



2020 Census Program: Reengineering Address Canvassing

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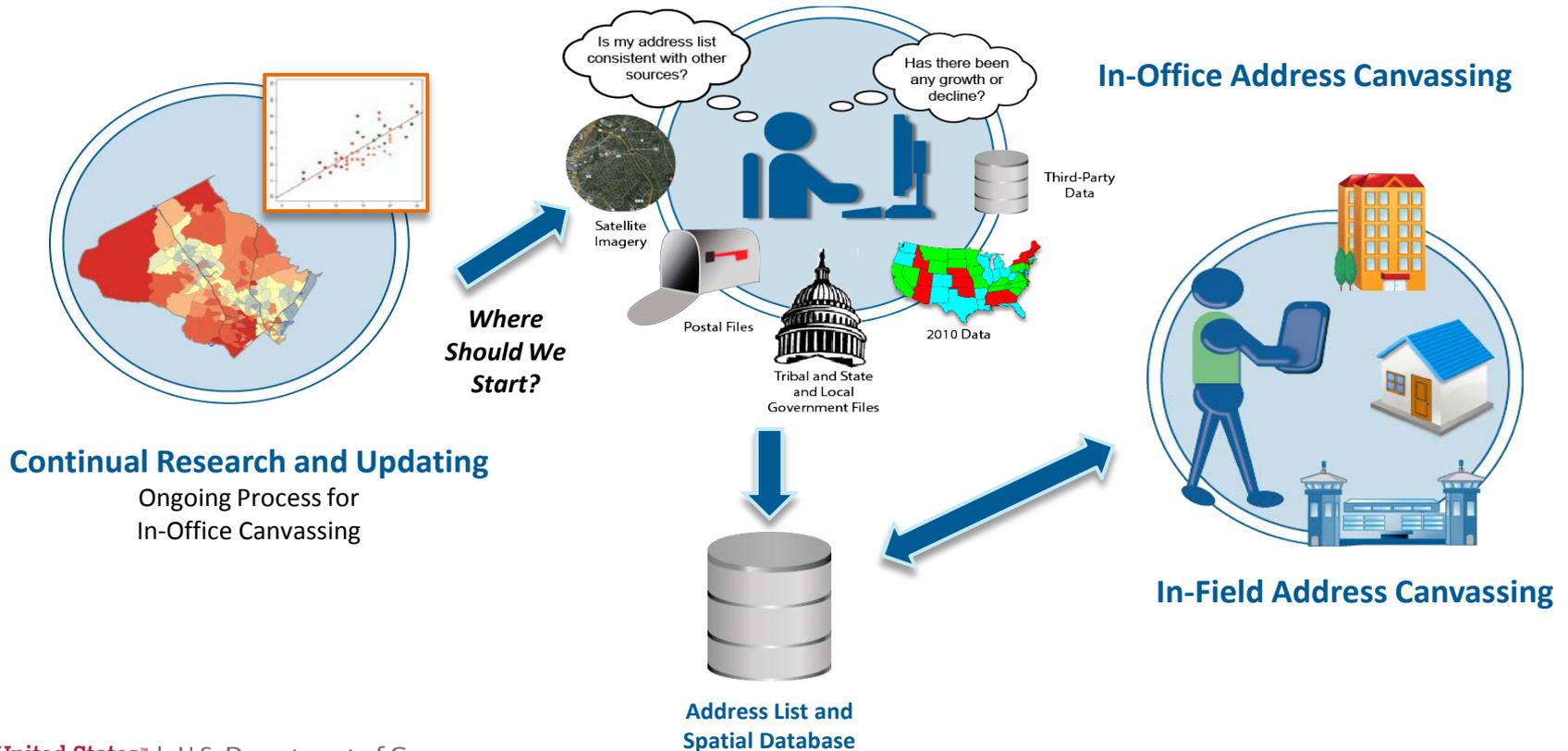
Presentation to the Census Scientific Advisory Committee
Spring Meeting

April 14, 2016

The 2020 Census: Establish Where to Count

2020 Census Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



2020 Census Address Canvassing

In-Office Address Canvassing

Purpose: 100 percent review of all addresses in the office

Components

- Interactive Review (IR): Clerical staff identify geographic areas that are stable and do not require address or geospatial updating and those that are changing and do require updating.
- Active Block Resolution (ABR): Clerical staff perform a “virtual canvass” of the block to address issues such as over-coverage, under-coverage, etc.

