

2020 Census Program Management Review



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Welcome and Kickoff

Today's PMR will provide updates on specific testing work, including:

- 2012 National Census
- 2013 Census Test
- 2013 National Census Contact Test
- 2014 Site Test: Adaptive Design & Nonresponse Followup
- Optimizing Self-Response

The balance of the program status will be covered by the written handout in the interest of time.

Welcome and Kickoff (Cont.)

Handouts

- I. Agenda
- II. Slides associated with presentation today on:
 - 2013 Census Test
 - Adaptive Design and Nonresponse Followup work planned for the 2014 Site Test
 - 2012 National Census Test
 - 2013 National Census Contact Test
 - Optimizing Self-Response Research and the 2014 Site Test
- III. PM, SE&I, and OPS/R&T status slides for offline review
 - Compiled from the Monthly Status Report

Welcome and Kickoff (Cont.)

Housekeeping Items

- Restrooms
- Emergency exits
- Lunch break
 - Approximate
 - May be shortened if discussions take longer than planned

Welcome and Kickoff (Cont.)

Questions?

- Q&A encouraged, but a lot of information to convey today.
- Due to time limitations, some questions may need to be addressed offline.
- Responses will be sent to all participants.

Email Us – 20rpo.program.management@census.gov

- Send in questions by October 1, 2013.
- Responses targeted for October 15, 2013.

Program Review

Program Management

Program Risks

- May need to make operational design decisions in 2015 with limited data to inform them.
 - Adding risk to innovations planned for the 2020 Census and potentially jeopardizing the cost and quality goals.
- Adding several IT-related risks, a few of which include risks related to:
 - System Readiness Criteria
 - Flexible Design
 - IT Security
- Continued focus on the Integrated Master Schedule
 - Taking longer to re-integrate the Program due to the Reassessment
 - Focus in FY 14 Q1 will be finalizing version 1 of the Lifecycle Roadmap

Program Management (cont.)

Budget Impact

- Whereas major tests in FY 13 were delayed to FY 14 due to the enacted FY 13 budget, testing and related work in FY 14 will have priority.
 - Field tests must be undertaken in FY 14 to inform the FY 15 test, which is needed to inform FY 15 operational design decisions.
- Continued reassessment of program priorities (or scope) to align with the budget.
- Detailed information about program risks found in the 2020 Census Program Status Report.

Program Management (cont.)

Governance

- Program-level governance matured
 - Testing Strategies Group: weekly
 - Decennial Leadership Group: weekly
 - Executive Steering Committee: weekly
- Project-level governance a focus items for FY 14 Q1
 - 2020 Project Portfolio Management Governing Board charters are baselined
 - Meetings will occur weekly, starting October 2013
- Disseminating information remains a challenge
 - Census Information and Integration Group currently on hold
 - Monthly status reporting continues
 - Quarterly Program Management Reviews

Address List Development

- Support the objective of 2020 Targeted Address Canvassing
 - Master Address File (MAF) Error Model project efforts to develop statistical models to produce estimates of coverage error
 - Geographic Support Systems Initiative (GSS-I) efforts to develop models to identify an optimal approach for a Targeted Address Canvassing operation
- Planning a test to evaluate the MAF Error Models and to provide input to Targeted Address Canvassing modeling team:
MAF Model Validation Test
 - Joint sample design to meet the objectives for the 2020 R&T and GSS-I efforts
 - Summer 2014 implementation
 - Using existing software and systems

Address List Development (cont.)

- 2020 Local Update of Census Addresses (LUCA) research continues:
 - Researched relationship between LUCA participant government size, level of participation, and final 2010 enumeration rate.
 - Researching feasibility of in-house validation of LUCA submissions.
 - Using five sample counties to develop a review methodology



Administrative Records for NRFU

- Continue to research and evaluate administrative record usages to reduce the NRFU workload.
- Continue to research imputation methods for unresolved housing unit and demographic characteristics due to administrative records usages.
- Create estimates of productivity, workload, and mileage for various scenarios for input to the decennial cost model, based on 2010 attempt-level estimates of hours and miles.
- Investigate model-based techniques to develop inputs of productivity, workload, and mileage for the decennial cost model.



IT Systems Development

- Began developing requirements for preregistration portal and Centurion Internet Data Collection System.
- Continued development of the 2020 Enumeration Instrument for Nonresponse Followup.

IT Systems Development (Cont.)

- Enterprise Data Collection and Processing Efforts
 - Centralized Development and Testing Environment
 - Service Oriented Architecture
 - Centralized Operational Analysis and Control and Adaptive Survey Design Capability
 - Survey Interview Operational Control
 - Dashboard for Monitoring Survey Cost, Progress, and Quality
 - Enterprise Paradata Repository
 - Survey Content Metadata (Questionnaire Design)
 - Internet Data Collection
 - Data Capture from Paper
 - Address Listing and Mapping
 - Survey Response Processing



IT Systems Development (Cont.)

- Bring Your Own Device (BYOD) Program
 - BYOD Survey Questions (via Gallup)
 - iPhone Pilot Implementation
 - Mobile Software Design Pattern Development
 - Secure Container Research and Testing
 - Enumeration Instrument for Nonresponse Followup
 - Draft policies on use of commercial mobile devices

Conclusion