2020 Census Mobile Questionnaire Assistance Update

Sarah Brady Clark
August 18, 2020

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

MQA Event Locations (Week of 8/10/20-8/16/20)

Chicago (1031)
- Michigan (231)
- Illinois (216)
- Missouri (146)
- Indiana (136)
- Arkansas (118)
- Wisconsin (112)
- Minnesota (63)
- Iowa (39)

Dallas (267)
- Colorado (94)
- Texas (66)
- Arizona (32)
- Oklahoma (21)
- Kansas (16)
- Utah(15)
- New Mexico (8)
- Nebraska (6)
- North Dakota (3)
- Wyoming (3)
- Montana (1)
- Virtual (2)

New York (829)
- New York (243)
- Puerto Rico (120)
- Connecticut (114)
- Massachusetts (105)
- New Jersey (99)
- Vermont (39)
- Rhode Island (37)
- Maine (37)
- New Hampshire (35)

Atlanta (248)
- Florida (106)
- Georgia (38)
- Louisiana (38)
- North Carolina (27)
- Alabama (20)
- South Carolina (17)
- Mississippi (2)

Philadelphia (506)
- Pennsylvania (183)
- Virginia (83)
- Ohio (76)
- West Virginia (45)
- Maryland (41)
- Tennessee (41)
- Delaware (20)
- Kentucky (12)
- District of Columbia (4)
- Virtual (1)

Los Angeles (192)
- Washington (67)
- California (56)
- Nevada (19)
- Oregon (17)
- Alaska (12)
- Hawaii (11)
- Idaho (9)
- Virtual (1)

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Staffing

RCC	Census Response Representative	
	Total Trained CRRs	CRRs charging to MQA 08/09/20-08/15/20
Los Angeles	543	204
Dallas	712	180
Atlanta	435	133
Chicago	601	412
Philadelphia	728	360
New York	526 (61 PR)	435 (55 PR)
Total	3,616	1,779

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Results (Week of 8/10/20-8/16/20)

Date	In Instrument Sessions		Submissions		Number of Events	Cancelled Events
	MQA Guided	MQA Self	MQA Guided	MQA Self		
08/10	903	40	850	38	359	133
08/11	1,760	46	1,671	37	541	160
08/12	1,628	39	1,566	37	541	152
08/13	1,576	65	1,503	59	521	124
08/14	1,865	47	1,740	42	563	120
08/15	1,972	60	1,892	57	444	65
08/16	662	12	616	11	138	19
Totals	10,366	309	9,838	281	3,107	773

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Cancelled Events (Week of 8/10/20-8/16/20)

- 773 events were cancelled
- Most common reasons:
  - CRRs not available or not informed
  - COVID-19
  - Duplicate/entered in error
  - Inclement/severe weather
  - CRR schedule Conflict
  - Poor forecasted public attendance

Shape your future START HERE >
United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

CRR Survey Results (Week of 8/10/20-8/16/20)

Metric	Count
Total Number of Events	3,107
Total Number of Surveys Sent	5,239
Total Number of Survey Responses Received	3,641

Summary of Survey Results:

- The event that CRRs thought had the most responses during this period was: [redacted] in FL [redacted]. The event occurred on 8/15/20.
- [redacted] 2020 Census materials were included in backpacks, with school supplies, handed out at the event.

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Results (Cumulative)

Date	In Instrument Sessions		Submissions		Number of Events	Cancelled Events
	MQA Guided	MQA Self	MQA Guided	MQA Self		
07/06-7/12	1,452	17	1,349	13	110	58
07/13-7/19	2,482	68	2,334	60	698	382
07/20-07/26	4,357	153	4,135	143	1,318	588
07/27-08/02	5,822	268	5.494	244	2,570	755
08/03-08/09	7,556	571	7,211	538	2,329	977
08/10-08/16	10,366	309	9,838	281	3,107	773
Totals	32,035	1,386	30,361	1,279	10,132	3,533

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

MQA Incident Status

None

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Questions?

