

2020 Census Program Management Review

4.102 Reducing and Improving Person Followup Update on Field Operations Consolidation Research

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2020 Census Research and Testing

Research Question:

What is the best way to perform data collection functions for field enumeration and verification activities?

Objectives:

- Investigate ways to streamline field operations for the 2020 Census.
- Investigate ways to optimize the enumeration timeline for the 2020 Census.



2010 Census Baseline of Operations

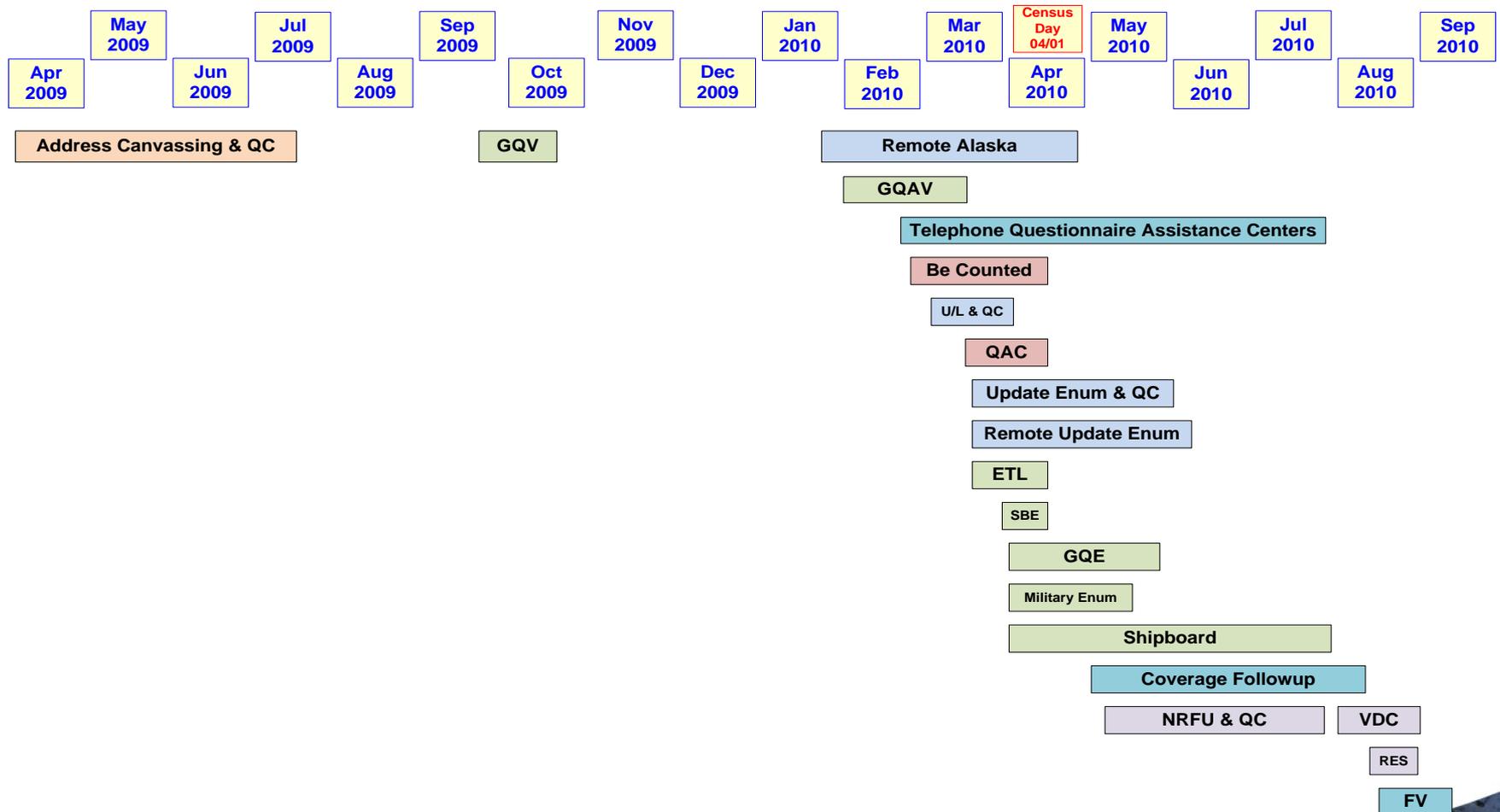
- ✚ Developed a template to answer the detail research questions like:
 - When was the operation conducted including and Quality Control?
 - What was the goal of the operation?
 - Did the operation accomplish the goal?
 - What were the operational and processing issues?
 - What were the costs of the operation?
 - What was the workload?

