

2020 Census: Plan for an Orderly Shutdown

Updated: October 14, 2020 at 11am

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Plans for an Orderly Shutdown – The Big Picture

- Shutting Down Data Collection On Thursday, October 15, 2020
 - Key Assumptions
 - Operational Actions
- Communications Strategy
 - External
 - Internal

Shutting Down Data Collection – Closing Day Key Objectives

- Data collection stops across all platforms on Thursday, October 15, 2020, by 11:59pm Hawaii Time (5:59am EDT Friday, October 16, 2020)
 - Some systems and functionality will close earlier to minimize late adjustments to the workload
- Mail must be postmarked by Thursday, October 15, 2020 and received by Thursday, October 22, 2020
- Notify, in order:
 - Congressional and Oversight (Tuesday, October 13, 2020)
 - Short press statement (Tuesday, October 13, 2020)
 - Internal employee Broadcast notification (Tuesday, October 13, 2020)
 - External Stakeholders (Tuesday, October 13, 2020 through Wednesday, October 14, 2020)
 - Public (Tuesday, October 13, 2020)

Plans for an Orderly Shutdown – Operational Actions

- Direct Data Collection:
 - Cease Late Group Quarters Enumeration calls as of 5:00pm (EDT) Thursday, October 15, 2020
 - Stop new case assignments to enumerators 5:00pm (local) Thursday, October 15, 2020
 - Cease operations for Mobile Questionnaire Assistance teams as of last engagement on Thursday, October 15, 2020
 - Sweep data from NRFU devices at 11:00pm (local ACO time) Thursday, October 15, 2020
 - Close down Census Questionnaire Assistance Centers 2:00am (EDT) Friday, October 16, 2020 (day of close plus one)
 - Close down Internet Self-Response application effective 11:59pm (Hawaii time) Thursday, October 15, 2020 (5:59am EDT, Friday, October 16, 2020)
- Support for Data Collection:
 - Provide special guidance or instructions needed for any of the various help desks that support 2020 or that exist across the Bureau that might receive calls
 - Close/or modify Recruiting Assessment Website pending PES requirement
 - Suspend Fingerprint Operations pending PES requirements
 - Provide special guidance needed for the CIS staff clearing applicants. They will still be clearing staff for PES. Provide messaging to applicants that might potentially need to change.
- Execute tasks in Systems Runbook for ‘end of operations’

Plans for an Orderly Shutdown – External Communications

- Develop talking points summarizing objectives of the 2020 Census
- Notify the Hill
- Notify Oversight: GAO, OIG, OMB
- Update Website
- Issue Press Release
- Notify public and stakeholders of key time line elements
- Stop any advertising that may still be running (if any)

Plans for an Orderly Shutdown – Internal Communications

- *AFTER NOTIFICATION OF Hill and Oversight* - Field Leadership briefs
Regional Directors and field staff
- ADCOM posts notifications and makes changes on all internal websites and communications vehicles
- ADCOM notifies all employees through the Census Headquarters e-mail system

Appendix

Plans for an Orderly Shutdown – Activities Timeline

Two Days **Prior** (Tuesday, October 13, 2020) to Conclusion of Data Collection:

Task 1

- ✓ Finalize text message to go to field staff. (Becomes “core” of message for all communications). Draft language for messages on later slides.
- ✓ Finalize internal messaging based on field staff message.
- ✓ Finalize external messaging based on field staff message.
- ✓ Develop language for externally-facing web pages and social media.

Plans for an Orderly Shutdown – Activities Timeline

Two Days **Prior** (Tuesday, October 13, 2020) to Conclusion of Data Collection:

Task 2

- ✓ Email notification to 2020 Census staff (with email) – Broadcast notification
- ✓ Issue e-mail notification to Headquarters and Regional Managers
- ✓ Regional Directors send internal message to Regional Census Center (RCC) and ACO staff with email access
- ✓ Provide first notification of “Day Prior to Completion” text message to field text team for posting to enumerators and Census Field Supervisors (CFSs)
- ✓ Post key messages on external websites
- ✓ Post “Day Prior to Completion” Text Message and begin distribution to enumerator and CFS devices

Plans for an Orderly Shutdown – Activities Timeline

Day **Prior** (Wednesday, October 14, 2020) to Conclusion of Data Collection:

Task 1

- Develop Frequently Asked Questions (FAQs) for media and external inquiries.

