

2020 Census Program Updates



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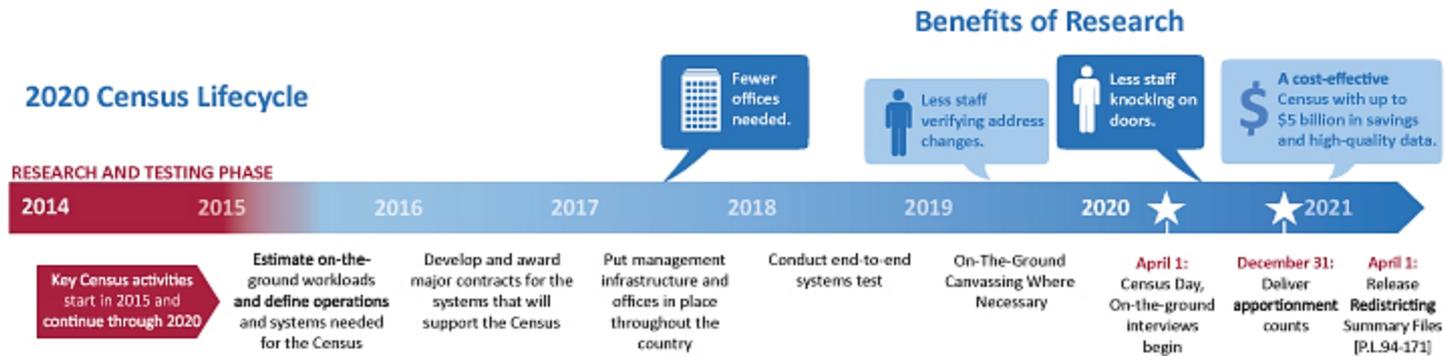
Associate Director for Decennial Census Programs
U.S. Census Bureau

National Advisory Committee
March 26, 2015

2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units.

The Census Bureau is conducting research in order to inform key design decisions by the end of FY 2015.



Where Are We Today: Research and Testing

Up to
\$5 Billion
in Savings
Through:

Reengineering Address Canvassing

[\$1 Billion]

Optimizing Self-Response

[\$548 Million]

Utilizing Administrative Records

[\$1.2 Billion]

Reengineering Field Operations

[\$2.3 Billion]