- ✚ Developed a high level diagram documenting the systems, interfaces, and inputs and outputs of each field operation

- ✚ Developed a high level timeline for the field operations
(Handout – 2010 Census Field Operations Timeline)



2010 Census Timeline for Key Field Operations



2010 Census Timeline for Key Field Operations

- ✚ The 2010 Census field operations started in April of 2009 and ended in September of 2010, spanning 18 months and covering 20 field operations.
- ✚ With the exception of Address Canvassing – all operations were paper-based.



2020 Research of Operations



2020 Research of Operations

For 2020 Research the team:

Methodology

➤ Virtual Business Experimentation Environment (VBEE) tool.

The VBEE tool allowed the team to be agile in forward thinking about the 2020 Census operations. Some of the techniques we used are:

- story boarding
- conducting operational walkthroughs
- developing scenarios



2020 Research of Operations

Assumptions

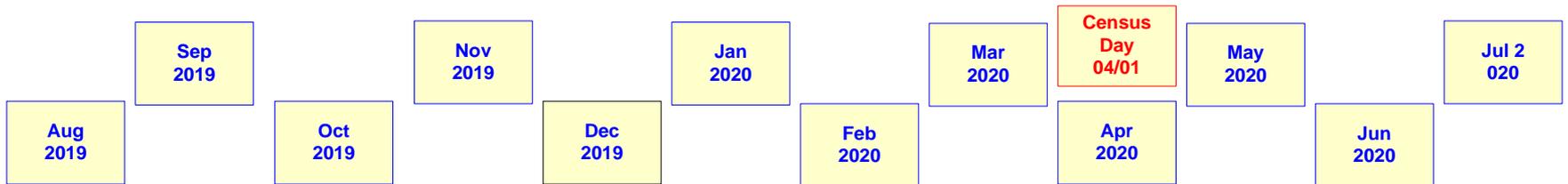
- All 2020 field operations are automated.
- Fully Integrated and robust systems.
- Targeted Address Canvassing

The Business Goals for our research are to:

- Simplify operations
- Ensure coverage of targeted populations
- Gain efficiencies in the field operations processes
- Maintain quality
- Reduce Cost



2020 Census Scenario-Options Timeline – LEAST Change



Ad Can / Targeted (Integrated with GQV)

GQV (Integrated with Ad Can)

Remote Alaska

Contact Strategy for Self Response

Self Response

Questionnaire Assistance Centers (QAC) - Targeted

GQAV

GQE

Military

Shipboard

SBE

ETL

CUE Ops

Follow-up Operations

2020
 Census
 Operations



2020 Census Scenario-Options Timeline – LEAST Change

✚ Reduces the number of field operations to 12 and spans 12 months.

✚ **Address Canvassing** and **Group Quarters Validation**

- Conducted concurrently.
- Integrating these operations and conducting them closer to Census Day will yield a more accurate address list.

✚ **Address Canvassing –Targeted**

- Assuming a targeted Address Canvassing because in this scenario it does not include the Canvass Update Enumerate operations (CUE).
- Leverages the GSSI, LUCA and corporate MAF updates.
- Identifies housing units and other living quarters.
- All Other Living Quarters are sent to the Group Quarters Validation Operation.

2020 Census Scenario-Options Timeline – LEAST Change

Group Quarter Validation (GQV)

- GQV classifies the Other Living Quarter (OLQ) as a:
 - Group Quarter (GQ),
 - Transitory Location (TL), or a
 - Housing Unit (HU).

If a HU is identified it will be sent back to the Address Canvassing operation.

Group Quarters Advance Visit (GQAV)

- GQAV is a phone operation conducted to gather information about the GQ
 - the contact person at the GQ for future enumeration,
 - the number of people at the GQ and
 - the best time to come back to conduct the enumeration.
- New for 2020 is:
 - at the time of the GQAV visit we will ask if the GQ would like to submit their data via Administrative Records
 - automated checklist.

2020 Census Scenario-Options Timeline – LEAST Change

Group Quarters Enumeration, Military Enumeration and Shipboard Enumeration

- Greater use of Administrative Records.
- Ensures linkages of individuals to the associated Group Quarter.

