

# Getting to a Targeted Address Canvassing in Preparation for the 2020 Census

Tim Trainor, Chief, Geography Division





# Targeted Address Canvassing Benefits

- 2020 Census
- American Community Survey
- Population Estimates Program
- Current Surveys
- Estimated cost avoidance of \$373 to \$442 million



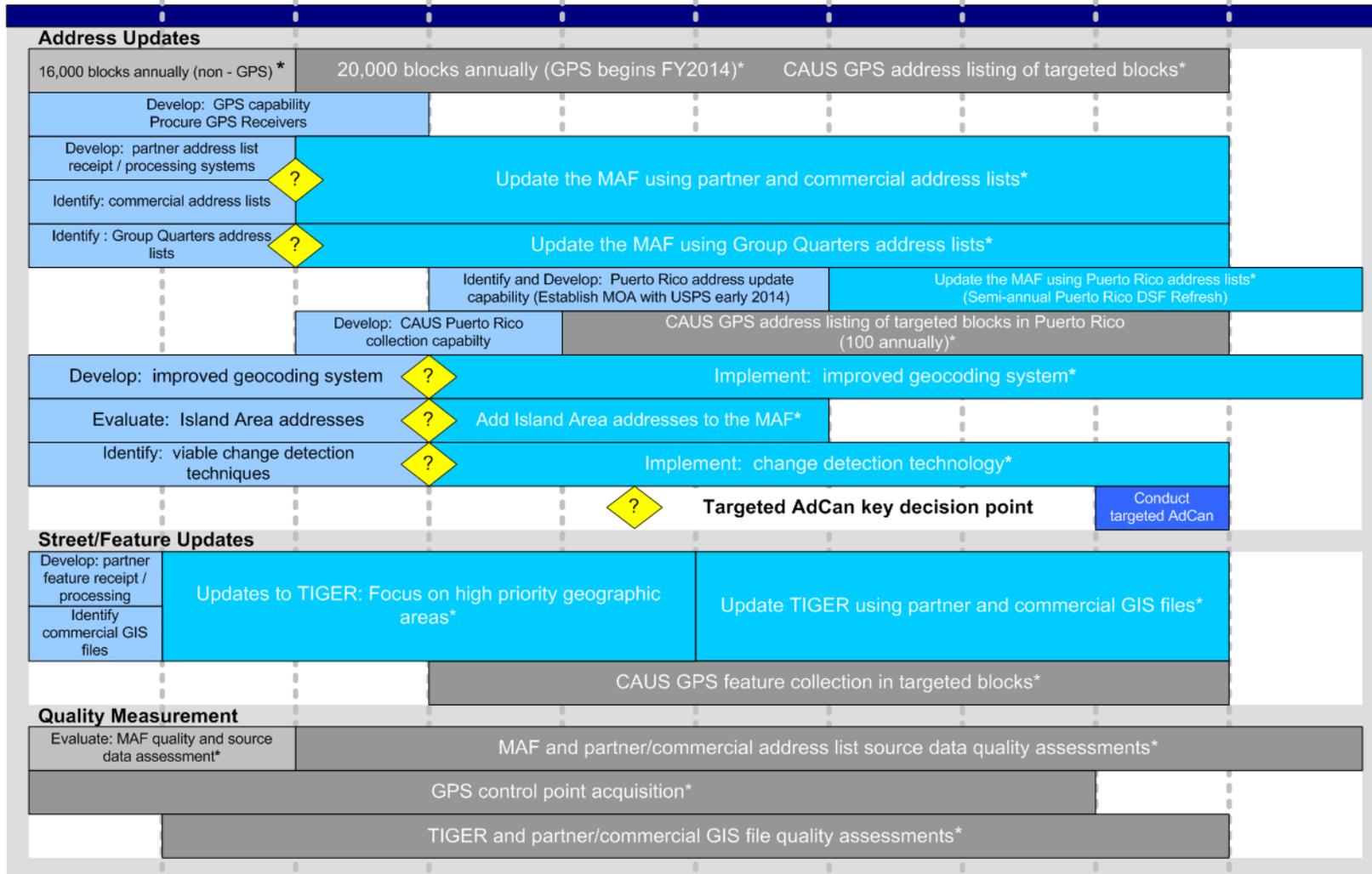
# Steps for Achieving a Targeted Address Canvassing

- Full assessment of MAF/TIGER processes
- Continuous updating of the MAF/TIGER System
- Development of criteria for quality addresses in designated geographic areas
  - Develop quality indicators:
    - Mailable
    - Deliverable
    - Locatable
    - Geocodable
- Results in target blocks for inclusion in the 2020 Address Canvassing operation



# Program Overview

FY2011    FY2012    FY2013    FY2014    FY2015    FY2016    FY2017    FY2018    FY2019    FY2020



**Active Program**



Existing



Expanded

**Proposed Program**



Research



Implementation



Key decision points

\* Subject to Annual Assessment



# Questions?