Where Are We Today: 2015 a Critical Year

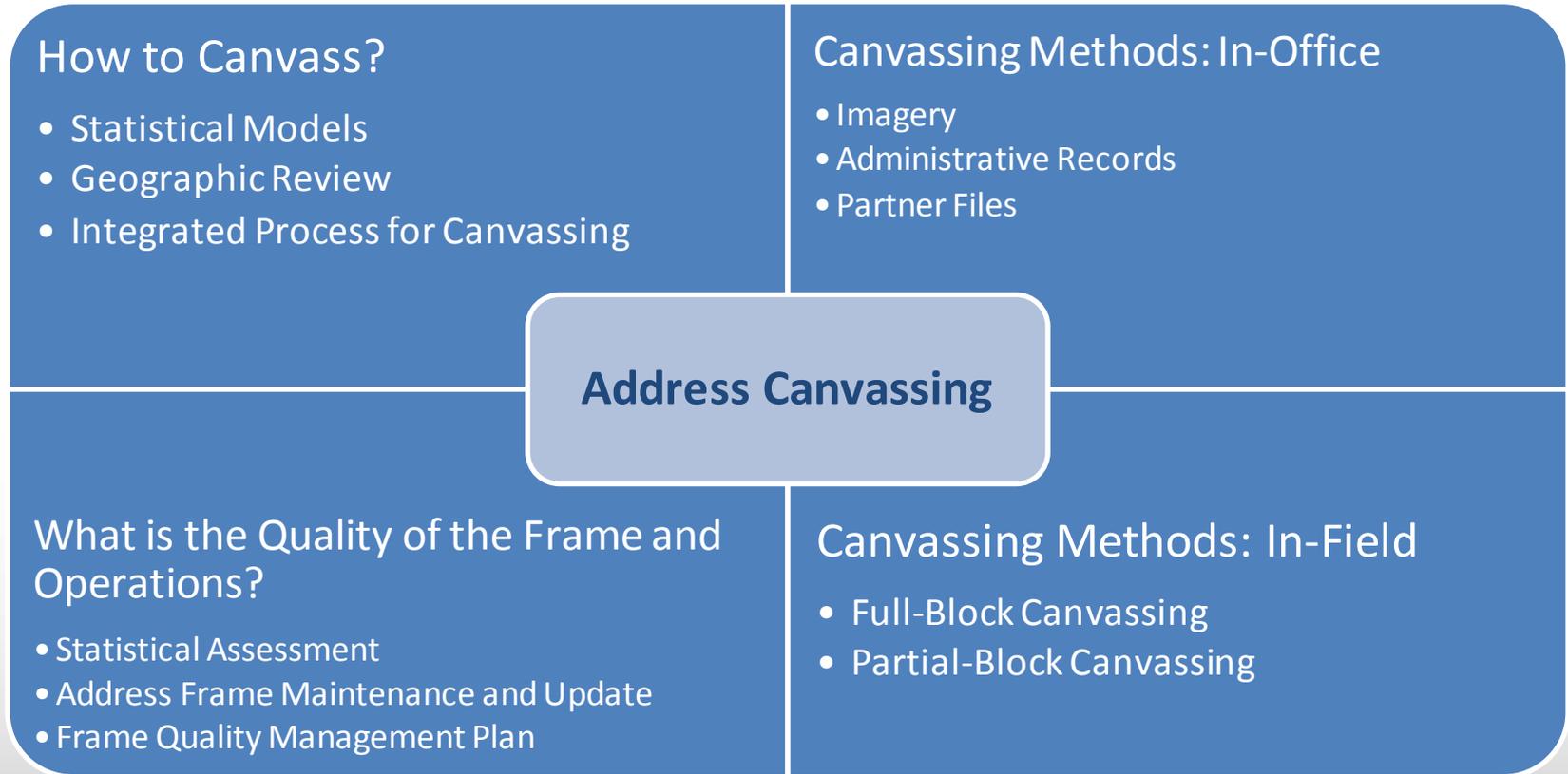
In 2014 we:

- Conducted the 2014 Census Test
- Released: “The Path to the 2020 Census Design Decision” Document
- Released: “Go” Decision on Reengineering Address Canvassing
- Conducted a Human in the Loop (SIMEX) Test

In 2015 we:

- Will Conduct FOUR Tests
 - Address Validation Test
 - 2015 Optimizing Self-Response Test
 - 2015 Census Test
 - 2015 National Content Test
- Will Release: 2020 Census Operational Plan (Major Design Decisions)
- Will Begin Core Programmatic Work

Reengineering Address Canvassing: Concept of Operations



Reengineering Address Canvassing: Address Validation Test

Address Validation Test

- Goals:
 - Inform the performance of the methods and models that will help us develop the address list
 - Test the use of aerial imagery for change detection
 - Assist in the delineation of the Reengineered Address Canvassing workloads
- Two Components:
 - Master Address File Model Validation Test
 - Nationwide
 - 10,100 blocks in sample
 - Report will be finalized in May 2015
 - Partial Block Canvassing Test
 - Nationwide (29 counties)
 - 789 blocks in sample
 - Report will be finalized in May 2015

