

2020 Census Updates



Lisa Blumerman

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

Census Scientific Advisory Committee
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Overview

- 2020 Program in Review
- Current Research Focus
- Summary: Toward Preliminary Design Decisions

2020 Program in Review

- Reassessment of the Research & Testing Program in FY 2013
 - Reprioritized critical activities needed to support key early testing objectives
- Lapse in appropriations in FY 2014
 - **2013 Census Test:** Delayed operations originally scheduled to begin on October 1, 2013 to October 17, 2013
 - **2014 Site Test:** Delayed operations originally scheduled to begin in May to July 2014
- Funding levels available under the FY 2014 Continuing Resolution
 - Placed some activities on hiatus and reduced the level of effort for some of the remaining projects
 - Temporarily realigned staff (within the Census Bureau) to ensure budget was available to allow critical field tests

Current Research Focus

- 2020 Census lifecycle cost estimates
 - Revisions to the rough order of magnitude estimates
 - Continue efforts on defining methodologies for the trade-off analysis
- Research to further mature the design options and provide data to better quantify inputs to the cost estimates
- Inter-divisional effort to fundamentally reengineer the management of field work
 - Fully utilize automation in case management (e.g., route planning, real-time dispatching)
 - Streamline, consolidate, and automate operations
 - Develop a proof-of-concept system for testing in FY 2015
- Preliminary design decisions for the 2020 Census

2013 Census Test

Examined operational feasibility of the use of administrative records and adaptive contact strategy tailored to each household to reduce nonresponse followup (NRFU) workload and increase productivity

- Sample size of 2,077 housing units in Philadelphia, drawn from Census 2010 NRFU universe
- Four panels that combined contact treatments (fixed and adaptive) with use of administrative records
- Data collection began in November 2013 and ended in early December 2013
- Currently analyzing the results to inform the 2014 Census Test

2014 Census Test

Test contact alternatives for self-response enumeration and nonresponse followup (NRFU)

- Compare cost and data quality across strategies aimed at reducing costs by utilizing:
 - Three contact strategies for optimizing self-response, including the use of pre-registration, email, and mail
 - Three treatments for NRFU, including the use of adaptive design and administrative records
- Scheduled to begin in July 2014
- Use the findings to inform later testing in FY 2015

Targeted Address Canvassing

Conduct a targeted address canvassing (TAC) operation prior to 2020 by continually updating the Master Address File throughout the decade

- Implement a TAC operation prior to the 2020 Census
 - Statistical models, aerial imagery, and operational factors to identify blocks that need (or do not need) to be canvassed
- Evaluate statistical models and provide updates to the TAC modeling team
 - National test planned in 2014
 - Evaluate performance of our approaches and determine recommended approach for the design decision

Optimizing Self-Response

Leverage technology, variation in demographic/geographic response propensities, and new response modes to increase self-response while maintaining overall quality

- Increased diversity of population presents challenges to relying extensively on the traditional methods for self-response
- Identify a mix of modes and strategies to increase self-response and reduce costs
- Research and implement response options that reflect the current communications environment
 - Leverage the Internet
 - Use new communications strategies, such as e-mail and social media

Field Reengineering

Reengineer the approach and management of field enumeration by streamlining and automating operations and more efficiently planning and controlling field activities

- Manage cases with associated business rules and technology (e.g., use of automation and case routing)
- Determine the roles and responsibilities within the field structure
- Consolidate field operations (e.g., combined/reconceptualized operations and staff activities)
- Determine the appropriate structure for field operations (e.g., number and size of office and work force)

NRFU Reengineering

Utilize administrative records and adaptive design to reduce NRFU workload and increase NRFU productivity

- Administrative Records

- Reduce the number of cases that need to be resolved in NRFU to reduce cost while preserving data quality
- Determine the timing of removing cases (e.g., removal of unoccupied housing units first, occupied units after one visit)
- Impute housing units that remain unresolved after field work

- Adaptive Design

- Reengineer field operations to reduce the number of contact attempts, leveraging dynamic case management, route planning, and other methodologies (e.g., prioritizing cases on a daily basis) to improve worker productivity

Summary: Toward Preliminary Design Decisions

Research and testing activities in FY 2014 and FY 2015 are critical to making preliminary design decisions by the end of FY 2015. The areas of focus are:

- Field Reengineering
- Targeted Address Canvassing
- Nonresponse Followup using Administrative Records and Adaptive Design
- Optimizing Self-Response

Questions / Comments