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Backup Slides

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Differences in Operational Approach

	Original	Revised
Start Date - Soft Launch Start Date - Production	03/24/2020 03/30/2020	07/06/2020 07/13/2020
Approach	MQA will approach the public	The public will approach MQA
Sites	Large public events	Places where people naturally gather
Criteria for selection of sites	Projected low response areas, areas with low response rates	Local areas with low response, communities with language needs not offered by CQA, locations deemed safe
Event Type	Event-Based and Highly Mobile	No longer event dependent

Pre-decisional - Internal Only - Not for Public Distribution

DRB Approval Number: CBDRB-FY21-DSEP-002

Adapted MQA Approach

The modified MQA program includes a two-pronged approach:

- Open Places People Naturally Gather – Census response representatives (CRRs) will promote self-response to the 2020 Census in open, public places where people naturally visit when leaving home. Sites may include grocery stores, pharmacies, food pantries, libraries, and municipal sites, Census Bureau response representatives will assist people in responding to the 2020 Census by conducting interviews, adhering to privacy and social distancing practices.
- Engagement in Activities that Promote Self-Response in Areas of Low Response – CRRs will engage in activities that drive people to self-respond in the lowest responding neighborhoods. Activities may include canvassing neighborhoods to inform and answer questions about the 2020 Census, and conducting interviews.

All CRRs are using PPE, and adhering to social distancing and privacy rules.

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Adapted MQA Approach – COVID-19

Conditions on the ground are changing rapidly each day, as people continue to test positive for COVID-19. States are reevaluating their re-opening plans, and in some cases, putting them on pause. This evolving environment will directly affect the Census Bureau's ability to conduct the modified MQA program in many areas of the nation. Census professionals will continue monitoring conditions throughout the nation on a daily basis and will instruct staff where MQA work cannot be conducted safely.

The Mobile Questionnaire Assistance program has responded to the COVID-19 epidemic:

- Implemented revised operational processes that encourage and enforce social distancing.
- Provisioned obligatory PPE for all Census Bureau staff.
- Provided memorandum and training to the regions to help ensure the health and safety of Census Bureau staff for this program.
- Communicate routinely with Field and the regions about hotspot areas throughout the country.

Shape your future START HERE >
United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

MQA Sites in Places People Visit When Leaving Home

The modified MQA program targets open places people visit when leaving home. The MQA focuses on contact with individuals or small groups of individuals, rather than visiting large gatherings and public events. Locations are announced or promoted in advance through local organizations, posters in neighborhoods, and social media.

- While this plan shifts from the original event-based model, the modified plan continues to leverage high traffic areas where the public naturally goes to obtain goods and services.
- The public are encouraged to use their own devices to respond, if possible. Alternately, Census Bureau response representatives may interview respondents using the self-response instrument on a Census Bureau-issued device. Census Bureau response representative hold devices; devices are not circulated among people in an effort to reduce the risk of spreading virus.
- This modified MQA program adheres to social gathering regulations, including the provisioning of PPE for Census Bureau staff and obligation to follow all social distance and public health requirements.

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Engage in Activities that Drive People to Respond (New)

Partnership staff and CRRs work together to implement laser focused tactical plans for low response communities. This work will include the following activities and expected results:

Activity	Description of Activity	How the Activity Results in Data Collection
Neighborhood Car Parades - currently planned in hard-to-count (HTC) neighborhoods	Targeting low responding tracts, a line of automobiles with census signage may honk or play music at neighborhood parades to bring attention to the 2020 Census. Signage will direct residents to self-response options. MQA staff will walk in the parade, distribute fliers, speaking with residents the census, and encouraging response at the moment. Social distancing protocol are required for all census staff.	Respondents self-respond with their own devices or, if privacy allows, the CRRs can interview respondents using the self-response questionnaire on their Census Bureau-issued device.
Canvassing neighborhoods with flyers – hard-to-count (HTC) cities initiative	Flyers will be left at every door, which direct residents to self-response options. Canvassing will specifically target low responding census tracts. The canvassing team may include partnership specialists, CRRs, community partner organization volunteers, and city officials.	Respondents self-respond with their own devices when it is convenient for them.
Placing posters in unemployment offices	Posters will direct residents to self-response options and encourage potential respondents to respond as they might be waiting in line. CRR staff may deployed to these locations, following social distancing protocol required of all census staff.	Respondents self-respond with their own devices. If privacy allow and social distancing allow, CRRs may interview respondents using the self-response questionnaire on their Census-provided device.
Conducting "how to complete 2020 census form" sessions	CRRs show self-response videos to small groups of people, while socially distancing. The videos at 2020census.gov/languages, show respondents how to respond in 59 languages. CRRs answer questions about responding and encourage the public to respond immediately on their own devices.	Respondents self-respond with their own devices. If privacy and social distancing allow, CRRs may interview respondents using the self-response questionnaire on their Census-provided device.