Reengineering Address Canvassing: Partial Block Canvassing

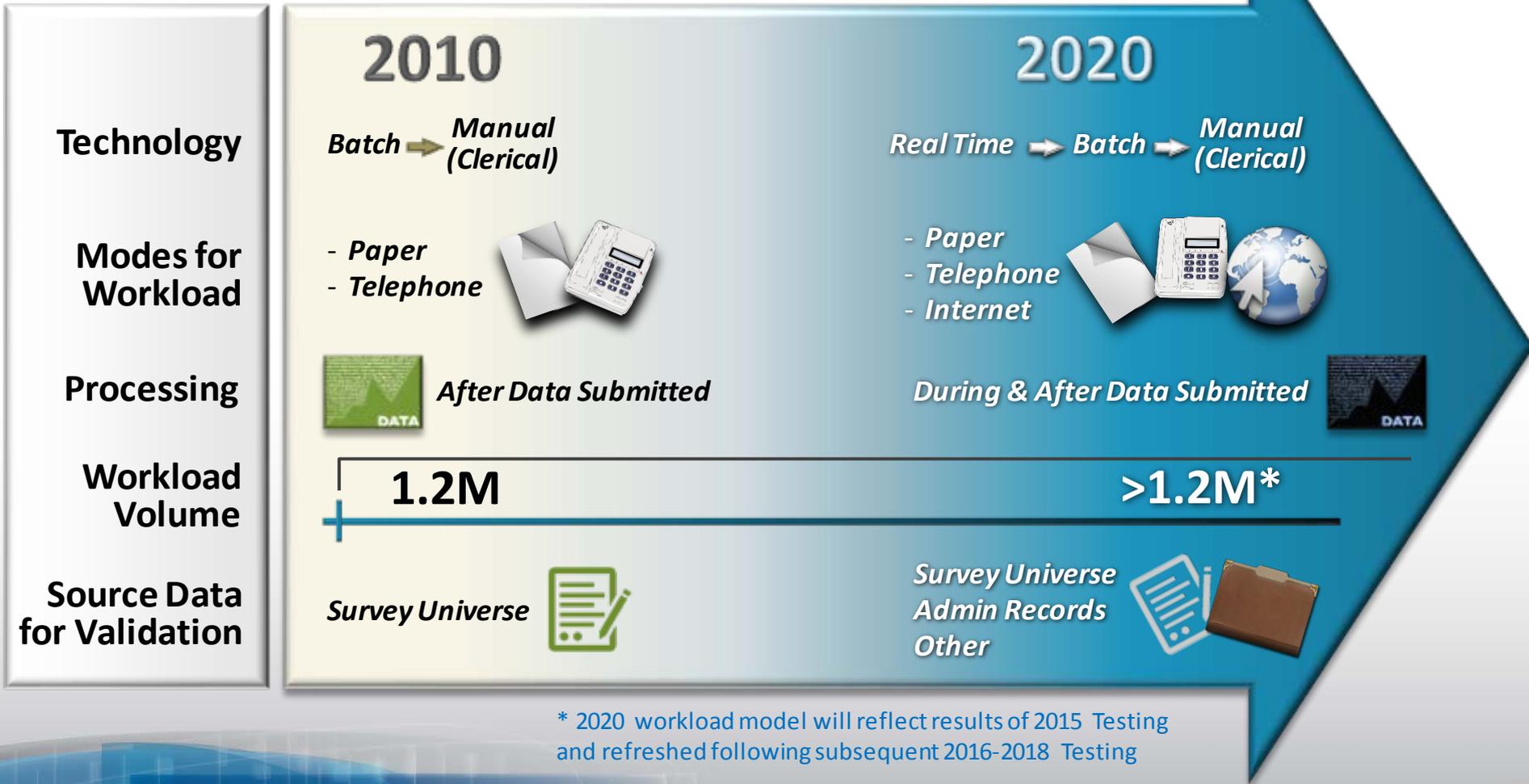
Partial Block Canvassing example: Imagery review identifies discrepancy between MAF and imagery; updates are clustered in a portion of the block



Optimizing Self-Response: 2015 Optimizing Self-Response Test

- April 1, 2015 Census Day
- A site test conducted in the Savannah, Georgia area, including neighboring counties in South Carolina that constitute the media market for Savannah
- Continue testing “Notify Me” and “Non-ID” response to determine if we can optimize self and Internet response rates
 - Further refine the opportunities and procedures for “Notify Me” in the Census
 - Study the feasibility of implementing real-time processing for the “Non-ID” response option
- Research how advertising, outreach, and promotion can engage and motivate respondents for action

