

2020 Census Program Management Review

Program Status Reports

Program Management Projects

Systems Engineering and Integration Projects

Geographic Programs-Related Projects

Systems-Related Research Projects

Content and Outreach-Related Projects

Evaluations and Experiments-Related Projects

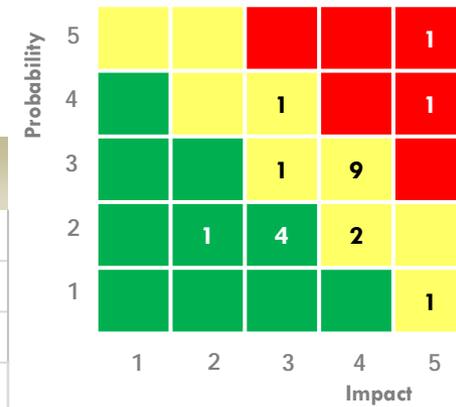
December 20, 2013

2020 Census Program Status Report

- The following status slides were compiled from the 2020 Census Monthly Status Report (MSR) for November 2013, along with annotations by the 2020 Program Managers, where additional context would be helpful.
- Summary level information about program risks is provided on the following page and in the MSR. Project level risk information can also be obtained by contacting Charles Fowler III or Michael Niosi of the 2020 Research and Planning Office and Decennial Management Division.
- Questions can be sent to 20rpo.program.management@census.gov. We will reply in writing to questions received by January 17, 2014.

2020 Census Program-Level Life Cycle Risks (2 Red, 14 Yellow, 5 Green)

	WBS	Risk ID	Name	Level	Prior Month	Prob	Imp
1	1.106	LC-006	FY14 Funding	H	-	5	5
2	1.105	LC-020	Ad Recs Usage Policy	H	-	4	5
3	1.106	LC-003	Budget Impact to Designs	M	-	4	3
4	1.110	LC-007	Skillset Shortage	M	-	3	4
5	1.106	LC-002	Cost Goal	M	-	3	4
6	2.101	LC-010	Enterprise IT Solutions	M	-	3	4
7	1.104	LC-011	Acquisition Lead Time	M	-	3	4
8	1.108	LC-012	External Support	M	-	3	4
9	1.105	LC-015	Program Life Cycle	M	-	3	4
10	1.105	LC-022	Late Technical Innovations	M	-	3	4
11	2.101	LC-024	Flexible Design	M	New	3	4
12	2.101	LC-025	System Readiness	M	New	3	4
13	1.107	LC-021	Schedule Impacts	M	-	3	3
14	1.106	LC-001	Cost Model	M	-	2	4
15	1.105	LC-017	IRS Data Access	M	-	2	4
16	1.106	LC-004	ACS Funding	M	-	1	5
17	1.109	LC-008	PM/SE Resistance	L	-	2	3
18	2.101	LC-009	Requirements Engineering	L	-	2	3
19	1.105	LC-023	Inconclusive Data	L	-	2	3
20	1.105	LC-019	T13 Data Access	L	M	2	3
21	1.104	LC-018	TAA Compliance	L	-	2	2



Current as of 12/16/13

2020 Census Program Management Review

Program Management Project Status Reports
Ann Wittenauer, Program Management Area Lead

1.101 – Strategic Documents

1.102 – Program Management (Includes Document Management, Change Management, and Knowledge Management)

1.103 – Governance

1.104 – Sourcing and Acquisition Management

1.105 – Program Level Research and Testing Management

1.106 – Budget Management

1.107 – Schedule Management

1.109 – Performance Measurement and Management

1.111 – Risk Management (Includes Issue Management)

1.101 – Strategic Documents

Project Description:

- Provides the strategic direction on goals, objectives, strategies, performance, and investment approaches for the 2020 Census Program and its projects.

Recent Accomplishments:

- Completed revisions to FY13 Business Plan to reflect impacts of enacted FY13 Budget
- Drafted a revised FY 14 Business Plan to reflect planned FY 14 program changes and impacts resulting from the enacted FY 13 budget.

Near-term Project Focus Items:

- Finalize FY14 Business Plan to reflect impacts of the enacted FY13 Budget.

