

# In-Office Address Canvassing (IOAC)

## A New Element in the Address Canvassing Methodology

### What is In-Office Address Canvassing (IOAC)?

- IOAC is a continuous process of monitoring the residential and nonresidential landscape to measure, assess, and ensure the completeness and accuracy of the Master Address File (MAF) and associated attributes and geospatial data.
- IOAC is an integral part of the Census Bureau's Reengineered Address Canvassing process for the 2020 Census. The project solution leverages existing processes and activities with GEO to acquire address information for use in updating the MAF.
- IOAC conducts analysis and review of information in the MAF compared to imagery and other data sources (representing conditions "on the ground") to validate the completeness and accuracy of the MAF.
- This in-office review and analysis is a new element in the Census Bureau's Address Canvassing methodology to validate completeness and accuracy of the MAF for specific census blocks. In previous decades, validation was conducted in the field through direct, on-the-ground observation.

### In-Office Address Canvassing Objectives:

- Reduce overall costs of Address Canvassing for the 2020 Census.
- Maintain/improve effectiveness of Address Canvassing.
- Monitor residential and nonresidential landscape by measuring, assessing, & ensuring the completeness and accuracy of the MAF, associated attributes, and geospatial data.

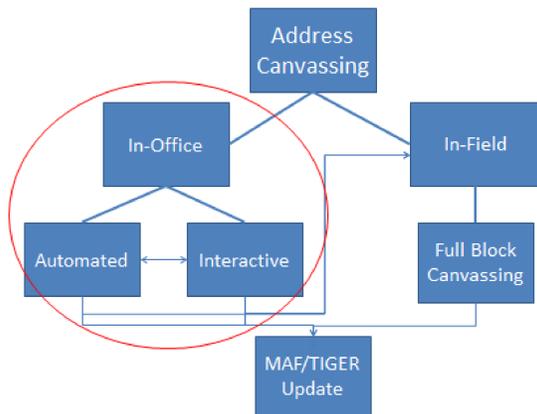


**Stable & Correct:**  
**86%**  
of all census blocks

(estimates based on results from Address Validation Test imagery review and field listing results)

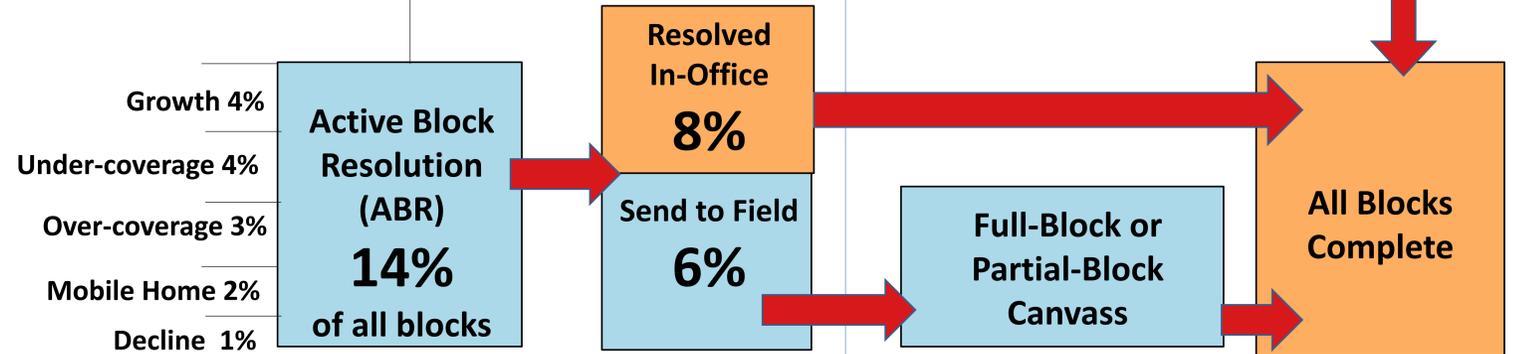
### How does IOAC work?

- All 11.2 million census blocks in the US and Puerto Rico are included in the IOAC universe (except Remote Alaska and remote parts of northern Maine).
- Each block is reviewed to identify whether the number of addresses/housing units visible in imagery or contained in other sources matches the number of addresses in the Master Address File (MAF). If numbers match, the block is placed in a "passive" category and monitored. If numbers do not match and/or if other discrepancies are found, the block goes to "Active Block Resolution." IOAC staff identify the best course of action and source of information to update the block.
- IOAC staff continuously monitor information in the MAF compared to housing units visible in imagery within each block using local resources and other data sources to validate the block's completeness and accuracy.
- If in-office methods and sources cannot provide certainty that the address list for the block is complete and accurate, the block goes to In-Field Address Canvassing.



### Q & A: IOAC

- **Why IOAC?** This will allow the Census Bureau to avoid the rising costs of In-Field Address Canvassing, but still conduct an effective and complete review of the address list for the 2020 Census.
- **Who will conduct the IOAC?** The IOAC work will be divided between staff at the National Processing Center (NPC) and HQ Census staff.
- **Does IOAC eliminate full Address Canvassing?** No, there will still be a 100% Address Canvassing for the 2020 Census, but not 100% In-Field Canvassing.
- **When does IOAC begin?** IOAC has been in development since 2014. Production begins October 1, 2015.



**Undercoverage:** The MAF contains 12 records for this block (within the red circle), but each is an apartment building with multiple units.