

# 2020 Census Operational Plan Overview and Operational Areas

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# The Decennial Census

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## Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

## Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

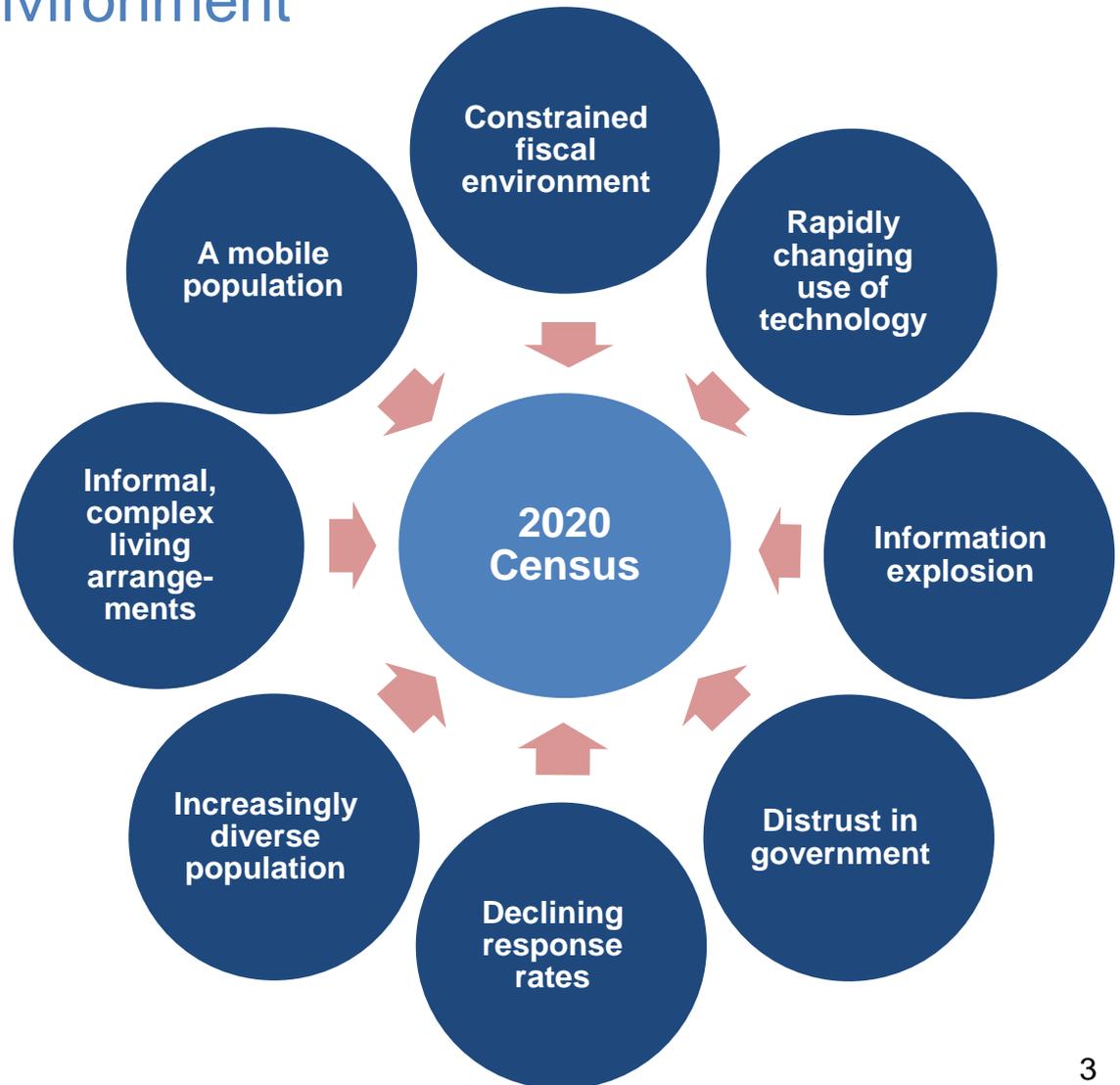
***Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.***

- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
- Provide population benchmark for nearly every other United States survey

# The Decennial Census

## The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



# The 2020 Census

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## Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place

