

2020 Census Program Management Review

2020 Field Reengineering Concept of Operations (Con Ops)

ROCKIT Team
(Reorganized Census with
Integrated Technology)

June 6, 2014

2015 Census Test

- Reengineer the roles, responsibilities, and infrastructure for field operations
- Utilize the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations
- Use adaptive design and administrative records to determine housing unit status and contact strategies
- Planned for an April 1, 2015 Census Day

ROCKIT Goals

- Develop a new concept of operations for the decennial census that increases 2020 NRFU productivity by a minimum of 20%
- Identify parameters to inform 2020 cost projections
- Provide information for the 2020 systems buy vs. build decisions



2020 Assumptions

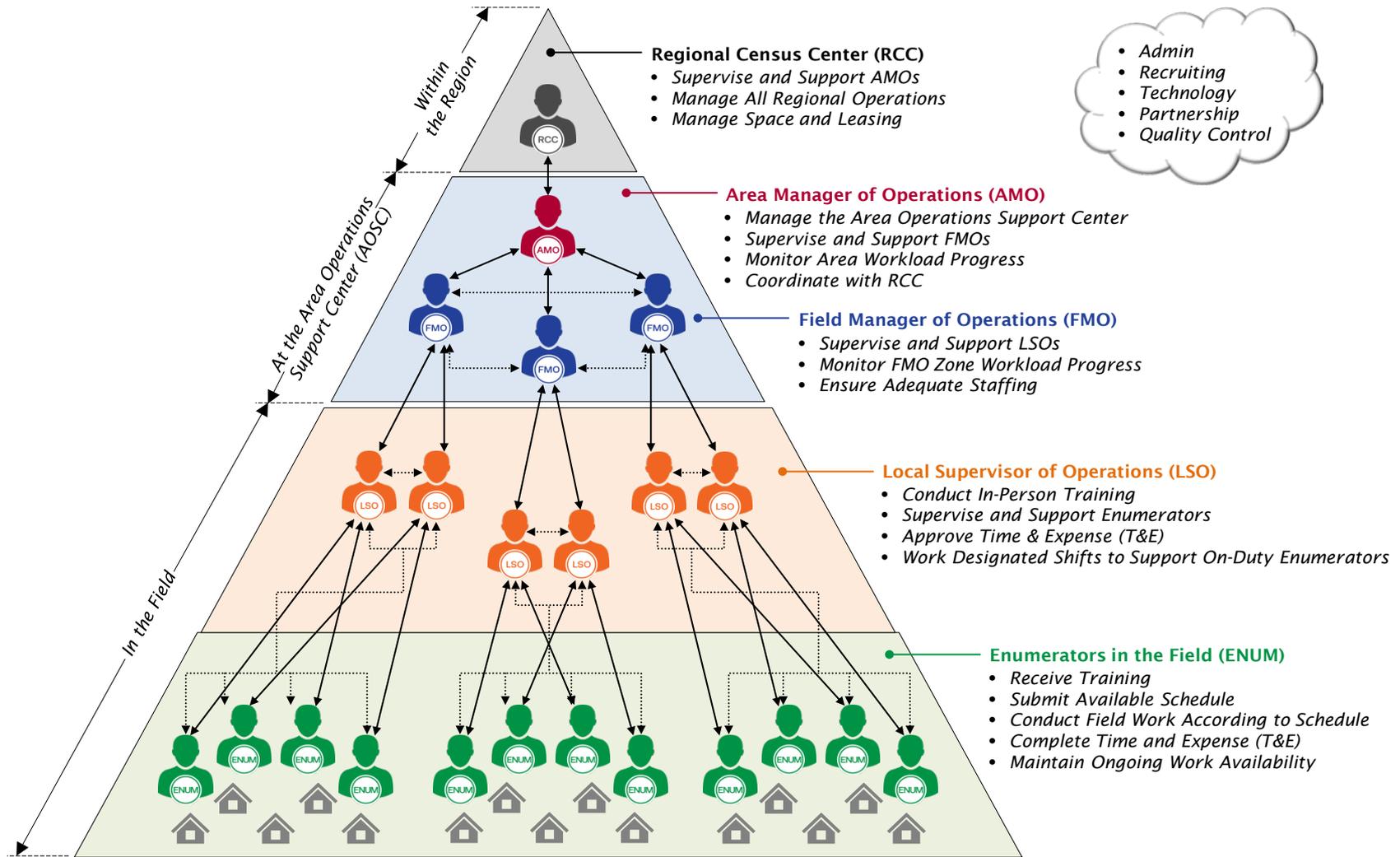
- A smart device and automated operational control system (OCS) will be used in field operations
- Automated time and expense submission
- Bring Your Own Device (BYOD) for enumerators
- A contact strategy (i.e. mode, best contact time, number of attempts) per unit will be provided



