

## CSAC Discussion Questions for the 2020 Census Operational Plan Webinar

### Key Innovation Areas

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#### Reengineering Address Canvassing

Technological advances, availability of aerial imagery and administrative and third party data, as well as innovations have allowed the Census Bureau to reengineer the address canvassing operation. For the 2020 Census, the Census Bureau will canvass entire nation through the application of a 100 percent in-office address canvass, an estimated field verification (in-field canvass) of approximately 25 percent of the housing units, and the implementation of an annual Master Address File Coverage Study. What suggestions does the Committee have on tools or potential data that would help the Census Bureau detect change across the landscape?

#### Optimizing Self-Response

The 2020 Census Operational Plan is a significant change from the 2010 Census where we printed about 360 million questionnaires, and delivered them to nearly 133 million housing units. For the 2020 Census, everyone will have multiple opportunities to be counted including the internet, by telephone, or by mail. To encourage households to self-respond, the 2020 Census includes several components designed to work together: a nationwide integrated communications and partnership campaign, the use of tailored contact strategies and mailed materials, Census Questionnaire Assistance, and an option for response without a pre-supplied identification number. What are the Committee's thoughts on these plans?

#### Utilizing Administrative Records and Third-Party Data

For the 2020 Census, the Census Bureau will provide multiple opportunities for everyone to be counted - via the Internet, by telephone, or by mail. The nonresponse followup operation is the most costly portion of any census, and for the 2020 Census we plan to use administrative records and third party data to reduce the number of personal visits and determine the best time of day to visit a particular neighborhood. To reduce the number of personal visits required, we will first use available data from administrative records and third-party sources to identify vacant units and remove those from the workload. Next, we will make a personal visit to the remaining addresses. If we don't obtain an interview, then where we have high-quality administrative records from trusted sources, we will use them as the response data for the household. Where we don't have such records, we will continue follow-up visits to the addresses. What are the Committee's thoughts on these plans?

#### Reengineering Field Operations

We will use technology to more efficiently and effectively manage the 2020 Census fieldwork. Operations such as recruiting, training and payroll will be automated. Our field staff will use mobile devices to collect Census data and manage the work and workforce. Our efforts to reengineering our field operations will result in a streamlined operation, a reduced management structure, improvements in worker productivity, and a reduced footprint for the Census. What are the Committee's thoughts on these plans?