



2020 Census Program: Utilizing Administrative Records

Maryann Chapin, Assistant Division Chief
Decennial Census Management Division

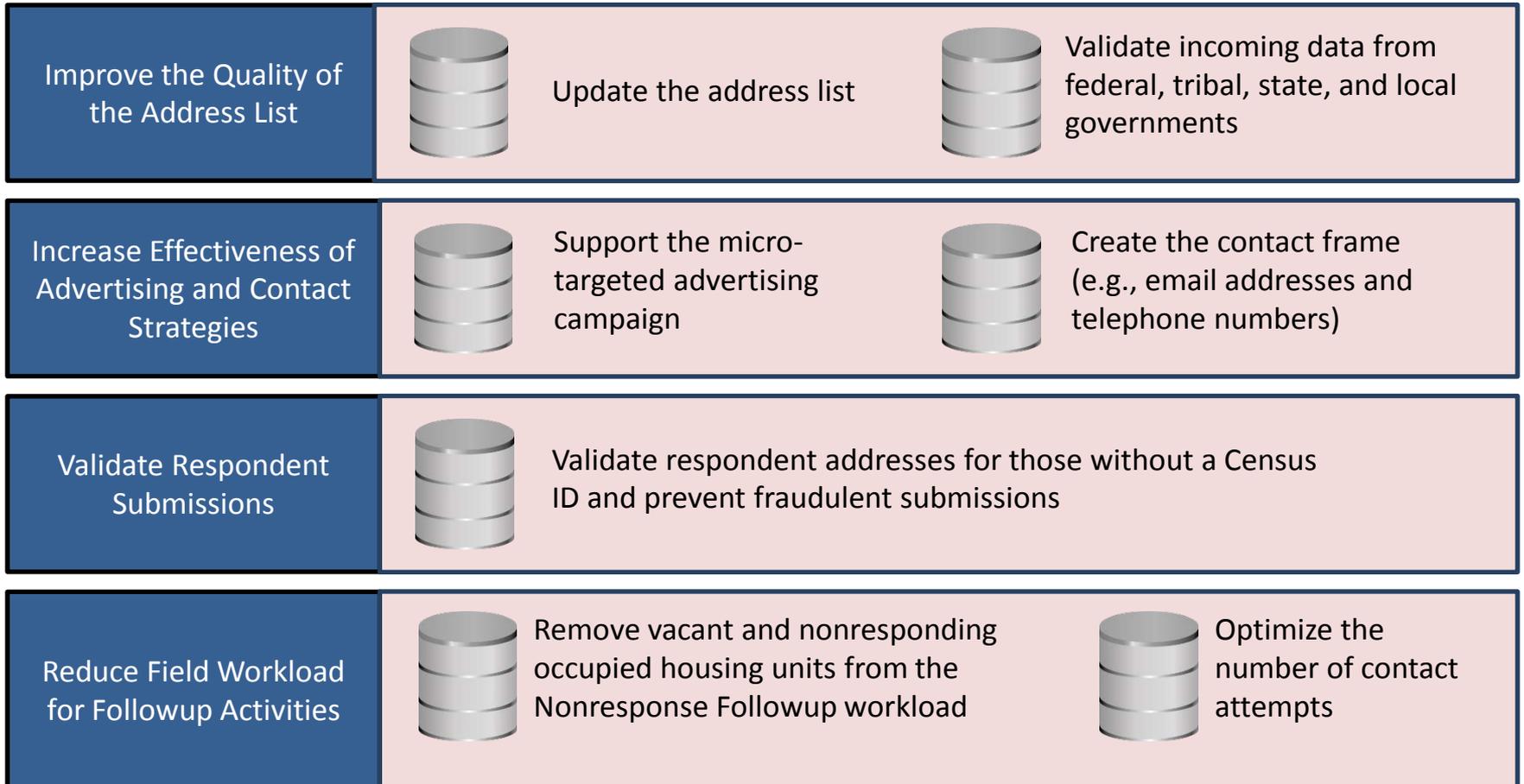
Presentation to the Census Scientific Advisory Committee
Spring Meeting

