

2020 Census Program Management Review

Decennial Census Programs

U.S. Census Bureau

October 28, 2016

Welcome

Shirin Ahmed

Assistant Director, Decennial Census Programs

Welcome

Housekeeping Items

- Meeting is being broadcast via a publicly available web broadcast
 - Consider all microphones live at all times when having sidebar conversations
- For questions, please remember to speak directly into the microphones for the benefit of other participants, including those watching via any external broadcast
- There are legal requirements we must follow when talking with contractors or potential contractors
 - Information from Michael Palensky, Chief Acquisition Division
- Location of restrooms – next to elevators in green (just outside the auditorium)
- Emergency exits

Welcome

Today's Agenda

- Welcome and High-Level Program Updates
- Release of the 2020 Census Operational Plan (v2.0)
- Update on Address Canvassing Operation and Test
- 2020 Census Content
 - Topic Submissions and Content Research
 - 2015 National Content Test Preliminary Findings
- Upcoming Tests
- 2020 Census Systems Readiness
- Wrap-up

Program Management Updates

- Budget
 - Currently under a continuing resolution until December
 - Looking at plans and activities and prioritizing against a couple of different scenarios
- Human Capital Management
 - Continue to hire and fill critical positions
 - Continue onboarding initiatives
 - Continue succession planning

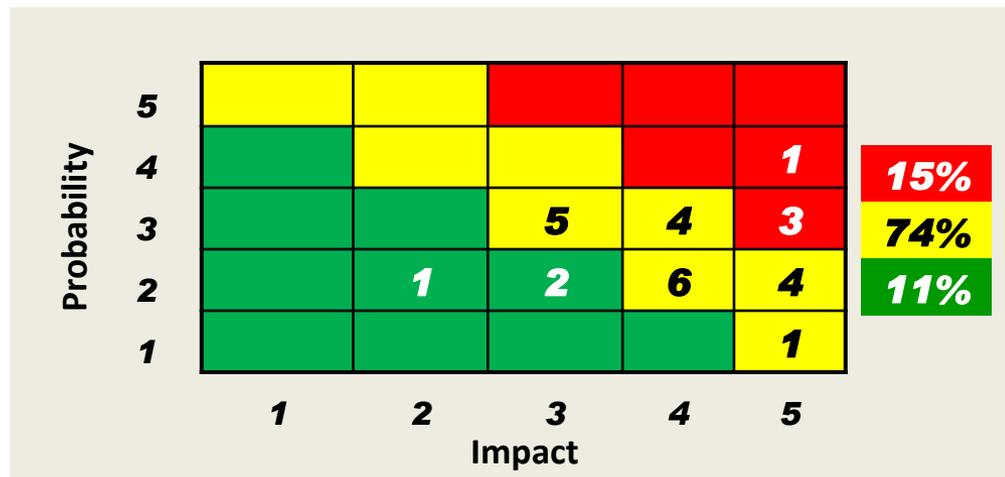
Program Management Updates

Schedule: Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Deliver 2020 Census Operational Plan	September 30, 2015	✓
Federal Register Notice of Proposed Residence Criteria and Residence Situations for the 2020 Census	June 30, 2016	✓
Conduct the Second Round of Tribal Consultations	September 2016 – November 2016	
Begin Local Update of Census Addresses (LUCA) Program (including Appeals Process)	January 2017	
Deliver 2020 Census Topics to Congress	March 31, 2017	
Conduct the Block Boundary Suggestion Program	December 2015 – May 2017	
Deliver 2020 Census Questions to Congress	April 1, 2018	
2020 Census Day	April 1, 2020	
Deliver Apportionment Counts to the President	December 31, 2020	
Complete Delivery of Redistricting Counts to the States	March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

The 2020 Census Risks

The selected risks that follow represent the major concerns that could affect the design or the successful implementation of the 2020 Census. The full risk register is available upon request.



- Funding Requests Not Realized █
- Administrative Records and Third-Party Data - External Factors █
- Public Perception of Ability to Safeguard Response Data █
- Cybersecurity Incidents █
- Enterprise IT Solutions █
- Late Operational Design Changes █
- Technological Innovations Surfacing After Design is Finalized █

Program Management Updates

Key Contract Updates

Census Questionnaire Assistance (CQA)

- Assist respondents by providing information about specific items on the census form and provide an option for respondents to complete a census interview over the phone.
- **Awarded: July 11, 2016**
- **Awardee: General Dynamics Information Technology**

Integrated Communications Contract (ICC)

- Acquire services to plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census
- **Award: August 2016**
- **Awardee: Team Y&R**

Technical Integration (TI)

- Support all design and architecture engineering and integration activities including infrastructure, disaster recovery, and data center capabilities
- **Award: August 2016**
- **Awardee: T-Rex**

Schedule A Human Resources Payroll System (C-SHaRPS)

- Recruiting, hiring, onboarding/separation and payroll capabilities for the Schedule A field staff hired to support the 2020 Census
- **Department of Commerce (DOC) Support Services Initiative - Service Desk Technology & Support (SSI-SDTS) Blanket Purchase Agreement (BPA) Contract Award: 10/31/2016**
- **C-SHaRPS Call Order (Discovery and Design) Award: 11/14/2016**

Decennial Device as a Service (dDaas)

- Will be a single contract for all mobile devices and services for the 2018 End-to-End Census Test through the completion of 2020 Census Field Operations
- **Award for 2020 Census: Early March 2017**