**Challenge Goal:** Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

### Focus on Four Key Innovation Areas

Reengineering  
Address  
Canvassing

Optimizing  
Self-Response

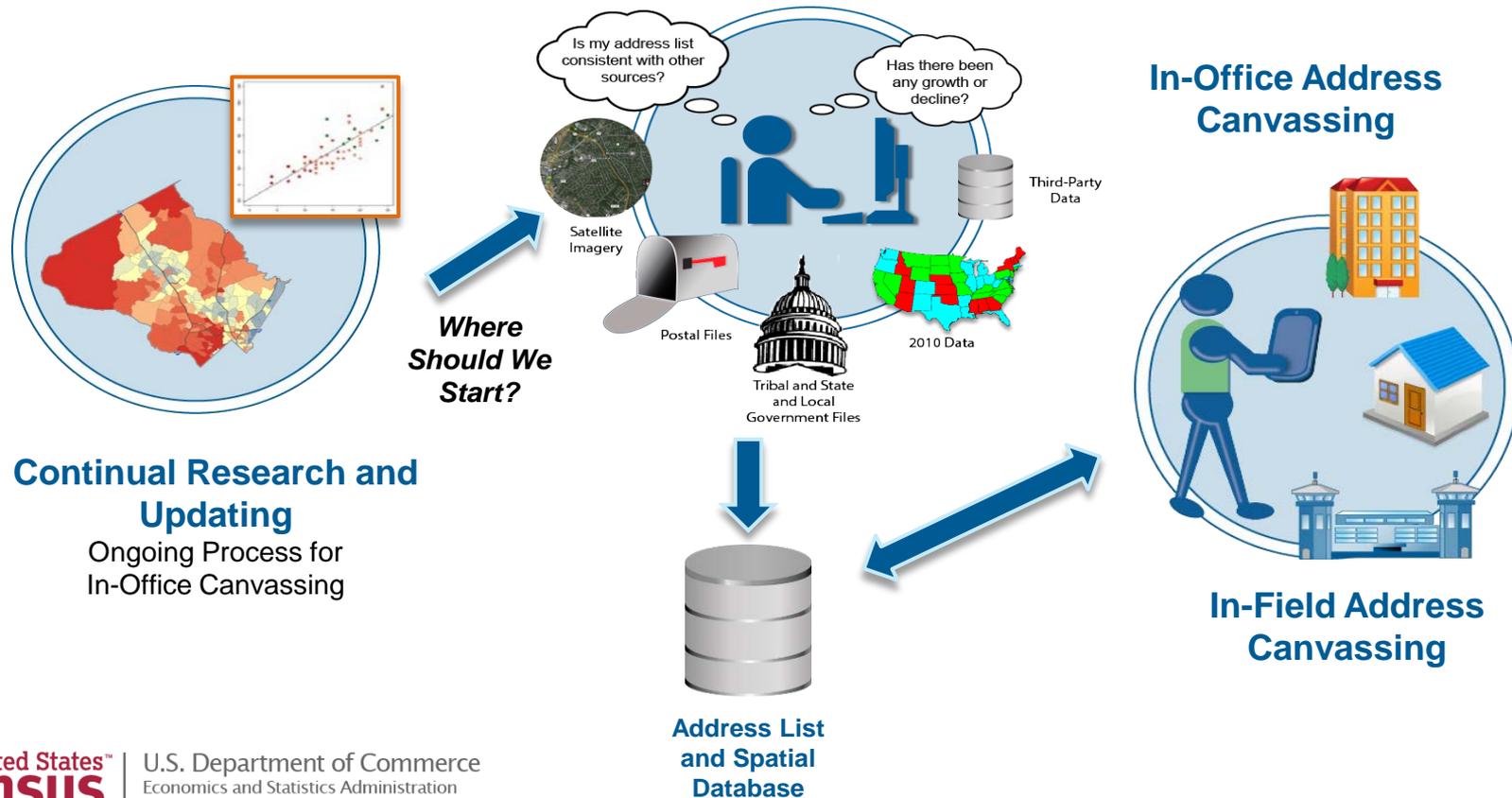
Utilizing  
Administrative  
Records and  
Third-Party Data

Reengineering  
Field Operations

# The 2020 Census

## Reengineering Address Canvassing

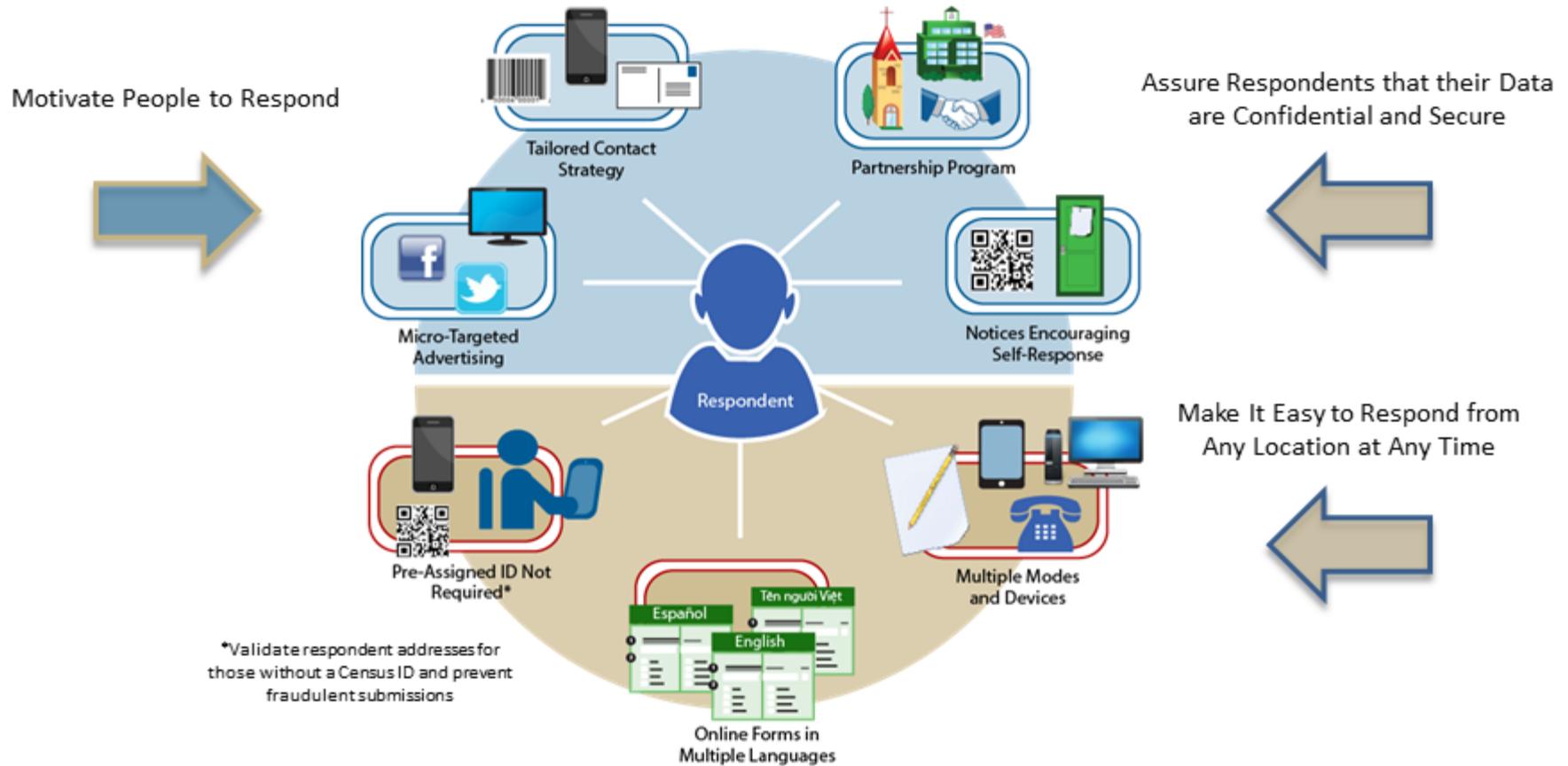
Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



