larger test scheduled for FY 2015 that will provide the basis for operational design decisions

2014 Site Test

Self-Response Operation

- Eight panels to compare response rates, cost, and data quality across five contact/enumeration strategies
- Test strategies with a continuum of Internet access options and a variety of contact strategies to:
 - Determine respondent behavior when offered the opportunity to select a contact strategy in advance through a registration website or portal
 - Allow respondents to provide data via Internet without Census ID
 - Continue research on Mail Push Internet contact strategy
 - Introduce email as a mechanism for initial contact and reminder
 - Support inbound Telephone Questionnaire Assistance for data collection for respondents with and without Census ID

2014 Site Test

NRFU Operation

- Compare completion rates, cost, and data quality across several strategies aimed at reducing the cost of NRFU.
 - Modify contact strategies by reducing the number of contacts, making more use of telephone for contact, and applying adaptive design methods to manage field work.
 - Use administrative records to enumerate cases
- Send a request to housing units (selected for this test) to complete a census questionnaire online.
 - A subset of housing units that do not respond to repeated reminders to complete an online questionnaire will be eligible for the NRFU operation (via administrative records, telephone, or personal visit).

2014 Site Test

NRFU Operation (cont.)

- Seven panels
 - One control panel (closely resembling NRFU strategy from 2010)
 - Six experimental panels
- Experimental panels will test the main effects and selected interactions among the following treatments:
 1. Use of a reduced contact strategy
 2. Use of administrative records data to enumerate NRFU cases
 3. Use of an adaptive strategy for managing the NRFU workload
- We will administer the panel designs at an area level so that all enumerators in a Crew Leader District are trained solely on one set of procedures.

Steps Forward

- **2013 Census Test:** Complete the analysis of the findings
 - Inform the risks associated with a larger scale implementation of this methodology planned for the 2014 Census Test
- **2014 Census Test:** Finalize plans for the for implementation
- Research and testing activities in FY 2014 and FY 2015 will be critical to making major design decisions by the end of FY 2015. This will drive the overall cost of the census.
- FY 2015 is when we will begin development efforts for the 2020 Census. This work will ramp up in FY 2016.