1.102 – Program Management

Project Description:

- Establish the framework to efficiently and effectively manage 2020 Census Program through:
 - Use of a full lifecycle development approach
 - Common/corporate practices and processes
 - Budget aligned with schedule and scope, rigorous yet appropriate review processes, stakeholder engagement, and a transparent and inclusive team structure

Recent Accomplishments:

- Prepared the agenda, began drafting presentation materials, and sent out notifications about the fifth 2020 Census Program Management Review to be held on December 20, 2013. Topics will include early findings for the 2013 Census Test, preparations for the 2014 Site Test, and potential use of commercial mobile devices for enumeration.
- Completed 2013 annual updates to the 2020 Program Management process area documentation.
- Revised and baselined the program management strategy and plan for FY 2013, based on updates to the program from lessons learned.
- Completed testing and readied an electronic document management system to review, approve, and maintain baseline documentation for the 2020 program more efficiently.
- Completed system development, and currently conducting user acceptance testing, of an automated 2020 Census Change Management Process flow via SharePoint.
- Held an exit meeting with GAO on December 9, 2013 for the IT Infrastructure engagement.

1.102 – Program Management (Cont.)

Near-term Project Focus Items:

- Finalize the 2013 annual updates to the 2020 Systems Engineering and Integration process documentation in Q1 FY14.
- Conduct a second detailed program integration workshop and schedule review with project leaders.

1.103 – Governance

Project Description:

- Determine who is accountable, the most appropriate person to make decisions, and the forums for information exchange to discuss risk, issues, and changes to scope, budget, and schedule.

Recent Accomplishments:

- Baselined the charters for the 2020 Project and Program Portfolio Management Governing Boards.
- Established a portfolio for projects and investments to be governed by the 2020 Program, based on the FY 2014 Continuing Resolution funding level.
- Held the inaugural quarterly Investment Management Review and discussed the Non-ID Processing project.
- Convened the 2020 Executive Steering Committee and the 2020 Decennial Leadership Group to review and approve components of FY 14 testing plans.

1.103 – Governance (Cont.)

Near-Term Focus Items:

- Convene the 2020 Executive Steering Committee and the 2020 Decennial Leadership group to further review the FY 2014 testing plans.
- Integrate and align 2020 governance with enterprise IT portfolio management requirements.
- Hold the inaugural joint review of IT-related projects with the 2020 Program and the Information Technology Directorates.

1.104 – Sourcing and Acquisition Management

Project Description:

- Identify what each project needs to acquire, resources necessary to satisfy those acquisitions, in-house resources available to satisfy the needs, and, if insufficient, completion of a sourcing assessment that supports a sourcing decision.

Recent Accomplishments:

- Briefed the Executive-Level Operating Committee (Director and Associate Directors) on the enterprise market research effort.
- Continued the market research on Big Data, Interactive Voice Response, and Cloud Services, etc. capabilities.
- Collaborated with the Information Technology Directorate (ITD) to define shared service areas for potential 2020 acquisitions. We are developing capabilities and systems run by ITD in order to leverage their enterprise system(s) for the 2020 Census.

1.104 – Sourcing and Acquisition Management (Cont.)

Near-term Project Focus Items:

- Collaborate with other directorates on market research on Big Data, Interactive Voice Response, and Cloud Services, etc. capabilities. This market research process will serve as a model that can be implemented across the Census Bureau, not just for the decennial census. As an ongoing effort, we will continue to meet with variety of vendors to obtain capability briefings (to refine our requirements) and gather lessons learned from other government agencies.

1.105 – Program Level Research and Testing

Project Description:

- Plan, direct, and oversee the 2020 Census research and Testing activities for FY12-FY14
- Integrate research recommendations for decision-making on operational and system design solutions

Recent Accomplishments:

- No major activities since September PMR

Near-term Project Focus Items:

- Conduct a program integration workshop to understand and communicate the effects of:
 - Enacted FY13 Budget
 - Potential budgetary uncertainty in the future and its impacts on 2020 research and planning and field testing strategy

1.106 – Budget Management

Project Description:

- Defines the methods used to plan, allocate, and execute the 2020 program and project budgets.

