

2020 Census Program Management Review

2020 Census High-Level Schedule

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2020 Census Lifecycle – Research and Testing Objectives

- **Field Infrastructure**

- Administrative Records Usage
- Field Reengineering

- **Frame Development**

- Iterative Address List Development
- LUCA Program Improvement
- MAF Error Models
- Targeted Address Canvassing

- **Enumeration Research**

- Automating Field Activities
- Non-ID Processing
- NFRU Design and Operations
- Optimizing Self-Response
- Reducing and Improving Person Follow-up

Critical Milestones/Activities FY12 - 14

- FY 2012 – FY 2013
 - 11/11 Begin Formal Planning for the 2020 Census
 - 01/13 Begin the National Census Contact Test
 - 03/13 Develop Initial 2020 High Level Conceptual Design
- FY 2014
 - 11/13 Deliver Statistical Models With 2009 Available Data
 - 01/14 Identify Preliminary Federal Land Use & Similar Block Types for Removal from TAC
 - 01/14 through 11/14 Conduct E-mail Contact Testing
 - 02/14 Begin Operational Testing for 2014 Census Test IT Systems
 - 10/14 Begin to Develop & Test Field Re-Interview Quality Control System*
 - 04/14 Issue Preliminary Interactive Review with Use of Aerial Imagery & Micro Targeting

* Initialization of 2020 production systems as distinct from prototype and system activities already in progress to date.

Critical Milestones/Activities FY12 - 14 (cont.)

- FY 2014 Continued
 - 04/14 Finalize AdRec Use and Case Assignment Strategy for NRFU Panels for the 2014 Census Test
 - 4/14 Deliver Statistical Models with 2013 Available Data
 - 05/14 Deliver Preliminary Results with SNAP & Similar Sources to Increase Coverage of AdRec on NRFU Population
 - 05/14 Deliver National Census Contact Test Results
 - 05/14 Finalize the 2014 Census Test NRFU Case Assignment Model
 - 05/14 Define Test Objectives for the 2015 Census Test
 - 06/14 through 09/14 Conduct 2014 Census Test
 - 06/14 Deliver Internet Strategy for the 2015 Census Test
 - **07/01/14 Census Day (2014 Census Test)**
 - 09/14 through 12/14 Conduct MAF Model Validation Testing (to Validate TAC Strategy)
 - 09/14 Deliver 2020 IT Strategy
 - 09/14 Issue (Go/No-Go) Targeted Address Canvassing Recommendation

Critical Milestones/Activities FY15

- FY 2015
 - 11/14 Finalize 2015 Census Test NRFU/ AdRec Usage Model
 - 11/14 Finalize 2015 Census Test NRFU Routing & Case Management Strategy
 - 11/14 Estimate Cost Savings of Alternative NRFU Operational Designs
 - 12/14 Deliver Initial Capability Requirements
 - 12/14 Establish and Test Technical/Legal/Policy Implementation of Bring Your Own Device on Personally Owned Devices
 - 12/14 Begin Developing & Testing Internet Data Collection System*
 - 12/14 Begin Developing & Testing Cost & Progress Tracking System*
 - 02/15 Issue Findings from using AdRec to Simulate Enumeration of Non-Response Housing Units from ACS
 - 03/15 through 07/15 Conduct 2015 Census Test
 - **04/01/15 Census Day (2015 Census Test)**

* Initialization of 2020 production systems as distinct from prototype and system activities already in progress to date.

Critical Milestones/Activities FY15 (cont.)

- FY 2015 Continued
 - 05/15 Deliver Findings on Methods to Account for Missing Person & Housing Unit Characteristics
 - 07/15 Deliver Preliminary Results from 2015 Testing Activities:
 - Estimated National Response Rate, Internet Response Rate, & NRFU Workload
 - Estimated Participation Rate for Preregistration
 - Refined Workload Estimates for Preregistration, Non-ID, Internet Data Collection, & TQA Systems
 - Impact on Response Rates of Contact/Response Strategies: Preregistration, Mail, Email, Text, Telephone
 - 07/15 Define Process for Targeting Methodology

Critical Milestones/Activities FY15 (cont.)

- FY 2015 Continued
 - 09/15 Begin Developing & Testing Paper Data Capture*
 - 09/15 Deliver Preliminary 2020 Census Architecture & IT Roadmap
 - 09/15 Estimate Predicted Cost Savings Associated with Preliminary Approach for Conducting Self-Response & NRFU in the 2020 Census
 - 09/15 Determine Background Check Approach
 - **09/15 Determine Preliminary 2020 Census Design**

* Initialization of 2020 production systems as distinct from prototype and system activities already in progress to date.

Legend

- ACS – American Community Survey
- AdRec – Administrative Records
- MAF – Master Address File
- LUCA – Local Update of Census Addresses
- NRFU – Non-Response Follow-Up
- SNAP – Supplemental Nutrition Assistance Program
- TAC – Targeted Address Canvassing TEA – Type of Enumeration Area
- TIGER – Topologically Integrated Geographic Encoding and Referencing
- QA – Telephone Questionnaire Assistance