

2018 End-to-End Census Test Update

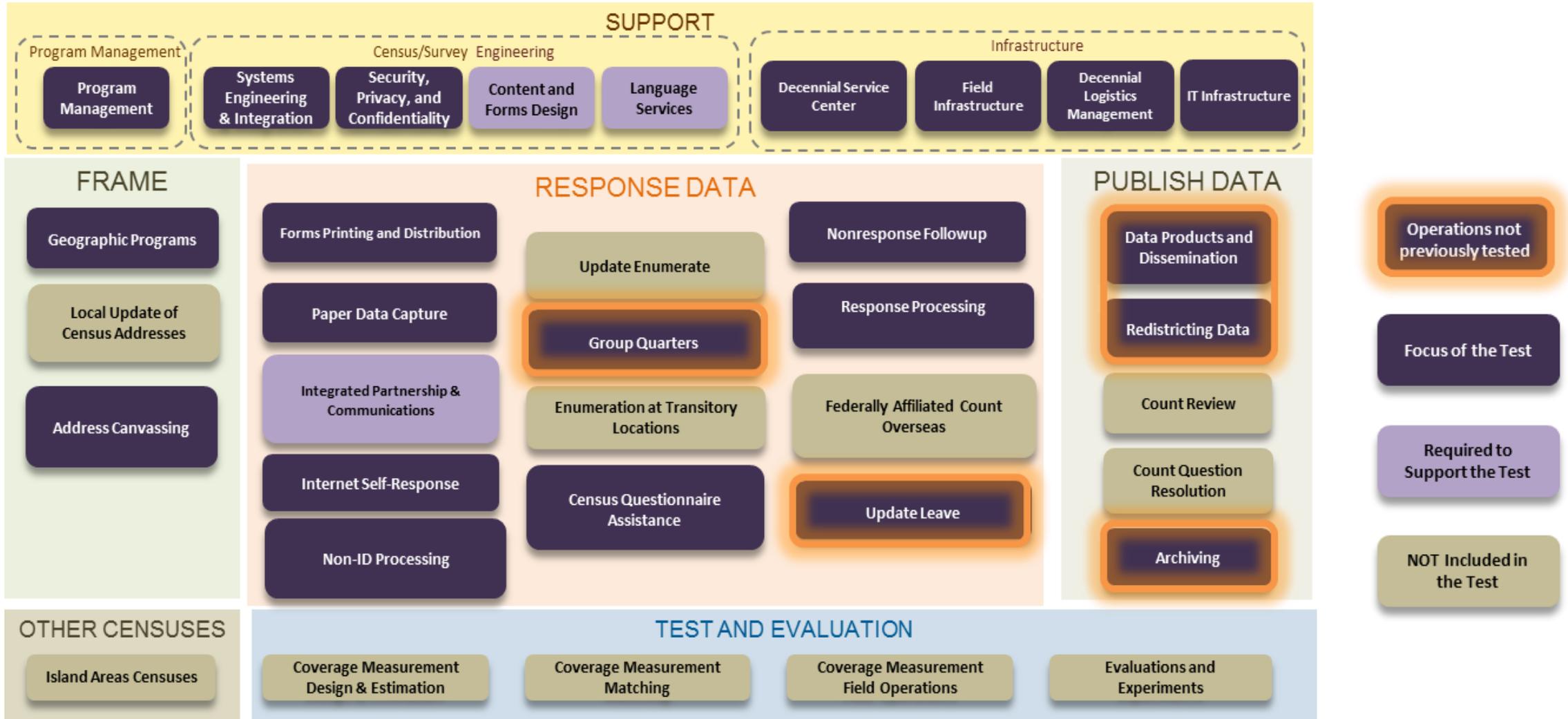
Presentation to the Census Scientific Advisory Committee

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Decennial Census Management Division