April 14, 2016

The 2020 Census

Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

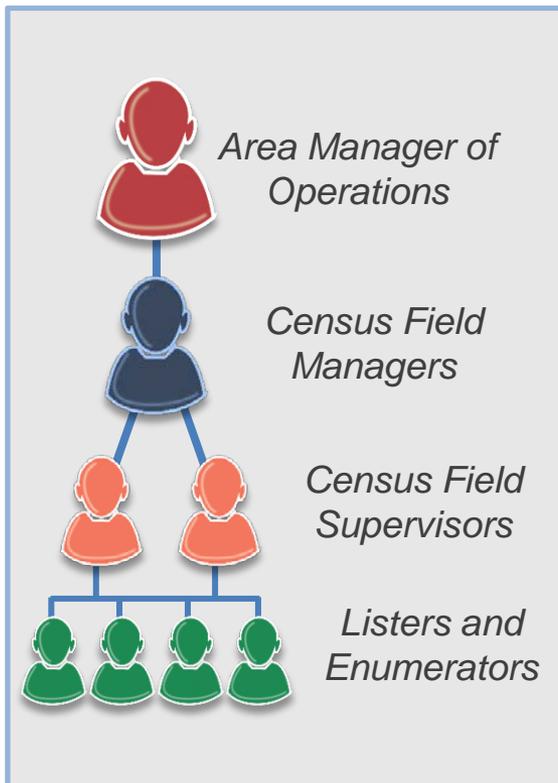


The 2020 Census

Reengineering Field Operations

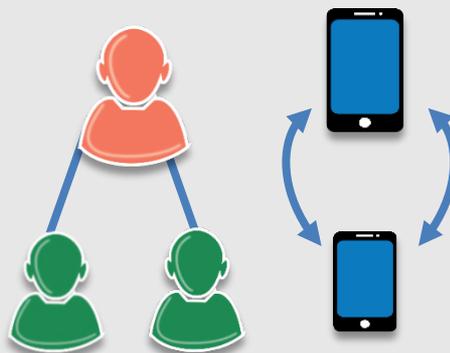
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

Streamlined Office and Staffing Structure



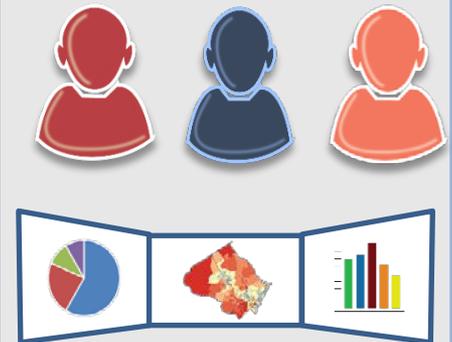
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



