

# 2020 Census Program Management Review



## Reassessment of the 2020 Decennial Census Program

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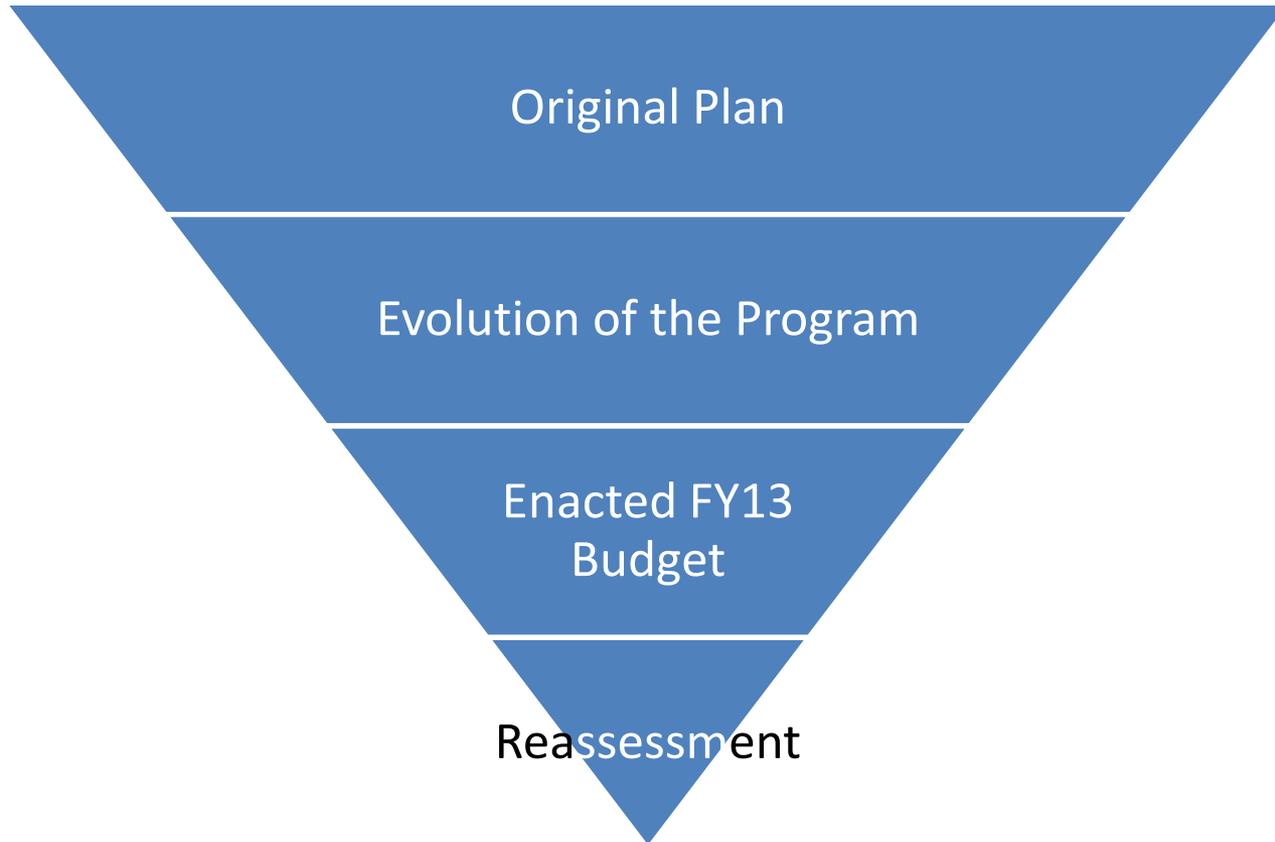
# Changes to the 2020 Census Program

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- Original Plan for R&T Phase
- Evolution of the R&T Phase
- Enacted FY13 Budget
- Reassessment Recommendations
- Decisions Needed

# Evolution of the R&T Phase

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# Original Plan for R&T Phase

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- Stand up **26** research projects that focus on individual components of operational design THEN research innovations to each component and test the innovation
  - 20 projects in FY13
  - 6 additional projects in FY14
- Conduct **24** small, medium, and large field tests that gradually mature the innovations and culminates in a large integration field test in FY14
- Systems and software development fulfills both research goals for the development AND enables other projects to test research
- PM and SE processes developed early
- Invest in research early to validate innovations geared toward savings later in the decade

