

2020 Census Updates

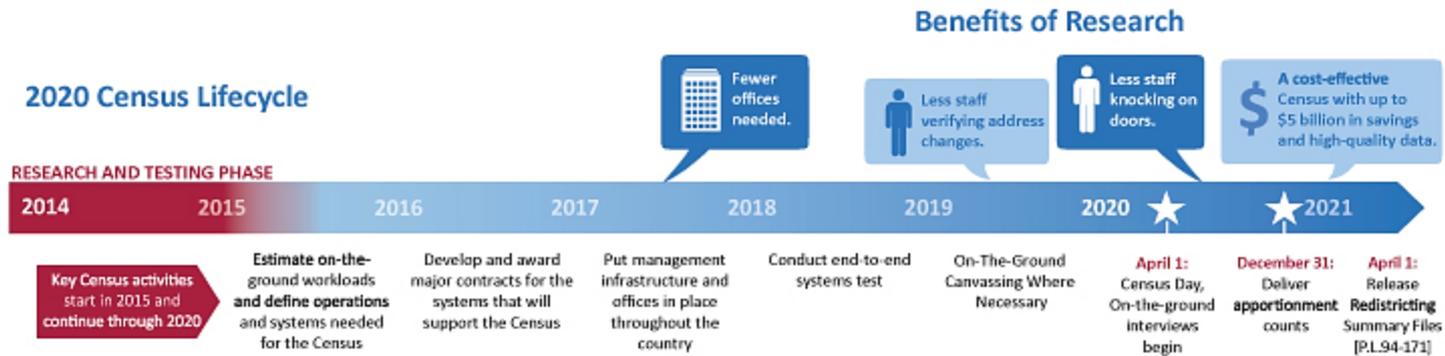


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Census Scientific Advisory Committee
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2020 Census: Where Are We Today?

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.



2020 Census Operational Research and Development Efforts

Up to
\$5 Billion
in Savings
Through:

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records

Reengineering Field Operations

2020 Census Operational Research and Development Efforts

Reengineering Address Canvassing

Continually update address and map databases through various sources and methods to eliminate the need for nationwide on-the-ground address canvassing in 2019

Optimizing Self-Response

Utilizing Administrative Records

Reengineering Field Operations

2020 Census Operational Research and Development Efforts

Reengineering Address Canvassing

Optimizing Self-Response

Maximize self response (and thus minimize expensive in-person data collection) through use of internet response option, social media advertising, and allowing respondents to respond without a unique identification code

Utilizing Administrative Records

Reengineering Field Operations

2020 Census Operational Research and Development Efforts

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records

Use data that the public has already provided to the government to reduce the nonresponse followup (expensive in-person data collection) workload

Reengineering Field Operations

2020 Census Operational Research and Development Efforts

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records

Reengineering Field Operations

Reengineer field work through automation of case management and data collection, and using a new field structure with different field staff roles, work schedules, office configurations, and staffing ratios

Current Field Activity: 2014 Census Test

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

- Compare response rates, 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, e-mail, and mail
 - Four panels for NRFU, varying the use of contact strategies and administrative records
- Self-response operations began in June 2014
- NRFU operations began in August 2014
- Use the findings to inform later testing in FY 2015

Current Field Activity: 2014 Census Test

Self-Response Status as of 8/13/2014 (Beginning of NRFU)

	Workload	UAA	Internet Logins	Internet Submits	TQA Interviews	MO/MB Q'naires	Total Completes	Percent Complete
Pre-Reg	9,693	299	5,105	4,313	542	960	5,815	54.4
Mail Push	122,066	3,909	76,005	66,869	5,367	9,193	81,429	62.3
Mail Push w/ email	10,000	216	5,030	4,399	622	1,034	6,055	54.3
Mail Push w/ AVI	10,000	222	5,554	4,929	709	1,002	6,640	59.3
All Treatments	151,759	4,646	91,694	80,510	7,240	12,189	99,939	61.1
2012 NCT Comparison	80,000				As of Day 50 (Final) of data collection			56.9