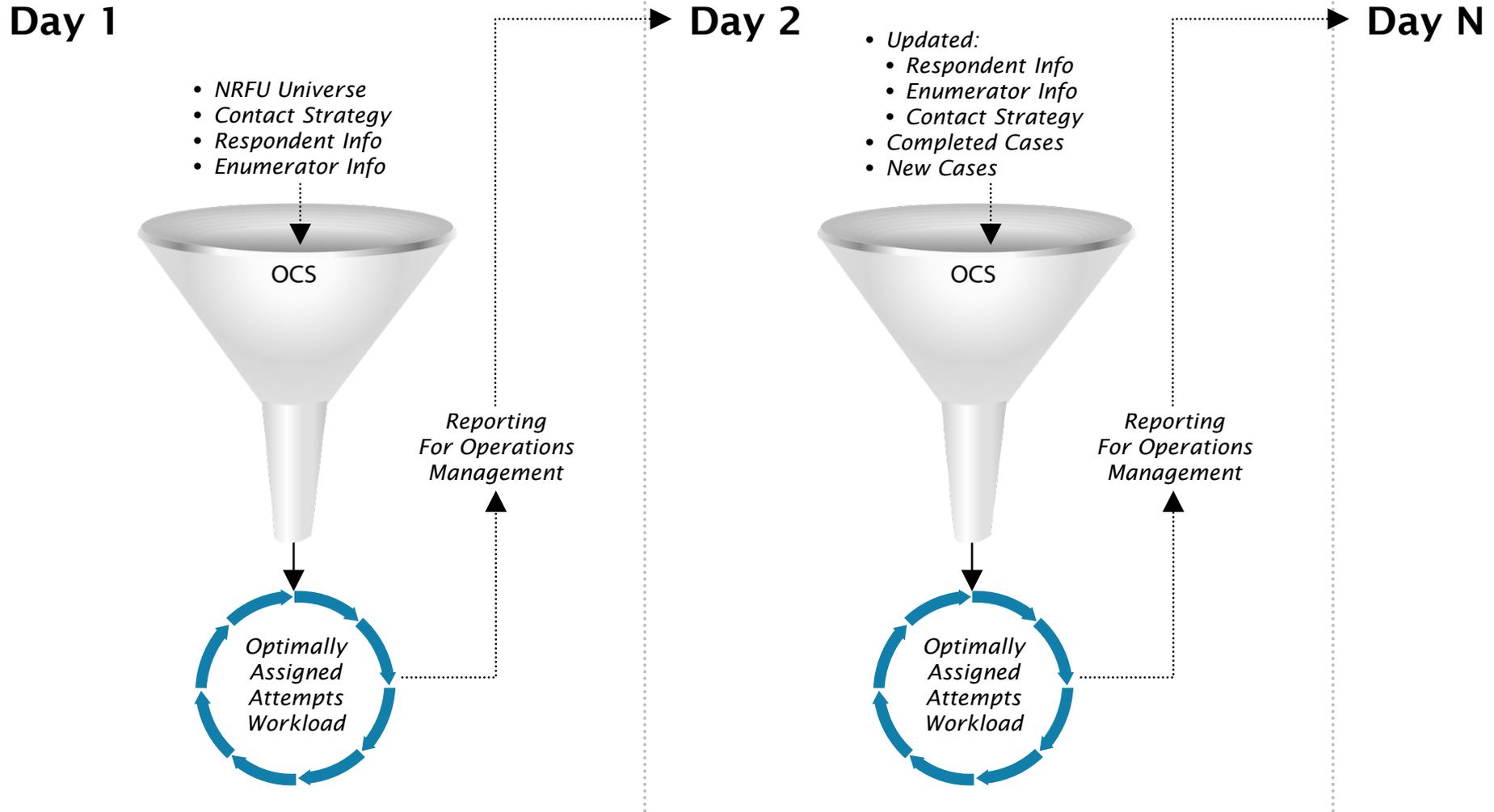
Major Changes for Field Operations

- Using automation to support processes
 - Optimized daily enumerator assignments of attempts
 - Near real time operations information for decision making
 - Enhanced operational control system
 - Automated training for enumerators and managers
- New field structure, including field staff roles and staffing ratios

