

# 2020 Census Program Management Review

## Optimizing Self-Response: Today's Snapshot

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# Optimizing Self-Response: Today's Snapshot

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## Constructing a Self-Response Operation

- Leveraging today's technologies
- Honing in on the best notify-contact-reminder strategies
- Timing is Everything!
- Generating high self-response using
  - Internet
  - Email
  - Texting
  - Social Networking

## **The 2020 Paradigm Shift**

Demands a Digitally Driven

Multi Prong Self Response Operation

# Optimizing Self-Response

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- Preregistration
- *U COUNT!*
- *E COUNT*
- Mail Internet Push
- Telephone Questionnaire Assistance

# Optimizing Self-Response

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## Centurion Internet Data Collection

```
graph TD; A[Centurion Internet Data Collection] --> B[Without a User ID]; A --> C[With a User ID]; B --> D[U COUNT!]; C --> E[COUNT U.S.]
```

**Without a User ID**

**U COUNT!**

**With a User ID**

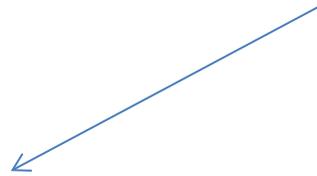
**COUNT U.S.**

## **Communications Campaign**

**Brings People To the**

**Preregistration Portal**

## Centurion Internet Data Collection



**Without a User ID**



**U COUNT!**

# Optimizing Self-Response: Preregistration

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- ← Communication Campaign Motivates Respondent to Preregister
- Preregistrant provides address and preferred contact mode : Email, cell, text
- ← On GoLive! date, we invite the Preregistrant to the U COUNT! site
- Preregistrant links to U COUNT! site, authenticates, completes data collection

DIGITAL → DONE

# Optimizing Self-Response: Preregistration

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- ← Communication Campaign Motivates Respondent to Preregister
- Preregistrant provides address and preferred contact mode: Email, cell, text
- ← On GoLive! date, we invite Preregistrant to the U COUNT! site

## Preregistrant Is NOT Responding

- ← Deploy email or text reminders
- ← Deploy email or text reminders
- Preregistrant links to U COUNT! site, authenticates, completes data collection

DIGITAL → DONE

# Optimizing Self-Response: Preregistration

- ← Communication Campaign Motivates Respondent to Preregister
- Preregistrant provides address and preferred contact mode: Email, cell, text
- ← On GoLive! date, we invite Preregistrant to the U COUNT! site

## Preregistrant NOT Responding

- ← Deploy email or text reminders
- ← Deploy email or text reminders

## Preregistrant STILL NOT Responding

- ← Mail paper questionnaire to Preregistrant with link to U COUNT! site
- Preregistrant completes data collection on the U COUNT! site  
OR mails back completed paper questionnaire

DIGITAL + POSTAGE/PAPER → DONE

# Optimizing Self-Response: **U COUNT!**

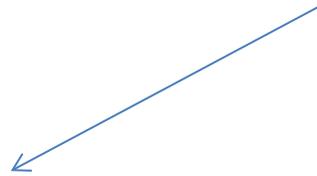
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- Preregistration
- ***U COUNT!***

# Optimizing Self-Response: **U COUNT!**

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## Centurion Internet Data Collection



**Without a User ID**



**U COUNT!**

# Optimizing Self-Response: U COUNT!

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- ← As GoLive! Date approaches, Communications Campaign advertises U COUNT! site
- Respondent visits U COUNT! site, provides address information, completes data collection

~ Address collection protocol invokes geocoding and matching service ~

**If respondent does not visit U COUNT! site we have other safety nets in place**

DIGITAL + GEOCODING SERVICE → DONE

# Optimizing Self-Response: **U COUNT!**

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How can we be confident that  
Individuals are who they say they are online?