Recent Accomplishments:

- Submitted FY 2015 budget to OMB

Near-term Project Focus Items:

- Continue to address FY 2014 funding scenarios

1.107 – Schedule Management

Project Description:

- Oversee methodologies, management practices, and tools that ensure proper development, dissemination, and usage of program schedules and related information.

Recent Accomplishments:

- Formed an enterprise team (led by the Office of Risk Management and Program Evaluation) to develop a migration plan for the transition from Oracle Primavera to Microsoft Project server as the software to be used for developing and managing the detailed and lifecycle 2020 Census schedule.

1.107 – Schedule Management (Cont.)

Near-term Project Focus Items:

- Baseline revised schedule for the 2014 Site Test.
- Focus on migration plans for new schedule tool.
- Conduct 2020 Integration Workshop to mature the research and testing phase milestones and deliverables and to reflect projects on hiatus and projects with reduced level of effort.

1.109 – Performance Measurement and Management

Project Description:

- Monitor project scope, cost, and schedule performance baselines (individual projects and the program) using business and technical performance measures.

Recent Accomplishments:

- Continued development of Business Intelligence tool to automate regular reporting functions.

1.109 – Performance Measurement and Management (Cont.)

Near-term Project Focus Items:

- Complete development and testing of Business Intelligence tool.
- Continue roll-out of performance measurement template, and assist project teams with implementing related performance management practices.
- Resume reporting via management dashboard tool following change in staffing.

1.111 – Risk Management

Project Description:

- Identify and mitigate potential problems that could negatively affect projects and 2020 Census program.

Recent Accomplishments:

- Convened the Risk Review Board in November and December to review existing and new program-level risks, and continue reviewing mitigation status and contingency plans.
- After the recent identification of several new program-level risks associated with IT subject matter, the RRB continued working with newly assigned risk owners to complete the final risk statement and impact assessment, and approve mitigation strategies.
- To date, have approved program-level risk contingency plans for 10 of the 13 risks requiring contingency plans. The remaining are currently in development, with two being brand new risks.
- Initiated project-level risk registers for the 2013 Census Test and the 2014 Site Test.

1.111 – Risk Management (Cont.)

Near-term Project Focus Items:

- Revise and reissue the Risk Review Board charter.
- Complete a formal Charter for the project-level Risk and Issues Users Forum. This group serves as the integration meeting for all project-level risk points-of-contact and the risk management process owners.
- Finalize new IT risks identified last month, including mitigation plans and contingency plans, as required.
- Complete the review of all project-level team risk registers, including program management and systems engineering project-level registers.

2020 Census Program Management Review

Systems Engineering and Integration (SE&I) Project Status Report Patricia McGuire, SE&I Area Lead

2.101 – Technical Integration

2.102 – Decennial Architecture

2.103 – Requirements Engineering

2.104 – SE&I Management Functions

2.105 – Enterprise IT Infrastructure and Architecture Integration

2.106 – Security and Privacy

2.101 – Technical Integration

Project Description:

- Develop standards and plans for design, development, integration, and testing.
- Ensure conformance with enterprise standards.
- Establish processes to ensure data integrity and data quality.
- Integrate SE&I related activities across the 2020 Census Research and Testing (R&T) Phase.

Recent Accomplishments:

- Deployed the SE&I metrics collection and reporting solution for the 2014 Site Test and train users.
- Implemented the system readiness review process for the 2014 Site Test.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

Near-term Project Focus Items:

- Deploy the change management database for the 2014 Site Test and train users.

2.102 – Decennial Architecture

Project Description:

- Facilitate the development of business/solution architecture.
- Ensure, align, and comply with the enterprise architecture.

Recent Accomplishments:

- Submitted the 2014 Site Test Business Process Diagram for final approval and baselining.
- Created the 2014 Site Test Self-Response Business Process Model.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

Near-term Project Focus Items:

- Baseline the 2014 Site Test business process diagram.

2.103 – Requirements Engineering

Project Description:

- Define the processes and tools related to eliciting and managing requirements for the 2020 Census R&T phase and beyond.