# The 2020 Census

## Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.



# The 2020 Census

## Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

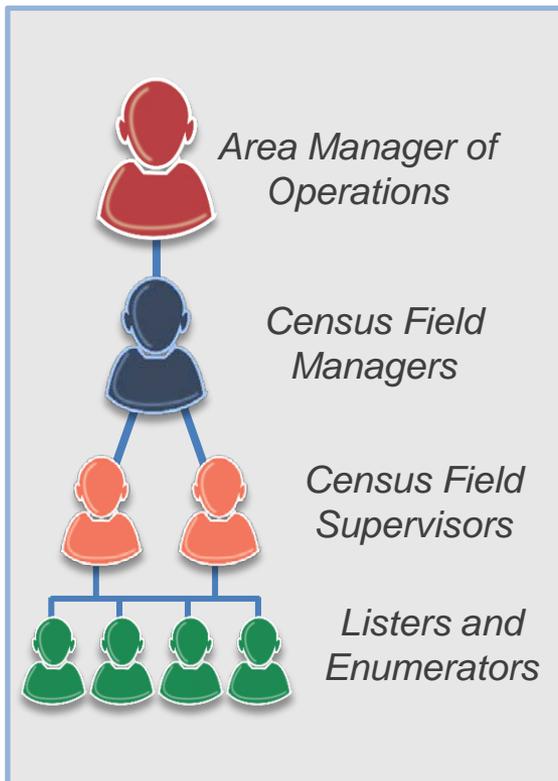
Improve the Quality of the Address List	 Update the address list	 Validate incoming data from federal, tribal, state, and local governments
Increase Effectiveness of Advertising and Contact Strategies	 Support the micro-targeted advertising campaign	 Create the contact frame (e.g., email addresses and telephone numbers)
Validate Respondent Submissions	 Validate respondent addresses for those without a Census ID and prevent fraudulent submissions	
Reduce Field Workload for Followup Activities	 Remove vacant and nonresponding occupied housing units from the nonresponse followup workload	 Optimize the number of contact attempts

# The 2020 Census

## Reengineering Field Operations

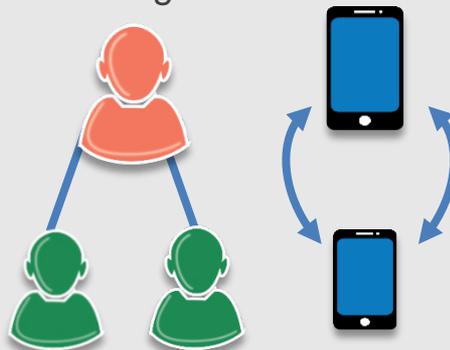
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

### Streamlined Office and Staffing Structure



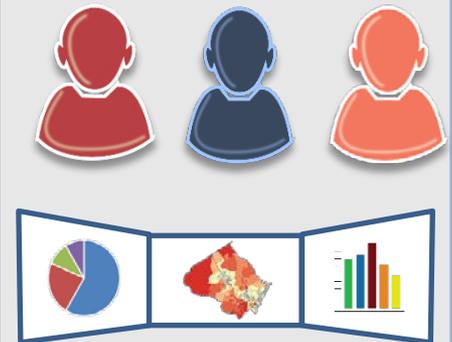
### Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



### Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



# The 2020 Census

## Bringing it All Together

### The 2020 Census: A New Design for the 21<sup>st</sup> Century

#### Motivate People to Respond

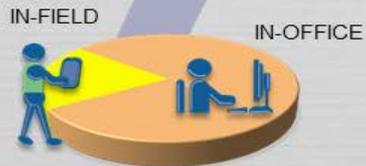
##### Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



#### Establish Where to Count

##### Identify all addresses where people could live



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



Count Everyone Once  
In the Right Place

TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP

INTERNET SELF-RESPONSE

#### Count the Population

##### Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

#### Release Census Results

##### Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



# The 2020 Census

## Status of Census Operations

### SUPPORT

#### Program Management

Program Management

#### Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

#### Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

### FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing

### RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership & Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Americans Count Overseas

### PUBLISH DATA

Data Products and Dissemination

Redistricting Data

Count Review

Count Question Resolution

Archiving

### OTHER CENSUSES

Island Areas Censuses

### TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

Detailed planning is underway

Detailed planning has recently begun

Detailed planning has not started

# 2020 Census Operational Plan – Address Canvassing

*Status: Detailed planning is underway*

Evan Moffett

# 2020 Census Operational Plan – Address Canvassing

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## Purpose

- To deliver a complete and accurate address list and spatial database for enumeration
- To determine the type and address characteristics for each living quarter