Shape your future START HERE >

United States Census 2020

Pre-decisional - Internal Only - Not for Public Distribution

DRB Approval Number: CBDRB-FY21-DSEP-002

Engage in Activities that Drive People to Respond (New) continued

The activities described on Slide 7 complement Partnership activities in several ways:

- Meetings with key partners (state and local Complete Count Committees, congressional members, city planners, mayors etc.) to deliver an "Act Now Tool Kit". Meetings must be 10 or less people.
- HTC Cities Initiative (Implementation of Tactical Plans developed in consultation with mayors).
- Regional Final Push communications campaign in July 2020 and early-August 2020.
- Faith Weekend of Action (July 2020).
- Statistics in Schools "Back to School Week" and school food distribution programs.

Pre-decisional - Internal Only - Not for Public Distribution

DRB Approval Number: CBDRB-FY21-DSEP-002

Roles and Responsibilities

- **Partnership Specialist (PS) –** Establishes MQA activities in low response areas that do not have a partnership events planned.
- **Recruiting Manager (RM) –** Supervises the CRRs, including selection and deployment of CRRs to MQA activities.
- **Census Response Representative (CRR)-** Attends MQA events to promote the 2020 Census, provide customer service to the public, and enumerate respondents. CRRs were recruiting assistants who have transitioned into this role.
- **MQA Coordinator –** Meets weekly with partnership specialists, recruiting coordinators, and recruiting mangers to ensure coordination between recruiting and partnership. They troubleshoot issues with establishing MQA locations, and assist in the allocation resources if there is a lack of CRRs in a particular area.

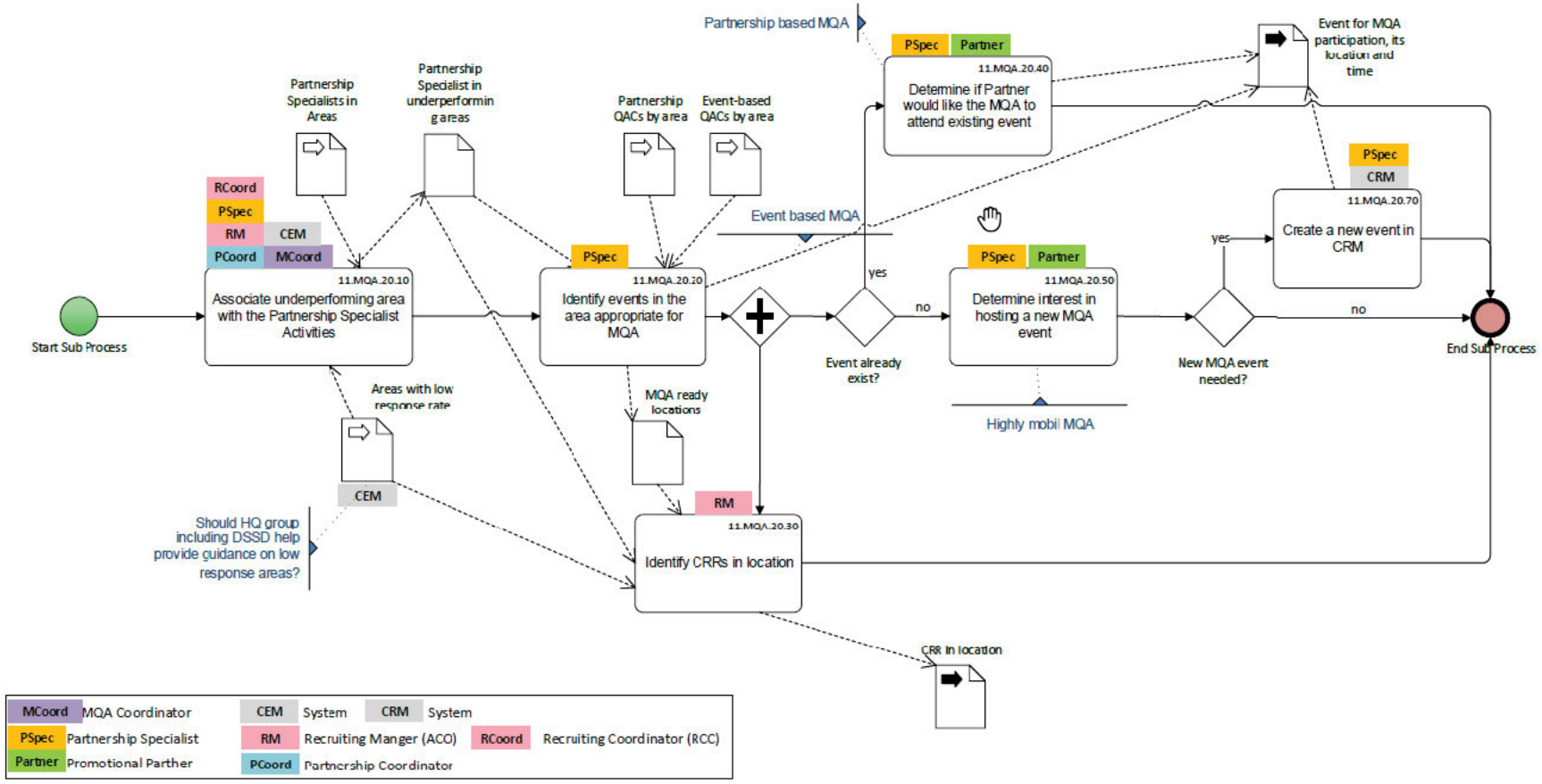
Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >

United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Original MQA Workflow

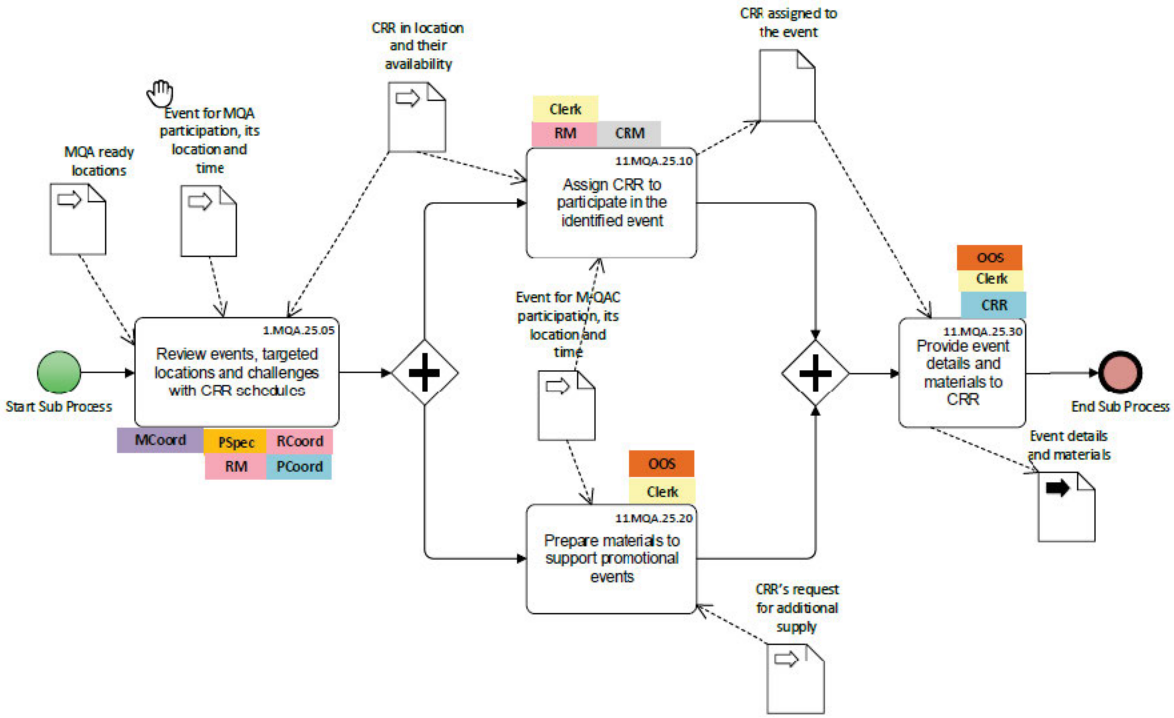


Pre-decisional - Internal Only - Not for Public Distribution

your future
START HERE >
United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

Original MQA Workflow (cont')



MCoord	MQA Coordinator	CRR	Census Response Representative	OOS	Office Operations Supervisor		
PSpec	Partnership Specialist	CRM	System	Clerk	Office Clerk	PCoord	Partnership Coordinator
Partner	Promotional Parther	RM	Recruiting Manger (ACO)	RCoord	Recruiting Coordinator (RCC)		

Pre-decisional - Internal Only - Not for Public Distribution

Shape your future START HERE >
United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002