Recent Accomplishments:

- Worked with stakeholders and system providers to draft the system specifications for the 2014 Site Test.
- Validated the 2020 function maps for completeness and accuracy. These maps show high-level functions that will be performed during the 2020 Census, and will translate into project/capability requirements.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

2.103 – Requirements Engineering

Near-term Project Focus Items:

- Baseline all 2014 Site Test specific requirements.
- Complete the development of systems specifications for the 2014 Site Test based on requirements from the teams.
- Begin the planning of the project to document the capability and solution requirements for the 2020 Census.

2.104 – Management Functions

Project Description:

- Ensure technical management standards and SE&I functions are established and integrated to support program and project needs throughout the 2020 Census lifecycle.

Recent Accomplishments:

- Completed internal quality management audit of Test and Evaluation Management Plan process and began review of the Schedule Management Plan.
- Completed internal quality management audits of the System Engineering and Management Plan process and the Schedule Management Plan.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

Near-term Project Focus Items:

- No major activities.

2.105 – Enterprise IT Infrastructure and Architecture Integration

Project Description:

- Facilitate, coordinate, and administer the provision of IT infrastructure and architecture services between the Information Technology Directorate, other IT providers, and the 2020 Census program.

Recent Accomplishments:

- No major activities since prior PMR.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

Near-term Project Focus Items:

- Present a proposal to initiate work with the National Institute of Standards and Technology about the Census Bureau's involvement in pilot studies related to the National Strategy for Trusted Identities in Cyberspace.

2.106 – Security and Privacy

Project Description:

- Align with Census Bureau’s Risk Management Framework to maintain acceptable Security and Privacy controls for all IT systems while minimizing the burden on research and testing teams.
- Serve as conduit between IT Directorate, Office of Information Security, 2020 Research and Planning Office, and 2020 teams to develop Federal Information Security Management Act compliant Assessment and Authorization packages for 2020 R&T Phase systems.

Recent Accomplishments:

- Validated the status of Authorizations and Accreditations for applications and systems slated for use in the 2014 Site Test.
- Finalized the process for managing the creation and modification of interconnection documents and interconnection security agreements for systems being used in the 2014 Site Test.

Risk Highlights:

- Risk information available via the MSR or by request to Charles Fowler III

2.106 – Security and Privacy (Cont.)

Near-term Project Focus Items:

- Develop and finalize memoranda of understanding/interconnection documents and interconnection security agreements, where needed, for systems participating in the 2014 Site Test.

2020 Census Program Management Review

Geographic Programs-Related Projects Robert Colosi, Program Manager

3.101 – Master Address File (MAF) Error Model

3.102 – Independent MAF Quality Assessment

3.103 – Local Update of Census Address (LUCA) Program Improvement

4.107 – Non – ID Processing

3.101 – Master Address File (MAF) Error Model/ 3.102 – Independent MAF Quality Assessment

Project Description:

- Create a model that results in predictions of where MAF coverage error occurs and where it does not. This model will incorporate data that have been found to be correlated with coverage.
- Create measures of coverage of the MAF that work in concert with related measures resulting from the Geographic Support System Initiative to create a picture of the quality of the MAF.

Recent Accomplishments:

- Finalized the analysis of data collected via field listing operations in the spring of 2012. The analysis involves assessment of hypotheses associated with predictors of coverage error in the MAF, and will be used to further study MAF coverage errors and the use of statistical modeling to measure those errors.

Near-term Project Focus Items:

- Finalize the MAF Error Models that will be used for the MAF Model Validation Test. We will produce models of the expected number of adds by block in a canvassing operation, as well as expected number of deletes, depending on some key block descriptor values.
- Create the MAF updating specification that detail how to incorporate updates from the field listing operation into the MAF.

3.103 – Local Update of Census Address (LUCA) Program Improvement

Project Description:

- Select a new LUCA operational design by September of 2014 based on recommendations resulting from research and feedback on those recommendations from tribal, state, and local governments.
- Incorporate improvements to the 2020 LUCA Program that are cost-effective and yield high data quality given the following:
 - Plans to implement intercensal address partnership activities as part of the Geographic Support Systems Initiative
 - Potential plans for a targeted address canvassing operation
 - Additional analysis from 2010
 - Input from local governments through focus groups on potential models for 2020 LUCA

3.103 – Local Update of Census Address (LUCA) Program Improvement (Cont.)