Path Forward

- Interactive Review (IR)
 - FY 16 = 50 percent of all addresses worked
 - FY 17 = 50 percent of all addresses worked
- Active Block Resolution (ABR)
 - Begin at HQ in April 2016
 - Transition to NPC in July 2016

2020 Census Address Canvassing

In-Office Address Canvassing

Interactive Review: Status as of April 5, 2016

	Addresses	Percent
Active	4,696,026	21.4
Passive	15,200,107	69.2
On Hold	2,063,498	9.4

2020 Census Address Canvassing

Master Address File Coverage Study

Independent annual Address Canvassing activity designed to meet the following objectives:

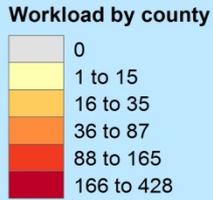
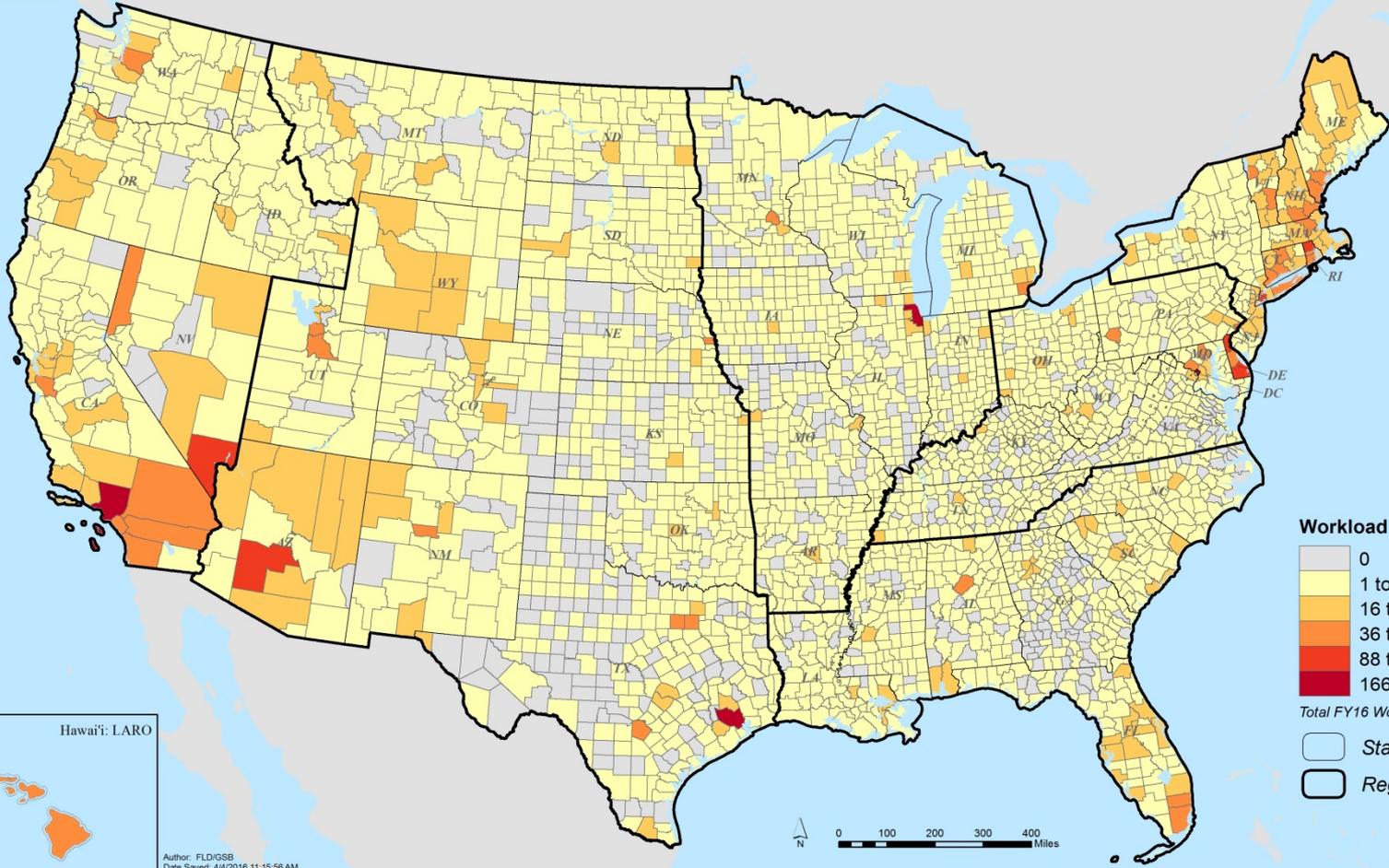
- Provide annual Master Address File coverage estimates
- Evaluate the In-Office Address Canvassing operation