2020 Census Operational Plan 2.0

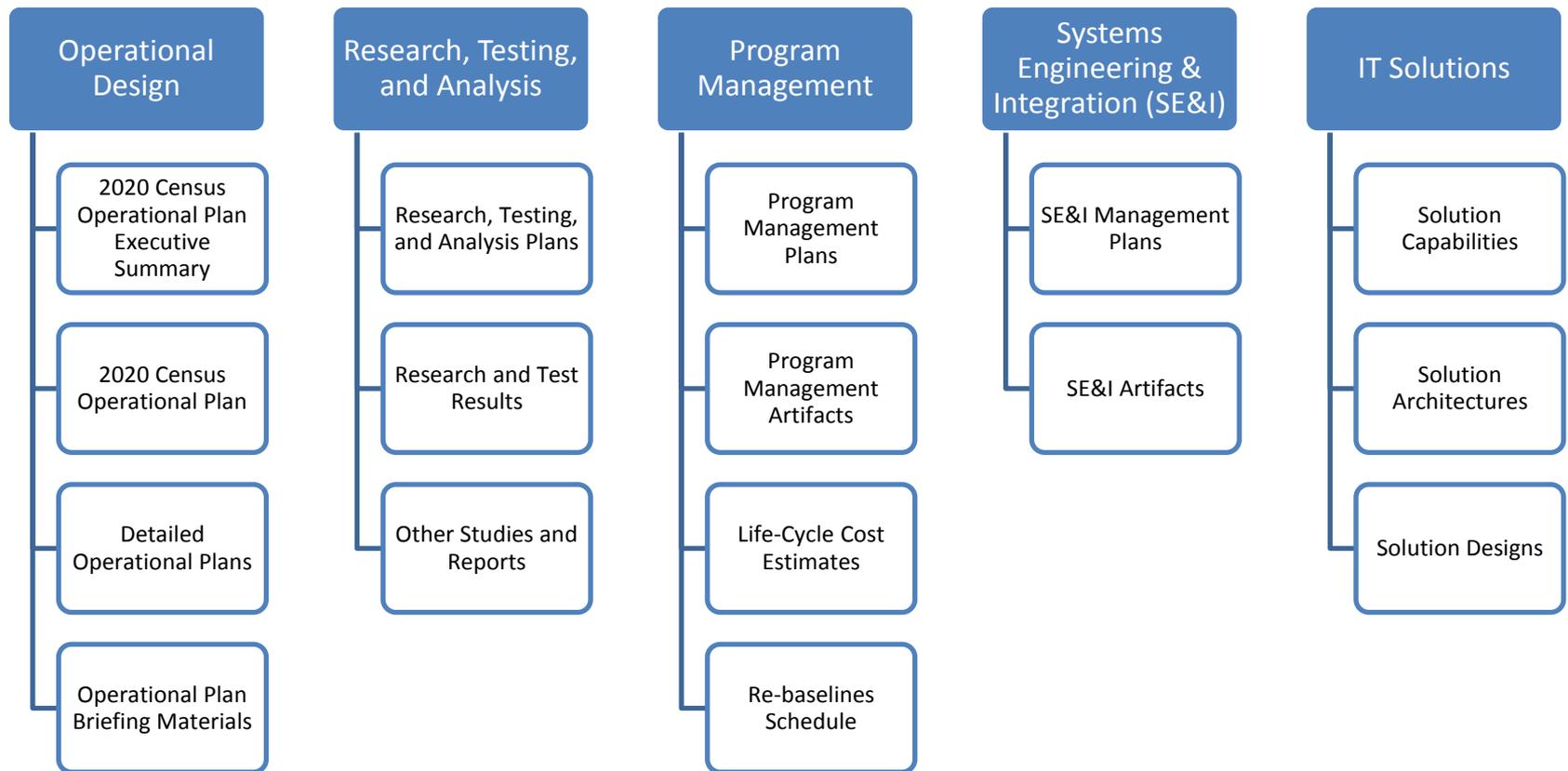
Update Summary

Deborah Stempowski, Decennial Census Management Division

2020 Census Operational Plan 2.0

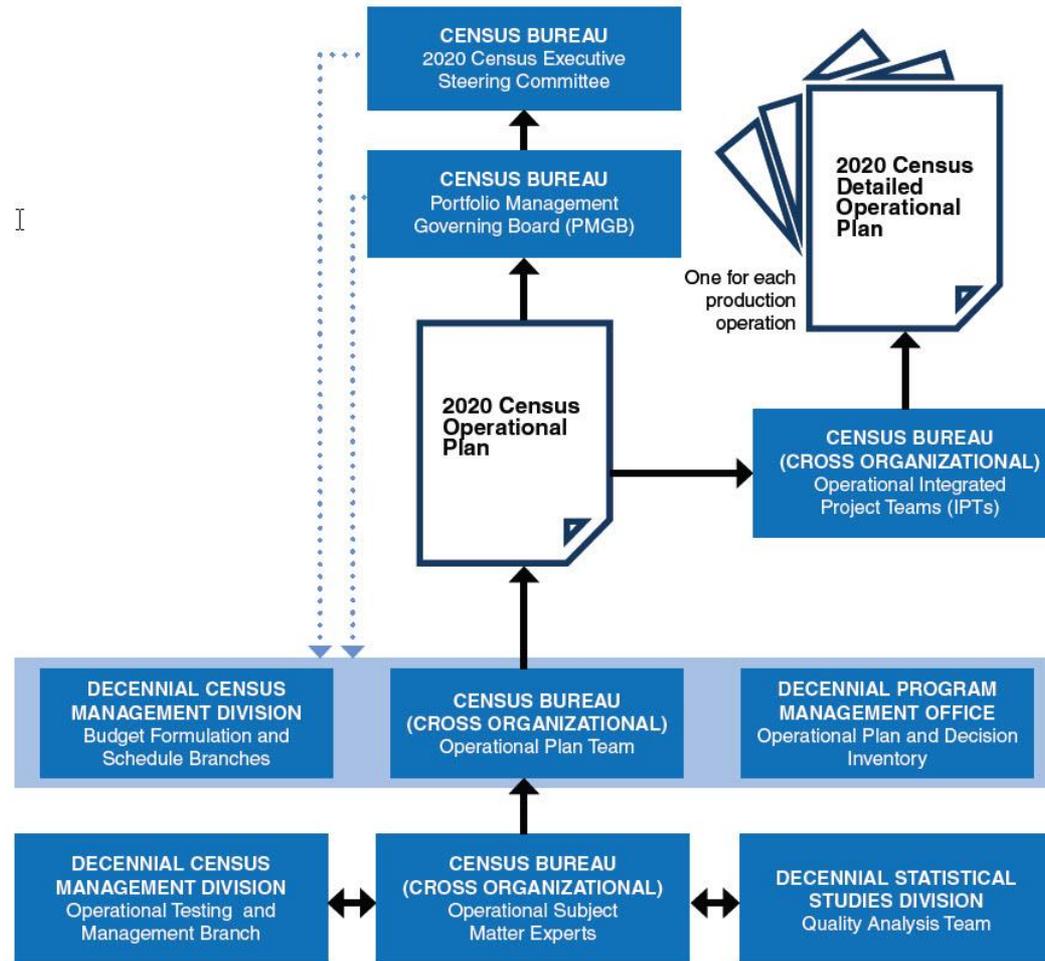
2020 Census Documentation

The 2020 Census Operational Plan is part of a broader set of documentation that will be developed as the Program matures.



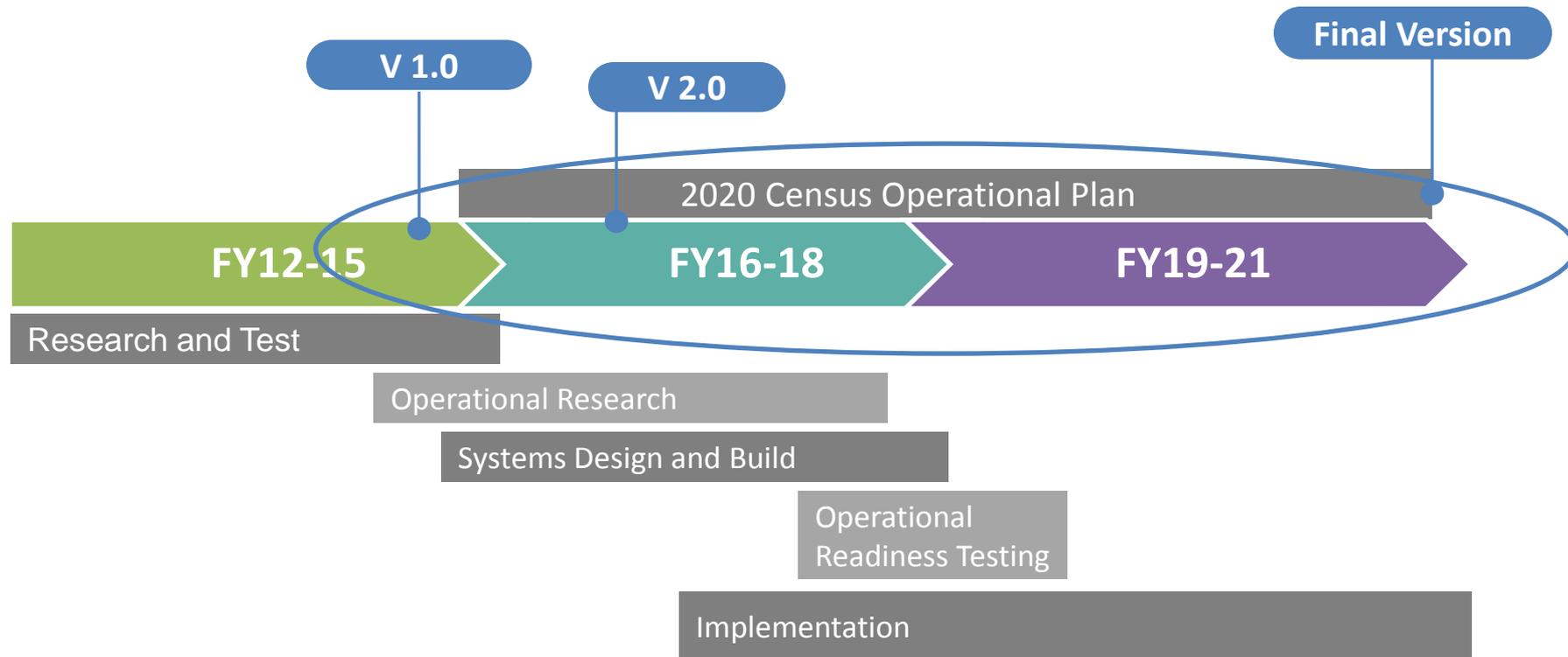
2020 Census Operational Plan 2.0

Organizations and Governance Boards



2020 Census Operational Plan 2.0

2020 Census Lifecycle and Operational Plan Timeline



2020 Census Operational Plan 2.0

Update Summary

Key Concepts of the design have not changed, but have been refined

- Refinements are summarized in v 2.0 and in 11 publicly released Detail Operational Plans
- V 2.0 updates reflect:
 - Refinements in scope between operations
 - Work completed, cost and quality, issues, risks and milestones
 - 84 new decisions made in FY16 across 25 operations

2020 Census Operational Plan 2.0

Summary of Updates

Examples of Decisions Include:

- Bring Your Own Device was eliminated as an option
- Established an Interagency Agreement with the Department of Defense to contract with the JASON Group to support development of a vision for the 2030 Census
- There is a change to the decision about the location of the Regional Census Centers (RCCs)
 - The RCCs will be located in the same metropolitan areas as the Regional Offices, with the exception of the Denver region, where the RCC will be located in Dallas, Texas

2020 Census Operational Plan 2.0

Next Steps

Release Detail Operational Plans:

- Paper Data Capture, Internet Self-Response, Nonresponse Followup: December 2016
- Quarterly releases of Detailed Operational Plans through fiscal year 2017

Address Canvassing Operation and Test

Evan Moffett, Decennial Census Management Division

Address Canvassing Operation

Overview

Purpose:

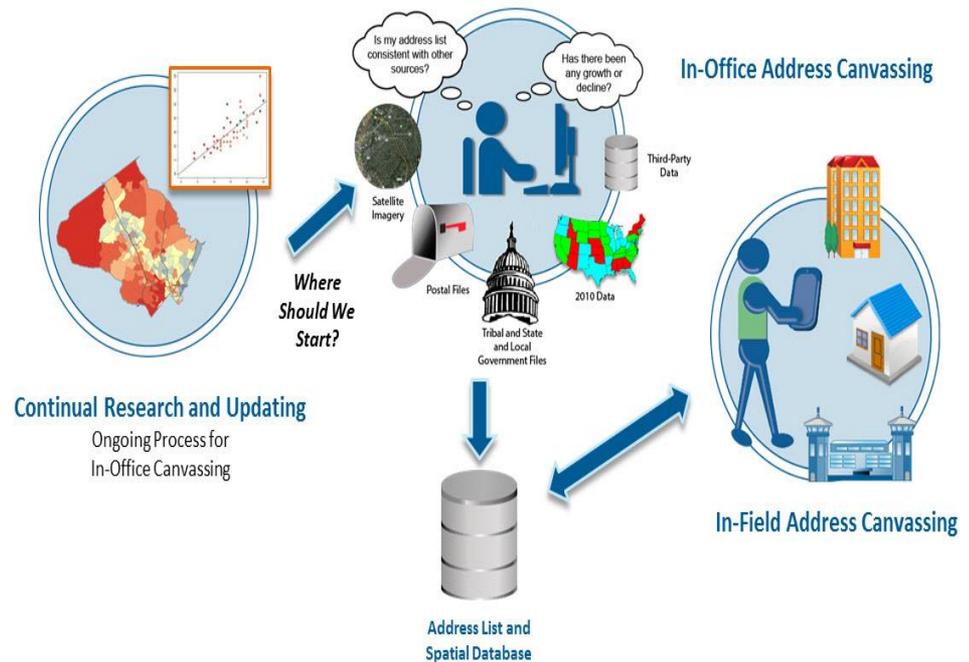
Improve and refine the Census Bureau's address list in advance of the 2020 Census Enumeration.

