

2020 Census Program Management Review

2015 Census Test Update

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Decennial Directorate

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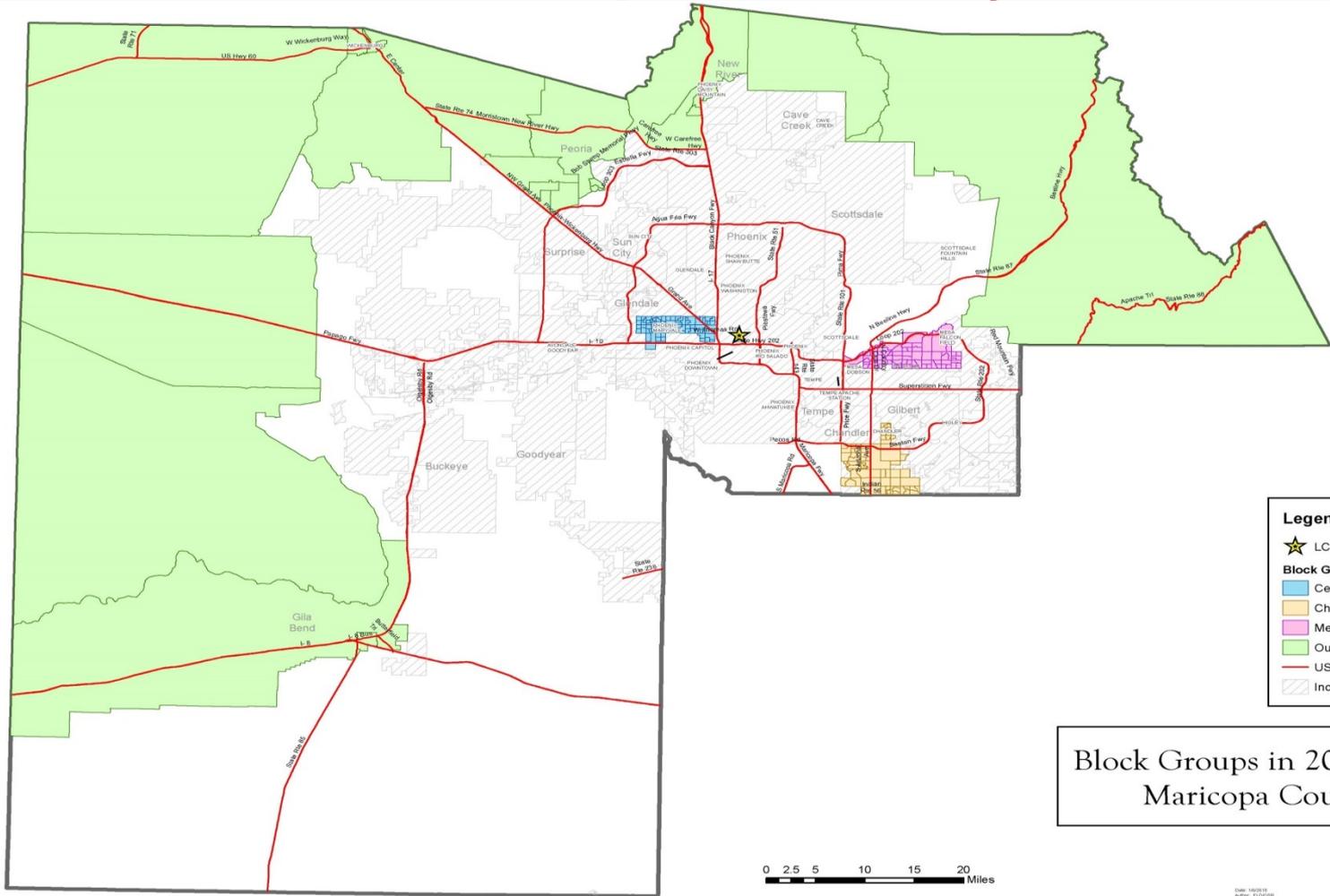
Outline

- Test Objectives
- Review of Site Test Details
- Key Milestones
- Field Management
- Nonresponse Followup
- Evaluation Followup
- Bring Your Own Device