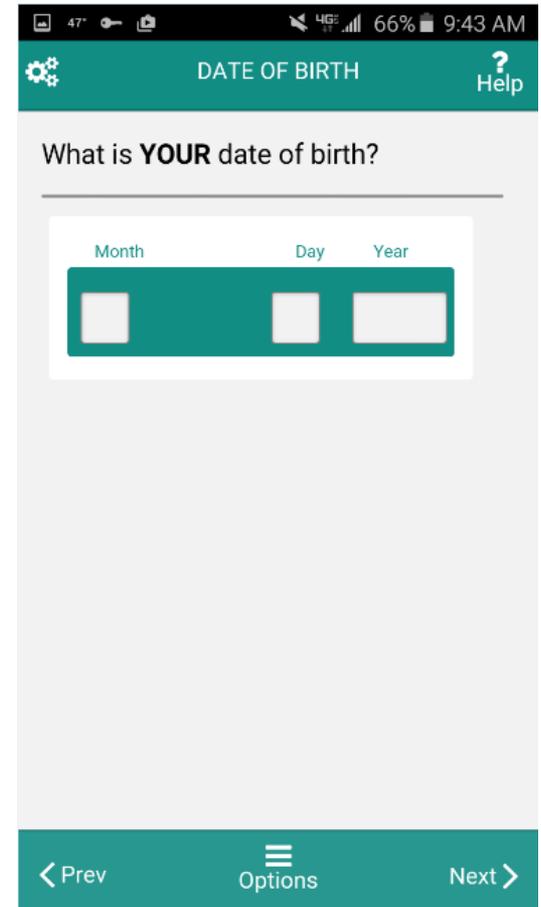
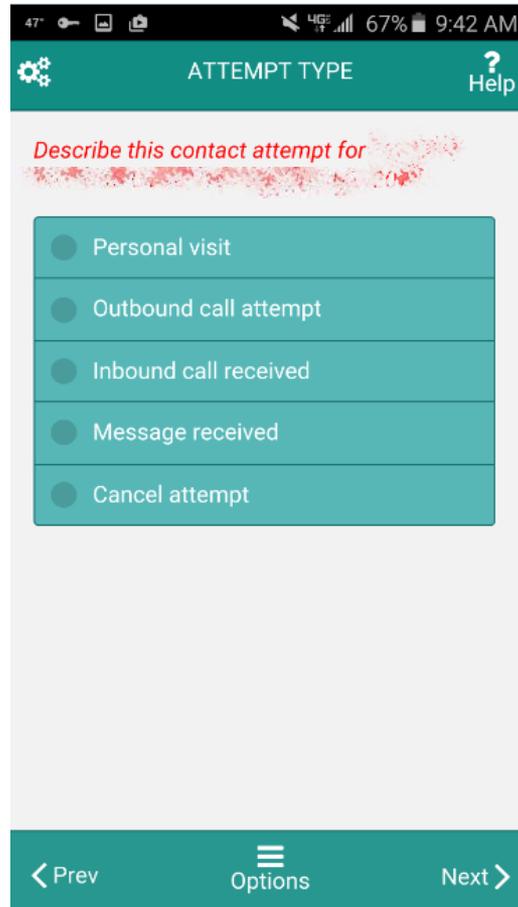
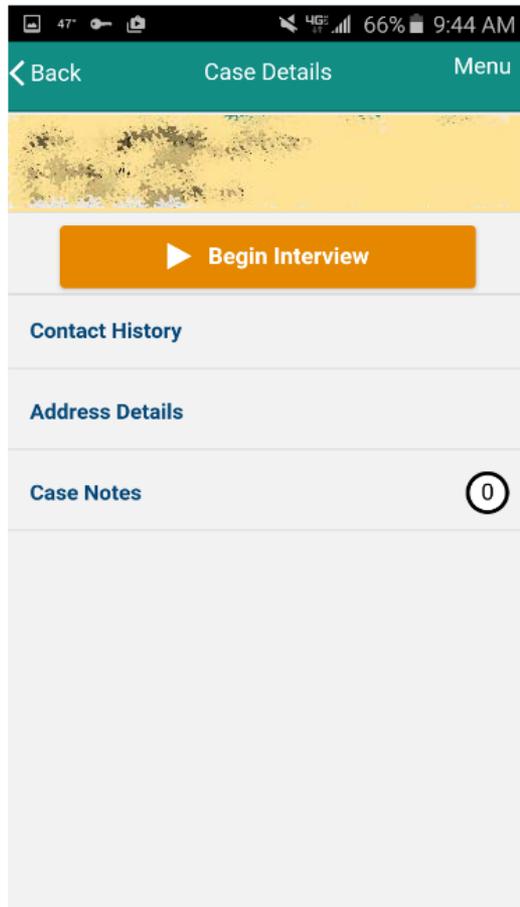
Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



2020 Census

Reengineering Field Operations: COMPASS (CEDCaP System)



2020 Census

Reengineering Field Operations: Operational Control System

Dashboard
Work Avail.
Payroll
Utilities

FAQ

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27
1
jbond004 (L)

LSO Dashboard

AOSC Overall Progress50%

LSO Primary Team Report

Day
Week
Cumulative

Name <small>ID</small>	Atts Made	Atts Field Res	Field Res	Hrs Worked	Avail Hrs
ALEXANDRA MARTIN	94	30	31.91%	0	14
AMY REED	125	31	24.80%	0	14
CAITLIN PETERSON	104	25	24.04%	0	14
CHARLES GARCIA	108	34	31.48%	0	14
CRAIG COOPER	107	33	30.84%	0	14
CRAIG MARSHALL	123	38	30.89%	0	14