# Original Plan for R&T Phase

## Field Tests

Field Test Groups	Purpose	Size	Timing
1 – 5	Listing Test	Small	FY13 Q1
6 – 8	Enumeration Test	Small	FY13 Q1
9 – 13	Quality Control Test	Small	FY13 Q2/Q3
15 & 26	Contact Frame Test and Live geocoding	15: Medium 26: Medium	15: FY13 Q1 26: FY14 Q1
17/18 & 20	17/18: contact strategies and modes. 20: Optimal contact strategy including telephone	17/18: Medium 20: Medium	17/18: FY13 Q3 20: FY13 Q3/Q4
19	LUCA Test	Medium	FY13 Q3
21 & 27	Privacy/Confidentiality Tests:	21: Small 27: Small	21: FY13 Q3/Q4 27: FY14 Q3/Q4
22	MAF quality and Listing Test	Large	FY13 Q4
28	Integration Test	Small	FY14 Q2
29	Narrow possible approaches	Large	FY14 Q3

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# Evolution of the R&T Phase

# Evolution of the R&T Phase

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- Add scope (proposed) to 1.108 Communications to address Legal and Policy Concerns
- 8.103 Integrated IT Enterprise Infrastructure – moved to SE&I (2.105)
- HQ work on Targeted Address Canvassing
  - Focus on analysis of 2010 Data
  - Increased coordination with Geographic Systems Support Initiative (GSSI)
- Use of in-house geographic partnership software (GSSI) to improve geocoding methods for Non-ID processing (4.107)

# Evolution of the R&T Phase (Cont.)

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- Maturity of Self-Response options to be tested
  1. Pre-registration portal
  2. Internet with no ID (functionality)
  3. Traditional Internet Push with ID
  4. Internet Push w/initial contact as an email
  5. Inbound Telephone (with and without ID)
- Changed the scope of 4.105 to 2020 Census Language Research
  - Language Research – ensure systems can handle non-English
  - Removed residence rule research

# Evolution of the R&T Phase (Cont.)

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- Re-scoped the Administrative Records Projects
  - 8.102 Administrative Records Fitness-For-Use
    - Creating an AR repository of microdata based on federal, state, and commercial data sources.
    - Producing research reports and articles demonstrating statistical uses of AR, including analyses of AR
  - 8.107 Administrative Records Modeling
    - Use administrative records during non-response followup (NRFU), whole household imputation, item-level imputation and edits, and as a real-time method for flagging broad response issues.
- BYOD scope added to start in FY13 under 1.105
- Service Desk scope added to build and test various help desks for the program (internet, telephone, and person)
  - Test 20 support in 4.189
  - Help Desk Strategy for the 2020 Program in 4.128

# Evolution of the R&T Phase (Cont.)

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- Merged the scope of work in 4.106 Multi-Mode Interface Study into 4.103 Optimizing Self-Response
- Deleted some small Field Tests (Tests 1-8, 13)
- Redesigned the approach for the Privacy and Confidentiality data collection
  - Changed from a Mailout Mailback Attitudinal Survey (Tests 21 and 27) to a Gallop poll coordinated with other enterprise Census Bureau work
  - Utilize Enterprise Internet panel testing to learn public concerns
  - Conduct focus groups

# Evolution of the R&T Phase (Cont.)

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- Re-scoped 8.110 Virtual Office Computing Environment and Field Office Test Bed
  - Virtual Desktop Infrastructure (VDI)
  - Electronic Communication
- Rescoped 8.109 Field Structure and Logistics Study
  - Requirements definition added
  - Ability to support operational alternatives
  - Flexibility to handle late changes
- Stood up a temporary team to develop the logic, budgets, and key deliverables for the lifecycle of the program (Lifecycle and Budget Planning)

# Evolution of the R&T Phase (Cont.)

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- Stand up **24** research projects that focus on individual components of operational design THEN research innovations to each component and test the innovation
  - 18 projects in FY13 (removed 4.106 and 8.103 from R&T)
  - 6 additional projects in FY14
- Conduct **11** small, medium, and large field tests that gradually mature the innovations and culminates in a large integration field test in FY14 (cut 1-8, 13, 19, 21, 27, and 28)

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# Enacted FY 13 Budget

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## Postpone tests planned for FY13 into FY14

- Sample Survey Test (Test 17-18 – 12K Households) - Test notification and contact strategies and feasibility of various self-response modes (e.g. internet, phone, paper), collect national data as pre-cursor to larger test
  - Expanded to 75K Households in FY14 – sample design maturity
- Experimental Design Field Test (Test 20 – 40K Households) - Non-responders used to test contact alternatives for NRFU, such as telephone, administrative records, and person visit, different form factors for the mobile field device
  - Reduced to 32K Households in FY14 – sample design maturity
  - One key driver for this delay is acquisition of hardware (mobile devices) to do this
  - Add Adaptive Design component to this fieldwork

# Enacted FY 13 Budget (Cont.)

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Postpone tests planned for FY13 into FY14 (cont.)