2015 Census Test Objectives

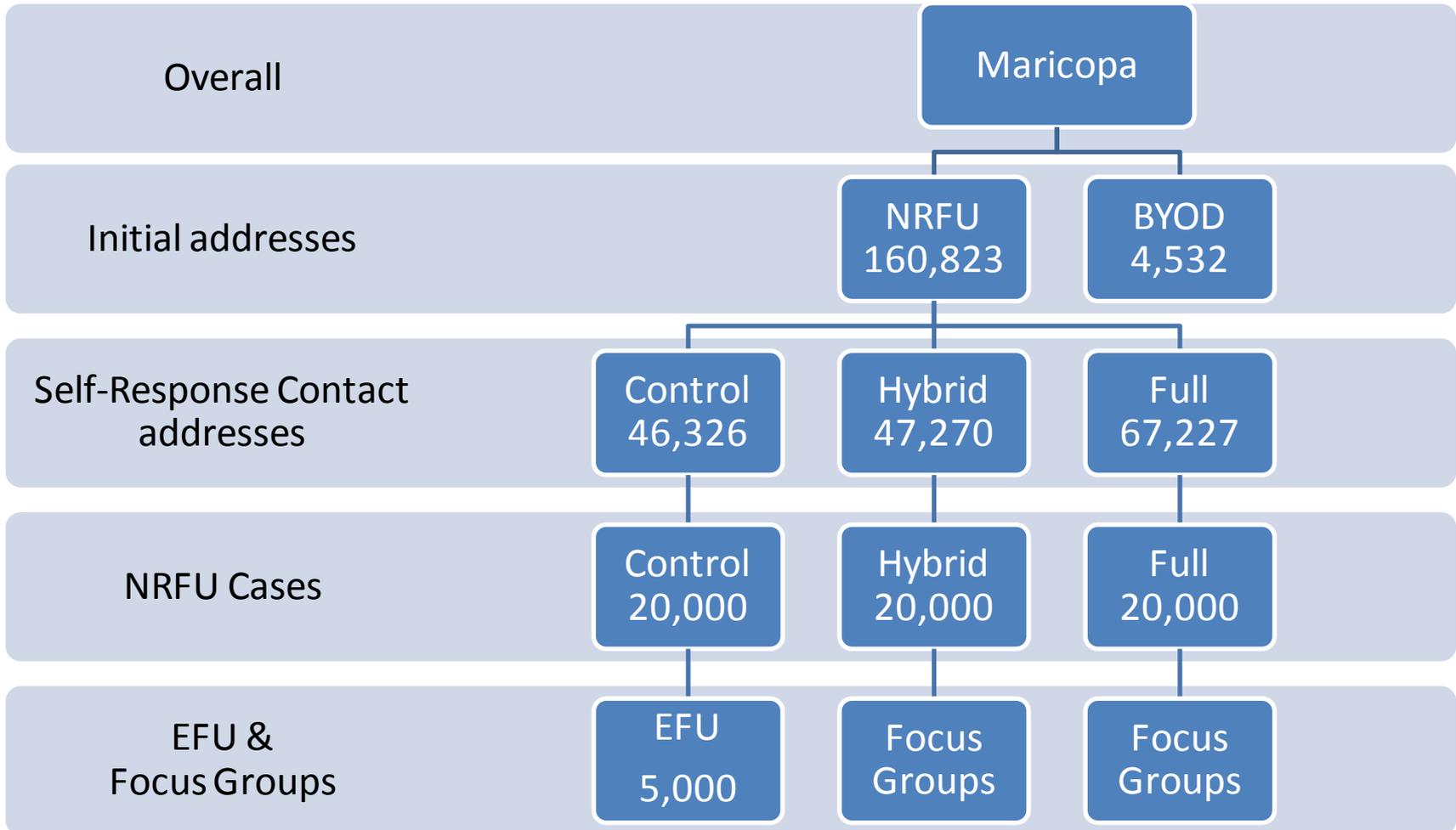
- Test the feasibility of fully utilizing a field operations management system that leverages planned automation and available real-time data, as well as data households have already provided to the government, to transform the efficiency and effectiveness of data collection operations.
- Reduce Nonresponse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