Exploring Cyber Identity initiatives with the  
National Institute of Standards and Technology  
to validate and authenticate  
Internet Respondent Identity

# Optimizing Self-Response: **E COUNT**

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- Preregistration
- *U COUNT!*
- ***E COUNT***

# Optimizing Self-Response: E COUNT

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- Alternate Contact Data is being acquired, evaluated, and assembled into a Supplemental Contact Frame
- Supplemental Contact Frame includes email, landlines, cell phones
- We are building a validated Supplemental Contact Frame to enable E COUNT and the deployment of email reminders

# Optimizing Self-Response: **E COUNT**

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Because of Information Security and Policy Concerns:

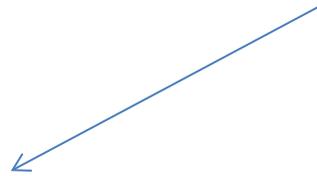
We will NOT

- Send emails that include an eye-readable User ID
- Send emails with a User ID embedded within a link
- Send emails that contain user names and passwords with a link
- Send emails that contain a name and address

We WILL

- Deploy emails associated through Supplemental Contact Framework to units on the Master Address File
- Develop mechanisms to authenticate Respondents through an Identity Ecosystem

## Centurion Internet Data Collection



**Without a User ID**



**U COUNT!**

# Optimizing Self-Response: E COUNT

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~ Supplemental Contact Frame associates email address with unit on Master Address File ~

← On GoLive! date, we email an invitation to link to the U COUNT! site

→ Respondent links to U COUNT! site, authenticates, completes data collection

~ Address collection protocol invokes geocoding and matching service ~

DIGITAL → DONE

# Optimizing Self-Response: E COUNT

Supplemental Contact Frame associates email address with unit on the Master Address File

← On GoLive! date, we email an invitation to the U COUNT! site

## Respondent NOT Responding

← Deploy email reminder(s)

← Deploy email reminder(s)

➔ Respondent links to U COUNT!, authenticates, completes data collection

Address collection protocol invokes geocoding and matching service

DIGITAL ➔ DONE

# Optimizing Self-Response: E COUNT

Supplemental Contact Frame associates email address with unit on the Master Address File

← On GoLive! date, we email an invitation to the U COUNT! site

## Respondent NOT Responding

← Deploy email reminder(s)

← Deploy email reminder(s)

## Respondent STILL NOT Responding

← Mail questionnaire to respondent with link to U COUNT! site

→ Respondent completes data collection on the U COUNT! site  
OR mails back completed paper questionnaire

DIGITAL + POSTAGE/PAPER → DONE

# Optimizing Self-Response: **Mail Internet Push**

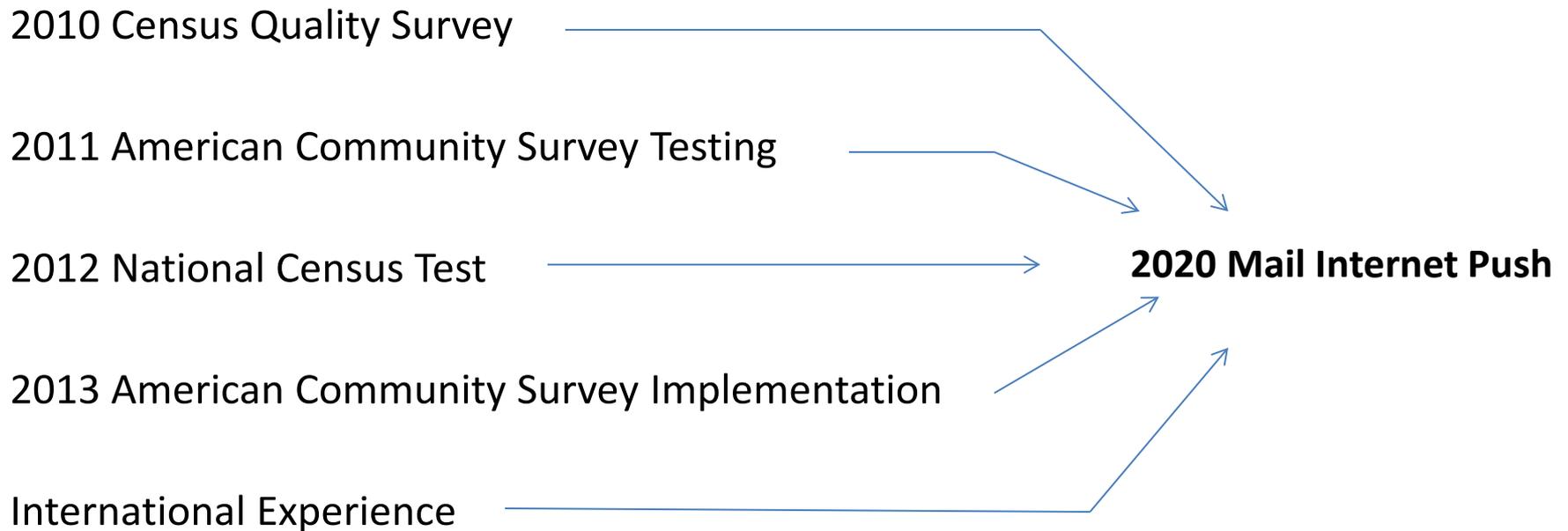
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- Preregistration
- *U COUNT!*
- *E COUNT*
- **Mail Internet Push**