## Lessons Learned

- Continuously update the maps and address lists throughout the decade, supplementing these activities with Address Canvassing at the end of the decade
- Allow more time in the schedule to fully develop and test the listing instrument
- Improve the Address Canvassing training to emphasize working from the ground to the Handheld Computer

# 2020 Census Operational Plan – Address Canvassing

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## Research Completed to Date

September 2014: Released the *Address Canvassing Recommendation Report*

### Findings:

- A recommendation was made to not walk every block and implement the reengineered Address Canvassing (In-Field and In-Office)

February 2015: Completed the 2015 Address Validation Test, which consists of the MAF Model Validation Test, and the Partial Block Canvassing (PBC) Test

### Findings:

- The statistical models were not effective at identifying specific blocks with many adds or deletes
- The statistical models were not effective at predicting national totals of MAF coverage errors
- PBC was successfully implemented as an alternative field data collection methodology; future work will determine how the PBC method impacts cost and quality
- Imagery Review successfully identified areas requiring updates; future research is needed to refine the process and determine impacts on quality

# 2020 Census Operational Plan – Address Canvassing

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## Decisions Made to Date

- In-Office Address Canvass will be conducted for 100 percent of housing units
- In-Field Address Canvass will be conducted for 25 percent of housing units
- The number of Area Census Offices (ACO) in support of Address Canvassing will be reduced from 151 in 2010 to approximately 30 in 2020
- The crew leader assistant position will be removed from the staffing structure for In-Field Address Canvassing due to increased efficiencies from automation
- Administrative records and third-party data sources will be used to validate addresses within each block
- Production Address Canvassing begins September 2015
- Group Quarters will be identified and classified during Address Canvassing
- Address Canvassing will validate Local Update of Census Addresses (LUCA) submissions

# 2020 Census Operational Plan – Address Canvassing

## Milestones

Date	Activity
<b>August 2015</b>	Release Address Validation Test Results
<b>September 2015</b>	Release Address Canvassing Detailed Operational Plan
<b>September 2015</b>	Begin 2020 Census Address Canvassing (In-Office)
<b>April 2016</b>	Begin MAF Coverage Study (In-Field)
<b>September 2016</b>	Begin 2016 Address Canvassing Test (In-Field)
	Release the LUCA Detailed Operational Plan
<b>September 2017</b>	Begin In-Field Address Canvassing for the 2018 Census End-to-End Test
<b>August 2019</b>	Begin In-Field Address Canvassing for the 2020 Census

# 2020 Census Operational Plan: Optimizing Self-Response

*Status: Detailed planning is underway*

Michael Bentley

# 2020 Census Operational Plan – Optimizing Self-Response

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## Purpose

- To maximize online response to the 2020 Census via contact strategies and improved access for respondents
- To collect response data via the Internet to reduce paper and Nonresponse Followup

## Lessons Learned

- Determine optimal contact strategies for eliciting responses to the 2020 Census for Internet and response modes
- Optimize the instrument for mobile devices to provide for better user experiences and to improve overall response rates
- Determine if a bilingual initial or replacement questionnaire in selected tracts is beneficial

# 2020 Census Operational Plan – Optimizing Self-Response

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## Research Completed to Date

Multiple tests have been and are being conducted related to contact strategies and Internet self-response

### ACS Internet Self-Response Research

#### Findings:

- People living in areas with lower Internet usage and accessibility require paper and or telephone questionnaire assistance; and
- Certain messaging strategies are more effective in motivating self-response

### 2012 National Census Test tested contact strategy and Internet option

#### Findings:

- Initial contact to invite participation, followed by two reminder prompts as needed and subsequent mailing of a paper questionnaire was a promising strategy (Internet push)
- Advanced letter was not shown to improve response rates
- Telephone assistance needed for respondents without Internet access

# 2020 Census Operational Plan – Optimizing Self-Response

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## Research Completed to Date (Continued)

2014 Census Test tested “Notify Me” mailed invitation, contact strategies and Internet option

### Findings:

- Neither email nor automated voice messages showed a significant impact on response rates
- Low participation rate for “Notify Me” component, but high questionnaire completion rate among those who pre-registered

2015 Optimizing Self-Response Test offered an Internet response option, including real-time non-ID processing, and again tested the “Notify Me” option, along with advertising and partnerships support

### Findings:

- An additional 35,249 Internet responses from housing units not selected in mail panels as a result of advertising and promotional efforts
- “Notify Me” again had low participation
- A new postcard panel, designed to test how housing units not originally included in the sample would respond to an invitation after being exposed to advertising, generated response of approximately 8 percent
- Successful implementation of real-time non-ID processing, and matched 98.5 percent of cases

# 2020 Census Operational Plan – Optimizing Self-Response

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## Research Completed to Date (Continued)

Small-scale opt-in email testing experimented with email messaging, including subject lines, timing of delivery, and look and feel

### Findings:

- A text-based email out-performed graphical emails
- Short email subject lines that include the “10-minute” burden and the “U.S. Census Bureau” name seem to perform better than other subject lines, especially those including the word “Help” as the first word in the subject line
- Longer email content with “Dear Resident” and signature of the director outperformed a shorter email invitation without the greeting and signature
- Response rates did not differ by link type (whether the full URL or “Click here”) Respondents prefer a mailed invitation including a link to respond over all other options