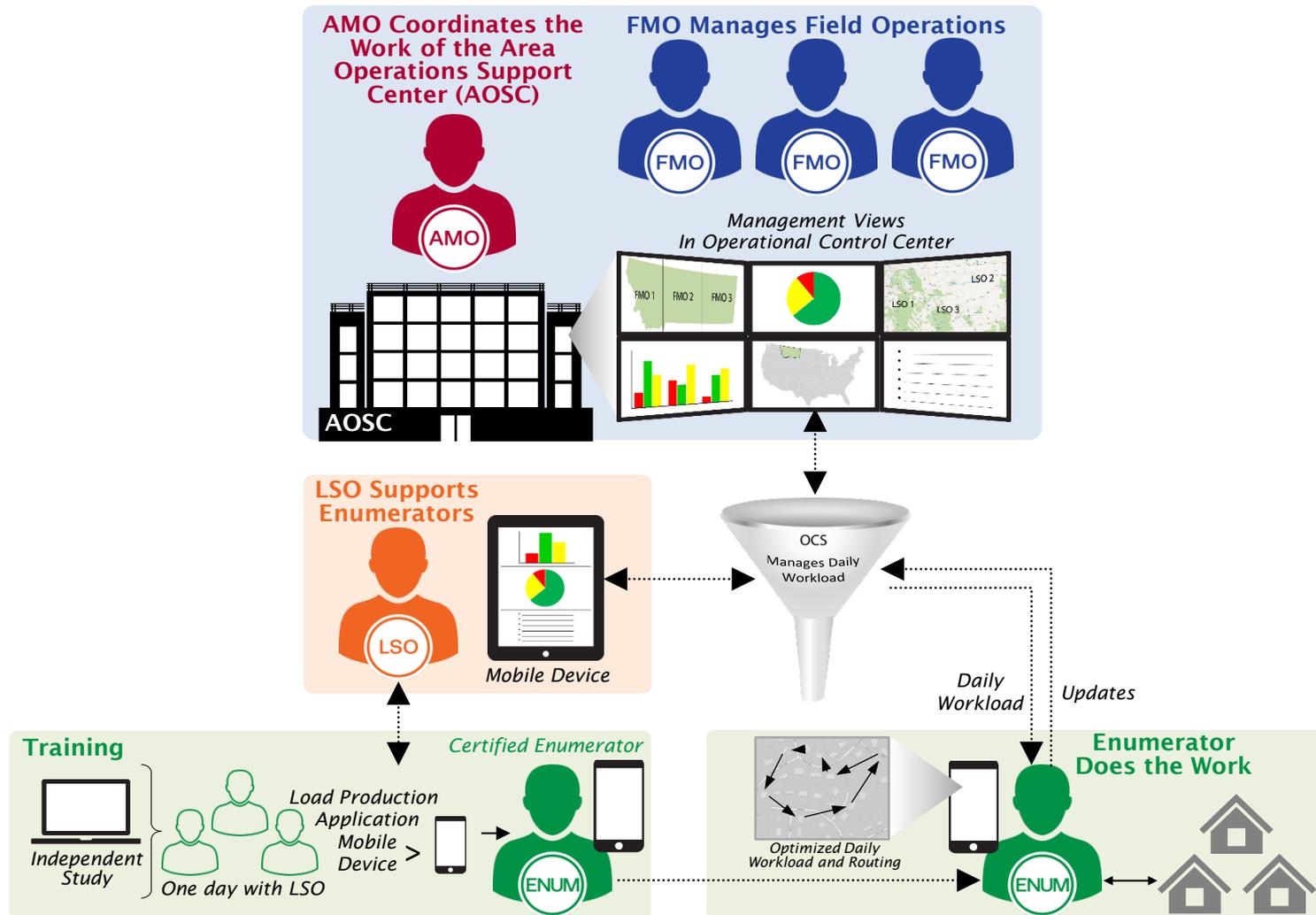
Organizational Structure



Day in the Life of the OCS



Concept of Operations





ROCKIT 2015 Test Plans

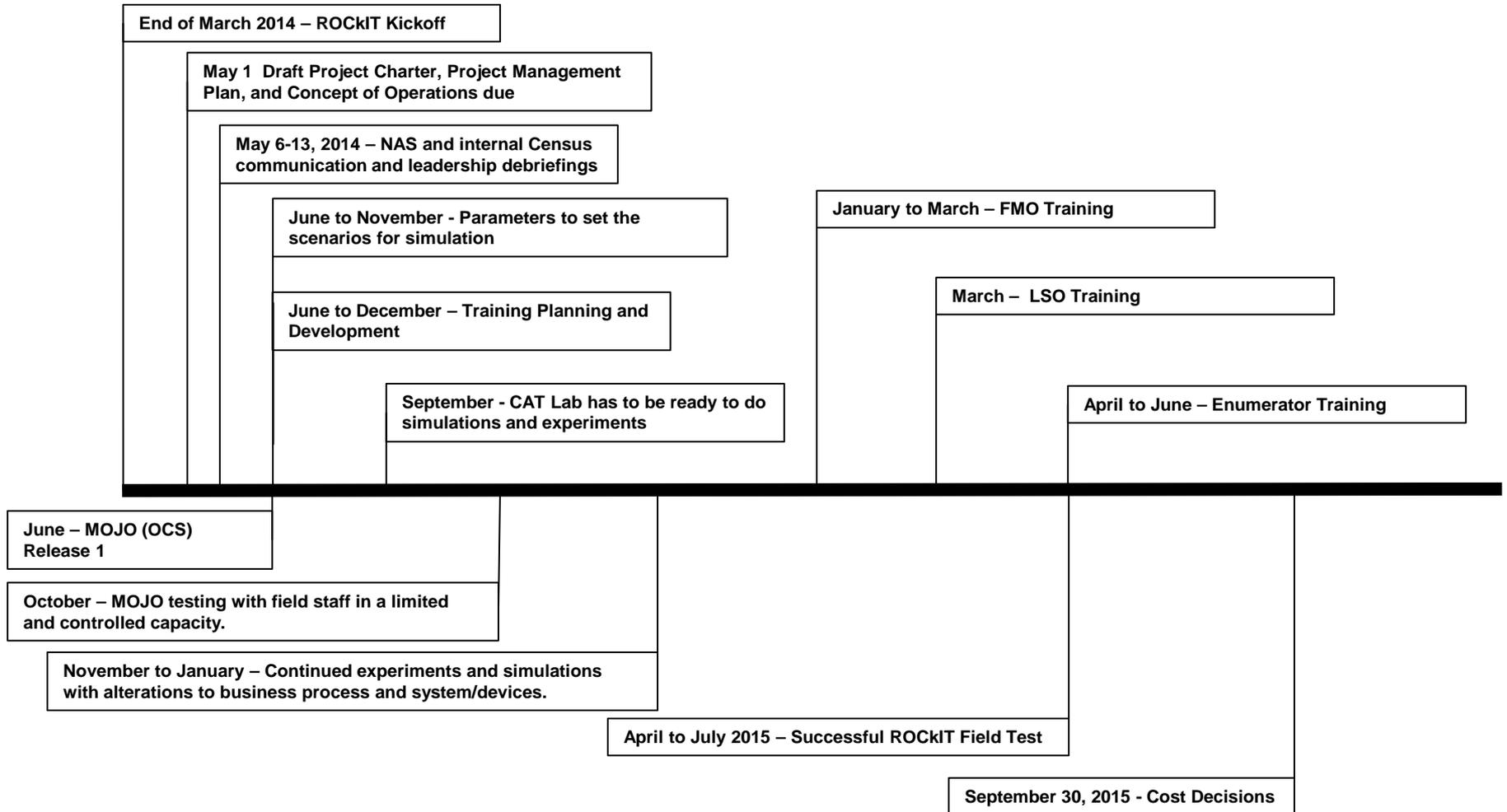
- Cost metrics in comparison with the control panel:
 - 20% increase in productivity
 - Decrease in miles/case
 - Decrease in total hours spent
- Quality metrics in comparison with the control panel:
 - Whole household/status imputation rate
 - Demographic characteristic distributions
 - Coverage of hard to count populations
- Evaluations of new structure and procedures:
 - Management structure
 - Staffing ratios
 - Scheduled time and shift time management
 - Enumerator performance indicators
 - Automated training



Projects to Prepare for 2015 Field Test

- Enhanced OCS Development
- Modeling and Simulation to refine ConOps
 - Optimization/Routing algorithms
 - Staffing ratios
- ROcKIT automated training plan and materials development
- ROcKIT position descriptions (PDs) and pay scale development
- Enhanced HR policy development (due to automation)
- Stand up of Operational Control Centers

Key Milestones and Deliverables



Let's ROCKIT to Success!!!

Questions

- Send questions to the email address below.

census.2020.program.management.review@census.gov