New Innovative Methodology:

- 100 percent In-Office Address Canvassing
- Up to 25 percent of Addresses Updated via In-Field Address Canvassing
- Monitor progress via the annual MAF Coverage Study

Status of In-Office Address Canvassing:

- Began Interactive Review process at the National Processing Center in September 2015
- Began Active Block Resolution at Census Headquarters in April 2016
- Began Active Block Resolution at the National Processing Center in July 2016



2020 Census Operational Updates

In-Office Address Canvassing Progress – Interactive Review

	Number of Blocks	Number of Addresses
Total	11,155,486	142,237,186
Complete	6,299,854 (56.5%)	85,582,675 (60.2%)
Active	993,870 (15.8%)	21,447,661 (24.9%)
Passive	4,668,534 (74.1%)	52,539,867 (61.4%)
On-Hold	619,454 (9.83%)	11,595,147 (13.6%)

Status as of close of business October 24, 2016

2020 Census Operational Updates

In-Office Address Canvassing Progress – Active Block Resolution

	Number of Blocks	Number of Addresses
Universe from Interactive Review	1,012,228	20,594,717
Worked	41,572 (4.1%)	1,045,060 (5.1%)
Resolved	30,536 (73.5%)	610,679 (58.4%)
In-Field Address Canvassing	5,620 (13.5%)	314,454 (30.1%)
On Hold – Awaiting Data/Imagery	1,064 (2.6%)	82,891 (7.9%)
On Hold – Referred to GEO Staff	1,604 (3.9%)	37,036 (3.5%)

Status as of close of business October 24, 2016

Address Canvassing Test

In-Office Address Canvassing – What Do We Know?

Goal is to send no more than 25 percent of all addresses to In-Field Address Canvassing

- Of the 60 percent of addresses through Interactive Review, 25 percent are going to Active Block Resolution (i.e., geographic areas are not stable)
- Of the 5 percent of addresses worked in Active Block Resolution, 58 percent are resolved (i.e., geographic areas do not need to go to In-Field Address Canvassing)

We can not draw definitive conclusions about the percent of addresses projected to go to In-Field Address Canvassing until:

- Interactive Review works on-hold blocks/addresses
- Active Block Resolution works more active blocks/addresses provided by Interactive Review

Address Canvassing Test

Master Address File Coverage Study

An ongoing Address Canvassing activity designed to meet the following objectives:

- Provide continuous updates to the Master Address File (MAF) for current surveys and the census
- Produce MAF coverage estimates
 - National level
 - Sub-national level (e.g. state)
- Evaluate the 2020 In-Office Address Canvassing operation

Address Canvassing Test

Master Address File Coverage Study

Fiscal Year 2016

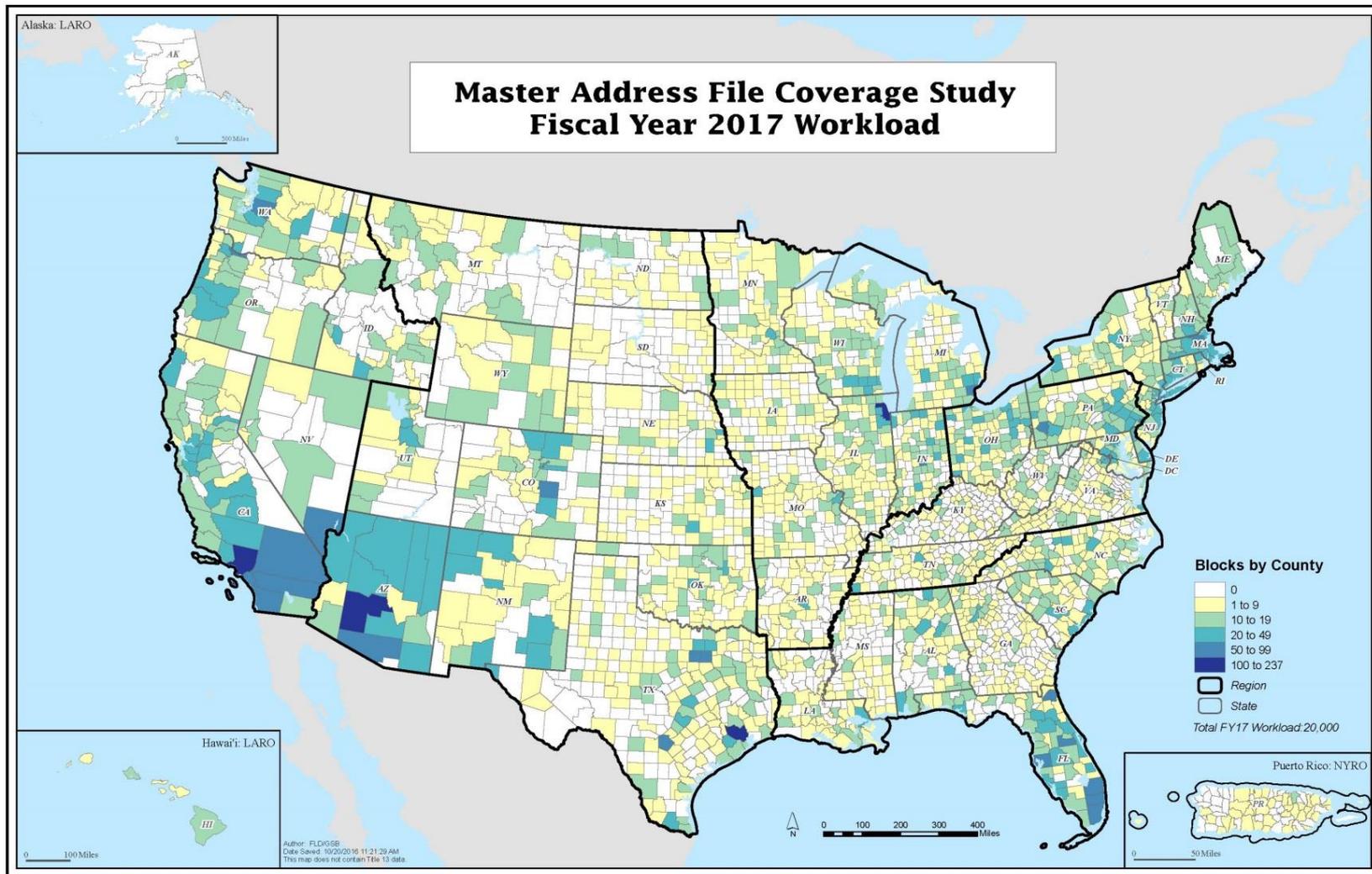
- Listed 20,000 blocks (~1 million addresses)
- 993 field representatives
- Completed work on schedule and under budget
- Data analysis has begun
- Systems: Listing and Mapping Instrument (LiMA), Regional Office Survey Control System, Mobile Case Management

Fiscal Year 2017 – Plan

- Plan to list 20,000 blocks (~1 million addresses)
- 1,030 field representatives
- Systems: Listing and Mapping Instrument (LiMA), Regional Office Survey Control System, Mobile Case Management

Master Address File Coverage Study

Fiscal Year 2017



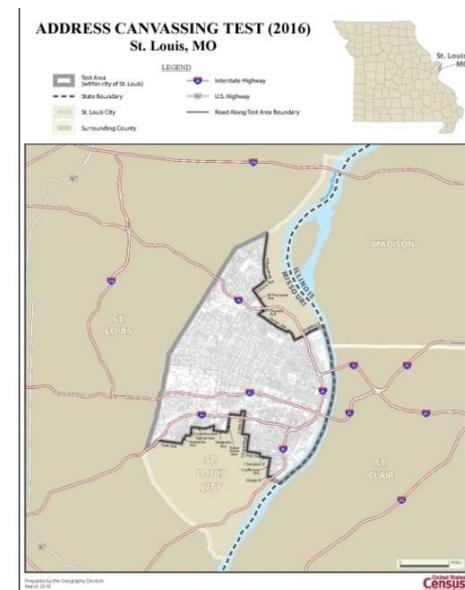
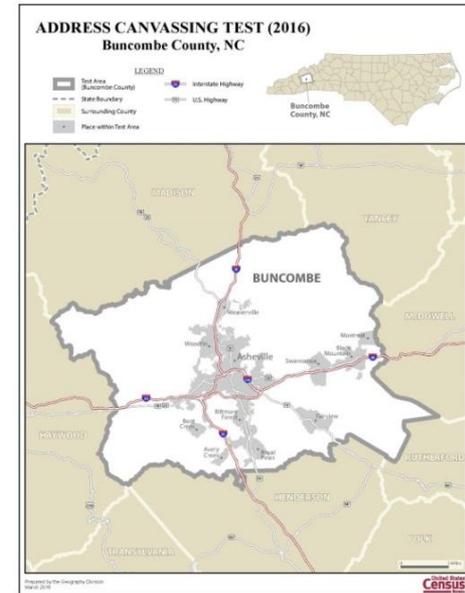
Address Canvassing Test

Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 7,500 blocks in total, Buncombe County, NC and part of the city of St. Louis, MO
 - One site is a mix of urban, suburban and rural territories
 - One site is a principal city of a metropolitan statistical area

Purpose

- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations



Address Canvassing Test

Data Collection Methodology

100 percent In-Office Address Canvassing

- Interactive Review and Active Block Resolution will be completed prior to the beginning of In-Field Address Canvassing

100 percent In-Field Address Canvassing

- 30 days of data collection

In-Field Relisting

- 20 days of data collection conducted after the 100 percent In-Field Address Canvassing
- Sample of 1,500 blocks
- Field representative's from the initial listing will remain on board to conduct the relisting
- The field representative assigned to relist a block will be different from the field representative that conducted the initial listing
- Conducted with the same data, systems and devices as the first listing

Address Canvassing Test Staffing

Site	Position	Buncombe, NC	St. Louis, MO
Workload		115,680	106,773
Regional Census Center	Admin Specialist/Recruiter	1	1
Regional Census Center	Survey Statistician -Office	1	1
Regional Census Center	Regional Technician	1	1
Regional Census Center	Survey Support Clerk		
Regional Census Center	Recruiting Support Clerk	8	8
Regional Census Center	Administration Clerk		
Regional Census Center	Automation Support Clerk		
In-Field	Census Field Supervisor	8	8
In-Field	Lister (Field Representative)	136	126