Recent Accomplishments:

- Completed the review and began evaluating the results of 28 counties to determine if we can find other approaches, such as an “in-house” or office validation of LUCA submissions, to eliminate or greatly reduce the cost associated with validating LUCA submissions.
- Continued to work with Office of Congressional and Intergovernmental Affairs to use existing meetings and conferences as a venue to conduct focus groups. We will use focus groups to obtain feedback from potential LUCA participants on the plans for the 2020 LUCA program.
- Began developing the framework for the focus groups and identified seven (7) potential focus group sites using existing conferences for tribal and local government officials.

3.103 – Local Update of Census Address (LUCA) Program Improvement (Cont.)

Near-term Project Focus Items:

- Work with Office of Congressional and Intergovernmental Affairs to set up 4-5 focus groups using existing conferences beginning in February (possibly March) of 2014, and develop an implementation and facilitation plan for conducting the focus groups with conference attendees and review the team recommendations to be discussed at these focus group sessions.
- Reach out to the focus group conference sites to form a breakout session for LUCA 2020 focus groups (schedule the focus groups).
- Develop questions and proposals that the LUCA 2020 R&T team needs feedback on from tribal, state and local governments.

4.107 – Non-ID Processing

Project Description:

- Determine options for enhancing automated address matching and geocoding processes for responses lacking a Census identification code.
- Establish options for operational cost savings by decreasing workload for Clerical Non-ID Processing and any associated field verification work.

Recent Accomplishments:

- Delivered specifications to non-ID systems providers for the 2014 Census Site for the following:
 - Providing daily workload from the census response processing and universe control system.
 - Matching respondent addresses to a composite database consisting of a variety of commercial and federal administrative records sources.
 - Conducting address matching and assignment census geographic codes by means of the Master Address File and Topologically Integrated Geographic Encoding and Referencing System database database.
 - Conducting Universe Control's receipt of results following the completion of non-ID processing for each day's workload.

4.107 – Non-ID Processing (Cont.)

Near-term Project Focus Items:

- Conduct analysis of address enhancement processing of the non-ID workload from the 2010 Census by matching respondent data to administrative records data in order to determine if the respondent-provided address information is accurate. Over 1.2 million non-ID cases from the 2010 Census will provide a larger basis from which to draw some conclusions about the impact of address enhancement.
- Start the next round of usability testing (pending OMB approval) of several prototype screens which simulate address collection at the beginning of an online census questionnaire. Respondents to this study will be prompted to enter their address, provide some basic demographic information, and answer a series of questions regarding their opinions on various data collection methods. The testing will support the research goals of both the 2020 Non-ID Team and the 2020 Optimizing Self-Response Team.

2020 Census Program Management Review

Systems-Related Research Projects

Andrea Brinson, Program Manager

4.101 – Automating Field Activities

4.102 – Reducing and Improving Person Follow-up Operations

4.104 – Workload Management Systems and Adaptive Design

8.109 – Logistics Management/Field Infrastructure Study

December 20, 2013

4.101 – Automating Field Activities

Project Description:

- Investigate how Census Bureau can modernize and increase the efficiency and utility of field operational infrastructure.
- Attempt to identify, develop, test, and refine options that:
 - Make field operations more efficient through enhanced use of technology
 - Improve data quality during field operations through enhanced use of technology
- Use the Agile software development methodology.

4.101 – Automating Field Activities (Cont.)

Recent Accomplishments:

Conducted the following key development work for the 2014 Site Test:

- The Automating Field activities team and developers have completed sprints 38-39 (out of 42) for the field enumeration instrument. Sprints 38-39 optimized the branching through the questionnaire, developed functionality to re-assign casework between field staff, and functionality to purge sensitive data from the instrument after data transmission.
- The Automating Field Activities team and the Technologies Management Office worked with system providers to conduct the first interface test between the operational control system and the field enumeration instrument in preparation for the 2014 Site Test which began on December 2. This testing will be completed by December 20.