Optimizing Self-Response: Real Time Non-ID Processing



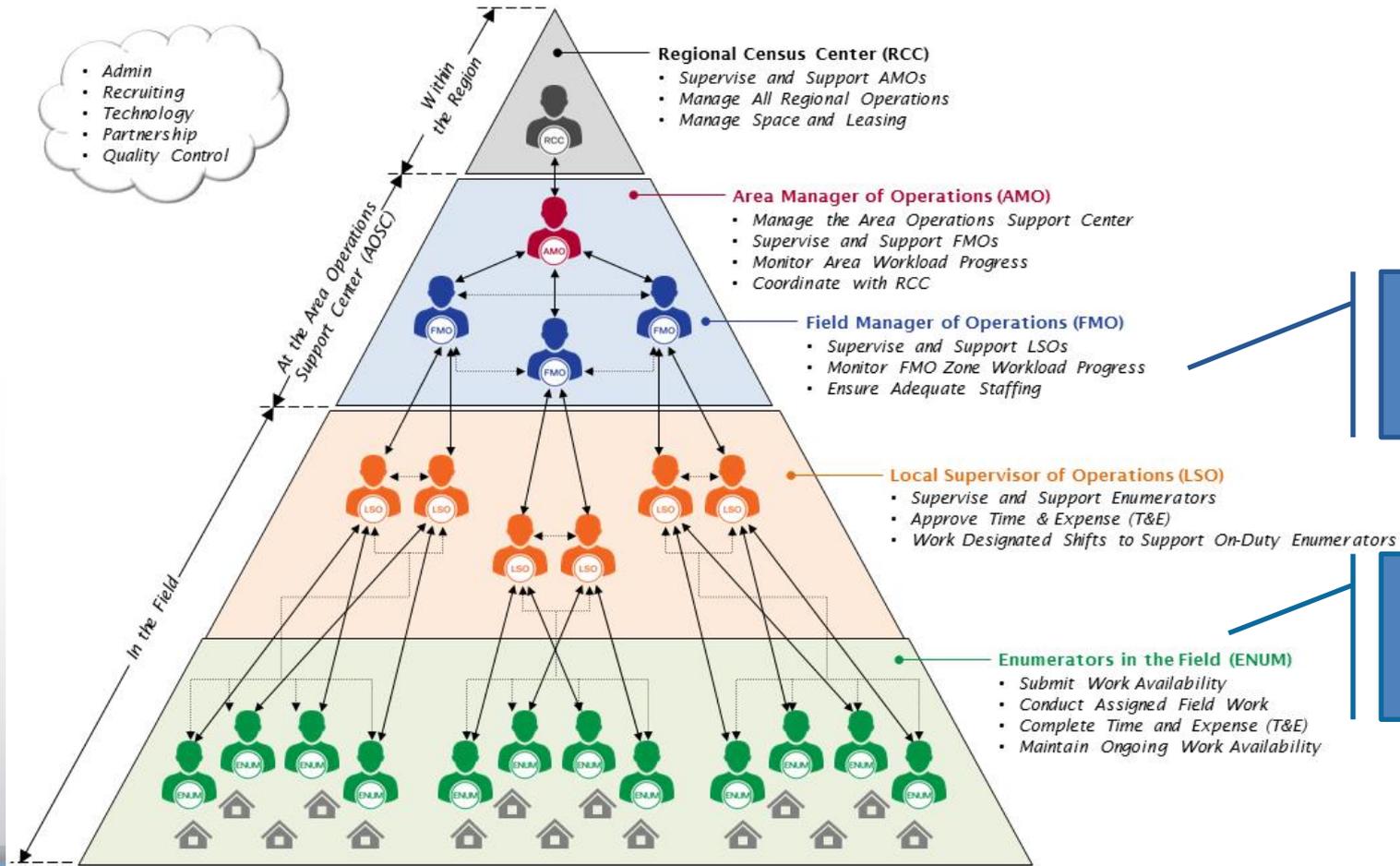
* 2020 workload model will reflect results of 2015 Testing and refreshed following subsequent 2016-2018 Testing

Reengineering Field Operations and Utilizing Administrative Records: 2015 Census Test

