

2020 Census Program Management Review

2015 Census Test

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Outline

- Test Objectives
- Test Site: Maricopa County, Arizona
- Sample Design
- Response Modes
- Self Response
- Nonresponse Followup
- Evaluation Followup
- Bring Your Own Device



2015 Census Test Objectives

- 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 Nonresponse Followup (NRFU) workload and increase NRFU productivity with Administrative Records, Field Reengineering, and Adaptive Design.
- Test operational implementation of the Bring Your Own Device (BYOD) option for enumeration.



Test Site: Maricopa County, Arizona

- Portions of Maricopa County, Arizona
- 165,000 addresses
- No more than 70,000 addresses included in Nonresponse Followup
- 5,000 of the 70,000 addresses reinterviewed in a followup operation to evaluate administrative records



Sample Design

- Two stage sample design
- Three panels
- 250 block groups
- 20,000 NRFU cases per panel
- Block groups randomly allocated to each panel
- Subsampling of block groups after initial mailout to reduce sample to 20,000 per panel
- 2015 ACS cases excluded from sample selection
- No field quality control operations
- Census Day: April 1, 2015



Response Modes

- Internet self-response on secure web
- Self-response on paper questionnaire
- Computer Assisted Telephone Interviewing
- Computer Assisted Personal Interviewing (CAPI) in NRFU
- Non ID responses



Self-Response

- Primary objective: experiment with different methods of maximizing self-response to increase the number of households that respond online
- No separate self-response panels
- No “Notify Me” option
- Internet Push Mail Contact
- Two reminders by mail postcards
- Paper questionnaire to nonresponders



Nonresponse Followup (NRFU)

- Primary objective: evaluate difference in production rates between control and experimental panel treatments
- Alternative treatments vary the approach to removing cases from NRFU prior to field work and changes in contact strategies for cases visiting in the field
- Handheld device for data collection



NRFU Panel Design

- 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



NRFU: Control Panel

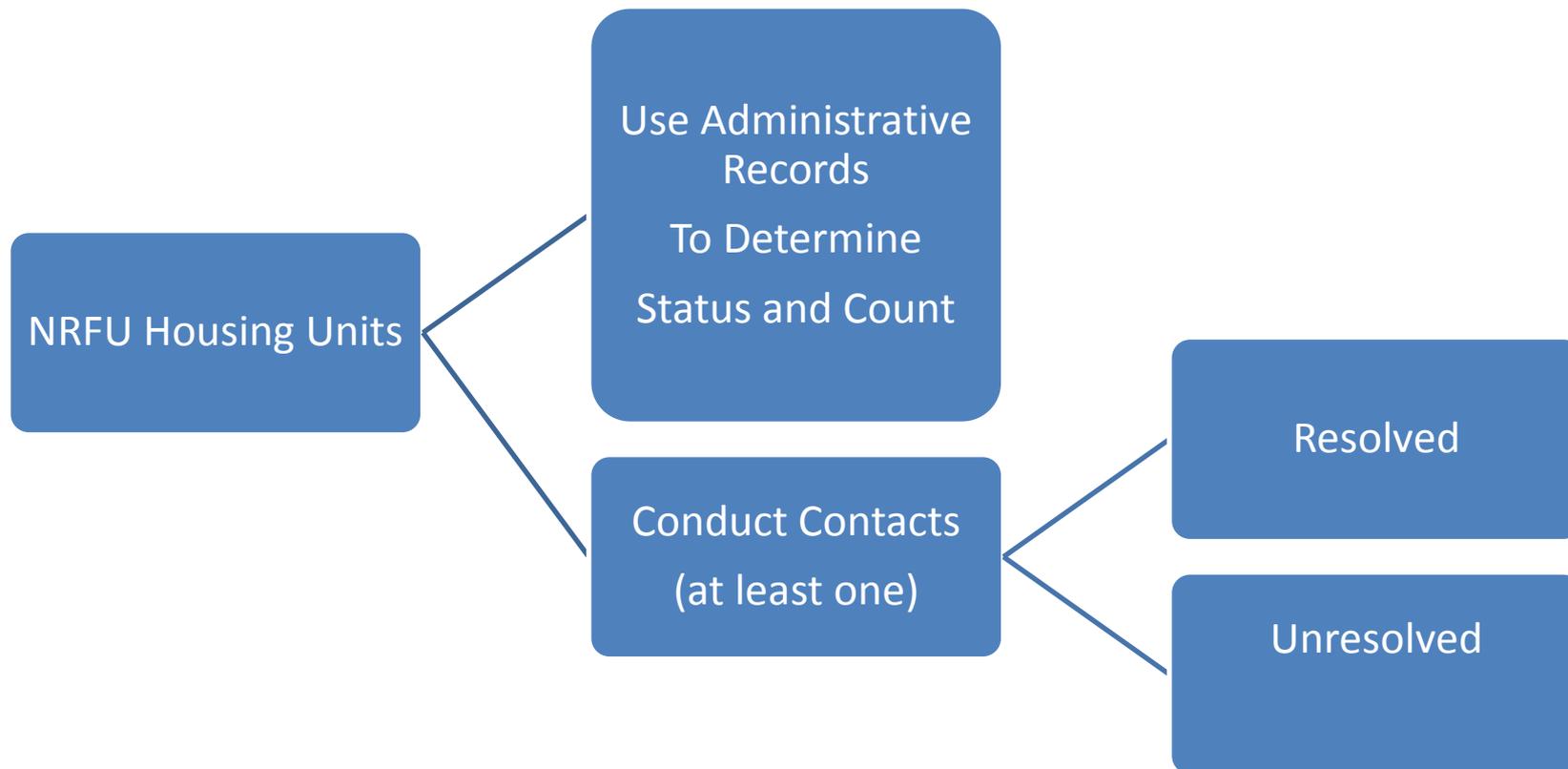
- Field procedures similar to the 2010 Census
- Maximum three personal visits, up to six total contacts if a phone number identified, and use of proxy after third personal visit attempt
- Employs same operational control system from 2014 Census Test