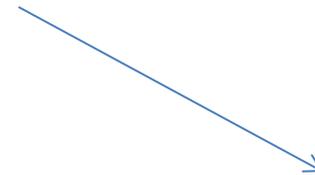
# Optimizing Self-Response: **Mail Internet Push**

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## Channels of Information



## Centurion Internet Data Collection



**With a User ID**



**COUNT U.S.**

# Optimizing Self-Response: **Mail Internet Push**

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## United States Postal Service Digital Strategies

- The USPS will deliver a postcard to an address with an ID
- The respondent can use their smartphone to scan the barcode to link to the COUNT U.S. site

# Optimizing Self-Response: Mail Internet Push

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← On Go Live! date, we mail an invitation with User ID and link to the COUNT U.S. Site

*Invitation (postcard? letter?)*

→ Respondent links to COUNT U.S. site, enters User ID, completes data collection

POSTAGE/PAPER + DIGITAL → DONE

# Optimizing Self-Response: Mail Internet Push

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← On Go Live! date, we mail an invitation with User ID and link to the COUNT U.S. Site

*Invitation (postcard? letter?)*

Respondent NOT Responding

← We send a reminder... *Postcard? Email?*

← We send a reminder... *Postcard? Email?*

→ Respondent links to COUNT U.S. site, enters User ID, completes data collection

POSTAGE/PAPER + DIGITAL → DONE

# Optimizing Self-Response: Mail Internet Push

← On Go Live! date, we mail an invitation with User ID and link to the COUNT U.S. Site

*Invitation (postcard? letter?)*

## Respondent NOT Responding

- ← We send a reminder... *Postcard? Email?*
- ← We send a reminder... *Postcard? Email?*

## Respondent STILL NOT responding

- ← Mail questionnaire to respondent with link to COUNT U.S. site
- Respondent completes data collection on the U COUNT! site  
OR mails back completed paper questionnaire

POSTAGE/PAPER + POSTAGE/PAPER OR DIGITAL → DONE

# Optimizing Self-Response: Automated Voice Invitation AVI

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- Testing AVI as a Pre-notice
- Testing AVI as Final Self-Response Intervention

# Optimizing Self-Response: Telephone Questionnaire Assistance TQA

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- Preregistration
- *U COUNT!*
- *E COUNT*
- *Mail Internet Push*
- **Telephone Questionnaire Assistance**

# Optimizing Self-Response: Telephone Questionnaire Assistance TQA

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- From Go Live! date, TQA will support inbound calling with or without a User ID
- Public use forms and communications campaign contain TQA phone numbers
- TQA gives respondents inbound calling access to a variety of telephone numbers to reach live agents/operators for English, Spanish (*and other languages*)
- This TQA operation supports respondents who cannot access the Internet
- Respondent provides address information while completing CATI data collection that calls the (near) real-time geocoding and matching service

# Optimizing Self-Response

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## 2014 Site Test

Communications Campaign Begins

Preregistration Portal Opens

May 19      Go Live! Date

May 27      Census Day

July 3      Begin Nonresponse Followup

# Optimizing Self-Response

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## 2014 Site Test

Launching

This Five-Prong

Self-Response Operation