2015 National Content Test (in progress) testing timing, order, format of mailings to encourage response

# 2020 Census Operational Plan – Optimizing Self-Response

## Summary of Response Rates Since 2010

Test	Internet	Phone	Mail	Total	2010 Mail Response Rate
2012 National Census Test (50 states and D.C.)	36.5	7.4	13.0	56.9	66.5
2014 Census Test (Montgomery County and Washington D.C.)	50.6	5.2	10.2	65.9	72.8
2015 Census Test (Maricopa County)	39.7	6.4	8.8	54.9	63.8
2015 Optimizing Self-Response Test (Savannah)	33.4	5.6	8.4	47.5	56.5

# 2020 Census Operational Plan – Optimizing Self-Response

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## Decisions Made to Date

- An Internet self-response option will be provided and will be available in languages other than English and Spanish, including those with non-Roman alphabets (number of responses via this mode estimated at 47 percent after 6 weeks)
- Census Questionnaire Assistance (CQA) will complete interviews by telephone (number of responses via this mode estimated at 5.3 percent after 6 weeks)
- A paper response option will be provided (number of responses via this mode estimated at 11.2 percent after 6 weeks)
  - Paper questionnaires will be sent to 20 percent of all housing units during the first mailing
  - Paper questionnaires will be mailed to non-responding housing units after 2 weeks of self-response (estimated at 59.7 percent of total housing units)
- The 2020 Census will offer respondents the opportunity to respond either without a unique census identification code or to respond via telephone agents
- A formal “Notify Me” option will not be offered

# 2020 Census Operational Plan – Optimizing Self-Response

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## Milestones

Date	Activity
November 2015	Data collection ends for 2015 National Content Test
March 2016	Begin 2016 Census Test
September 2016	Release the Internet Self-Response Detailed Operational Plan
March 2017	Develop the strategy to optimize self-response for those living in group quarters
	Begin 2017 Census Test
March 2020	Begin 2020 Census Internet Self-Response data collection
April 1, 2010	Census Day

# 2020 Census Operational Plan – Communications

*Status: Detailed planning is underway*

Tasha Boone

# 2020 Census Operational Plan – Communications

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## Purpose

- To communicate the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, and Puerto Rico to:
  - Engage and motivate people to self-respond, preferably via the Internet
  - Raise and keep awareness high throughout the entire 2020 Census to encourage response

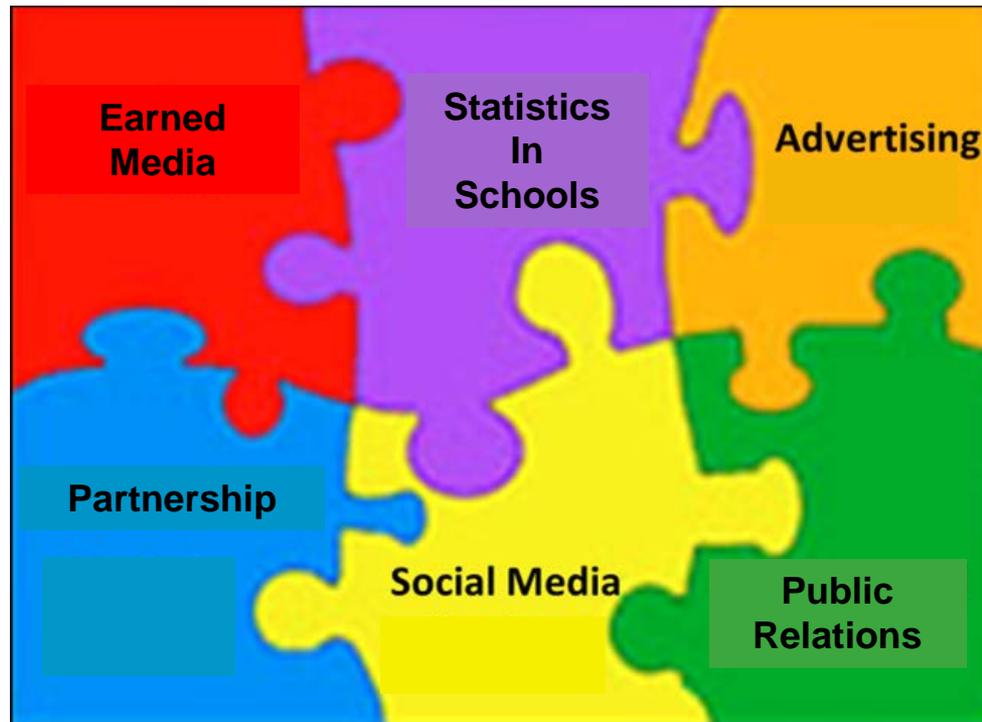
## Lessons Learned

- Integrate Census Bureau subject matter experts into all phases of the 2020 Census Integrated Partnership and Communications Program
- Improve coordination of communications among the Decennial, Field and Communications Directorates and others
- Align timing, funding, and design decisions between the development of the Integrated Partnership and Communications Program Plan and the Census Bureau's operational milestones to effectively support all phases of the 2020 Census
- Establish more specific program metrics for the Integrated Partnership and Communications Program to assist in evaluation and assessment

# 2020 Census Operational Plan – Communications

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## Components of the Integrated Partnership and Communications Program (IPC)



# 2020 Census Operational Plan – Communications

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## Research Completed to Date

### The 2015 Optimizing Self-Response Test

Promote “Notify Me,” allowing individuals to provide contact information to receive future email and text message notifications when it is time to participate in the test

#### Findings:

- “Notify Me” is not a successful contact strategy as designed and tested with a very low percent of mail panel responding