Address Canvassing Test

Operational Milestones

Activity	Date	
Hire Regional Census Center Manager and Administrative Specialist	May 31, 2016	✓
Hire Regional Technicians	June 13, 2016	✓
Hire Regional Census Center Clerks	June 27, 2016	✓
Open Regional Census Centers	July 6, 2016	✓
On-Board Decennial Service Center Staff	June 14 – September 2, 2016	✓
Conduct Regional Census Center Management Overview Training	August 9 – August 10, 2016	✓
Conduct Interactive Review	August 23 – September 12, 2016	✓
Release Systems into Production	August 29, 2016	✓
Conduct Active Block Resolution	September 12 – November 4, 2016	
In-Field Data Collection	October 3 – November 15, 2016	
In-Field Relisting Data Collection	November 16 – December 16, 2016	
Release Address Canvassing Test Analysis Report (through clearance)	April 29, 2017	

Address Canvassing Test

Progress Report as of October 24, 2016

	Workload	Staff	Assigned	Complete
Atlanta	3,454	136	3,341 (96.7%)	3,103 (89.8%)
Chicago	4,096	126	3,950 (96.4%)	3,692 (90.1%)
Total	7,550	262	7,291 (96.6%)	6,795 (90.0%)

Source: UTS

Notes:

1. Expected completion = 47 percent
2. Expected staffing = 100 percent
3. Atlanta has completed 89.8 percent of the BCUs (blocks) , which contain 56.3 percent of the addresses
4. Chicago has completed 90.1 percent of the BCUs (blocks), which contain 71.3 percent of the addresses
5. In-Field Relisting began October 14, 2016

Address Canvassing Test

Next Steps

- Evaluate the results of the 2016 Master Address File Coverage Study
- Complete the Address Canvassing Test
- Evaluate the results of the Address Canvassing Test
- Implement the following to In-Office Address Canvassing:
 - Group Quarters Review
 - Ungeocoded Resolution
- Continued support of the system design/build/test for 2020

2020 Census Content Updates

Jennifer Kim, Decennial Census Management Division

Nicholas Jones, Population Division

Sarah Konya, Decennial Statistical Studies Division

Content Updates

Subjects and Questions Planned for the 2020 Census and ACS

Title 13 requires that Census deliver to Congress:

- Subjects proposed for the decennial census program by March 31, 2017
- Questions proposed for the decennial census program by March 31, 2018

The Census Bureau will submit the subjects and questions included on the 2020 Census and the ACS jointly.

Working with our federal counterparts, we have engaged in a robust process to validate existing content and determine new content needs.

- 2020 Decision Memo (No. 2016.05) about submission development posted 4/29/16
- Letters to federal agencies requesting updates to uses on 4/29/16
- Incorporating agency updates into draft documentation.

Submissions will be delivered to Congress, and posted on *census.gov*.

Content Updates

Recap of 2020 Census Content Research

2015 National Content Test: Primary mid-decade opportunity to test questionnaire content prior to making decisions about the 2020 content

Race and Ethnicity

- Separate questions vs. combined question
- Middle Eastern or North African category
- Instruction wording and question terminology
- Web-based questionnaire designs

Relationship

- 2010 vs. new relationship response categories

Within-Household Coverage

- Rules-based vs. question-based approaches

2015 National Content Test

Preliminary Results on Race and Ethnicity

2015 National Content Test

- Census Day of September 1, 2015
- Used large, nationally representative sample of 1.2 million addresses, including Puerto Rico
- Evaluate and compare different census content
- Refine estimates of national self-response and Internet response rates and continue testing different contact strategies for optimizing self-response
- Content reinterview with subsample of 2015 National Content Test respondents, to measure accuracy
- Overall response rate was 51.9 percent

2015 National Content Test

Goals for Race and Ethnicity Research

Key Dimensions to Explore

- Separate questions vs. combined question
- “Middle Eastern or North African” (MENA) category
- Instruction wording and terminology
- Web-based designs to improve question understanding and optimize reporting of detailed racial and ethnic groups

2015 National Content Test

Question Format

Separate

→ NOTE: Please answer BOTH Question 8 about Hispanic ethnicity and Question 9 about race. For this census, Hispanic ethnicities are not races.

8. Is Person 1 Hispanic, Latino, or Spanish?
Mark all boxes that apply AND print ethnicities in the spaces below. Note, you may report more than one group.

No, not Hispanic, Latino, or Spanish
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish ethnicity – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. z

9. What is Person 1's race?
Mark all boxes that apply AND print ethnicities in the spaces below. Note, you may report more than one group.

White – Print, for example, German, Irish, English, Italian, Polish, French, etc. z

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. z

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. z	<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. z	

Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. z

Some other race – Print race or ethnicity. z

Combined w/ Write-Ins

8. What is Person 1's race or origin?
Mark all boxes that apply AND print origins in the spaces below. Note, you may report more than one group.

White – Print, for example, German, Irish, English, Italian, Polish, French, etc. z

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. z

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. z

American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. z

Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. z

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. z

Some other race or origin – Print race or origin. z

Combined w/ Checkboxes

8. Which categories describes Person 1?
Mark all boxes that apply AND print details in the spaces below. Note, you may report more than one group.

WHITE – Provide details below.
 German Irish English
 Italian Polish French
 Print, for example, Scottish, Norwegian, Dutch, etc. z

HISPANIC, LATINO, OR SPANISH – Provide details below.
 Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian
 Print, for example, Guatemalan, Spaniard, Ecuadorian, etc. z

BLACK OR AFRICAN AM. – Provide details below.
 African American Jamaican Haitian
 Nigerian Ethiopian Somali
 Print, for example, Ghanaian, South African, Barbadian, etc. z

ASIAN – Provide details below.
 Chinese Filipino Asian Indian
 Vietnamese Korean Japanese
 Print, for example, Pakistani, Cambodian, Hmong, etc. z

AMERICAN INDIAN OR ALASKA NATIVE – Provide details below.
 American Indian Alaska Native Central or South American Indian
 Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat, Nome Eskimo Community, etc. z

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.
 Lebanese Iranian Egyptian
 Syrian Moroccan Algerian
 Print, for example, Israeli, Iraqi, Tunisian, etc. z

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.
 Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese
 Print, for example, Palauan, Tahitian, Chuukese, etc. z

SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below. z

2015 National Content Test Web-Based Designs

Separate Question for Hispanic Origin

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census Bureau

2015 National Content Test

[Instructions](#) [FAQs](#) [Save and Log Out](#)

Is NAME of Hispanic, Latino, or Spanish origin?
Select one or more boxes *AND* enter origins.

(Help)

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin
Enter, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

OMB No.: 0537-0985 Approval Expires: 6/30/2018

[Accessibility](#) [Privacy](#) [Security](#)

Separate Question for Race

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census Bureau

2015 National Content Test

[Instructions](#) [FAQs](#) [Save and Log Out](#)

What is NAME's race? (Help)
Select one or more boxes *AND* enter origins.

- White
Enter, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am.
Enter, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native
Enter name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- Chinese
- Filipino
- Asian Indian
- Vietnamese
- Korean
- Japanese
- Other Asian
Enter, for example, Pakistani, Cambodian, Hmong, etc.
- Native Hawaiian
- Samoan
- Chamorro
- Other Pacific Islander
Enter, for example, Tongan, Fijian, Marshallese, etc.
- Some other race or origin
Enter race or origin

OMB No.: 0507-0985 Approval Expires: 6/30/2018

[Accessibility](#) [Privacy](#) [Security](#)

2015 National Content Test Web-Based Designs

Combined Question for Race and Ethnicity with Write-in Areas

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

What is NAME's race or origin? (Help)
Select all boxes that apply.
Note, you may report more than one group.

White
For example, German, Irish, English, Italian, Polish, French, etc.

Hispanic, Latino, or Spanish origin
For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran

Black or African Am.
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali

Asian
For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

American Indian or Alaska Native
For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of B...

Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

Native Hawaiian or Other Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese

Some other race or origin

Previous Next

OMB No.: 0607-0985 Approval Expires: 6/30/2018

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

Next, we will collect detailed information for each race or origin selected.

You said that NAME is:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race or origin

What are NAME's White origins? — Enter, for example, German, Irish, English, Italian group. (Help)

Previous Next

OMB No.: 0607-0985 Approval Expires: 6/30/2018

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

You said that NAME is:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race or origin

What are NAME's Asian origins? — Enter, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. Note, you may report more than one group. (Help)

Previous Next

OMB No.: 0607-0985 Approval Expires: 6/30/2018

Accessibility Privacy Security

2015 National Content Test

Web-Based Designs

Combined Question for Race and Ethnicity with Detailed Checkboxes and Write-in Areas

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

Which categories describe NAME? (Help)
Select all boxes that apply.
Note, you may report more than one group.

- White
For example, German, Irish, English, Italian, Polish, French, etc.
- Hispanic, Latino, or Spanish
For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran
- Black or African Am.
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali
- Asian
For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese
- American Indian or Alaska Native
For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of
- Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.
- Native Hawaiian or Other Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese
- Some other race, ethnicity, or origin

OMB No.: 0607-0985 Approval Expires: 6/30/2018

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

You said that NAME is:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

What are NAME's specific Hispanic, Latino, or Spanish categories? — Select all that apply. (Help)
below. Note, you may report more than one group.

- Mexican or Mexican American
- Puerto Rican
- Cuban
- Salvadoran
- Dominican
- Colombian

Enter, for example, Guatemalan, Spaniard, Ecuadorian, etc.

OMB No.: 0607-0985 Approval Expires: 6/30/2018

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States[™]
Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

You said that NAME is:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

What are NAME's specific Black or African Am. categories? — Select all that apply and/or enter categories in the space below. Note, you may report more than one group. (Help)

- African American
- Jamaican
- Haitian
- Nigerian
- Ethiopian
- Somali

Enter, for example, Ghanaian, South African, Barbadian, etc.

OMB No.: 0607-0985 Approval Expires: 6/30/2018

Accessibility Privacy Security

2015 National Content Test

Instructions and Terminology

Instruction Wording:

- *Mark [X] one or more boxes.*
 - *Mark all boxes that apply...*
- Note, you may report more than one group.*

Alternatives for Terminology:

- “Race,” “Ethnicity,” “Origin”

What is Person 1’s race or origin?