Sample Design

- FY 2016: 20,000 blocks listed
 - 1,500 blocks listed October – March
 - 18,500 blocks listed April - September
- FY 2017 and beyond: 20,000 blocks listed
 - Twelve-month data collection
 - Two-month assignment periods



Master Address File Coverage Study Fiscal Year 2016 Workload



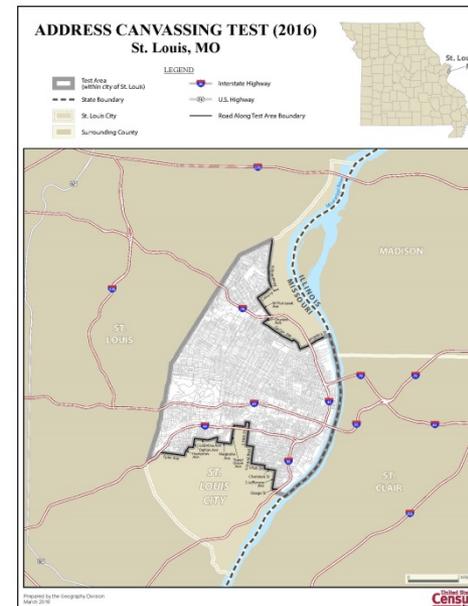
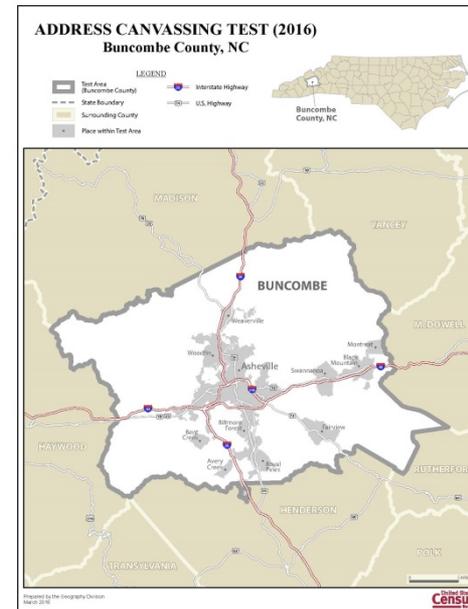
Total FY16 Workload: 18,498



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Address Canvassing Test Overview

- A site test in Buncombe County, NC and a part of St. Louis, MO
 - Site experiencing population and housing growth
 - Site with a city which has experienced sustained population decline
 - Mix of urban, suburban, and rural territory
 - Mix of address styles and housing unit types



Address Canvassing Test

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Area to Basic Collection Unit
- Conduct an In-Field Relisting to collect data to refine Quality Control operations

Methodology

- 100 percent In-Office Address Canvassing
- 100 percent In-Field Address Canvassing
- In-Field Relisting Operation

Address Canvassing Test

2020 Census Address Canvassing

Activity	Date
Begin Field Management Training	August 29, 2016
Begin Field Supervisor Training	September 12, 2016
Begin Field Representative Training	September 26, 2016
In-Field Data Collection	October 3 – November 15, 2016
In-Field Relisting Data Collection	November 16 – December 16, 2016
Release Address Canvassing Test Analysis Report (through clearance)	April 29, 2017

Reengineering Address Canvassing

Questions for CSAC

- What data sources should we be looking at to help validate our address list?
 - Housing Units
 - Group Quarters (e.g., Correctional Facilities for Adults, Juvenile Facilities, Nursing Facilities/Skilled Nursing Facilities, Health Care Facilities, College/University Student Housing)
 - Transitory Locations (e.g., campgrounds, marinas, extended stay hotels/motels)
- What technologies exist which would allow for an automated imagery review process during In-Office Address Canvassing?
- In the past, the In-Field Address Canvassing operation relied on additional field work to complete Quality Control activities. Teams are currently researching alternatives to field work that will help confirm the data collected in production. Are there any quality control methods\techniques that we should explore?

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