Today's Working Enumerators
Filter Table

Name <small>ID</small>	Hours	Phones	Pushed
ALAN SCOTT	04:00 am - 08:00 am	G (928) 555 - 0404	NO
ANTHONY STARK	04:00 am - 08:00 am	G (928) 555 - 0154	NO
BARBARA GORDON	04:00 am - 08:00 am	G (928) 555 - 0204	NO
BILLY BATSON	04:00 am - 08:00 am	G (928) 555 - 0129	NO
BRUCE WAYNE	04:00 am - 08:00 am	G (928) 555 - 0079	NO

Show Unscheduled Primary Employees

Alerts

Title	Created	Expires	Status
Urgent Alerts			
- PETER HART (1)			
Cases Not Picked Up	03/09/2016	03/10/2016	NEW
Regular Alerts			
+ CAITLIN PETERSON (1)			
+ MICHAEL OLSON (2)			
+ VICTOR JORDAN (1)			
+ MELANIE FOSTER (1)			
+ KAYLA JENKINS (1)			
+ LINDSAY ARNOLD (1)			
+ FRANK WEST (2)			
+ ALEXANDRA MARTIN (1)			
+ JOSEPH WARRFN (1)			

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Note: Screenshot contains test data.

5

Innovations in Nonresponse Followup

Utilizing Administrative Records and Third-Party Data Research Completed to Date

2015 Census Test (Maricopa County, AZ) explored the reengineering of the roles, responsibilities, and infrastructure for conducting field data collection, tested the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations, continued the exploration of the use of administrative record and third-party data to reduce the Nonresponse Followup workload, and tested the technical implementation of a Bring Your Own Device option

Findings:

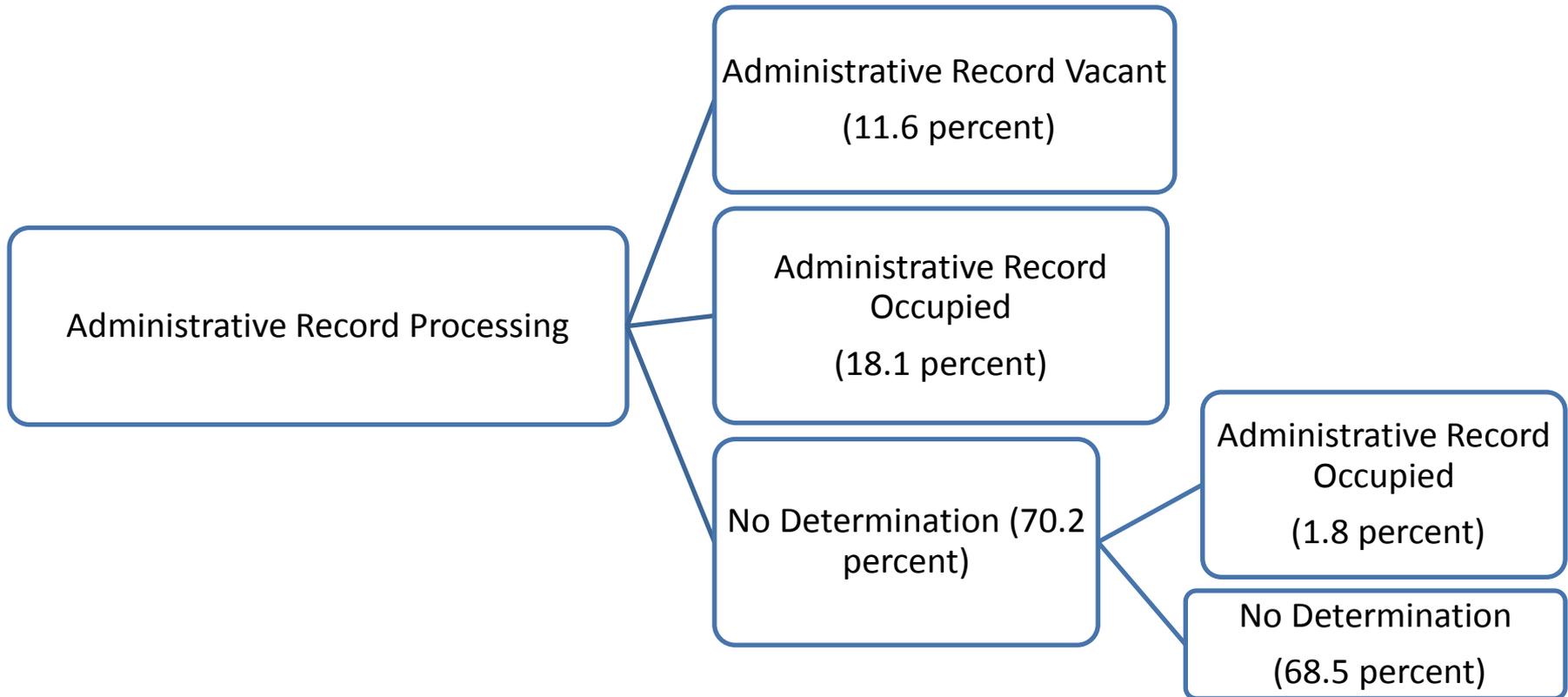
- A high self-response rate of 54.9 percent resulted in a NRFU universe of 72,072 housing units. The Census Bureau was able to identify approximately 12 percent of the NRFU cases as vacant and 20 percent of NRFU cases as occupied based on administrative records and third-party data
- Successfully removed vacant housing units and enumerated occupied housing units using administrative records and third-party data
- A combination of automated on-line training and classroom training enabled a reduction in the overall number of training hours, compared with the 2010 Census NRFU operation, from 32 to 18 hours
- Management of the field data collection utilizing new roles, responsibilities, and staffing ratios were successfully implemented
- Entry of enumerator work availability, workload optimization, and electronic payroll were effective and efficient
- Use of a Bring Your Own Device option did not generate any observable concerns from respondents

