

2020 Census Program Management Review

2020 Census Program Management Updates

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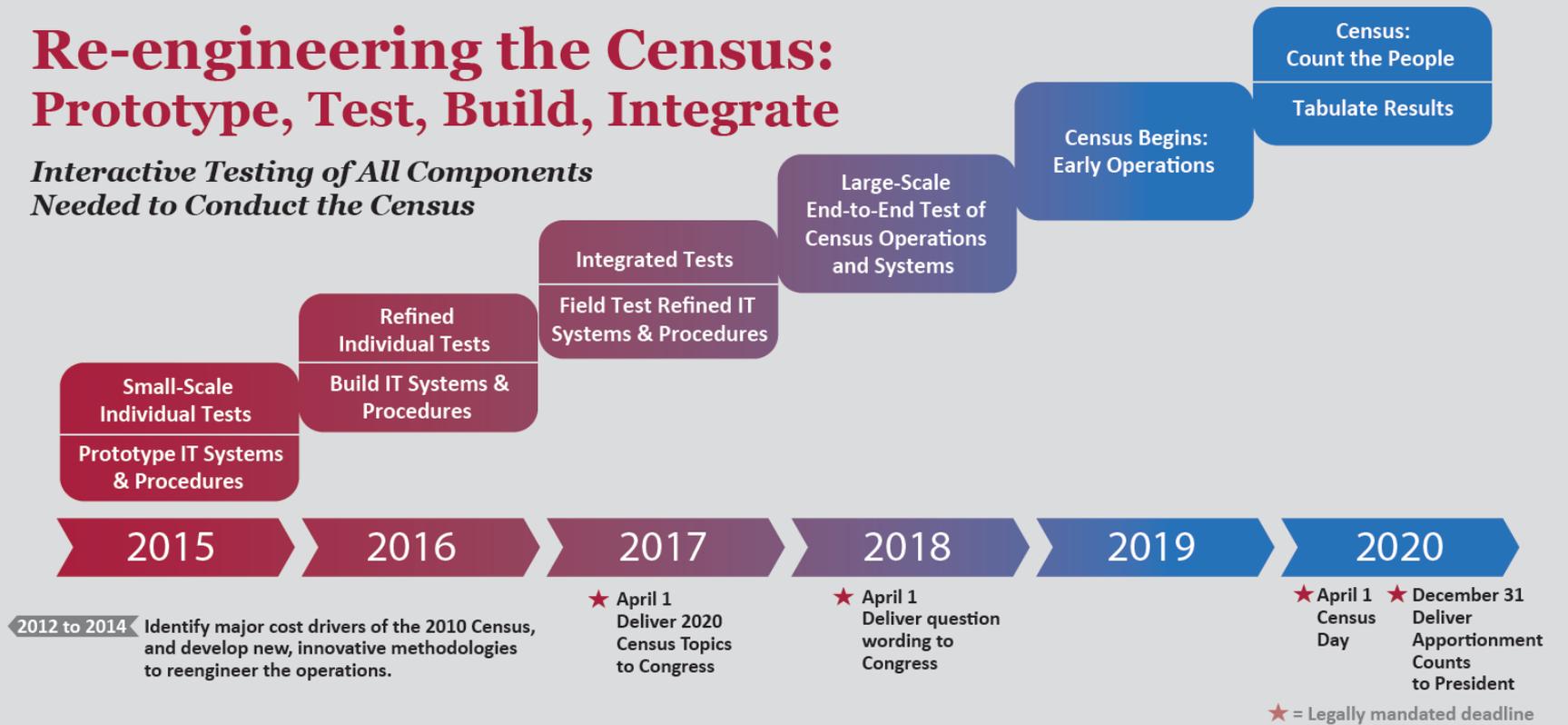
July 10, 2015

V1.0 Final

2020 Census: Where Are We Today?

Re-engineering the Census: Prototype, Test, Build, Integrate

*Interactive Testing of All Components
Needed to Conduct the Census*



Status Update on Where We Are Today

- Address Validation Test
 - MAF Model Validation Test
 - Partial Block Canvassing Test
- Optimizing Self-Response Test
- 2015 Census Test
- 2015 National Content Test
- 2016 Census Test
- 2020 Census Operational Plan

Reengineering Address Canvassing

Goal: To reduce the need for a nationwide in-field address canvassing operation. Instead, the Census Bureau plans to develop innovative alternative methodologies for updating the Master Address File (MAF)/Topologically Integrated Geographic Encoding and Referencing (TIGER) System throughout the decade using a combination of in-field and in-office techniques.