What is Person 1’s race or ethnicity?

- No terms – “categories”

Which categories describe Person 1?

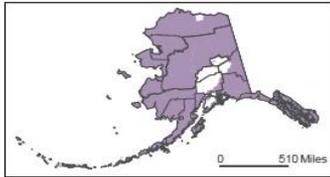
2015 National Content Test

Sample Design

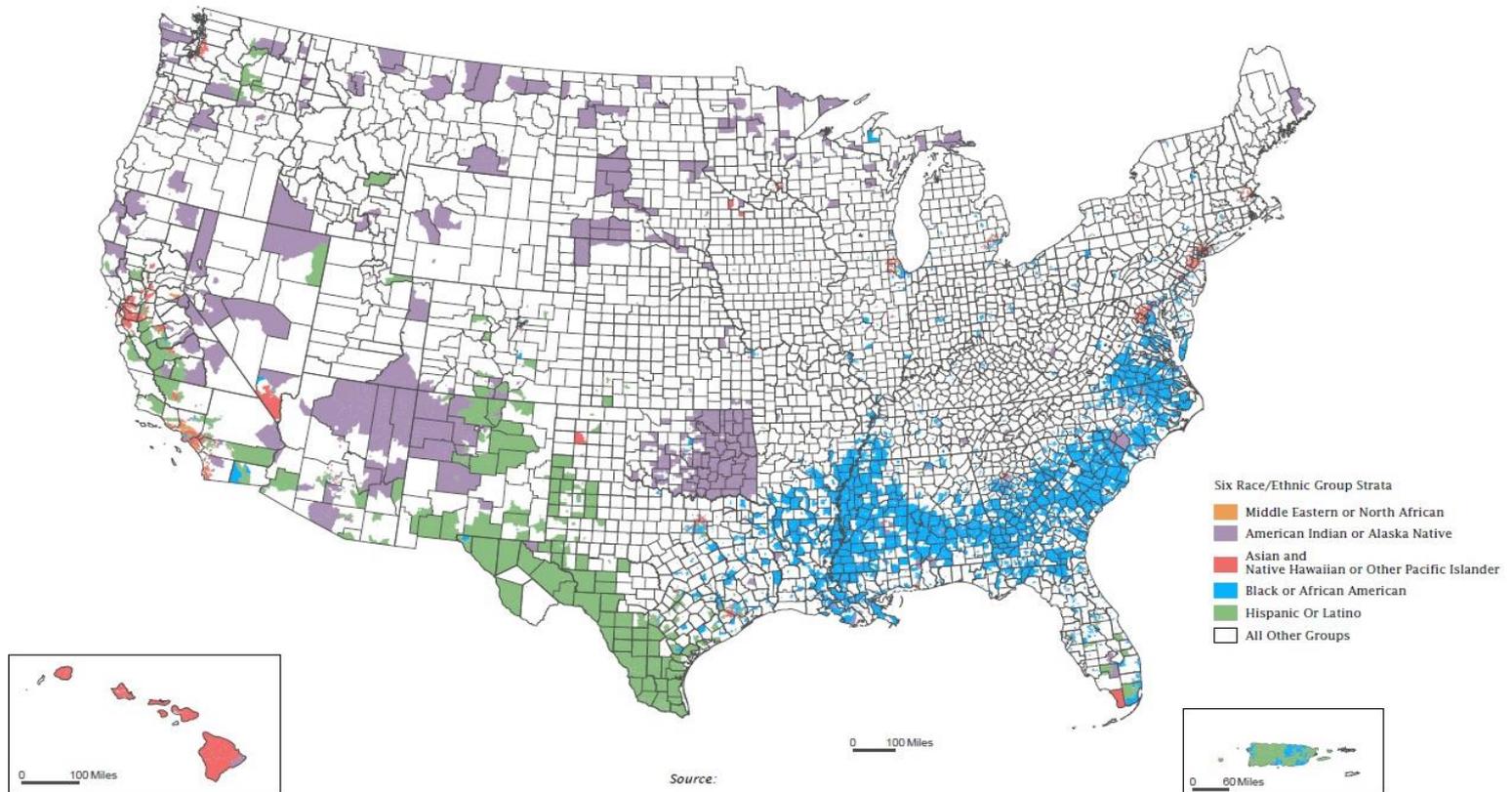
- Middle Eastern and North African tract has at least (\geq) **10 percent** of the population who identified as Middle Eastern and North African
- American Indian or Alaska Native (AIAN) \geq **10 percent**
- Asian / Native Hawaiian or Other Pacific Islander (NHPI) \geq **15 percent**
- Black or African American \geq **25 percent**
- Hispanic or Latino \geq **45 percent**
- All Other

2015 National Content Test

Map of Race and Ethnicity Strata

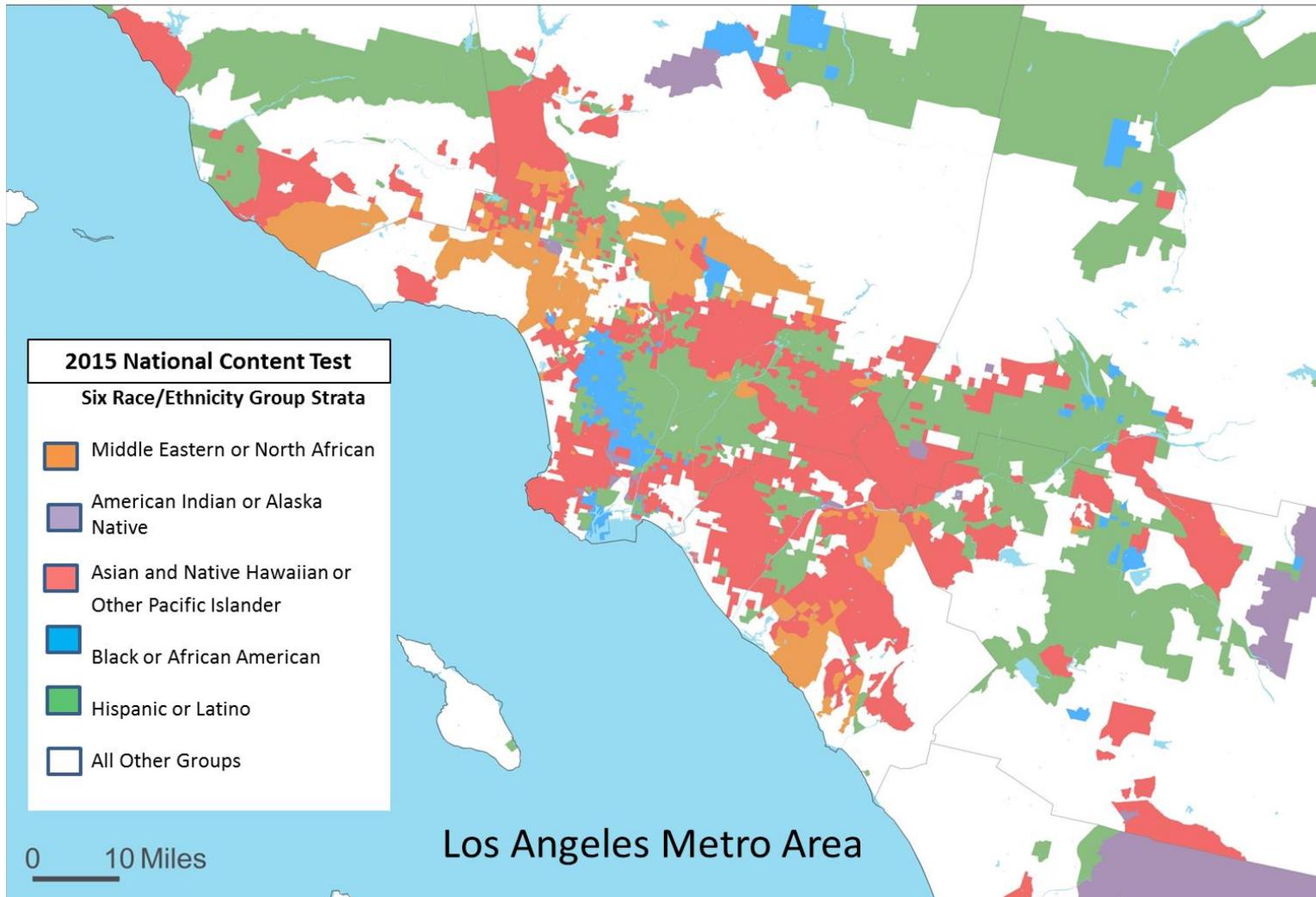


Appendix E. Census Tract-Level Allocation of 2015 NCT Sample for Six Race/Ethnic Group Strata



2015 National Content Test

Map of Los Angeles Metro Area Strata



2015 National Content Test

Reinterview

- About one-in-eight respondents from the initial survey were selected to participate in the reinterview by phone
- Assessed the relative accuracy of the different question designs
- Probed more extensively into the racial/ethnic background of respondents
- Ascertained respondents' "true" racial/ethnic identity for comparison to their initial responses

2015 National Content Test

Analysis Methodology

- Responses with no ID were excluded since such respondents all received the same content
- Weights
 - Adjusted for non-equal sampling probabilities and nonresponse based on the sampling strata
 - Replicate weights were created and used for variance estimation
- Editing and coding of the race/ethnicity responses
- Analysis of reinterview responses based on people who were able to be matched between reinterview roster and self-response roster

2015 National Content Test

Coding and Editing Hispanic Responses

Separate
Hispanic
Origin
Question

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
Mark one or more boxes AND print origins.

No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican

Current OMB standards advise that “**race**” and “**ethnicity**” are *two distinct concepts*; therefore, *Hispanics may be of any race*.

Thus, “**Hispanic**” responses in the census race question are coded as “**Some Other Race**,” rather than classifying them within a particular “**race**” group (e.g., Asian; Black).

Separate
Race
Question

Chinese Vietnamese Native Hawaiian
 Filipino Korean Samoan
 Asian Indian Japanese Chamorro
 Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race – Print race or origin.