Innovations in Nonresponse Followup

2015 Census Test: Administrative Records Identification Results

Phase 1 (May 12, 2015)

Phase 2 (June 5, 2015)



2020 Census Readiness

2016 Census Test

Purpose

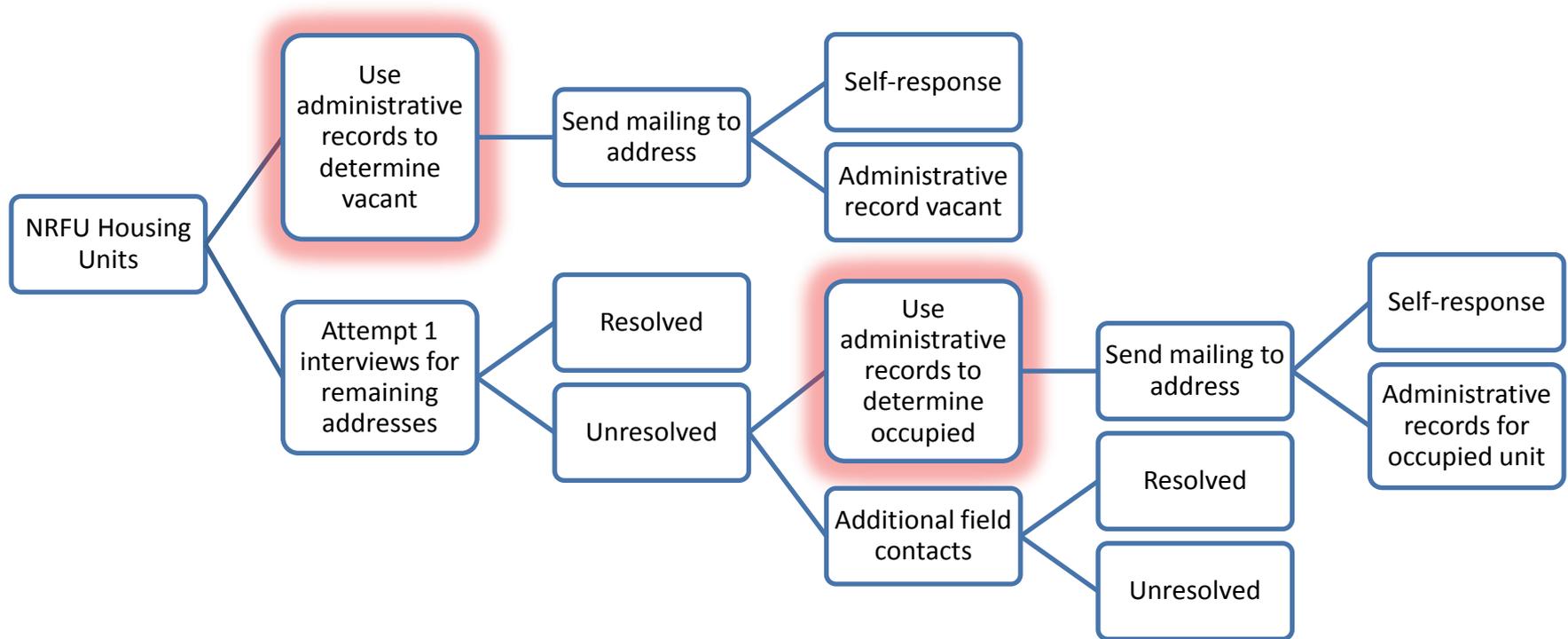
- Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