Self-Response Status as of 9/1/2014

	Workload	UAA	Internet Logins	Internet Submits	TQA Interviews	MO/MB Q'naires	Total Completes	Percent Complete
Pre-Reg	9,693	301	5,180	4,381	544	1,072	5,997	56.3
Mail Push	122,066	3,938	80,652	69,678	5,810	10,471	85,959	66.0
Mail Push w/ email	10,000	216	5,106	4,463	624	1,167	6,254	56.3
Mail Push w/ AVI	10,000	224	5,617	4,981	712	1,096	6,789	60.8
All Treatments	151,759	4,679	96,555	83,503	7,690	13,806	104,999	64.4
2012 NCT Comparison	80,000				As of Day 50 (Final) of data collection			56.9

Note: Current data will be provided at the 9/18 meeting

Current Field Activity: 2014 Census Test

Nonresponse Follow-up Status as of 9/2/2014

Panel	Cases in NRFU (as of 7/29)	Cases Completed	% Cases Completed
Control	13,253	7,262	54.8%
Reduced Contacts-no AR	12,553	7,086	56.4%
Reduced Contacts- AR	8,101	6,369	78.6%
Adaptive Design	12,340	6,962	56.4%
TOTAL	46,247	27,679	59.9%

Late Self Response as of 9/2/2014

Panel	Cases in NRFU (as of 7/29)	Cases in NRFU after initial AR removal (as of 7/29)	Self Response after NRFU Cut (7/29)	% of Cases in NRFU Completed with Self Response	% of Cases in NRFU after initial AR removal Completed with Self Response
Control	13,253	13,253	3,362	25.4%	25.4%
Reduced Contacts-no AR	12,553	12,553	3,171	25.3%	25.3%
Reduced Contacts- AR	8,101	3,056	504	6.2%	16.3%
Adaptive Design	12,340	11,833	2,852	23.1%	24.1%
TOTAL	46,247	40,695	9,889	21.4%	24.3%

Late Returns for cases that were removed using ARs are not included here

Note: Current data will be provided at the 9/18 meeting

2014 Census Test

Preliminary Findings (Self-Response)

Overall Success

- High self-response rate
 - Internet push/reminder/reminder/questionnaire contact strategy appears to be optimal thus far (response rate of 61% as of 8/13)
 - Non-ID interface has functioned well and no issues with workload
 - Both email/text provider solutions were successfully deployed

Lessons Learned

- Email as an initial invitation and reminder contact strategy is not an effective replacement for mail pieces
- Short time frame between mailing limits our ability to exclude households who have already responded from subsequent reminders
- Volume of calls to the Telephone Questionnaire Assistance is much higher than projected

2015 Testing Activities

- Address Validation Test
- 2015 Census Test
- 2015 Optimizing Self-Response Test
- National Content and Self-Response Test*

* Results from this test not needed to make major decision decisions at the end of FY 2015

2015 Testing Activities

Address Validation Test

- Informing the performance of the methods and models that will help us develop the address list
- Testing the use of aerial imagery for change detection
- Assisting in the delineation of the Reengineered Address Canvassing workloads

2015 Testing Activities

2015 Census Test

- April 1, 2015 Census Day
- Like the 2014 Census Test, this will be a site test
- Reengineer the roles, responsibilities, and infrastructure for the field
- Evaluate the feasibility of fully utilizing the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations
- Automate training for enumerators and managers
- Test and implement routing and/or navigation
- Reengineer the approach to case management
- Continue to research uses of administrative records to reduce and manage fieldwork

2015 Testing Activities

2015 Optimizing Self-Response Test

- April 1, 2015 Census Day
- Also a site test
- Continue testing pre-registration and “non-ID” response to determine if we can optimize self and Internet response rates
 - Pending the outcome of the 2014 Census Test, further refine the procedures for pre-registration 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

2015 Testing Activities

National Content and Self-Response Test

- Will be a nationally representative sample, with oversampling of key sub-population groups
- Planned for a September 1 Census Day
- Full scope to be determined, but likely to continue testing of the following questions:
 - Race and Hispanic origin
 - Relationship
 - Other possible topics such as within-household coverage questions

What's Next?

- Besides the tests, and subject to funding, other work planned for FY 2015 and beyond includes improving methods for such things as:
 - field quality control
 - coverage measurement
 - enumerating hard to count populations
- We also need to provide ongoing support for
 - enterprise IT infrastructure and systems
 - support for the enterprise CEDCaP efforts
 - early developmental work on 2020 Census specific systems

What's Next?

Committee's Recommendation
About Being Involved Earlier with
Test Objectives and Designs

Questions