Test micro-targeted digital advertising on response rates associated with “Notify Me” and survey completion

#### Findings:

- 2015 Optimizing Self-Response Test Report in development (analysis pending)

Test multiple communications elements, including earned media, social media, partnership and outreach, and telephone, radio, print, billboards, and digital advertising; as well as automated telephone messaging by local influencers

#### Findings:

- 2015 Optimizing Self-Response Test Report in development (analysis pending)

Test of effectiveness of partnerships in motivating self-response

#### Findings:

- Partnerships were effective

# 2020 Census Operational Plan – Communications

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## Decisions Made to Date

The 2020 Integrated Communications Program will:

- Use partnerships to communicate the importance of the 2020 Census to the U.S. population and encourage self-response
- Use digital advertising and social media targeting
- Use texting and emailing to motivate self-response
- Use traditional advertising methods including the use of local advertising
- Develop an online portal for posting and downloading materials, providing online fulfillment, and sharing experiences
- Develop Integrated Partnership and Communications Internet kiosks and make them available in public spaces for respondents to complete their Census questionnaire online

# 2020 Census Operational Plan – Communications

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## Milestones

Date	Activity
January 2015	Launch the 2020 Census website
August 2016	Award the Integrated Partnership and Communications contract
September 2016	Release the Integrated Partnership and Communications Detailed Operational Plan
June 2017	Start the 2020 Census Partnership program
June 2017	Start the 2020 Census recruiting campaign

# 2020 Census Operational Plan – Field Infrastructure

*Status: Detailed planning is underway*

Maryann Chapin

# 2020 Census Operational Plan – Field Infrastructure

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## Purpose

- To coordinate space acquisition for, and lease management of, the Regional Census Centers and Area Census Offices
- To provide the administrative infrastructure for data collection covering the 50 states, the District of Columbia, and Puerto Rico including: recruiting, hiring and onboarding, personnel and payroll administration, training, partnership support, management and supervision, clerical support, materials supply, printing and plotting, and other support services

## Lessons Learned

- Establish an interagency working group to identify and develop effective strategies for space acquisition and build communication among stakeholders
- Opening some field offices earlier than the others allowed for a “test” run of implementation in the space acquisition effort and improved the process for opening the remaining (majority) of offices
- Streamline and automate the job application process to replace the paper-based recruitment and skills assessment process

# 2020 Census Operational Plan – Field Infrastructure

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## Research Completed to Date

Review of other countries 'census field infrastructure

### Findings:

- Best practices include consolidation of support functions in the field, specifically payroll, recruiting, and other administrative functions

Develop a new concept of operations for field infrastructure and test in the 2015 Census Test

### Findings:

Field Staff Training:

- Combination of on-line and classroom training provided standardization of the information, provided tracking capabilities, and offered various learning methods
- Reduced training hours compared with the 2010 Census Nonresponse Followup enumerator training from 32 to 18 hours
- Deployment of You Tube videos to quickly and efficiently provide targeted training to enumerators
- Identified topics requiring additional training in future tests

Field Reengineering

- Area Census Office (ACO) and staffing of the ACO successful
- Electronic payroll successful

# 2020 Census Operational Plan – Field Infrastructure

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## Decisions Made to Date

- The 2020 Census field office infrastructure will include six Regional Census Centers (reduced from 12 in 2010)
- The 2020 Census field office infrastructure will include up to 250 field offices (reduced from 494 in 2010)
- The number of training hours for Address Canvassing will reduce from 35 in 2010 to 28 in 2020 and for Nonresponse Followup from 44 in 2010 to 28 in 2020
- The training pay rate for Address Canvassing and Nonresponse Followup (both enumerators and Census Field Supervisors) will be \$1.50 lower than the production rate

# 2020 Census Operational Plan – Field Infrastructure

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## Decisions Made to Date (Continued)

- The preliminary field office staff model is as follows:
  - General Management: Area Manager of Operations (reporting to the Area Manager at the RCC), Administration Manager, Recruiting Manager, and IT Manager
  - Data Collection: multiple Census Field Managers, Census Field Supervisors, and Enumerators; specific numbers based on workloads; supervisory ratios are to be determined
- In-Field Address Canvassing will be managed out of the Area Census Offices
- Recruiting activities will be automated
- The job application and assessment (testing) process will be automated
- Field staff training will employ the use of online training capabilities
- The training pay rate will be lower than the production pay rate
- The time and expense recording and approval process for data collection field staff will be automated for field operations
- As part of the solution, the USPS will assist with onboarding processing for field staff

# 2020 Census Operational Plan – Field Infrastructure

## Milestones

Date	Activity
December 2015	Approve final field staff recruiting and training approaches
March 2016	Finalize Regional Census Center (RCC) space requirements
	Finalize number of Area Census Offices
September 2016	Release the Field Infrastructure Detailed Operational Plan
January 2017	Finalize locations of Area Census Offices
December 2017	Finalize Area Census Office space requirements
December 2017	Begin opening RCCs
January 2019	Begin opening Area Census Offices
December 2020	Complete closing of Area Census Offices
June 2021	Complete closing of all RCCs

# 2020 Census Operational Plan – Nonresponse Followup (NRFU)

*Status: Detailed Planning Underway*

Maryann Chapin

# 2020 Census Operational Plan – NRFU

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## Purpose

- To determine housing unit status for nonresponding addresses
- To enumerate housing units for which a 2020 Census response was not received