4.101 – Automating Field Activities (Cont.)

Near-term Project Focus Items:

Will conduct the following key development work for the 2014 Site Test:

- Complete the incorporation of the Operational Control System (OCS) changes for adaptive design.
- Implement database password security enterprise solution for development/testing.
- Complete the incorporation of the OCS front-end and back-end changes for adaptive design.
- Complete deployment of the OCS for systems test in the first quarter of FY 2014 and analyze results from the testing.
- Optimize the interface between the enumeration application and the operations control system.
- Develop training in support of the 2014 Census Site Test.

4.102 – Reducing and Improving Person Follow-Up Operations

Project Description:

- Continue Research and testing ways of reducing the cost of in-person follow-up on cases sent to the field by optimizing the number of visits, determining whether to use telephone or in-person contact, or tailoring operations to populations with special geographic and demographic characteristics.
- Review the field operations conducted during Census 2010 and develop recommendations for ways to streamline overall census field workflow.

4.102 – Reducing and Improving Person Follow-Up Operations (Cont.)

Recent Accomplishments:

- Continue the analysis of operational alternatives for 2020, focusing on streamlining operational time lines, reducing time in the field for each of the remaining operations, reducing operational costs, and increasing operational efficiencies.

4.102 – Reducing and Improving Person Follow-Up Operations (Cont.)

Near-term Project Focus Items:

- Complete the workload estimates for one of the three scenarios (least change scenario) we are exploring to streamline field operations and optimize the enumeration timeline for the 2020 Census. A brief description of each follows:
 - Least change scenario: Streamlines canvassing to eliminate multiple passes to update the address list and collapses the number of canvassing operations by combining concepts from two separate operations in 2010. It combines nonresponse followup and other coverage operations.
 - Middle change scenario: Assumes nationwide self-response opportunities with the exception of Remote Alaska in order to eliminate enumeration and questionnaire delivery activities and combines nonresponse followup and other coverage operations.
 - Most change scenario: Adds to the middle change scenario by combining Group Quarters operations and eliminating special enumeration procedures for Remote Alaska.
- Analyze the workload estimates for the middle and most change scenarios.
- Continue to work on workflows for the three scenarios to show: (1) what operation a case would initially be sent to and (2) the number of additional operations that could receive this case.

4.104 – Workload Management

Project Description:

- Coordinate systems support for 2020 Research and Testing in order to enable research agenda of other teams through the reuse of current systems to support the tests.
- Coordinate support for all modes of data collection including paper, internet, telephone (inbound and outbound) as well as field data from the enumeration device.
- Identify and monitor testing and refine options that integrate and potentially consolidate response processing, universe control, cost and progress reporting, re-interview, and data capture as well as the operations control system for the modes into one integrated management architecture.
- Research alternative architectures to optimize efficiency, consistency, tracking and reporting of workload .
- Integrate with corporate Adaptive Design efforts to assist with development of adaptive design capabilities and to explore and define its application to 2020 operations.

4.104 – Workload Management (Cont.)

Recent Accomplishments:

- The Workload Management Systems Reuse sub-team is facilitating specification reviews with stakeholders and systems owners who are participating in the 2014 Site Test.

4.104 – Workload Management (Cont.)

Near-term Project Focus Items:

- The Workload Management Systems Re-use Subteam is developing a Systems Pairs Interface Test Plan and schedule in order to monitor testing for the 2014 Site Test.

8.109 – Logistics Management/Field Infrastructure

Project Description:

- Conduct analysis and research in order to develop design alternatives for a field office and staffing structure and associated logistics systems to support field operations for 2020 Census.*
- Project objectives:
 - Reduce the total cost and increase the efficiency of field office and staffing structure for the decennial census
 - Reduce the total cost and increase the efficiency of the logistics management and support solutions used to track, assemble, and deploy materials needed to support field operations

*For the purpose of this project, field structure is defined as office (including home office), warehouse, and other physical space used to support field operations and the regional and local organizational/staffing structure used to conduct field operations work.

8.109 – Logistics Management/Field Infrastructure (Cont.)