- April 1, 2015 Census Day
- A site test in Maricopa County, Arizona
- 165,000 housing units in sample
- Reengineer the roles, responsibilities, and infrastructure for the field
- Automate tasks traditionally performed by humans
- Test and implement routing and navigation
- Test a Bring Your Own Device component
- Determine how administrative records and adaptive design can reduce the NRFU workload and determine contact strategies

Reengineering Field Operations: Concept of Operations

- Admin
- Recruiting
- Technology
- Partnership
- Quality Control

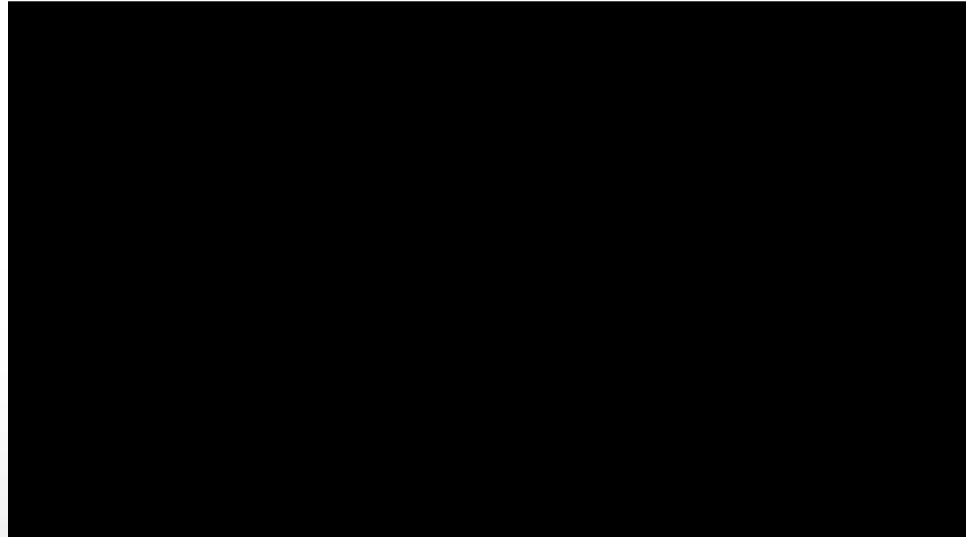


Staffing Ratios
Appropriate?

LSO to FMO
10:1

Enumerator to
LSO
23:1

Reengineering Field Operations: 2014 Human in the Loop Simulation



Reengineering Field Operations: Introducing Technology—Operational Control System

MOJO OCS

https://mojo.stage.it.census.gov/MOJO_OCS/staff/staff_detail?i=101

Dashboard Performance Work Avail. Payroll Utilities

FAQ search...

Enumerator Detail for taaa008403(E)

Details Today's Route Case History Performance Reports Notes

Work Day	Dist.	Time
2015/03/04	4 mi	7 h 47 m
2015/03/05	2 mi	3 h 44 m
2015/03/06	2 mi	4 h
2015/03/09	3 mi	6 h
2015/03/10	4 mi	6 h
2015/03/11	5 mi	6 h
2015/03/12	6 mi	6 h

