2020 Census Program Management Review

2015 Census Testing Activities: Nonresponse Followup Update

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2015 Census Test
Summary

- Test the feasibility of fully utilizing a field operations management system that leverages planned automation and available real-time data, as well as data households have already provided to the government, to transform the efficiency and effectiveness of data collection operations.

- Reduce NRFU workload and increase NRFU productivity with Administrative Records, Field Reengineering, and Adaptive Design.
Administrative Records for Nonresponse

- Evaluate the feasibility of using real-time data through:
  - Leveraging mail delivery information from the United States Postal Service to help determine housing unit occupancy status
  - Replicating a census environment on an April 1 Census Day to better evaluate the removal of cases using administrative records

- Using information from administrative records to determine:
  - Occupancy status of a housing unit
  - Characteristics about people residing in occupied housing units
Adaptive Design for Nonresponse

- Up to three personal visits before using a proxy
- Specific maximum number of visits determined by implementing real-time stopping rule models
- Stopping rule models factor in:
  - Completeness of the data in a geographic area
  - Stability over time and additional attempts
  - Benchmarking to other data sources such as the ACS
NRFU Design

- 2015 Census Test projected to include approximately 60,000 non-responding cases

- Non-responding cases relatively evenly split between three panels – one control panel and two experimental panels

- The adaptive design and administrative record treatments will be applied to the two experimental panels
Control Panel

- Field procedures similar to the 2010 Census
  - Major differences from the 2010 Census include:
    - Use of automated data collection instrument
    - Some onboarding (fingerprinting, etc.) will be contracted out

- Maximum three personal visits, up to six total contacts if a phone number identified, and use of proxy after third personal visit attempt

- Employs same operational control system from 2014 Census Test
Full Administrative Records Removal Panel

- Implements an adaptive design contact strategy

- Removes unoccupied and occupied housing units from the NRFU workload that can be enumerated with administrative records prior to any contact attempts made at those housing units

- Employs new operational control system being developed by ROCKIT team
Full Administrative Records Removal Panel

NRFU Housing Units

Use Administrative Records To Determine Status and Count

Conduct Contacts (1 to 3)

Resolved

Unresolved
Hybrid Administrative Records Removal Panel

- Implements an adaptive design contact strategy

- Removes unoccupied housing units from the NRFU workload that can be enumerated with administrative records prior to any contact attempts made at those housing units

- Remove occupied housing units from the NRFU workload that can be enumerated with administrative records after one contact attempt made at those housing units

- Employs new operational control system being developed by ROCkIT team
Hybrid Administrative Records
Removal Panel

NRFU Housing Units

Use Administrative Records to determine vacant or delete

Attempt 1 interview for remaining units

Resolved

Unresolved

Use Administrative Records to determine Population in occupied units

Conduct Additional Contacts (0 to 2)

Resolved

Unresolved

2015 Census Test - NRFU
Evaluation Follow-up

- Expect to follow up on approximately 5,000 cases where 2015 Census Test NRFU response does not match administrative records information

- Cases included are:
  - Housing unit status disagreements –
    - Unit is vacant in NRFU, but occupied in administrative records OR
      Unit is occupied in NRFU, but vacant in administrative records
  - This evaluation will collect information on timing of vacancy
Cases included are: (Continued)

Population count disagreements
- These are units occupied in both NRFU and administrative records, but the population counts from each source differ
- This evaluation will collect information on all people associated with the housing unit during the calendar year

Roster changes in administrative records
- Unit is occupied in two most recent years of administrative records, but roster of people living in that unit has changed
- This evaluation will collect information on all people associated with housing unit during calendar year to help assess the accuracy of the rosters in administrative records
Questions

- Send questions to the email address below:

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