

# 2020 Census Program Management Review

## 2015 Census Testing Overview

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# 2015 Testing Activities

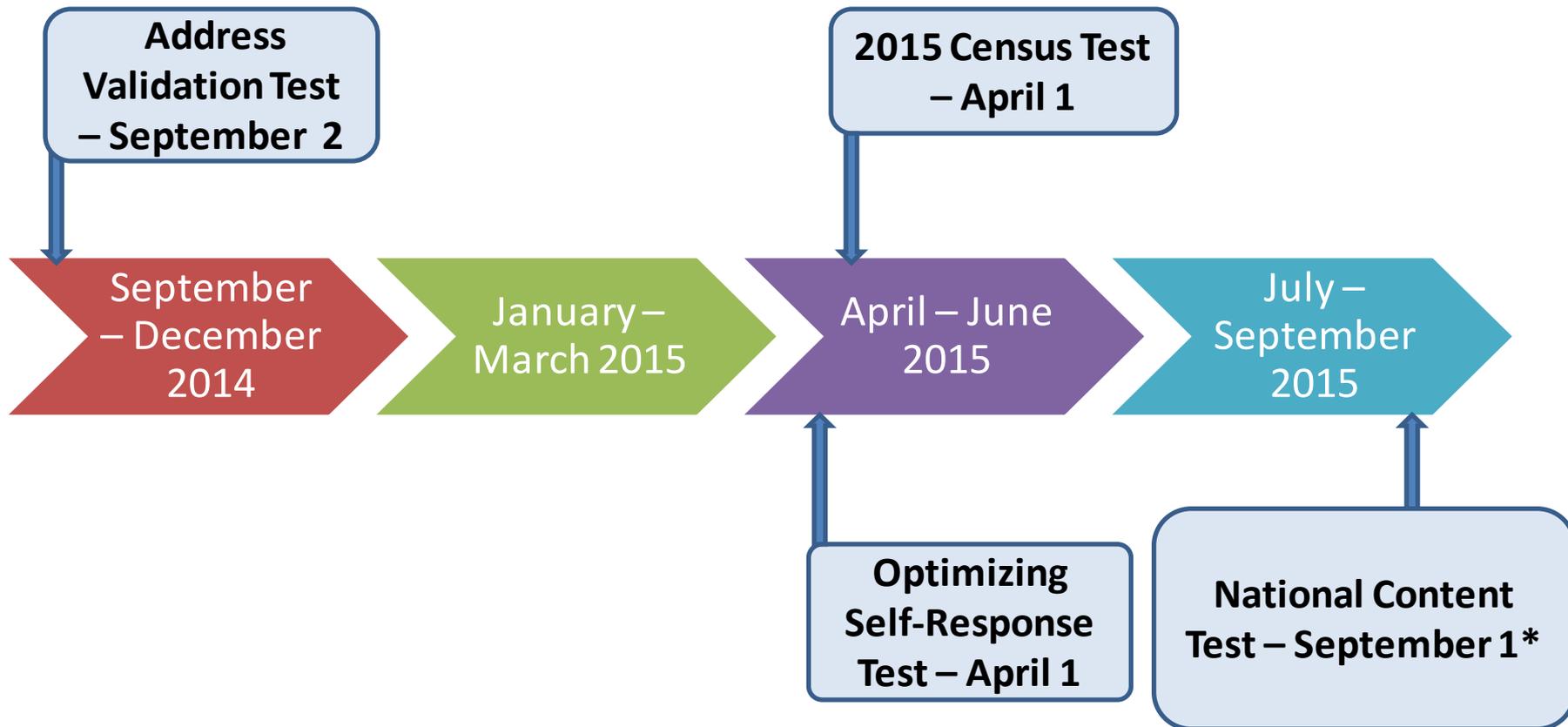
- We have a lot going on in 2015, and the Census Bureau is excited about what we are testing and what we will be able to learn and apply to future tests and most importantly to the 2020 Census
- Five Tests occurring in Fiscal Year 2015
- The Address Validation Test is complete and we are conducting our analysis. We look forward to sharing the results of that test at our next PMR
- You will get more detailed information on several of these tests shortly, but I wanted to remind everyone of the purpose and timeline for these tests

# Purpose of 2015 Testing Activities

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- Focus on the major design decisions and content development for the 2020 Census
- Inform the performance of the methods and models that will help us develop the address list, test the use of aerial imagery for change detection, and assist in the delineation of the Reengineered Address Canvassing workloads
- Continue testing “Notify Me” and “Non-ID” response to determine if we can optimize self and Internet response rates
- Research how advertising, outreach, and promotion can engage and motivate respondents for action
- Test the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations
- Research the use of administrative records and third-party data in reducing the nonresponse followup workload
- Reengineer the roles, responsibilities, and infrastructure for the field

# 2015 Census Testing Activities Timeline





Please send questions to:

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