March 29, 2018

The 2018 End-to-End Census Test

Operational Scope



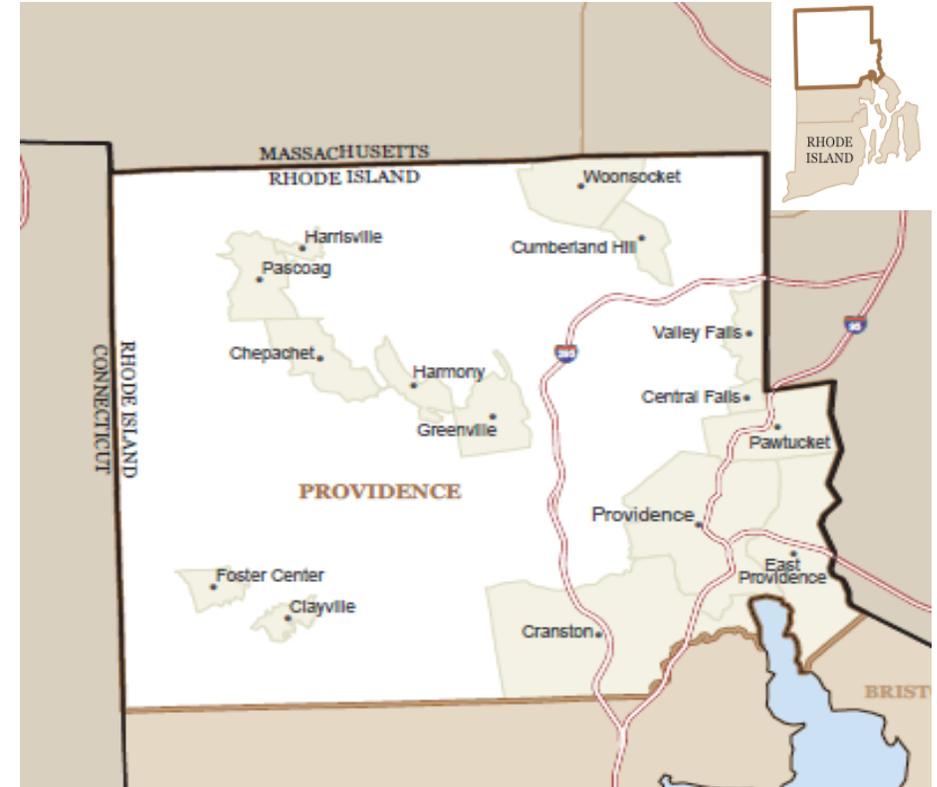
2018 End-to-End Census Test

Peak Operations Overview

Peak Operations

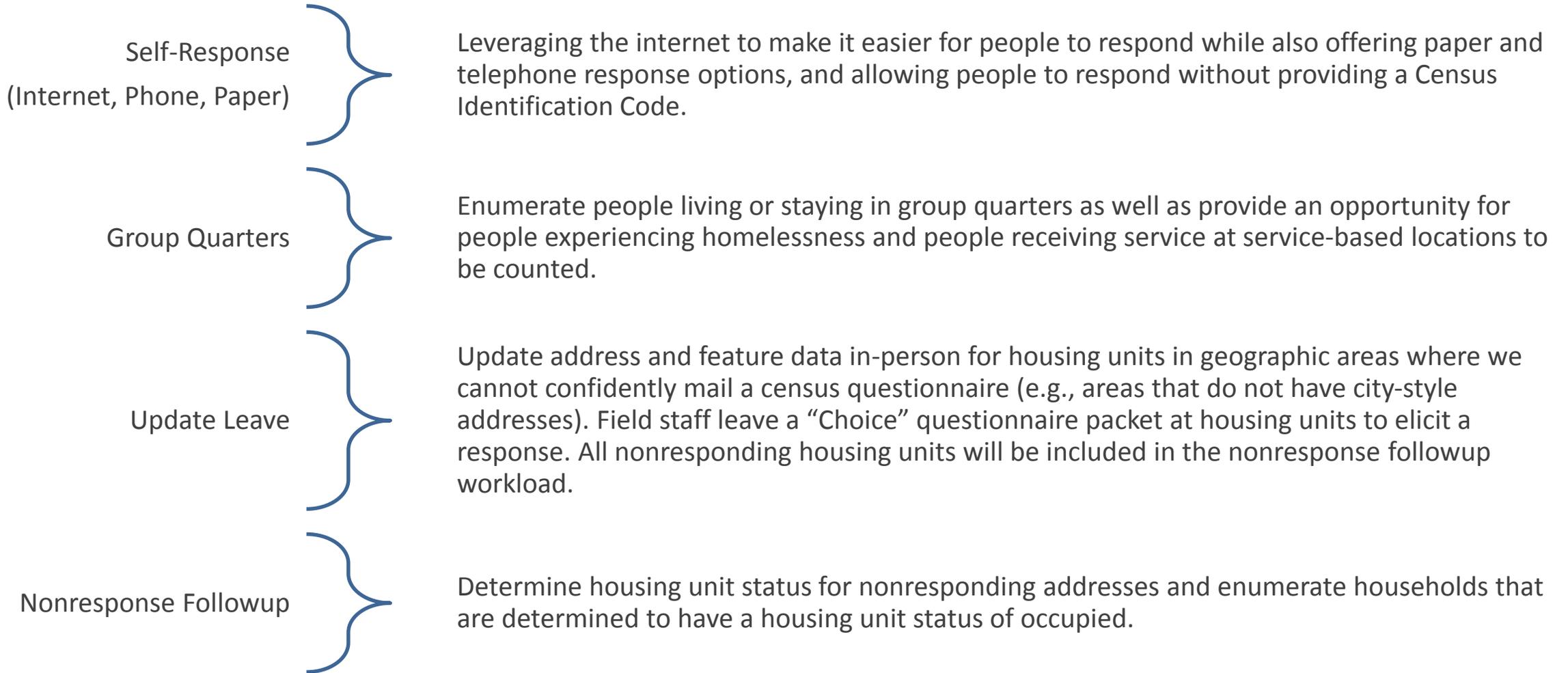
- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and nonfunctional requirements
- Produce a prototype of geographic and data products