8. What is Person 1's race or origin?
Mark one or more boxes AND print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

American Indian or Alaska Native – Print race or origin.

American principal or other Indian Tribe, or enrolled or principal Traditional Government. Name Eskimo Community, etc.

Native Hawaiian or other Pacific Islander – Print race or origin.

Some other race or origin – Print race or origin.

Combined
Race and
Hispanic
Origin
Question

Current OMB standards also advise that when using a **Combined Question format**, both “**race**” (including multiple responses) and “**ethnicity**” may be collected through the combined question, but the selection of **only one category** (either race or ethnicity) in the combined format is **acceptable**.

Previous Research Findings

2010 AQE – Race Reporting among Hispanics in the 2010 Census

Separate
Hispanic
Origin
Question

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
Mark one or more boxes AND print origins.

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?
Mark one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. <input type="text"/> | | |
| <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. <input type="text"/> | | |

- Some other race – Print race or origin.

MEXICAN

Separate
Race
Question

Vast majority of Hispanics **answer** the separate question on “Hispanic origin” ...

...but most Hispanics **struggle to answer** the separate question on “race”

Many Hispanics **skip** the separate question on race altogether (13 percent of Hispanics in 2010 Census)

Or **repeat what they reported** for the Hispanic origin question (30 percent of Hispanics in 2010 Census)

Some Hispanics also report another category (e.g., White; Black; etc.), but it often **does not accurately reflect** how they self-identify (2010 AQE)

Previous Research Findings

2010 AQE – Race Reporting among Hispanics in the 2010 Census

Hispanics are able to more easily *answer* the combined question on race/ethnicity

Vast majority self-identify as *Hispanic* (only)

Combined questions *more accurately reflects self-identity* for Hispanics who also report another category (e.g., White; Black; etc.)

8. What is Person 1's race or origin?

Mark one or more boxes **AND** print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. 

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. 

DOMINICAN

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. 

DOMINICAN

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. 

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. 

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. 

Some other race or origin – Print race or origin. 

Combined Race and Hispanic Origin Question

2015 National Content Test

Preliminary Results by Question Format

Separate Questions

vs.

Combined Question with Write-In Response Areas

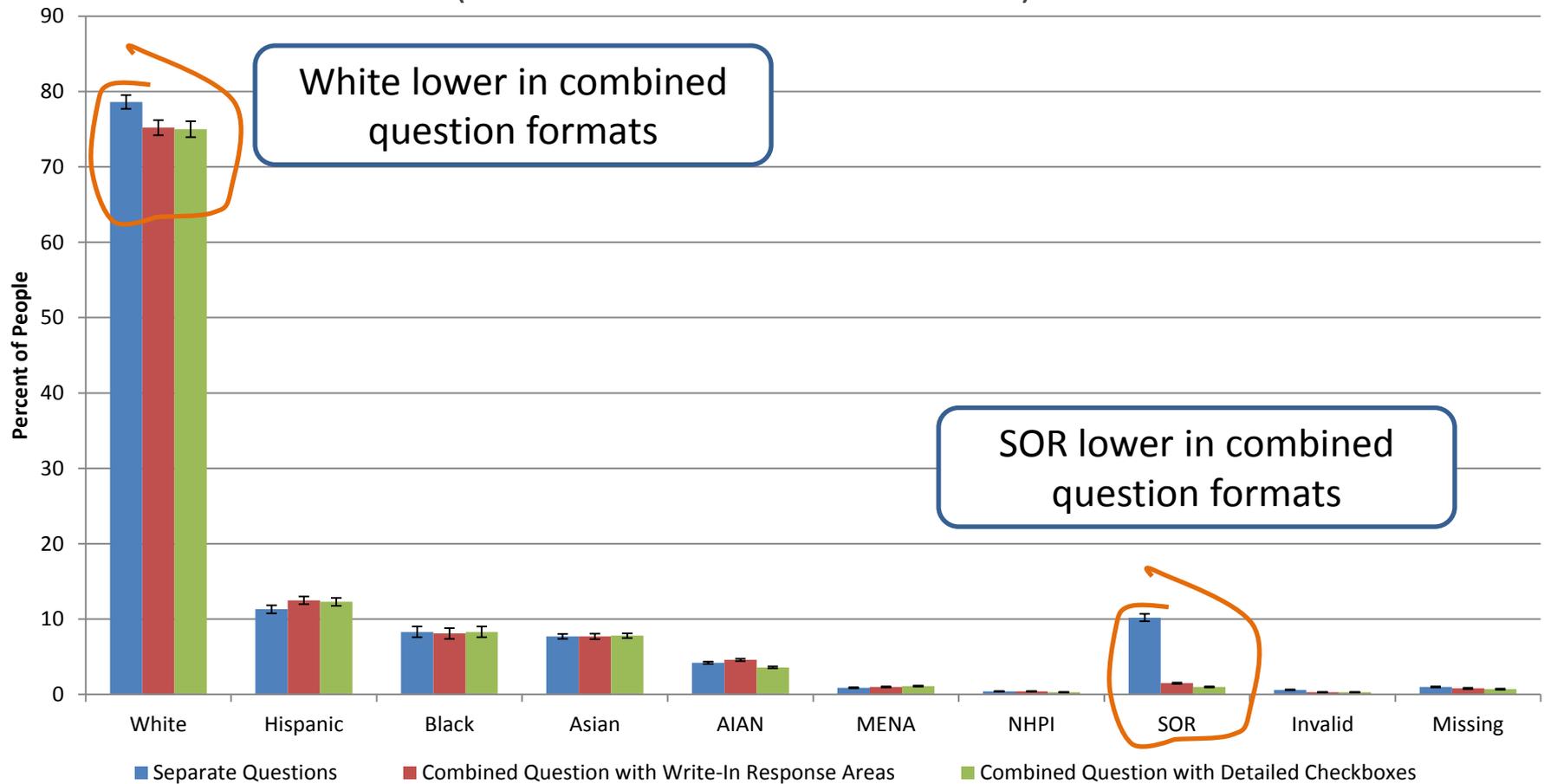
vs.

Combined Question with Detailed Checkboxes

2015 National Content Test

Race/Ethnicity Distributions by Question Format

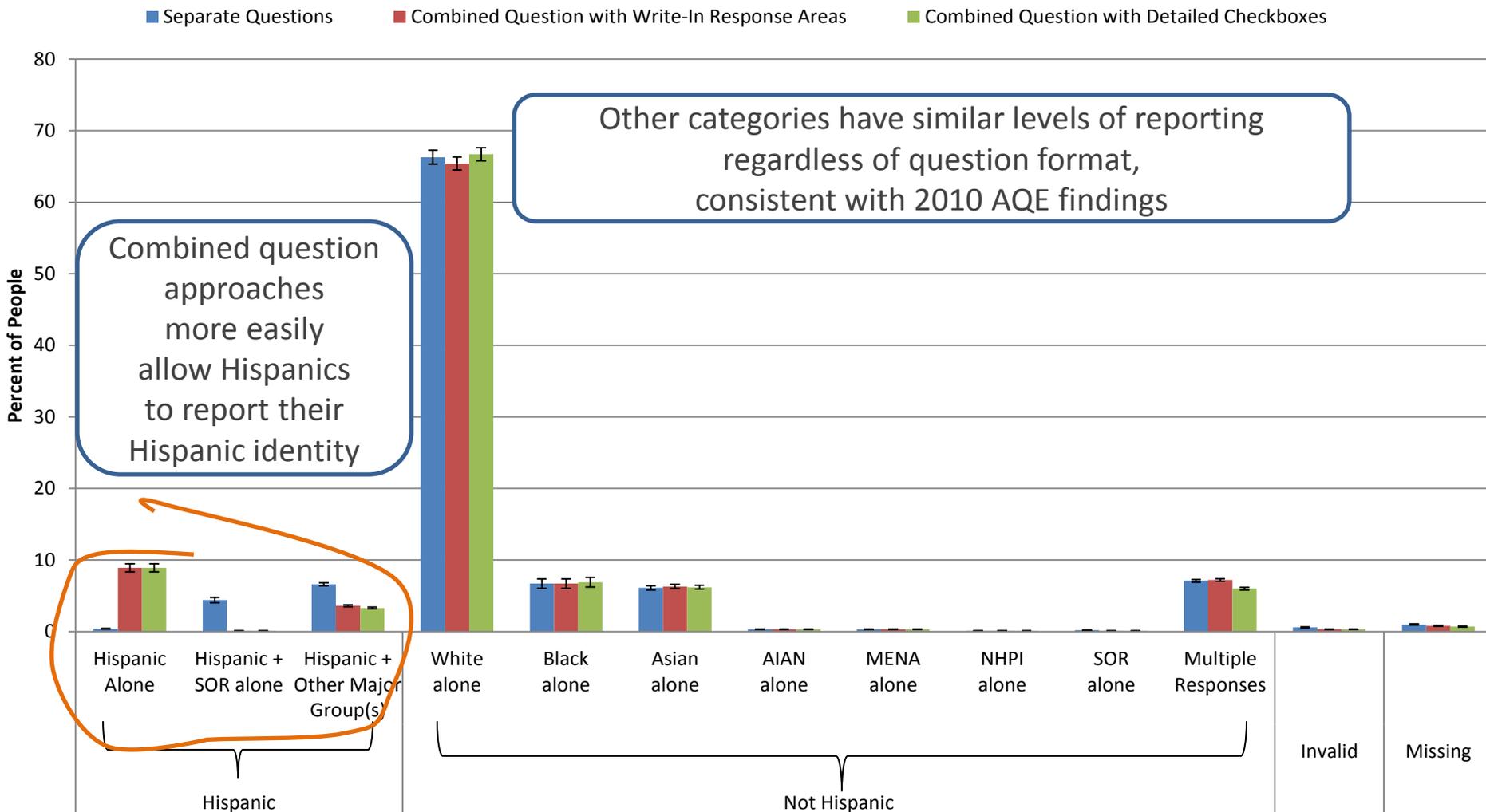
(Percent Alone or in Combination)



