

DRAFT Pilot 6: Capture of Hidden/Hard to Capture Addresses**Goal**

To determine how to capture hidden addresses and/or hard to capture addresses in the Census Bureau's Master Address File (MAF) and make them useful for enumeration purposes. To explore the implications of capturing these types of addresses during a targeted address canvassing operation.

Background

One of the greatest challenges faced by Census Bureau field staff when conducting address list verification activities is determining whether what is visible on the ground is indeed considered a place "where a person could live or does live". In many areas of the country, housing units are often non-conventional, non-addressed, and not easily seen from the street. These "hard to capture" addresses include housing units in converted garages and large storage sheds. Additionally, structures that appear to be a single-family home from the outside may contain additional housing units, such as a basement apartment or an attic apartment.

In addition to the difficulties experienced in locating these units, it is also difficult to capture this type of address information in the MAF because these units are not "addressed" like most standard housing units. As a result, these units may not be included in the MAF or on traditional housing unit source lists such as municipal address lists and the United States Postal Service's Delivery Sequence File.

With the goal of conducting the 2020 Census using a targeted address canvassing, it may be difficult for the Census Bureau to discover and enumerate the people living in these hidden or non-traditional housing units if these types of housing units are not more fully researched and considered in both listing and enumeration activities. Therefore, this pilot will help develop methodologies to identify these areas and help ensure that the appropriate listing, enumeration and data capture methodologies are used in the 2020 Census, as well as in other ongoing surveys, such as the American Community Survey.

Objectives

1. Develop and/or improve methods for identifying, capturing, and storing hidden/hard to capture addresses in the MAF.
2. Use the new methods to help identify which areas will undergo targeted address canvassing in preparation for the 2020 Census.
3. Inform the enumeration methodologies used in the 2020 Census and possibly the American Community Survey (ACS) for capture of data from hidden/hard to capture address structures.

Suggested Tasks

1. Establish a working group of participants, stakeholders and subject matter experts.
2. Establish partnership agreements with all of the working group participants and the Census Bureau.
3. Evaluate the requirements of all the working group participants and the Census Bureau to ensure that the proposed pilot will meet and satisfy the necessary requirements.
4. Determine:
 - a. how will the work be conducted.

- b. who provides authoritative review.
 - c. how will the data be tested .
 - d. what standards are to be used within the overall fabric of the pilot.
5. Using participants from the working group, conduct a pilot project(s) to determine how to capture hidden/hard to capture addresses in the MAF:
 - a. Ensure all team members are sworn to ensure Title 13 compliance.
 - b. Develop a research plan to address the following:
 - i. Establish a baseline for how hidden/hard to capture addresses are currently captured in the MAF.
 - ii. Evaluate a representative cross section of known hidden/hard to capture addresses against the MAF, and against ground truth, to derive improvements to the capture and storage of these addresses in the MAF and other address lists.
 - iii. Determine ways that local governments can report hidden/hard to capture addresses to the Census on a continuous basis.
 - iv. Execute the research plan in selected areas.
6. Refine proposed model based on feedback and experience gained from pilot project(s).
7. Share the information acquired during this pilot with the Geography Division management and the 2020 Census Research and Planning Office (for use in developing enumeration methodologies).

Success Criteria

1. A better understanding of how to identify and capture hidden/hard to capture addresses.
2. The criteria provided and method(s) used to list hidden/hard to capture addresses were successful in:
 - a. Identifying hidden/hard to capture addresses.
 - b. Adding hidden/hard to capture addresses to the address database.
 - c. The enumeration of these addresses.
3. The new methodologies are tested by Field operations.
4. A successful process for the capture of hidden/hard-to-capture addresses which contributes to the concept of a targeted address canvass.

Positive Impacts

1. Determination of areas where an abundance of these addresses exist, so that a strategy can be constructed to canvass these places in 2019 (and not canvass those areas where simple city – style addresses are the norm).
2. Provide refinement for type of enumeration areas.
3. Provide input to a continuous address update process.
4. Pilot partners can help the Census Bureau assemble a list of local groups that may possess vital information that can be used to improve the enumeration through a better address list.
5. Provide guidance to Census Bureau on partnerships.
6. Assess the feasibility of a targeted address canvassing operation for capturing hard to capture addresses.

Negative Impacts

1. Hurdles associated with Title 13.

Constraints

1. Overcoming hurdles associated with Title 13.
2. Funding.

Participants

TBD

Resources Required

TBD

Administrative Infrastructure

TBD