



# Census Bureau Partnership with the United States Postal Service

Presentation to the Census Scientific Advisory Committee

September 14, 2017

# United States Postal Service and Census Bureau Partnership

## Overview

1. The Partnership
2. Ongoing Activities
3. 2018 End-to-End Census Test Activities

# United States Postal Service and Census Bureau Partnership

## Collaborative Value in a USPS-Census Bureau Partnership

*The Census Bureau and the United States Postal Service (USPS) partnership incorporates focus areas from each agency to ensure that collaborative value is achieved.*

### USPS FOCUS AREAS

- Delivering world class customer experience
- Equip, empower, and engage employees
- Innovate faster to deliver value
- Invest in future platforms



### CENSUS BUREAU FOCUS AREAS

- Re-engineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Re-engineering Field Operations



### COLLABORATIVE VALUE

- Focus on collaboration in workforce services, mailing and delivery services, and data products and services:
  - Partnership on mailing allows USPS to deliver world class customer experience; helps the Census Bureau re-engineer field operations around UAAs.
  - Partnership on enumeration presents cost savings for the Census Bureau and a potential opportunity for USPS.
  - Partnership on data products and services enables USPS to innovate faster to deliver value and assists the Census Bureau in optimizing self- response.

# United States Postal Service and Census Bureau Partnership

## Partnership Background

*The Census Bureau and the USPS have an active and longstanding partnership that is expanding to encompass enterprise objectives.*

### INTRODUCTION



### EXECUTIVE BRAINSTORMING SESSION



### CURRENT STATUS



### MOVING FORWARD



The Census Bureau and the USPS are researching and testing new ways to enhance and leverage a mutually beneficial partnership in four focus areas: Coordination, Workforce Services, Mailing and Delivery Services, and Data Products and Services.



Six interagency Working Groups were created to address high priority action items identified by senior executive staff. These co-chaired working groups include members representing diverse areas within the Census Bureau, as well as counterparts from USPS.



The interagency Working Groups convened on March 22<sup>nd</sup>, where they identified and finalized objectives, priorities, and deadlines for key activities to take place over the next few months.



The Census Bureau and USPS are in the process of documenting current and future partnership efforts. This documentation will ultimately serve as the basis of a new, formal Memorandum of Understanding in support of the 2020 Census, and is supported by activity-specific Interagency Agreements.

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## Partnership Approach

*USPS-Census Bureau areas of cooperation are organized into the categories included in the diagram below.*



**MAILING AND DELIVERY SERVICES:** Continuously improving the current approach and processes for mailing services (e.g. Print contract verbiage, mail flow schedule, holiday mailer)



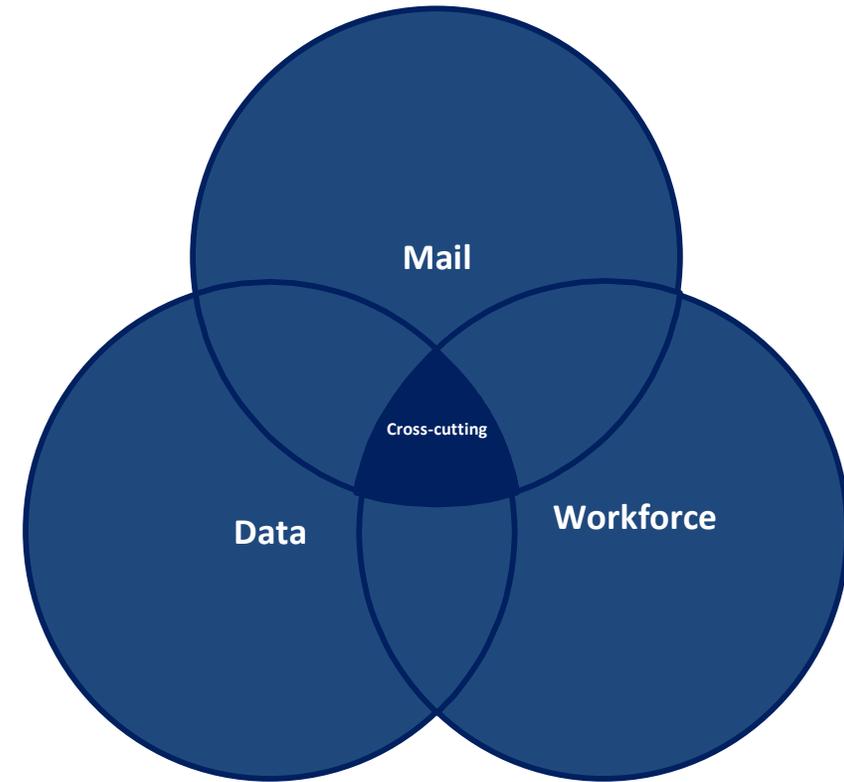
**DATA PRODUCTS AND SERVICES:** Data that the partnership utilizes and shares



**WORKFORCE SERVICES:** Exploring all possibilities for using shared labor to create innovative models and solutions by utilizing new resources



**CROSS-CUTTING:** Initiatives supporting the working group structure and the development of a long term governance model, mapping partnership processes, and capturing institutional knowledge



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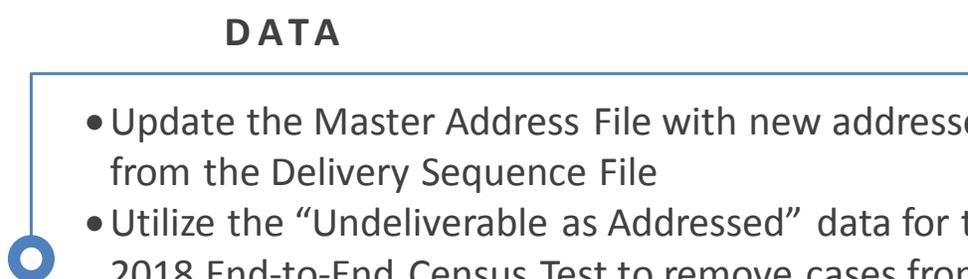
## Ongoing Activities