Source: 2015 NCT, Internet responses

2015 National Content Test

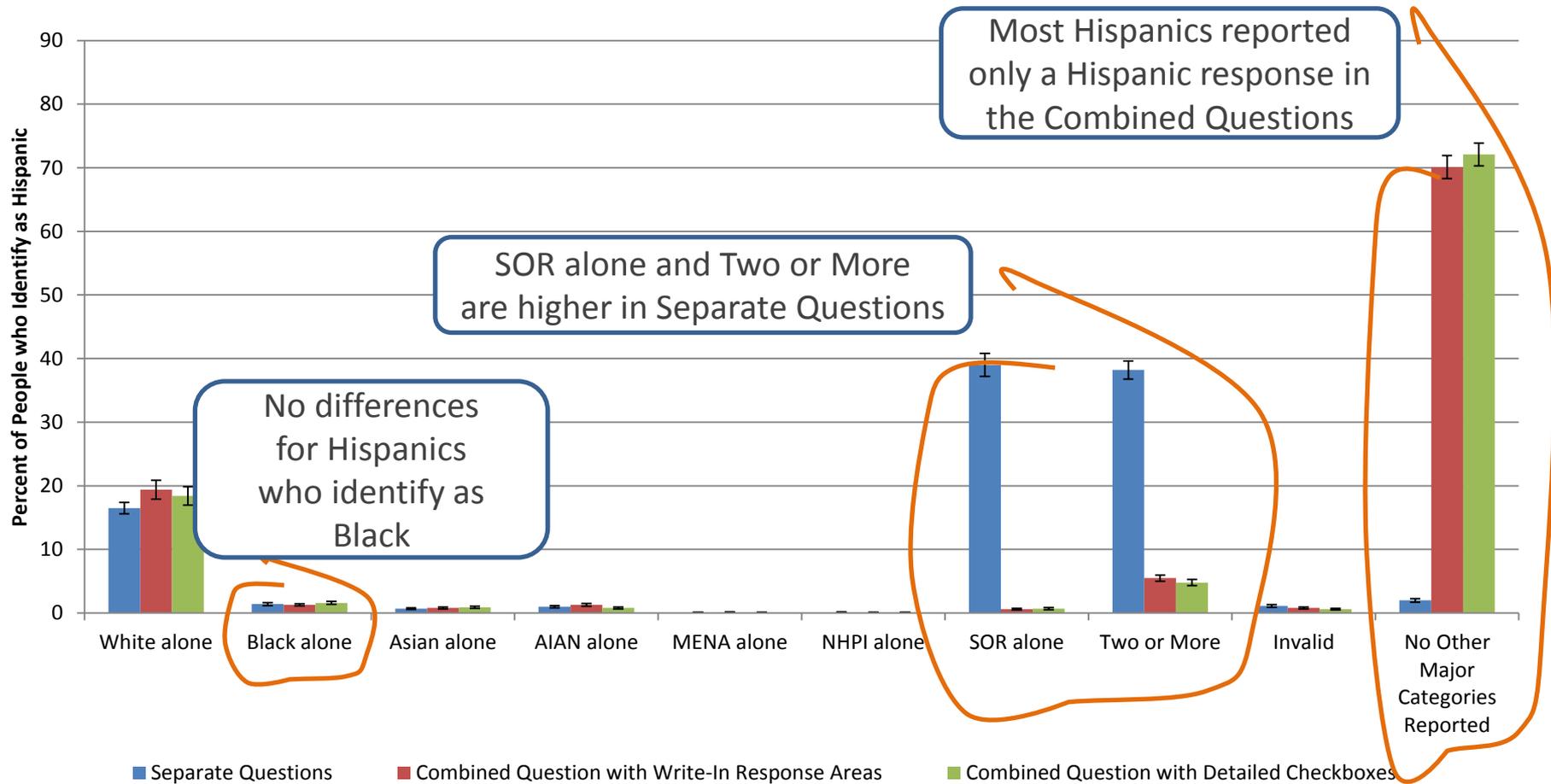
Percent Distribution of Hispanic Responses and Non-Hispanic Responses by Question



Source: 2015 NCT, Internet responses
 United States™
Census
 Bureau
 U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 census.gov

2015 National Content Test

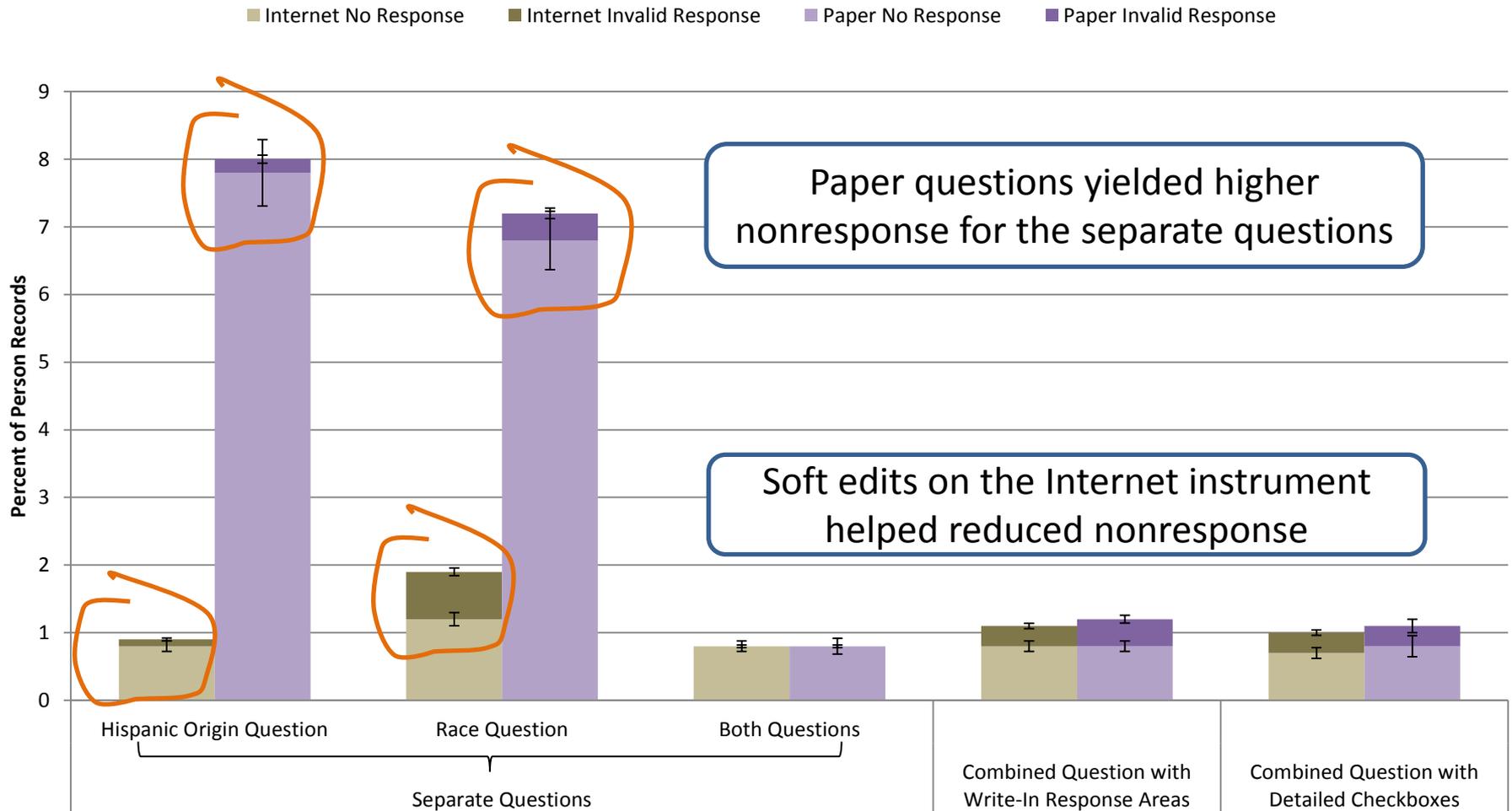
Percent Distribution of Race for Hispanic Respondents by Question Format