Block Groups in 2015 Test:
Maricopa County

2015 Census Test: Sample Sizes

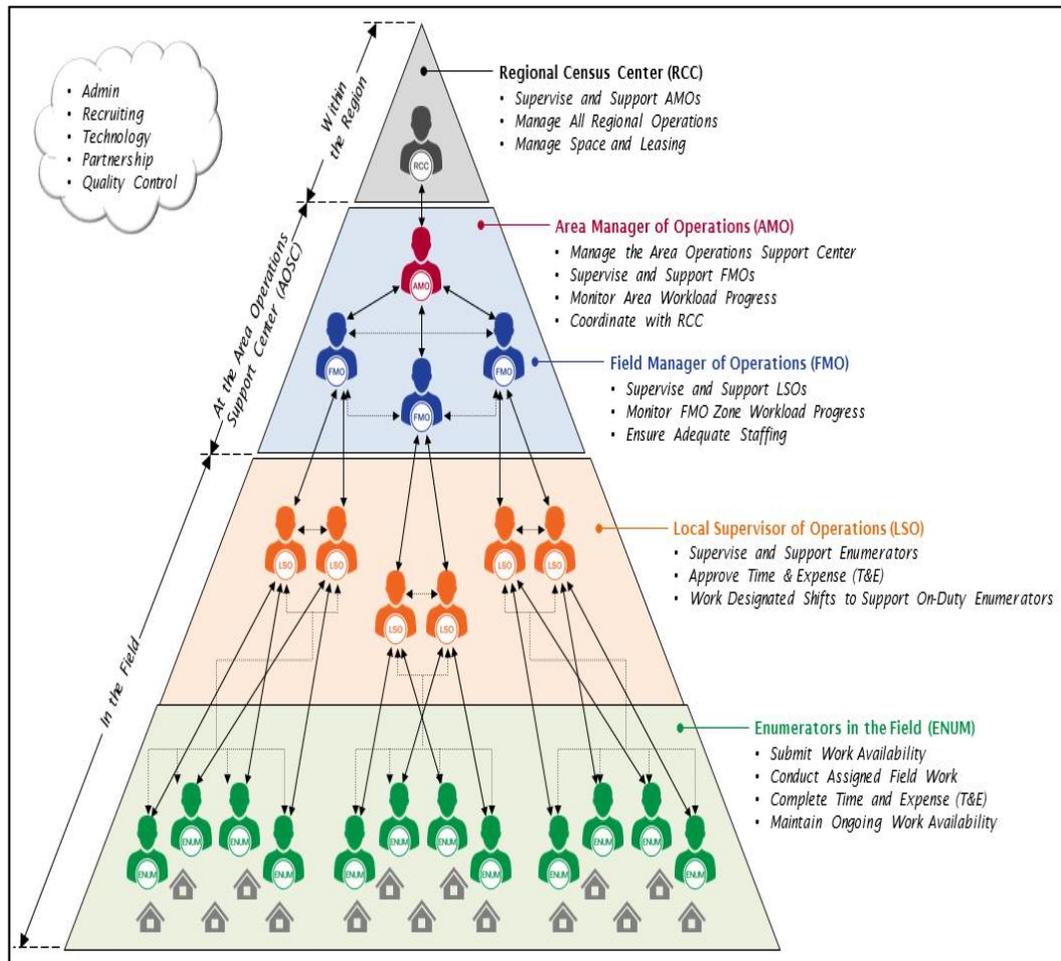


Key Milestones

- ✓ **Local Census Office Open** – 1/26/2015
- ✓ **OMB Package Approval** – 2/17/2015
- ✓ **Send Self-Response Postcards-Letter** – 3/20/2015
- ✓ **Begin Self-Response Data Collection** – 3/23/2015
- ✓ **Self-Response first reminder** – 3/27/2015
- ✓ **Census Day** – 4/1/2015
- ✓ **Self-Response second reminder** – 4/3/2015
- **Final reminders with Paper Questionnaires** – 4/10/2015
- **Systems Ready for NRFU** – 4/15/2015
- **Recruiting** – 11/24/2014 – 4/15/2015
- **Training** – 4/13/2015 – 5/20/2015
- **NRFU** – 5/14/2015 – 6/23/2015
- **BYOD** – 6/15/15 – 6/27/2015
- **EFU** – 7/13/2015 – 8/7/2015
- **Focus Groups** – 7/20/2015 – 7/23/2015