## Lessons Learned

- Traditional enumeration and management of workload, as implemented in the 2010 Census, is no longer viable in an era of an ever evolving, demographically, culturally, and technologically diverse nation
- Reduce the maximum number of NRFU contact attempts
- Include the use of a handheld enumeration device that would have the ability to monitor when an enumerator opens a case
- Explore additional sources and criteria for inferring occupancy status and population size of housing units from administrative records or third-party data
- Avoid late planning of operations and procedures while maintaining flexibility to accommodate the unknowns that will occur

# 2020 Census Operational Plan – NRFU

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## Research Completed to Date

2013 Census Test (Philadelphia, PA) explored methods for using administrative records and third-party data to reduce the NRFU workload

### Findings:

- The Census Bureau was able to remove approximately 8 percent of vacant units and 31 percent of occupied units prior to NRFU using administrative records and third-party data
- The use of administrative records and third-party data and the implementation of an adaptive design case management approach have the potential to reduce costs

2014 Census Test (Montgomery County, MD and Northwest Washington, DC) built upon the results of the 2013 Census Test specific to administrative records and third-party data usage to reduce the NRFU workload

### Findings:

- A high self-response rate of 65.7 percent resulted in a NRFU universe of 46,247 housing units. The Census Bureau was able to identify approximately 4 percent of the NRFU cases as vacant housing units and 55 percent of occupied housing unit NRFU cases based on administrative records and third-party data

# 2020 Census Operational Plan – NRFU

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## Research Completed to Date (Continued)

2014 Human-in-the-Loop Simulation (SIMEX) explored roles, responsibilities, and staff-to-supervisor ratios for positions under a new field management structure and assessed the necessity and sufficiency of the automated operational control system

### Findings:

- The field management structure can be streamlined and ratios increased
- Messaging and alerts within the operational control system provide real-time and consistent communication
- The enhanced operational control system or MOJO is intuitive – users were able to use the system with a small amount of up front training
- Smart phones were usable by all people – even those with little technology experience were able to adjust and adapt

# 2020 Census Operational Plan – NRFU

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## Research Completed to Date (Continued)

2015 Census Test (Maricopa County, AZ) explored the reengineering of the roles, responsibilities, and infrastructure for conducting field data collection, tested the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations, continued the exploration of the use of administrative record and third-party data to reduce the Nonresponse Followup workload, and tested the technical implementation of a Bring Your Own Device option

### Findings:

- A high self-response rate of 54.9 percent resulted in a NRFU universe of 72,072 housing units. The Census Bureau was able to identify approximately 12 percent of the NRFU cases as vacant and 20 percent of NRFU cases as occupied based on administrative records and third-party data
- Successfully removed vacant housing units and enumerated occupied housing units using administrative records and third-party data
- A combination of automated on-line training and classroom training enabled a reduction in the overall number of training hours, compared with the 2010 Census NRFU operation, from 32 to 18 hours
- Management of the field data collection utilizing new roles, responsibilities, and staffing ratios were successfully implemented
- Entry of enumerator work availability, workload optimization, and electronic payroll were effective and efficient
- Use of a Bring Your Own Device option did not generate any observable concerns from respondents

# 2020 Census Operational Plan – NRFU

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## Decisions Made to Date

- Administrative records and third-party data will be used to identify vacant units (approximately 11 percent of housing units removed)
- Nonresponding housing units will be visited at least once (approximately 22.5 percent of the remaining Nonresponding Followup workload resolved through this visit)
- Administrative records and third-party data will be used to enumerate remaining nonresponding housing units (approximately 16.5 percent of the remaining Nonresponse Followup workload enumerated via these data)
- Administrative records and third-party data will be used to reengineer the Vacant/Delete and Coverage Followup Operations
- Coverage improvement operations will be included
- The NRFU Operation will utilize a reengineered field management and staffing structure due to increased efficiencies from automation:
  - Change in ratio of production enumerators to Census Field Supervisors from 8:1 in 2010 to 15:1 in 2020
  - Removal of crew leader assistants
  - Reduced number of trained enumerators (by approximately 50 percent)
- The NRFU Operation will consist of production and quality assurance components

# 2020 Census Operational Plan – NRFU

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## Decisions Made to Date (Continued)