NRFU: 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

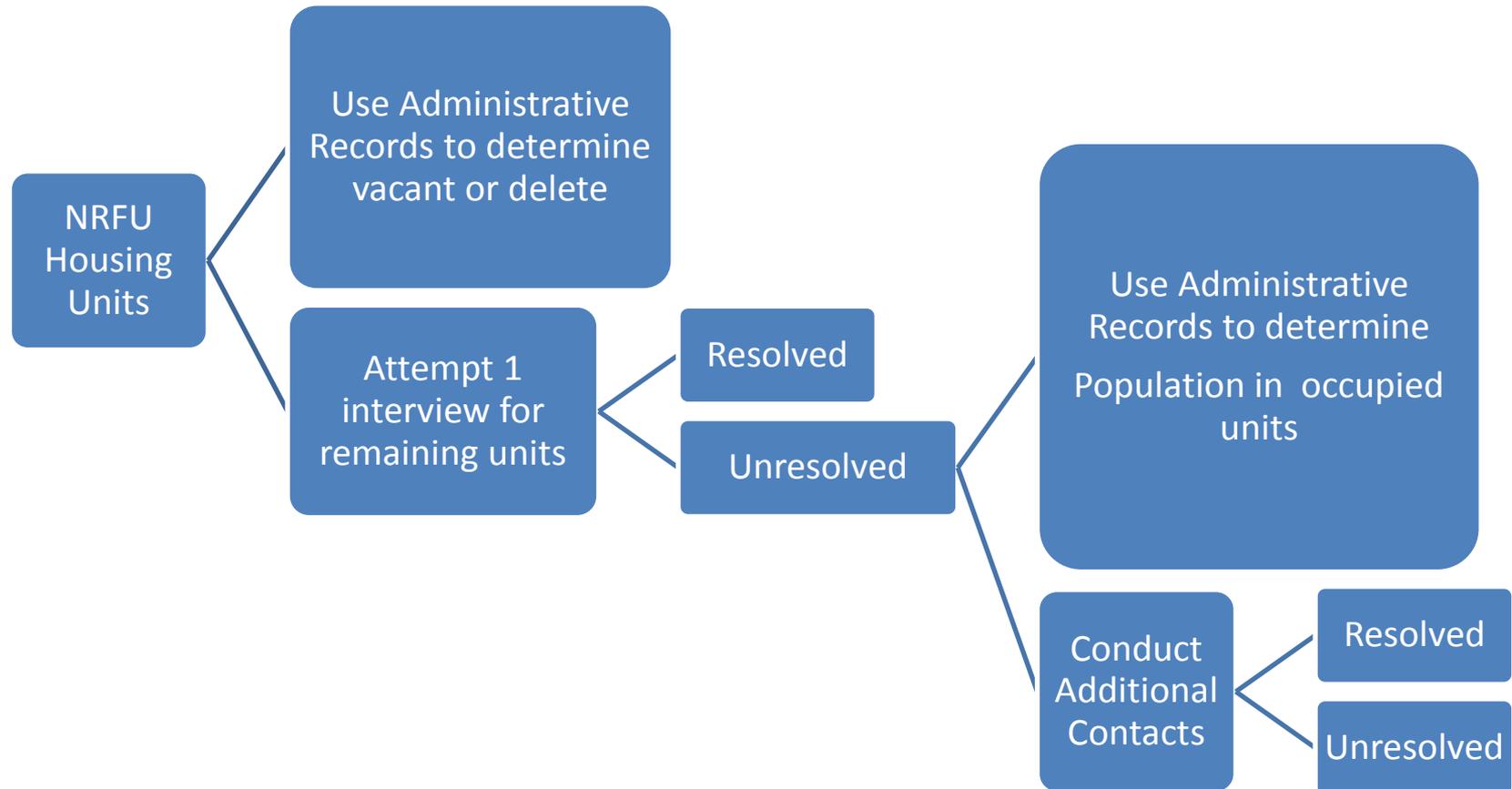




NRFU: Hybrid Administrative Records Removal Panel

- Implements an adaptive design contact strategy
- Removes vacant 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





Evaluation Follow-up

- Major Objectives:
 - Obtain the most accurate status of the housing unit on Census Day
 - To identify people associated with an occupied housing unit during the calendar year
- Subsample of NRFU cases
- Comparison of control panel cases to Administrative Record processing results
- Identify cases with housing unit status and population differences



Evaluation Follow-up: Sample Selection

- NRFU interview provided by household member – Population count is different from that of Administrative Records
- NRFU interview provided by proxy – Population count is different from that of Administrative Records
- NRFU interview determined address to be occupied – Administrative Records determination was vacant
- NRFU interview determined address to be vacant – Administrative Records determination was occupied
- NRFU Proxy cases – Administrative Records occupied
- Changes in administrative records composition from previous year
 - Unit is occupied in two most recent years of administrative records, but roster of people living in that unit has changed



Bring Your Own Device

- Additional Nonresponse Followup data collection activity
- Enumerators use their personally owned mobile devices and wireless service.
- Sample of up to 5,000 addresses – not included in other test activities
- Objectives:
 - Design, develop, deploy and support secure software solutions that can be installed on an employee's personally owned mobile device.
 - Conduct interviews with respondents using the enumerator-owned mobile device.
 - Capture lessons learned for future operations, including focus groups with a sub-set of the respondents, questionnaires for the enumerators, and collect feedback from the local census office.

Questions

- Send questions to the email address below:

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