Task 2

- Executives brief Congress, GAO, OIG and Key Partners on Closing Date using messaging
- Assistant Director for Decennial Census Programs notifies key systems staff to initiate preparations for system close down – this is not discussed widely
- Assistant Director for Field Operations notifies key operational managers to initiate preparations to end field data collection – this is not discussed widely

Task 3

- Executives meet to discuss external briefings and any issues
- Adapt/Adjust messaging and roll-out plan as necessary

Plans for an Orderly Shutdown – Activities Timeline

Day **Prior** (Wednesday, October 14, 2020) to Conclusion of Data Collection:

Task 4

- Field Headquarters provides ACO Closeout instructions, including guidance on resolving case status information
- Provide second notification of “Day Prior to Completion” text message to field text team for posting to enumerators and Census Field Supervisors (CFSs)

Task 5

- HQ and Regional Media teams prepared with FAQs

Task 6

- Update social media

Plans for an Orderly Shutdown – Activities Timeline

Day of Data Collection Conclusion (Thursday, October 15, 2020):

Task 1 - 8:00am EDT

- Conduct an Executive call to confirm “Day Prior to Completion” messages were distributed
- Discuss needed updates to FAQs
- Adjust rollout plan as necessary
- Field HQ monitors case status resolution by RCCs and ACOs

Task 2 - 10:00am EDT

- Census Integration Group Closeout meeting - Status and confirmation all areas are ready to closeout

Plans for an Orderly Shutdown – Activities Timeline

Day of Data Collection Conclusion (Thursday, October 15, 2020):

Task 3 - 10:30am EDT

- Field HQ conducts conference call with regions to provide latest timing, assess status and answer questions
- Field HQ collects updated information on case status

Task 4 - 11:00am EDT

- First “Early Day of Completion” text message provided to field text team. Posted as soon as practical

Plans for an Orderly Shutdown – Activities Timeline

Day of Data Collection Conclusion (Thursday, October 15, 2020):

Task 5 - 2:00pm EDT

- Second “Early Day of Completion” text message provided to field text team. Posted as soon as practical
- Touch-base call with the regions on case status and any updates

Task 6 - 5:00pm EDT

- New Case Assignments stopped in ACOs in Eastern Time Zone
- Third “Early Day of Completion” text message provided to field text team. Posted as soon as practical

Plans for an Orderly Shutdown – Activities Timeline

Day of Data Collection Conclusion (Thursday, October 15, 2020):

Task 7 - 6:00pm EDT

- New Case Assignments stopped in ACOs in Central Time Zone

Task 8 - 7:00pm EDT

- New Case Assignments stopped in ACOs in Mountain Time Zone

Task 9 - 8:00pm EDT

- New Case Assignments stopped in ACOs in Pacific Time Zone
- Fourth “Early Day of Completion” text message provided to field text team. Posted as soon as practical

Plans for an Orderly Shutdown – Activities Timeline

Day of Data Collection Conclusion (Thursday, October 15, 2020):

Task 10 - 10:00pm EDT

- New Case Assignments stopped in ACOs in Alaska Time Zone

Task 11 - 11:00pm EDT

- New Case Assignments stopped in ACOs in Hawaii Time Zone
- Sweep data from NRFU devices at 11:00pm ACO local time
- First “At Completion” text message provided to field text team. Posted as soon as practical

Task 12 - 11:59pm EDT

- Modify www.2020census.gov/jobs, Recruiting and Assessment, and other 2020 Census temporary employment websites to reflect only Post Enumeration Survey (PES) Employment

Plans for an Orderly Shutdown – Activities Timeline

Day **After** Data Collection Conclusion (Friday, October 16, 2020):

Task 1 - 2:00am EDT

- Cease Census Questionnaire Assistance Center operations
- Second “At Completion” text message provided to field text team. Posted as soon as practical

Task 2 - 5:00am EDT

- Third “At Completion” text message provided to field text team. Posted as soon as practical

Task 3 - 5:59am EDT (11:59pm Hawaii)

- Close Internet Self-Response (ISR) Website

Task 4 - 8:00am EDT

- Fourth “At Completion” text message provided to field text team. Posted as soon as practical

Plans for an Orderly Shutdown – Text Message Wording

Text Message – Two Days Prior to Completion (Tuesday, October 13, 2020)

As of 11:00pm local time on Thursday, October 15, 2020, data collection for the NRFU operation will be complete. Please work diligently and continue to enumerate as many people as possible. If you have questions, please contact your supervisor or your Area Census Office. Thank you for your work on the 2020 Census! (Please press the home button after reading this message.)

Plans for an Orderly Shutdown – Draft Text Message Wording

Draft Text Message – Early Day of Completion (Thursday, October 15, 2020)

When you complete your work today, you must make sure your device is NOT in airplane mode and is able to transmit. Be sure to complete your T&E and transmit that along with all assigned work no later than 11:00pm local time. Thank you for your work on the 2020 Census! (Please press the home button after reading this message.)

Plans for an Orderly Shutdown – Draft Text Message Wording

Draft Text Message – At Completion (Thursday, October 15, 2020)

Data collection for the 2020 Census is now closed. Please contact your supervisor for instructions on returning your equipment and to ensure we process your final payroll. Thank you for your work on the 2020 Census! (Please press the home button after reading this message.)