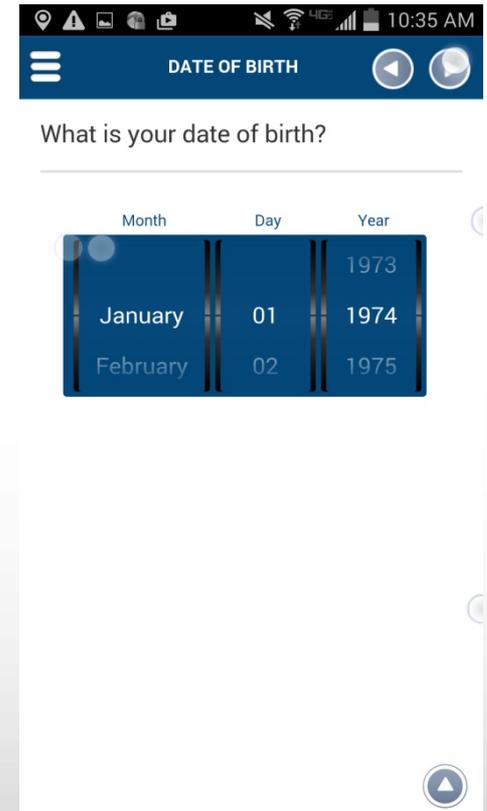
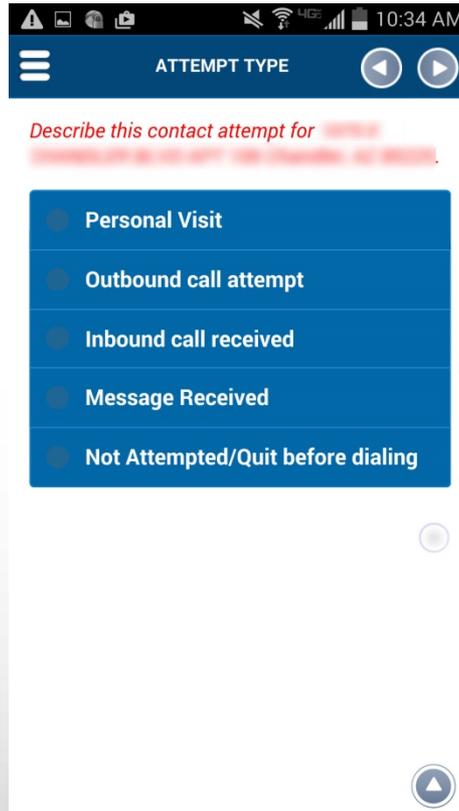
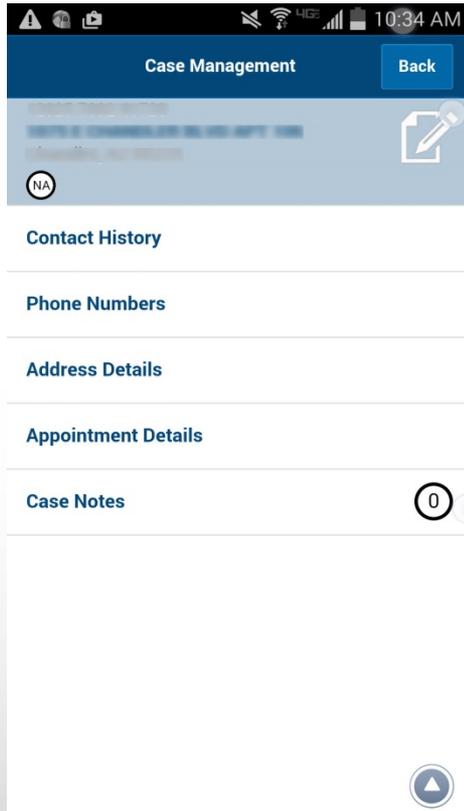
Seq	Case ID	Address	State	Attempt #	Status	Outcome	Attempt Outcome	Must Assigned	Type of Assigned	Expire Date
2(1)	12025550872315		R	1	NA	100	00			
3(1)	12025557814728		R	1	NA	100	00			
4(1)	12025778204723		R	1	NA	100	00			
5(1)	12025800287095		R	1	NA	100	00			
6(1)	12025545068790		R	1	NA	100	00			
7(1)	12025838699668		R	1	NA	100	00			
8(1)	12025797990430		R	1	NA	100	00			
9(1)	12025045932607		R	1	NA	100	00			

Route

- Completed
- Field Resolved
- Not Attempted

Note: Screenshot contains test data.