Recent Accomplishments:

- Continued work sessions with stakeholders related to cost-saving recommendations for field infrastructure for the 2020 Census.
- Finalized literature review of “Work-at-Home” that provides input to studying the feasibility of conducting field supervisory work from a home environment.

8.109 – Logistics Management/Field Infrastructure (Cont.)

Near-term Project Focus Items:

- Continuing work sessions with stakeholders related to cost-saving recommendations for field infrastructure for the 2020 Census.

2020 Census Program Management Review

Content and Outreach Related Projects Jennifer Reichert, Program Manager

4.103 – Optimizing Self Response

8.106 – Contact Frame

December 20, 2013

4.103 – Optimizing Self Response

Project Description:

- Examine initial contact and self-response methods focusing on new modes and how response propensities differ by demographic and geographic groups.

Recent Accomplishments:

- Continued to assess the impacts of integrating the ID DataWeb (NISTIC pilot) into self-response operations versus building 2014 Site Test pre-registration web services in-house.
- Established the parameters and decision logic tree for Optimizing Self-Response in the microsimulation model component of the Census Enterprise Model.
- Submitted OMB package for generic clearance of small-scale split-ballot iterative testing that will study different components of emails, including subject lines, content, format, and timing in advance of the 2014 Site Test.
- Completed Gallup data collection on opinions towards alternate contact strategies, such as text messaging and emails, and attitudes towards Census Bureau's use of administrative records.
- Prepared and cognitively tested questions that seek to understand communication surrounding third party records that could be used for the 2014 Site Test and beyond.

4.103 – Optimizing Self Response (Cont.)

Near-term Project Focus Items:

- Develop requirements for the pre-registration portal that will allow us to pursue the possibility of encouraging people to sign up in advance of the census to let us know how they prefer to be contacted and enumerated.
- Develop requirements to implement a system to push e-mails to respondents to direct them to complete data collection.
- Begin working on Automated Voice Invitation research for the self-response operation in the 2014 Site Test.
- Conduct proof-of-concept test in December. The iterative testing for messaging and respondent attitudes includes split panel (non-probability) testing which relies on volunteers from the Census Bureau to be part of the research panel. The first testing of email messaging and address collection (for geocoding processes) is our proof-of-concept for the smaller iterative testing protocol.

8.106 – Contact Frame

Project Description:

- Assess non-address methods of contact for persons and housing units.
- Identify, acquire, and validate alternate contact data and assemble into alternate contract frame.
- Utilize alternate contract frame for field tests and analyze data to assess the quality of the frame information.

Recent Accomplishments:

- Provided contact frame data to the American Community Survey Office for the November panel of the American Community Survey. Landline phones are being used to contact respondents who did not respond to initial requests for paper or Internet responses. The results of the contact attempts using these phone numbers will help to evaluate the contact frame and improve its use for 2020 testing purposes.

8.106 – Contact Frame (Cont.)

Near-term Project Focus Items:

- Investigate ways to predict which of the multiple phone numbers associated with an address is most likely to be valid and operationally useful.
- Prepare to conduct an internal survey of Census Bureau employees to study phone/emails linked to their home address.

2020 Census Program Management Review

Evaluations and Experiments-Related Projects

Kevin Deardorff, Program Manager

8.107 – Administrative Records Modeling

8.107- Administrative Records Modeling

Project Description:

- Consolidate and conduct research efforts for examining optimal scenarios of curtailing contacts during NRFU field operations with the supplemental use of administrative record sources.

Recent Accomplishments:

- Documented initial Research findings of using administrative records during NRFU operation.
- Estimated rough order of magnitude cost comparisons among strategies to reduce the number of nonresponse field contacts.
- Began integrating initial research findings into designs of 2013 Adaptive Design Test and 2014 Site Test

8.107- Administrative Records Modeling (Cont.)

Near-term Project Focus Items:

- Evaluate approaches for characteristic imputation methods for handling unresolved cases due either to administrative records usage or reduced NRFU contacts.
- Continue research on using administrative records to reduce nonresponse followup contacts.
- Start research and analysis on the performance of using administrative records on American Community Survey data.