- Listing Test (Test 22 – 1500 blocks) – Validate the MAF Error model, provide data to inform Targeted Address Canvassing decision, and produce MAF coverage measures

# Enacted FY 13 Budget (Cont.)

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## Postpone tests planned for FY14 into FY15

- Need results from prior tests to inform later tests
- National Self-Response Test (Test 29 – large test) - narrow possibilities for self-response, non-response, workload management, and census processing in order to aid in decision-making in choosing census design(s)
  - In FY15 this test will change to be a large household test for self-response and non-response – power analyses for samples have not occurred yet because test objectives are evolving (this merges Test 27 into Test 29)
  - Critical tests around uses of Administrative Records requires us to do this test around April 1<sup>st</sup> to simulate a Census environment especially on timing of data availability

# Enacted FY 13 Budget (Cont.)

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- Postponed Evaluative Program projects to FY15 (7.101, 7.102, 7.103)
- Postponed Operational Design decisions from late FY14 to late FY15
  - Due to delays in testing we will not be able to learn what is required to make decisions by the end of FY14
  - Reassessment Team started with schedule review

# Impact of the Enacted FY 13 Budget

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## New Plan for FY13

- Fewer Field Tests and more Headquarters work
  - Increased reliance on existing data
  - Thoughtful critique of sample sizes with effort to minimize all fieldwork
- Stand up **18** research projects in FY13 that focus on individual components of operational design THEN research innovations to each component and test the innovation
- Conduct **11** small, medium, and large field tests that gradually mature the innovations and culminates in a large integration field test in FY15 (Test 29)

# Impact of the Enacted FY13 Budget (Cont.)

11 Field Tests with 2 in FY15 (~~Strike through~~ signifies Evolution of the program, **Bold** signifies Enacted FY13 Budget,)

Field Test Groups	Purpose	Size	Timing
<del>1-5</del>	<del>Listing Test</del>	Small	<del>FY13 Q1</del>
<del>6-8</del>	<del>Enumeration Test</del>	Small	<del>FY13 Q1</del>
9 - 12 <del>13</del>	Quality Control Test	Small	FY13 Q2/Q3
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<del>21 &amp; 27</del>	<del>Privacy/Confidentiality Tests:</del>	<del>21: Small</del> <del>27: Small</del>	<del>21: FY13 Q3/Q4</del> <del>27: FY14 Q3/Q4</del>
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# Reassessment

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## Budget Climate

- Continuing Resolution (CR) at the beginning of FY13
- Sequestration in FY13
- Funding at CR level for entire FY13
- Potential for budget uncertainty later in the decade

## Action: Commissioned a team to reassess the priorities of the R&T program

- Focus on redirecting FY13 and FY14 research, development, and testing (including mission enabling functions like PM and SE&I)
- In light of cuts due to Enacted FY13 Budget, what scope is cut or delayed?
- What is the most important work within the program to reach our critical design decisions? Make sure we are doing the right work.
- What are the right mix of research and field tests to get to the key decision points?

# Reassessment Recommendations

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Where do we save the most money?

- NRFU Workload
- Self-Response Rates
- NRFU Production Rates
- Field Reengineering for Listing and Enumeration
- IT Infrastructure for Listing and Enumeration
- Address Canvassing Workload
- Address Canvassing Production Rates
- Streamline Field Operations

# Reassessment Recommendations

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- 16 critical decision points delayed to late FY15.  
Examples:
  - Final Decision on Targeted Address Canvassing for Congress Recommendation
  - Determine Estimated Address Canvassing Workload
  - Finalize Contact Strategies & Modes for Self-Response
  - Finalize NRFU Interviewer-Assisted Strategies
  - Determine Estimated NRFU Workload
  - Finalize Decision on 2020 Census Operation Design
- Redefined the Operational Design decision points in FY14 to be focused on Critical Operational Design Drivers to cut costs

# Reassessment Recommendations

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- Assuming budgetary challenges continue, we need more regular review of the program level priorities and project objectives
- Add scope to 4.102 project (Reducing and Improving Person Followup) – operationalizing the Adaptive Design methods
  - Impacts of hiring, staff management, and field case management
  - Centralized vs. decentralized outbound calling methodology

# Reassessment Recommendations

## Revised Field Testing Strategy

1. Add a *New* small operational test to gain experience in Adaptive Design (2-7.5K Households)
  - This test will be a “proof of concept” implementing Adaptive design and Ad Rec use
  - Occurs in Oct 2013, uses ACS IT infrastructure and Current Survey infrastructure
  - Currently defining the sample design
2. Defined the systems needed for self-response testing
3. More resources needed to plan the FY15 larger test (Test 29)
4. Redefined Tests 17/18/20 in FY14
  - Include the self-response component in Test 20(delete Self-Response Tests 17/18)
  - Increased integration across modes

# Reassessment Recommendations

New Plan – 10 Field Tests (~~Strikethrough~~ signifies Evolution of the program, **Bold** signifies Enacted FY13 Budget, **Shadow** signifies Reassessment changes)

Field Test Groups	Purpose	Size	Timing
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<b>CAD</b>	<b>Adaptive Design and Ad Rec Test</b>	<b>Small</b>	<b>FY14 Q1</b>
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# Conclusion