Shipboard Enumeration

- Automated self- response, if connectivity is available for this population and geography.
- Greater use of Administrative Records.
- Ensures linkages of individuals to the associated Group Quarter.

2020 Census Scenario-Options Timeline – LEAST Change

Service-Based Enumeration

- This operation will not change. It is a 3 day operation because the targeted population is not stable. It's the only way to reach people experiencing homelessness, people staying in shelters, visiting soup kitchens, mobile food vans and targeted non-sheltered outdoor locations.

Enumeration at Transitory Locations

- Because of the transient life style of this population, the only change for 2020 is the automated enumeration device instead of paper.

2020 Census Scenario-Options Timeline – LEAST Change

The Self-Response Contact Strategy and Self-Response

- We are assuming the push to the Internet for self-response will give respondents the opportunity to respond through a Be Counted Program. The scope of this work is in the Optimizing Self-Response team.
- We are also assuming the Telephone Questionnaire Assistance (TQA) will be part of the Self-Response team's research.



2020 Census Scenario-Options Timeline – LEAST Change

Remote Alaska

- The Remote Alaska operation is the Census field operations kick-off.
- No change other than an automated enumeration device.
- The major challenges in conducting enumeration is the weather conditions, in that we need to reach respondents before ice breaks and they return to sea for fishing.
- Big benefit for conducting Remote Alaska, it is first operation in the field and gives Census headquarters its first opportunity for enumeration collection to test systems in a live production environment.

2020 Census Scenario-Options Timeline – LEAST Change

Canvass Update Enumerate (CUE)

- Combines Update/Leave, Update Enumerate and Remote Update Enumerate operations.
- The enumerator will canvass the area and conduct an interview if someone is home. If no one is home, the enumerator will leave a notice of visit card inviting the respondent (household) to go online (provide an ID) and complete the census questionnaire.

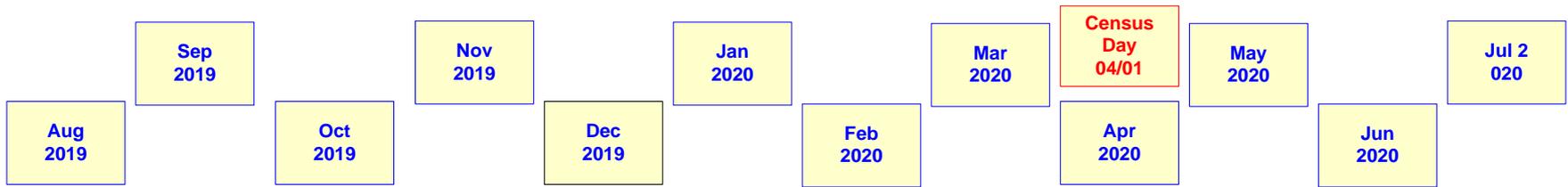
2020 Census Scenario-Options Timeline – LEAST Change

Followup Operations

Optimizes and combines the following field operations:

- Early College enumeration
- Nonresponse Followup
- Vacant and Delete Check
- Seasonal Vacants
- Residual NRFU
- Coverage Followup
 - automation allows for more than 6 person households
 - built in edits would catch data errors
- Field Verification

2020 Census Scenario-Options Timeline – MIDDLE Change



Ad Can / Targeted (Integrated with GQV)

GQV Targeted (Integrated with Ad Can)

