

Partial Block Canvassing: Testing A New Canvassing Methodology

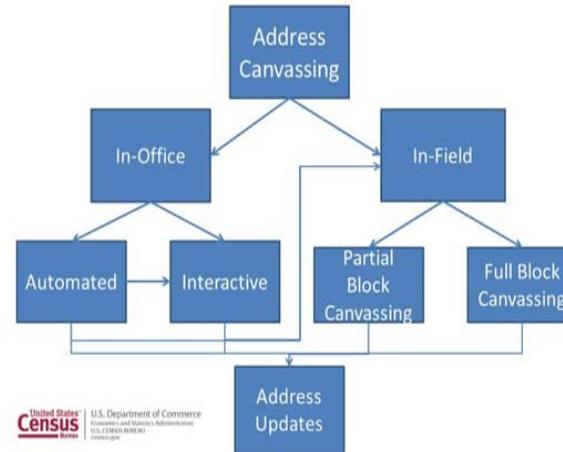
How the Re-Engineered Address Canvassing Works

Partial Block Canvassing (PBC) Test

Partial Block Canvassing (PBC) focuses fieldwork on a specified location or area containing a cluster of updates within a census block rather than canvassing the entire block. In-office imagery review identifies the area to be updated. The PBC methodology will be tested in the field in December 2014.

Test Objectives:

- Determine the ability to identify PBC candidate blocks through in-office review.
- Communicate the sub-block area to be canvassed with specific instructions for the field lister.
- Navigate to and collect the specified address information in the field.



How the Address Validation Test Works

Together, the PBC Test and the MAF Model Validation Test (MMVT) constitute the Address Validation Test. MMVT blocks were selected to assess the ability of statistical models to identify blocks containing housing unit adds and/or deletes. MMVT blocks will be reviewed in-office, and those with growth in a portion of the block will be selected for the PBC Test. Results from the MMVT, in-office review of the MMVT blocks, and PBC Test blocks will be analyzed to assess the effectiveness of these approaches.



*The address data is a facsimile of the Census Bureau's corporate Listing and Mapping Application (LiMA). It does not contain Title 13 data.

How Blocks are Selected for PBC Test

In-office review identifies inconsistencies between numbers of addresses in the Master Address File (MAF) and housing units visible in imagery. Blocks in which updates are clustered in a relatively small area are candidates for PBC. Note that initial findings from the in-office review indicate that the vast majority of blocks (over 80%) are not exhibiting change, and are consistent when comparing the imagery against the MAF, and therefore would not need to be canvassed through either a full or partial block canvassing operation.



Comparison of Full Canvass vs Partial Canvass

Under Full Canvass of the two blocks the lister would verify all 1,183 housing units, drive over 7 miles, and add the 20 new houses within the red circles. Under the Partial Canvass, the lister would only take action (adds) on the 20 housing units in the red circles and drive directly to the selected location.

LOGO, etc

Q&A: Fieldwork

When is the fieldwork for PBC planned?
December 2014

How many blocks will be canvassed?
600-1,000

How many people will conduct the fieldwork?
20-30 professionals, primarily geographers.

Will a specialized software application be used to conduct the fieldwork for PBC?
We will use the Census Bureau's corporate Listing and Mapping Application (LiMA).