

# Discussant Comments: 2020 Operational Plan

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# Big Picture

- It is clear that 2020 is well underway
- Unclear is if potential improvements can still be made or if procedures now set in stone
- If latter, CSAC 's thoughts on plans are not likely to be useful
- If former, white papers are great start to getting CSAC details needed to be useful
- I applaud efforts and hope CSAC will see material again
  - And with another discussant since I had limited time available after learning I was assigned to discuss

## 2020 Plans: Optimizing Self Response

- Given multiple planned contacts, is Census prepared for increase in overcount?
- Be cautious about micro-targeted advertising firms; more hype than science
  - Study found majority of Americans do not like tailored advertising
  - Many overselling targeting effects and possibilities
- Research shows that many mobilization efforts exacerbate inequalities
  - Those with higher SES even more likely to respond, those with lower SES not even exposed to message
- 2020 will fall during presidential election (last was 2000); worth finding advocates on both sides of aisle before primaries heat up

# 2020 Plans: Use of Admin Records

- What is public opinion about the use of records?
- Are there more “costs” associated with using IRS records compared to Medicare or VA records?
- Is the Census Bureau undertaking steps to ensure use of records does not get caught up in controversy/litigation like 2000 Census plans?
- Given 2010 “truth” benchmark, how does record quality vary (by source? By date of record? Age of person?)
- Given this variation, could use of records exacerbate differential undercount?
- How have things changed since 2010? Given improvements in economy, should we expect fewer vacancies/deletes?

## 2020 Plans: Admin Records

- Many of the constraints seem arbitrary (e.g., no more than 6 people, 1-3 adults). Are they rooted in 2010 data patterns
- It would be useful to see more about model fit and results (e.g., how much do geographic variables predict vacancy?)
- Clearly do a better job of modeling occupancy than composition. Is it appropriate to consider both models in deciding the quality of records?
- My guess is children are especially hard to get right. Have you considered alternate household composition models?
- Why start with workload removal target? If 2010 is “truth,” could you set an acceptable misclassification rate (e.g., 5%) and then see how many can be removed? What is an acceptable differential misclassification rate (by race, age, geography)?

## 2020 Plans: Field Operations

- Will the field staff be sufficiently prepared for changes in field operations?
- Will there be changes in field staff compensation structure?
- We look forward to hearing more about the training/testing innovations