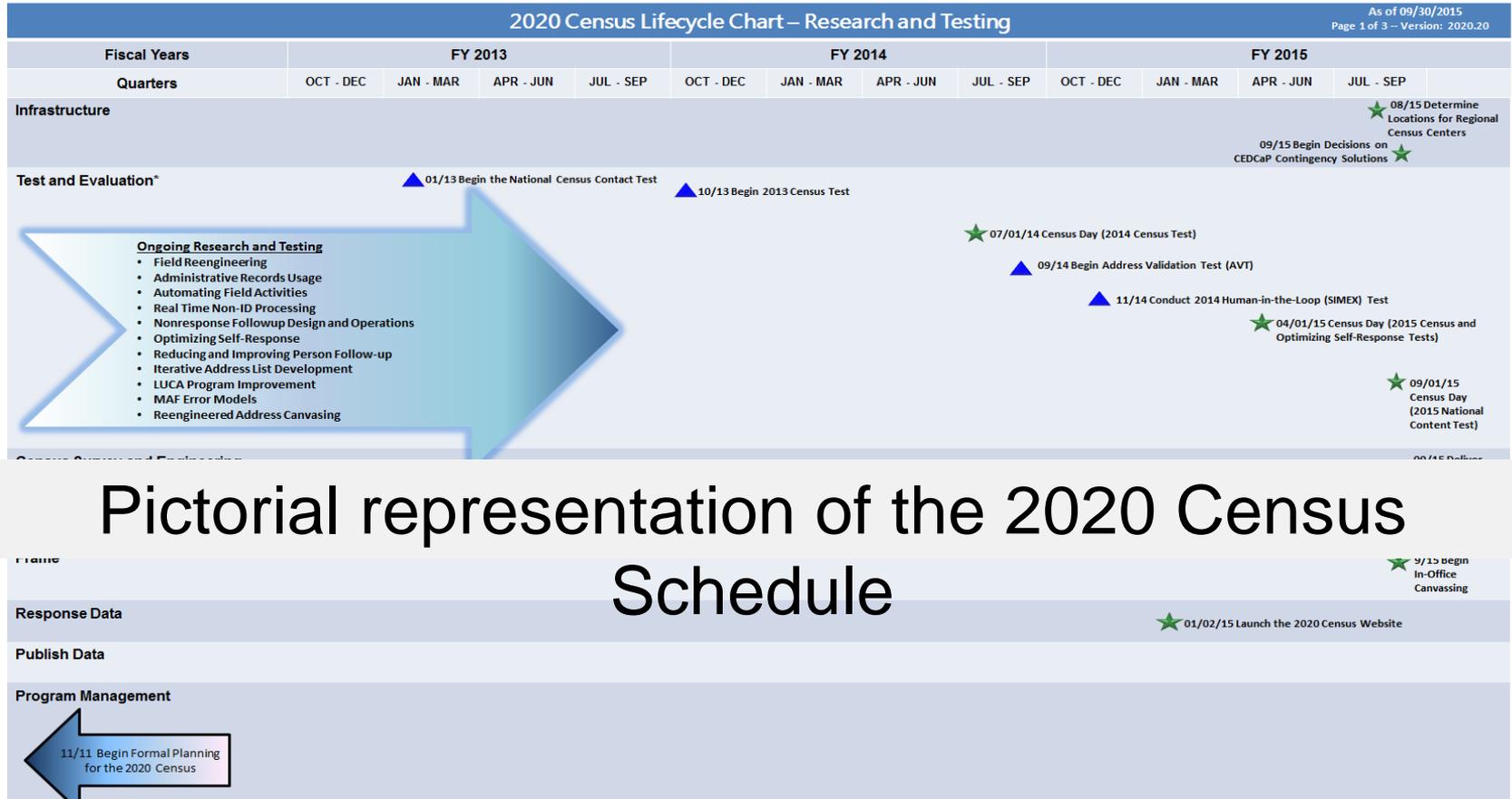
- All administrative records and third-party data will be used in compliance with data use agreements
- The core set of administrative records and third-party data to support the 2020 Census Nonresponse Followup Operation include:
  - Internal Revenue Service (IRS) Tax Returns
  - IRS Information Returns
  - Center for Medicare and Medicaid Statistics Medicare Enrollment Database
  - Indian Health Service Patient Database
  - Social Security Number Identification File
  - United States Postal Service Delivery Sequence File
  - United States Postal Service Undeliverable-As-Addressed Information
  - 2010 Census data
  - American Community Survey Data
  - Third-Party (Commercial) Data

# 2020 Census Operational Plan – NRFU

## Milestones

Date	Activity
September 2015	Determine preliminary NRFU Design
December 2015	Conduct 2015 SIMEX
May 2016	Begin NRFU for 2016 Census Test
September 2016	Determine strategy for use of administrative records and third-party data in NRFU
	Release the Nonresponse Followup Detailed Operational Plan
May 2017	Begin NRFU for 2017 Census Test
May 2018	Begin NRFU for 2018 Census End-to-End Test
April 2020	Begin NRFU data collection for the 2020 Census
August 2020	End NRFU data collection for the 2020 Census

# 2020 Census Schedule



## Pictorial representation of the 2020 Census Schedule

**Legend**

- ★ Program Level Milestones (Tier 1)
- ▲ Research & Testing Milestones
- ★ Decision Points & Other Significant Milestones
- ◆ Execution Milestones
- Production Operation Durations

\*In addition to the three Coverage Measurement Operations and the Evaluations and Experiments Operation, this area includes all of the tests associated with the refinement and validation of the 2020 Census operational design.

Source: 2020 Census Integrated Master Schedule prepared by the Decennial Census Management Division

# 2020 Census Cost Estimates\*

All of these figures are shown in 2020 constant dollars\*\*

Cost of Repeating 2010 Census in 2020 Census	\$17.8 Billion
<b>Cost of Redesigned 2020 Census</b>	<b>\$12.5 Billion***</b>
<b>Potential Cost Avoidance</b>	<b>\$5.2 Billion</b>

## Potential Cost Avoidance by Innovation Area:

Reengineering Address Canvassing	\$0.9 Billion	(\$6.30 in cost avoidance per HU)
Optimizing Self-Response	\$0.4 Billion	(\$2.80 in cost avoidance per HU)
Utilizing Administrative Records and Third-Party Data	\$1.4 Billion	(\$9.80 in cost avoidance per HU)
Reengineering Field Operations	\$2.5 Billion	(\$17.50 in cost avoidance per HU)

Cost per HU of 2010 Census in 2020 Constant Dollars	\$124 per HU
Cost per HU of Redesigned 2020 Census in 2020 Constant Dollars	\$88 per HU

\* This cost estimate assumes the President's Budget Request.

\*\* This cost estimate is based on the 2020 Census Operational Plan as of September 30, 2015. Any changes to the Operational Plan will result in corresponding changes to the cost estimate.

\*\*\* This cost estimation approach follows the GAO Cost Estimating and Assessment Guide: Best Practices for Developing and Managing Capital Program Costs.

# Thank You

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