Summary of Activities

- Refined the Business Process Models for in-office address canvassing
- Continued development of systems to support in-office address canvassing
- Completed summary of responses for Change Detection Request for Information (RFI)

Look Ahead

- Issue the Address Validation Test Report
- Complete the Address Canvassing Implementation Plan
- Release the Change Detection Request for Proposal (RFP)
- Award the National Address/Geospatial and Imagery Datasets Contract
- Define system requirements for the 2016 Address Canvassing Test

Optimizing Self-Response (OSR)

Goal: To communicate the importance of the 2020 Census to the United States population to generate the largest possible self-response (including allowing respondents to submit a questionnaire without a unique identification code through Non-ID processing), to reduce the need to follow up with non-responding households in person.

Summary of Activities

- OPTIMIZING SELF-RESPONSE TEST
 - Census Day was April 1, 2015
 - Sent Final Reminder with Paper Questionnaire Booklets between April 7 and April 14, 2015
 - Sent Postcard Invitation to Previously Non-sampled Households on May 18, 2015
 - Ended Official Data Collection on May 31, 2015
 - Closed Data Collection Systems on June 23, 2015
- 2015 NATIONAL CONTENT TEST
 - Posted in the Federal Register Notice on May 22, 2015
 - Received OMB clearance on June 26, 2015
 - Baselined the Internet and re-interview instruments
 - Finalized paper questionnaires and other mailing materials
 - All print materials sent to print vendor for production
 - Conducted a forum on ethnic groups from the Middle East and North Africa
 - Completed sample design

Optimizing Self-Response (OSR)

Look Ahead

- OPTIMIZING SELF-RESPONSE TEST
 - Begin Re-Interview Data Collection on July 15, 2015
 - End Re-Interview Data Collection on August 7, 2015

- 2015 NATIONAL CONTENT TEST
 - Begin Self-Response Data Collection on August 24, 2015
 - Census Day = September 1, 2015

Utilizing Administrative Records

Goal: To use administrative record data (e.g., information from federal and state governments) and third-party data (e.g., information from commercial sources) to reduce the Nonresponse Followup (NRFU) workload. The data sources may also be used to enumerate the population in cases of nonresponse.

Summary of Activities

- Received monthly deliveries of federal tax data in support of the 2015 Census Test
- Received United States Postal Service delivery of detailed Undeliverable As Addressed reason codes in support of the 2015 Census Test identification of vacant housing units
- Implemented the administrative records identification of vacant and occupied housing units for the 2015 Census Test
- Completed the data collection for the 2015 Census Test Nonresponse Followup

Look Ahead

- Baseline the report on usage of administrative records during the 2014 Census Test
- Conduct the data collection for the 2015 Census Test Evaluation Followup
- Conduct data analysis and document findings associated with administrative records usage in the 2015 Census Test
- Present 2020 Census research on administrative records usage at an invited session of the Joint Statistical Meetings in August
- Work with states to gain access to Supplemental Nutrition Assistance Program (SNAP), Women, Infants, and Children (WIC), and Temporary Assistance for Needy Families (TANF) data and with other federal agencies on other high-value data sets

Reengineering Field Operations

Goal: To use technology to more efficiently and effectively conduct and manage the 2020 Census fieldwork. The work also will develop more effective and efficient ways of implementing and managing field operations through a new field structure, revised and new field staff roles, new approaches to scheduling work, and changes to staffing ratios.

Summary of Activities

- Deployed the enhanced operational control system (MOJO) in support of the 2015 Census Test
- Deployed automated training for the Local Supervisors of Operations (LSOs) and enumerators conducting the 2015 Census Test
- Conducted interviews with nonresponding households using an automated enumeration application (COMPASS) during the 2015 Census Test
- Monitored operational progress and quality in real-time during the 2015 Census Test
- Created daily optimized assignments throughout the duration of the 2015 Census Test
- Released an RFI for Device as a Service in preparation for the 2016 Census Test

Look Ahead

- Analyze 2015 Census Test data
- Incorporate lessons learned and new functionality into the next iterations of MOJO and COMPASS

Questions

- Send questions to the email address below:

2020.census.pmr@census.gov