Status Update: Field Management Structure

Experimental Panels



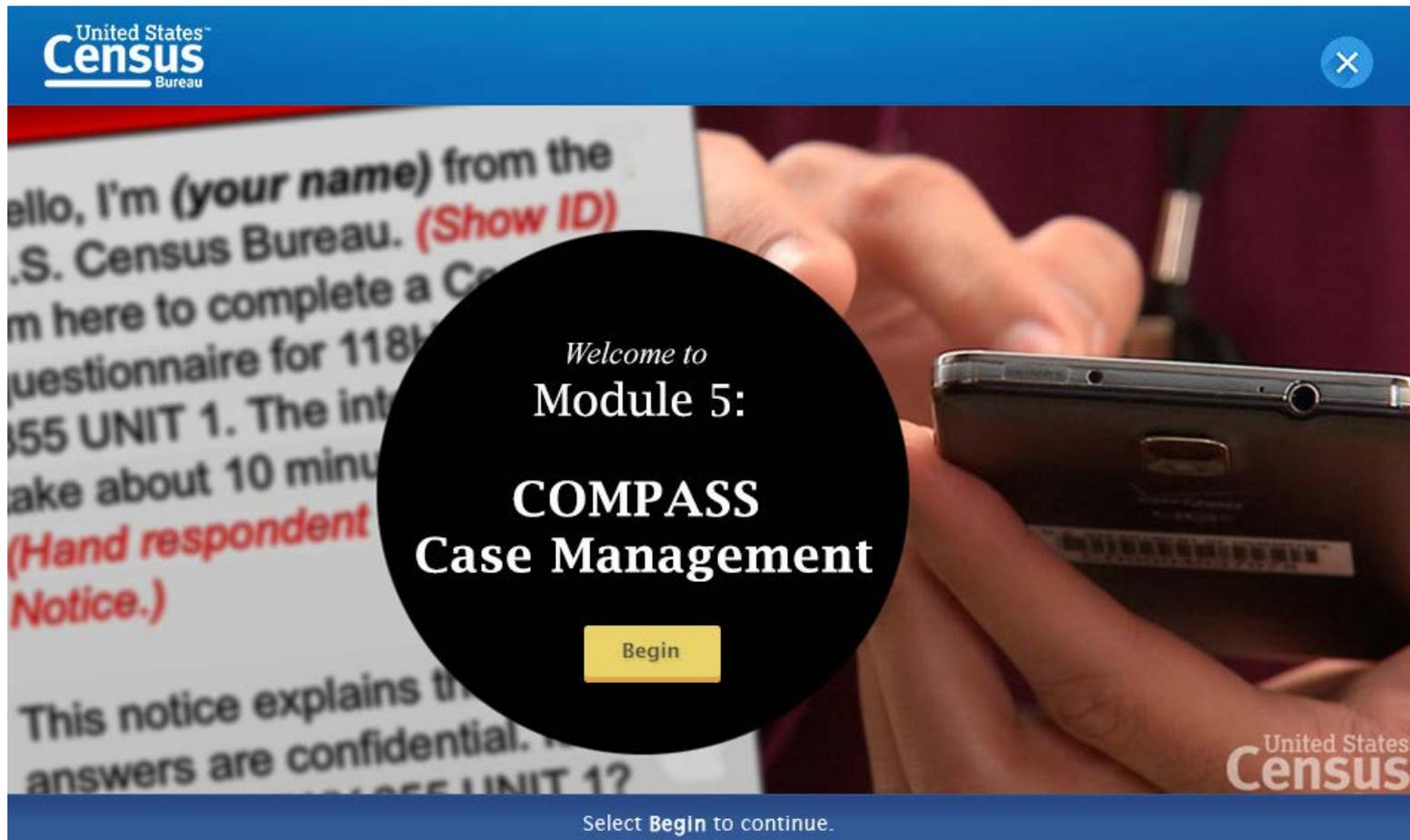
Control Panel

- Local Census Office opened: Monday, January 26, 2015
- Selection of Field Operation Supervisors
- Recruiting of enumerators

Status Update: Nonresponse Followup

- User Acceptance Testing
- Onboarding dry runs
- Training Materials

Automated Training Demonstration



United States
Census
Bureau

ello, I'm (your name) from the
S. Census Bureau. (Show ID)
m here to complete a C
questionnaire for 118
55 UNIT 1. The int
ake about 10 minu
(Hand respondent
Notice.)

This notice explains th
answers are confidential. 55 UNIT 1?

Welcome to
Module 5:
COMPASS
Case Management

Begin

United States
Census

Select **Begin** to continue.

Status Update: Evaluation Followup

- 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 Nonresponse Followup cases
- Comparison of control panel cases to Administrative Record processing results
- Identify cases with housing unit status and population differences

Status Update: 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 subset 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