Remote Alaska

Contact Strategy for Self Response

Self Response

Questionnaire Assistance Centers (QAC) - Targeted

GQAV

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Military

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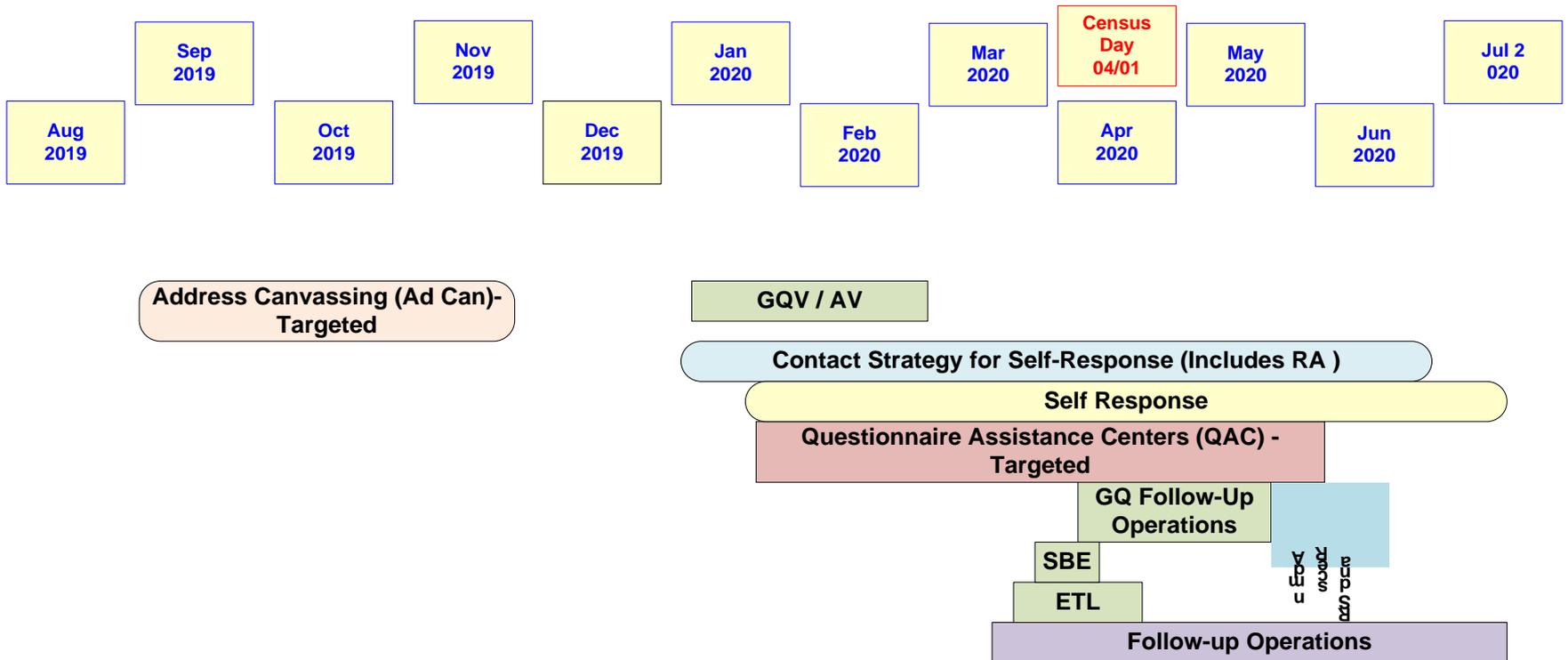
Follow-up Operations



2020 Census Scenario-Options Timeline – MIDDLE Change

- ✦ Reduces the number of field operations to 11 and spans 12 months
- ✦ The real change here is integrating the Canvass Update Enumerate (CUE) operations into the Followup Operations.
- ✦ This eliminated the need for standing up a separate operation for a canvassing operation and relies on an improved and accurate Master Address File.

2020 Census Scenario-Options Timeline – MOST Change



2020 Census Scenario-Options Timeline – MOST Change

The major changes for the Most Changes are:

GQV/GQAV

- Combines Group Quarters Validation (GQV) and GQ Advance Visit (GQAV).
- Assumes majority of responses via Administrative Records, thus a smaller workload field workload.
- Closer to Census Day – propensity to yield more current GQ contacts and max population for enumeration.
- Could also make the advance visit for ETL locations

Questionnaire Assistance Centers (QACs) –Targeted

- Start earlier to include Remote Alaska.

2020 Census Scenario-Options Timeline – MOST Change

Followup Operations

- One enumeration instrument instead of multiple questionnaires.
- Optimizes and integrates the 2010 Census field operations including Remote Alaska
 - Update/Leave
 - Update Enumerate
 - Remote Update Enumerate
 - **Remote Alaska**
 - Early College enumeration
 - Nonresponse Followup
 - Vacant and Delete Check
 - Seasonal Vacants
 - Residual NRFU
 - Coverage Followup
 - Field Verification

Next Steps

- ✚ Present to Team Leaders, 2020 Management and the Decennial Leadership Group for their input and recommendations on which scenario *or* component of a scenario to conduct further research and modeling for cost and operational efficiency.



Q & A