Reengineering Field Operations: Introducing Technology—COMPASS



2020 Census Operational Plan

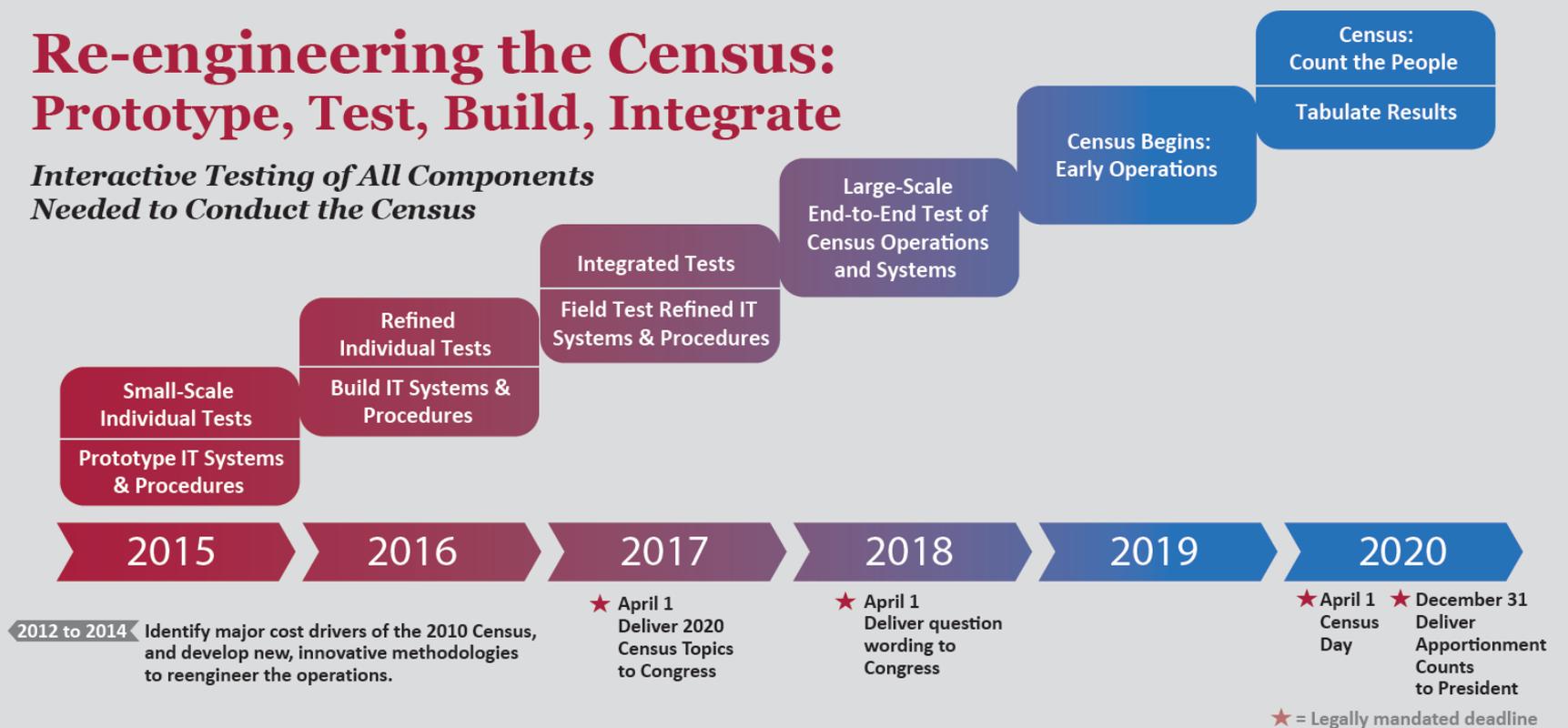
- Documents the preliminary design decisions for the 2020 Census, which includes:
 - 2020 Census Concept of Operations
 - Four Key Innovation Areas
 - Thirty-four 2020 Census Operational Areas
 - Supporting documentation, to name a few:
 - Acquisition Strategy
 - Lifecycle Cost Estimates
 - IT Architecture
 - OIG and GAO Recommendations Crosswalk
 - Communication materials
- Plan released in October 2015
 - Additional iterations as we learn more throughout lifecycle



2020 Census: What's Next?

Re-engineering the Census: Prototype, Test, Build, Integrate

*Interactive Testing of All Components
Needed to Conduct the Census*



Questions