Providence County, RI



2018 End-to-End Census Test

Peak Operations



2018 End-to-End Census Test

Peak Operations: Self-Response

Objectives

- Maximize online response through contact strategies and improved access for respondents
- Validate the 2020 self-response contact strategy

Methodology

- Deploy a staggered mail strategy
- Collect response data via the Internet to reduce paper and in-person visits, and maximize online response via contact strategies and improved access to respondents
- Make it easy for people to respond anytime, anywhere to increase self-response rates by providing response options that do not require a unique Census-assigned User ID
- Provide questionnaire assistance for respondents by answering questions about specific items or other frequently asked questions; provide an option for callers to complete an interview over the telephone

Approach

- Integrates Enterprise Censuses and Surveys Enabling (ECaSE) Internet Self-Response (ISR) application and the Census Questionnaire Assistance Solution
- Uses ECaSE Survey Operational Control System to control and manage workload
- Implements Real-Time Non-ID processing
- Utilize our paper data capture solutions to support paper responses

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy:
 - Two-panel design – Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Languages: English and bilingual (English/Spanish)
- ~275,000 housing units in sample

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Panel	Number	Percent
Internet First	~ 188,000	68.4
Internet Choice	~ 87,000	31.6

Language	Number	Percent
English	~ 200,000	72.6
Bilingual (English/Spanish)	~ 76,000	27.4

2018 End-to-End Census Test

Self-Response Mail Strategy (Continued)

Panel	Cohort	Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* “It’s not too late” Postcard
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Census Questionnaire Assistance



Respondents

Contact Census Questionnaire Assistance call centers for assistance



Census Questionnaire Assistance (CQA)