*USPS-Census Bureau are cooperating on ongoing activities in each of the enterprise areas.*



### MAIL

- Leverage “Informed Delivery” technology to facilitate internet self response
- Track disposition of paper questionnaires in the mail stream by using postal tracing technology



### DATA

- Update the Master Address File with new addresses from the Delivery Sequence File
- Utilize the “Undeliverable as Addressed” data for the 2018 End-to-End Census Test to remove cases from Nonresponse Followup
- Use of carrier route data to improve address geocoding in the Master Address File



### WORKFORCE

- Pilot testing the use of Postal Carriers as Enumerators
- Maximize use of Post Office facilities to encourage responses to the 2018 End-to-End Census Test

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## 2018 End-to-End Census Test Activities



### Enumeration Pilot

A pilot would test the use of postal carriers as enumerators as part of Nonresponse Followup.



### Community Engagement

A marketing and outreach campaign could place signage, flyers, and other materials in Post Offices to encourage response.



### Interactive Kiosk

Interactive kiosks could be enabled in Post Offices to allow customers to fill out their Census questionnaire.



### Informed Delivery

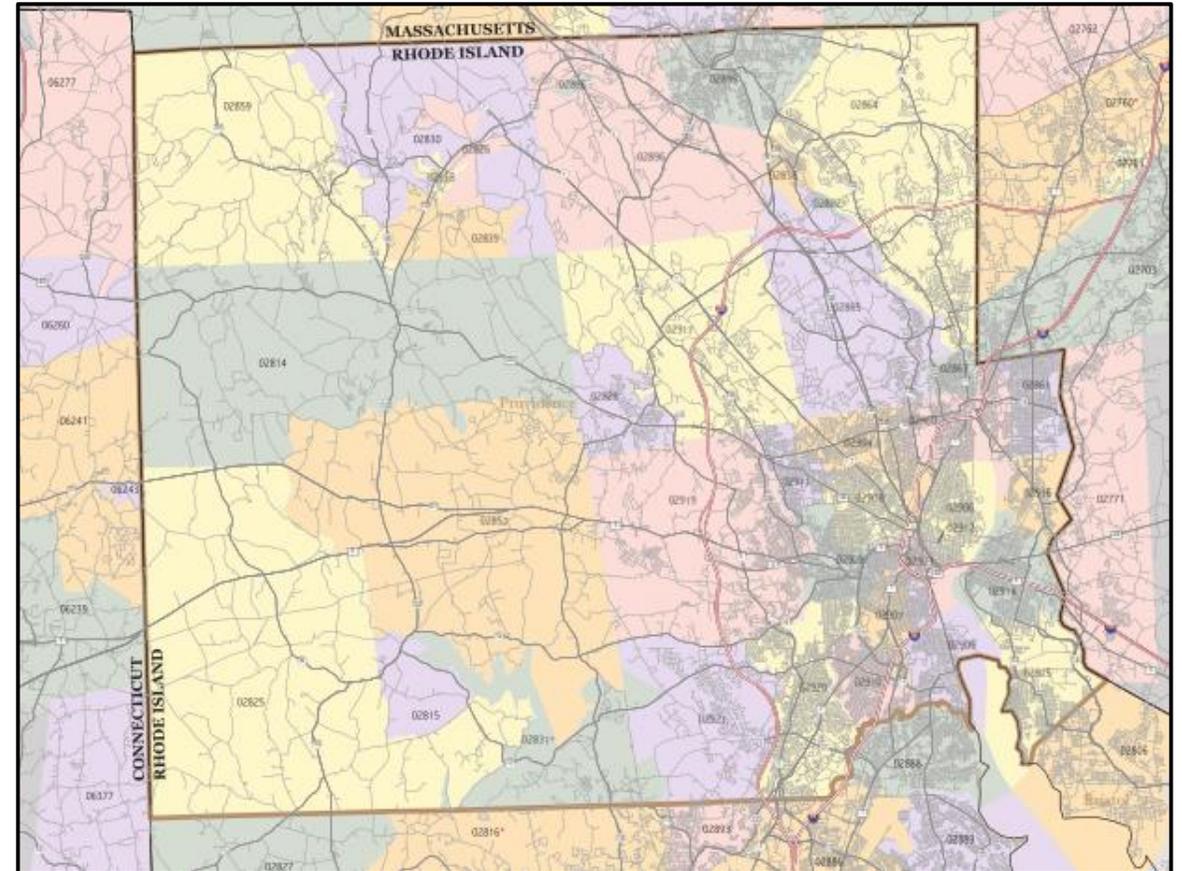
A subscription service where customers receive a preview of their mail via email; allows for interaction with some mail content via barcode or similar technology

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## Feasibility Study: Use of Postal Carriers as Enumerators

**Rationale:** USPS maintains a permanent, well-trained, and experienced labor force that has gained public trust and detailed knowledge of the addressing and residential patterns in communities they serve.

**Preliminary Goal:** To test the feasibility and use of a small number of Postal Carriers as enumerators during NRFU in two ZIP Codes adjacent to – but outside of – the 2018 End-to-End Census Test site in Providence, RI.



Potential ZIP Codes for Pilot

Questions?