NRFU/Administrative Records Objectives:

- For administrative record vacant and occupied cases, test switching of modes to continue to contact units by mail – encouraging self-response before using administrative records
- Better understand the USPS processing of Undeliverable As Addressed mail pieces.
- Refine methods for the identification of vacant addresses and removal from the NRFU workload; increase our understanding of the differences between the vacant predication and what is found in the field
- Refine methods for the identification of occupied addresses and removal from the NRFU workload; increase our understanding of the differences between the administrative records population and what was collected from the respondent
- Implementation of two different staffing ratios (enumerator to Local Supervisor of Operations)
- Implementation of enhanced procedures and enumeration application capabilities for enumeration at multiunits, proxy interviews, etc.

2020 Census Readiness

2016 Census Test: Administrative Records Strategy



2020 Census: Utilizing Administrative Records

Selected Decisions to be Made

Release the Nonresponse Followup Detailed Operational Plan in September 2016

For each of the core administrative record and third-party datasets, what is the allowable use, required timing, and acquisition approach for the data?

- **Approach:** Analysis and research of policies.
- **Decision by:** September 2016

To what extent can the Census Bureau minimize the error associated with use of administrative records and third-party data for the removal of vacants and occupied housing units?

- **Approach:** Research conducted in the 2013, 2014, 2015, and 2016 Census Tests.
- **Decision by:** September 2016

When are proxy responses used in the NRFU operation?

- **Approach:** Research conducted in the 2014, 2015, and 2016 Census Tests.
- **Decision by:** September 2016

2020 Census: Utilizing Administrative Records

Key Decisions to be Made (Continued)

What is the final field management staffing structure (including staffing ratios) for the NRFU operation?

- **Approach:** Research conducted in the 2015 and 2016 Census Tests, the 2014 SIMEX; refinements may result from tests conducted in 2017.
- **Decision by:** September 2016

What is the best approach for coordinating enumeration of nonresponding addresses in multiunits and gated communities?

- **Approach:** Research conducted in the 2016 Census Test
- **Decision by:** September 2016

What is the final approach for the use of variable contact strategies and stopping rules to balance the goal of reducing the number of attempts against having consistent response rates across demographic groups and geographic areas?

- **Approach:** Research conducted in the 2013, 2014, 2015, and 2016 Census Tests, and the analysis of cost and quality trade-offs of different options
- **Decision by:** September 2016

Given potential for infusing quality throughout the Nonresponse Followup systems and procedures, what is the operational design for the NRFU quality assurance component?

- **Approach:** Research conducted as part of the 2016 and 2017 Census Tests
- **Decision by:** September 2017

Utilizing Administrative Records and Third-Party Data

Discussion Questions

- While our primary focus has been on the utilization of administrative records and third-party data to reduce the NRFU workload and increase efficiencies in field data collection, there are other opportunities across the program for use of administrative records. What do you see as the next greatest opportunity for administrative records usage?
- Our approach to utilizing administrative records in the 2020 Census is progress, but can we do more?
- What recommendations do you have on further research or experiments that could be conducted to inform administrative records usage beyond the 2020 Census?

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



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More information on the 2020 Census:
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More information on the American Community Survey:
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