Provide assistance via self-service and/or customer service representatives

Supported Languages

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog

Jacksonville, FL Call Center

- 63 customer service representatives for 2018



Sandy, UT Call Center

- 49 customer service representatives for 2018



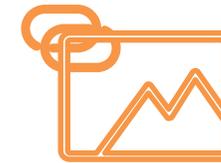
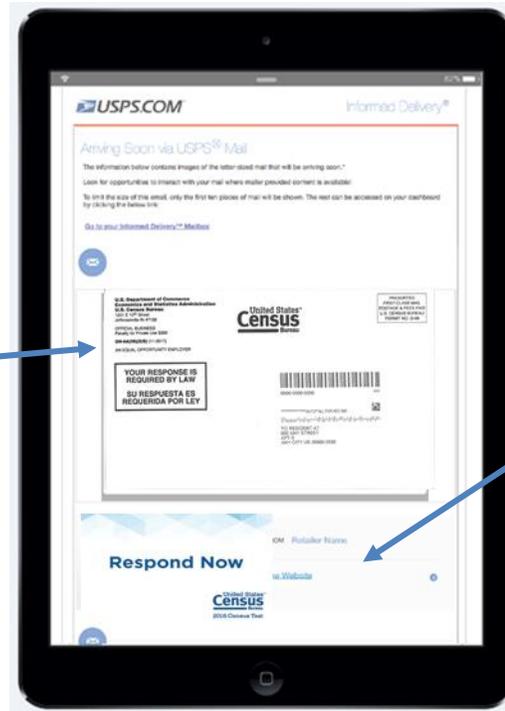
2018 End-to-End Census Test

U.S. Postal Service: Informed Delivery

Informed Delivery is a consumer-facing feature that gives eligible residential consumers the ability to see a daily digital preview of their household's mail arriving soon. The digital preview will contain a ride-along image and embedded link that connects subscribers to the Census Bureau's 2018 End-to-End Census Test online questionnaire.



Subscribers receive a morning **notification that includes grayscale images of the exterior, address side** of incoming letter-sized mailpieces (processed through automated equipment); subscribers can **view images through email or on their dashboard** at informeddelivery.usps.com



For Mailers participating with Informed Delivery, a **colored ride-along image and interactive content** can also be shown

There are over 13,000 Informed Delivery subscribers in Providence County, RI.

2018 End-to-End Census Test

U.S. Postal Service: Self-Response Kiosks

The Census Bureau will test the feasibility and use of USPS' advanced retail infrastructure to house Self-Response Kiosks to complete the 2018 End-to-End Census Test questionnaire online.

Purpose: Increase self-response by placing internet-enabled tablets at approximately 30 Post Offices in Providence County, Rhode Island

Kiosk: Tablet secured to a stand with signage, with access only to the online questionnaire



2018 End-to-End Census Test

Peak Operations: Self-Response of Housing Units

Self-Response of Housing Units

Status:

● *On Track*

Data current as of:

March 28, 2018

Completion Date:

July 31, 2018

Response Rates and Response Volumes				
	TEA 1		TEA 2	
	Response Rate	Response Volume	Response Rate	Response Volume
Responding Households	14.2%	39,192		
Internet	12.4%	34,394		
Phone	1.1%	2,923		
Paper	0.8%	2,139		

Notes:

- TEA 2 responses expected to begin on April 9, 2018
- Sum of responses by mode will exceed number of responding households due to duplicate responses

Source: 9341 - Detailed Self-Response Summary Report - Providence, RI

2018 End-to-End Census Test

Peak Operations: Nonresponse Followup

Objectives

- Use administrative records to inform and reduce the NRFU workload
- Evaluate refined field operations, including a reengineered field staffing structure and a reengineered operational control system that optimizes case assignments and routing
- Measure the efficiency and effectiveness of the field staff structure and workload
- Evaluate the cost of the operation and quality of the response data obtained

Methodology

- Use of administrative records and third-party data to determine occupancy status and set contact strategies for nonresponding housing units
- Use of an automated and integrated case assignment, case management, and data collection. Replacing paper-based operations to provide a faster, more accurate, and more secure means of data collection

Approach

- Use ECaSE Enumeration Application to support both production and quality control components
- Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
- ECaSE Time and Expense
- An automated solution to provide online job applications, hiring assessments, and training

2018 End-to-End Census Test

Peak Operations: Nonresponse Followup Onboarding Status

Nonresponse Followup Onboarding Status

Status:

 Management Focus

Data current as of:

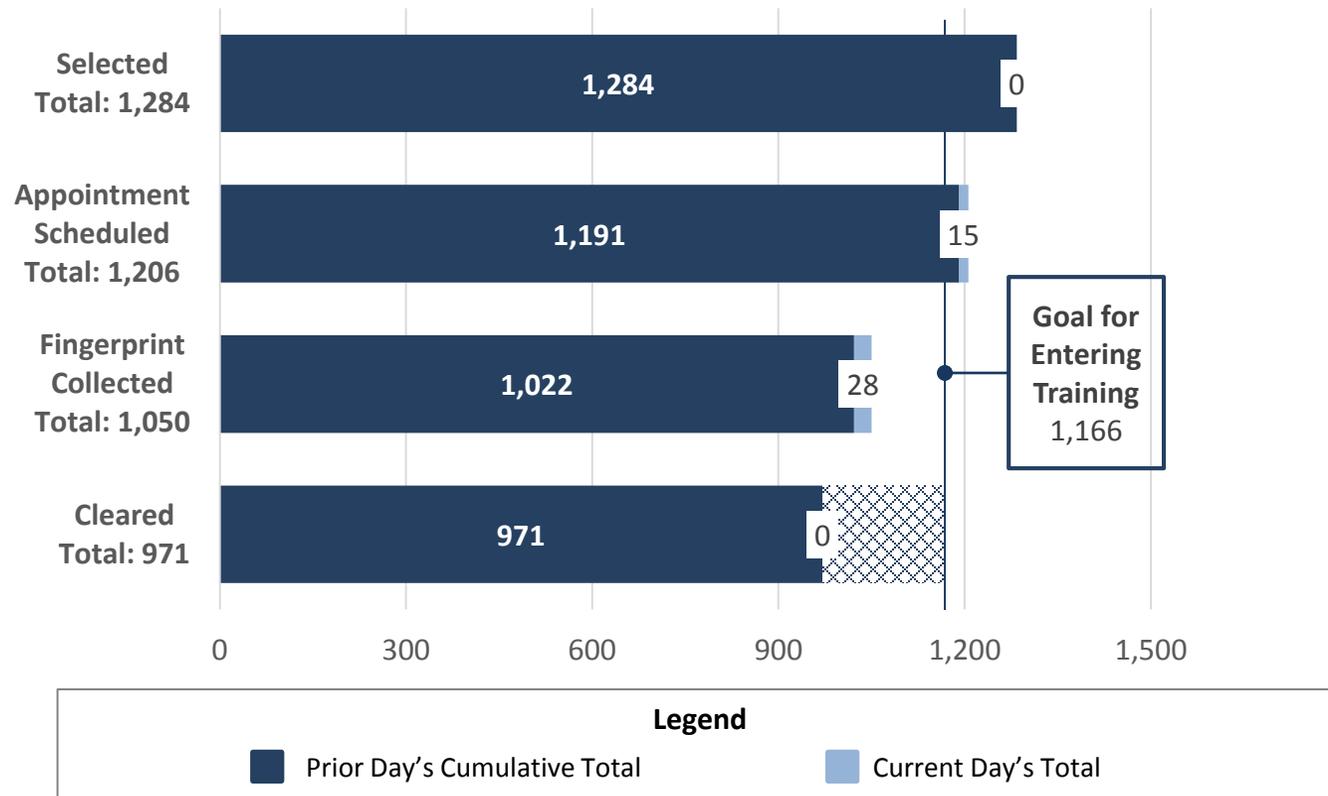
March 23, 2018

Completion Date:

April 30, 2018

Notes:

Nonresponse Followup Onboarding Status



Source: Selected: DAPPS D-424H, Selected Applicants by Position/Operation, Fingerprints Received/Cleared - CIS Cleared Status Report, Appointment Scheduled - IndraSoft (vendor) Daily Report

2018 End-to-End Census Test

Peak Operations: Nonresponse Followup

Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	April – July 2017	✓
Conduct In-Field Address Canvassing	August 28 – October 6, 2017	✓
Conduct Self-Response	March 16 – August 31, 2018	✓
Conduct Internet Self-Response, including Non-ID Processing	March 16 – July 31, 2018	✓
Conduct Census Questionnaire Assistance	March 16 – July 31, 2018	✓
Conduct Paper Data Capture	March 16 – August 31, 2018	✓
Census Day	April 1, 2018	
Conduct Update Leave	April 9 – May 4, 2018	
Conduct Nonresponse Followup	May 9 – July 24, 2018	
Conduct Nonresponse Followup Reinterview	May 10 – July 31, 2018	
Conduct Group Quarters Advance Contact	June 18 – July 10, 2018	
Conduct Group Quarters Service Based Enumeration	July 25 – July 27, 2018	
Conduct Group Quarters Enumeration	July 30 – August 24, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

Questions?