Source: 2015 NCT, Internet responses

2015 National Content Test

Percent of Item Nonresponse by Question Format

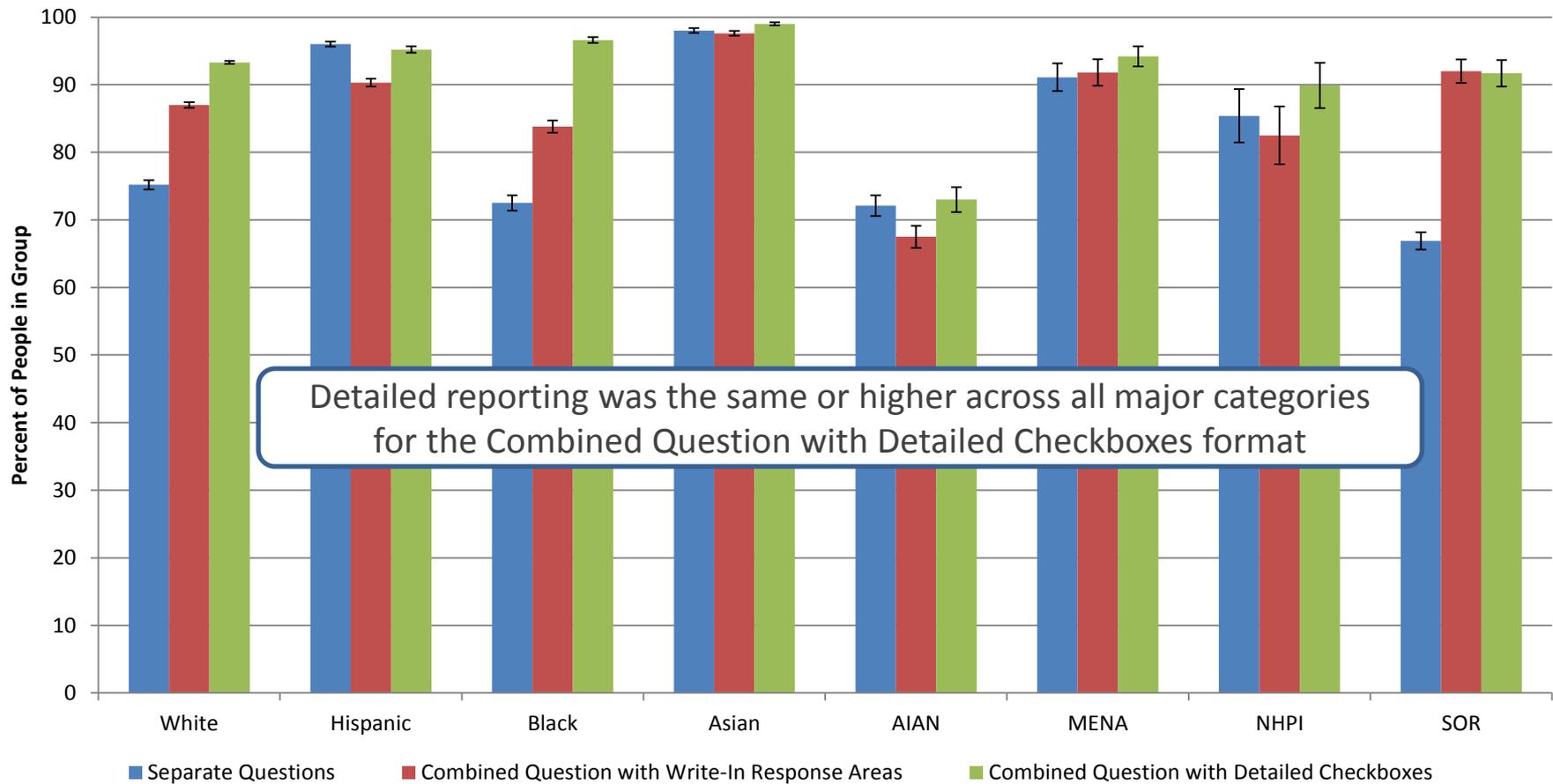


Source: 2015 NCT, Internet and paper responses

2015 National Content Test

Detailed Reporting for Major Race/Ethnicity by Question Format

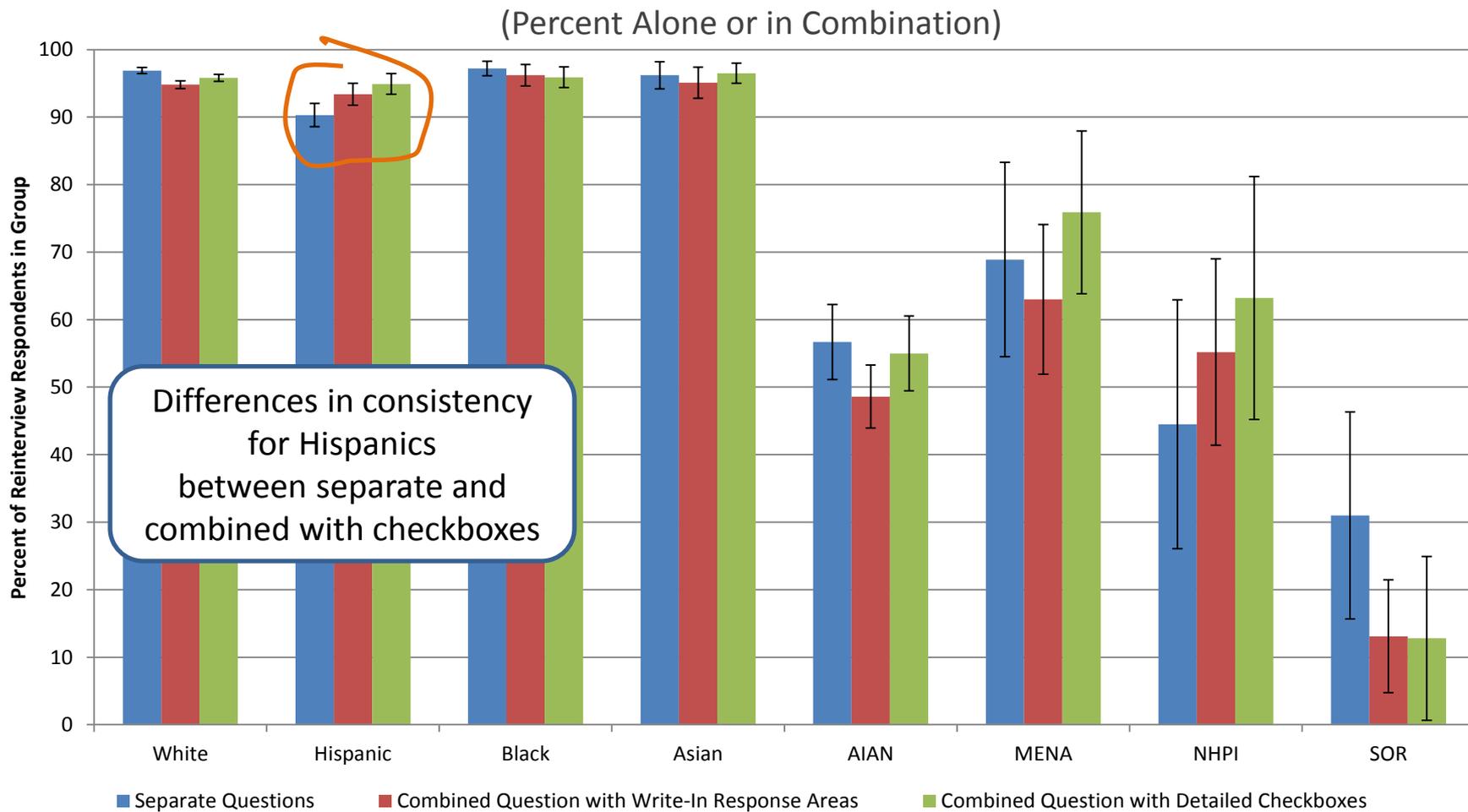
(Percent Alone or in Combination)



Source: 2015 NCT, Internet responses

2015 National Content Test

Detailed Reporting for Major Race/Ethnicity by Question Format



Source: 2015 NCT

2015 National Content Test

Question Format: Summary of Preliminary Findings

The combined question format appears to elicit higher quality data on race and ethnicity; this is in keeping with the results of the 2010 AQE

- No changes to distribution for major groups
- Decreased Some Other Race reporting
- Lower item nonresponse for the combined race/ethnicity question than for the separate race question
- Same or higher level of detailed reporting
- Higher overall consistency for Hispanics

Preliminary Recommendation for Census Bureau Director

Use the Combined Question with Detailed Checkboxes Design for the 2018 End-to-End Census Test

The image displays three screenshots of the 2015 National Content Test web form, illustrating a design for a combined question with detailed checkboxes.

Top Screenshot: Shows the header "United States Census Bureau 2015 National Content Test" and the question "Which categories describe NAME? (Help)". Below the question are several checkboxes with corresponding labels and examples:

- White (For example, German, Irish, English, Italian, Polish, ...)
- Hispanic, Latino, or Spanish (For example, Mexican or Mexican American, Puerto Rican, ...)
- Black or African Am. (For example, African American, Jamaican, Haitian, ...)
- Asian (For example, Chinese, Filipino, Asian Indian, Vietn..., ...)
- American Indian or Alaska Native (For example, Navajo Nation, Blackfeet Tribe, Mayan, ...)
- Middle Eastern or North African (For example, Lebanese, Iranian, Egyptian, Syrian, ...)
- Native Hawaiian or Other Pacific Islander (For example, Native Hawaiian, Samoan, Chamorro, ...)
- Some other race, ethnicity, or origin

Navigation buttons "Previous" and "Next" are visible at the bottom of this section.

Middle Screenshot: Shows the header and the question "You said that NAME is:". Below the question, several categories are listed in green text, each with a checkbox:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

Below these categories is the question "What are NAME's specific Hispanic, Latino, or Spanish below. Note, you may report more than one group. (Help)". This is followed by a list of checkboxes for specific groups:

- Mexican or Mexican American
- Puerto Rican
- Cuban
- Salvadoran
- Dominican
- Colombian

Navigation buttons "Previous" and "Next" are visible at the bottom of this section.

Bottom Screenshot: Shows the header and the question "You said that NAME is:". Below the question, several categories are listed in green text, each with a checkbox:

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

Below these categories is the question "What are NAME's specific Black or African Am. categories? — Select all boxes that apply and/or enter categories in the space below. Note, you may report more than one group. (Help)". This is followed by a list of checkboxes for specific groups:

- African American
- Jamaican
- Haitian
- Nigerian
- Ethiopian
- Somali

Below this list is a text input field with the prompt "Enter, for example, Ghanaian, South African, Barbadian, etc.". Navigation buttons "Previous" and "Next" are visible at the bottom of this section.

2015 National Content Test

Preliminary Results by Inclusion of the Middle Eastern and North African (MENA) Category

No Distinct MENA Category

vs.

Including a Distinct MENA Category

Middle Eastern and North African Classification

- Researched MENA classifications from 15 government, academic, and non-governmental organizations
- Nationalities in more than half of classifications researched are included in the Census Working Classification
- Census Working Classification of MENA includes:
 - 19 nationalities (e.g., Egyptian, Lebanese, Israeli, etc.)
 - 11 ethnicities and pan-ethnic terms (e.g., Kurdish, Arab, “Middle Eastern,” etc.)

2015 National Content Test Coding of MENA Responses

8. What is Person 1's race or origin?
Mark one or more boxes **AND** print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

IRAQI

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. ↴

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

EGYPTIAN

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. ↴

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. ↴

Some other race or origin – Print race or origin. ↴

8. What is Person 1's race or origin?
Mark all boxes that apply **AND** print origins in the spaces below. Note, you may report more than one group.

White – Print, for example, German, Irish, English, Italian, Polish, French, etc. ↴

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. ↴

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. ↴

American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. ↴

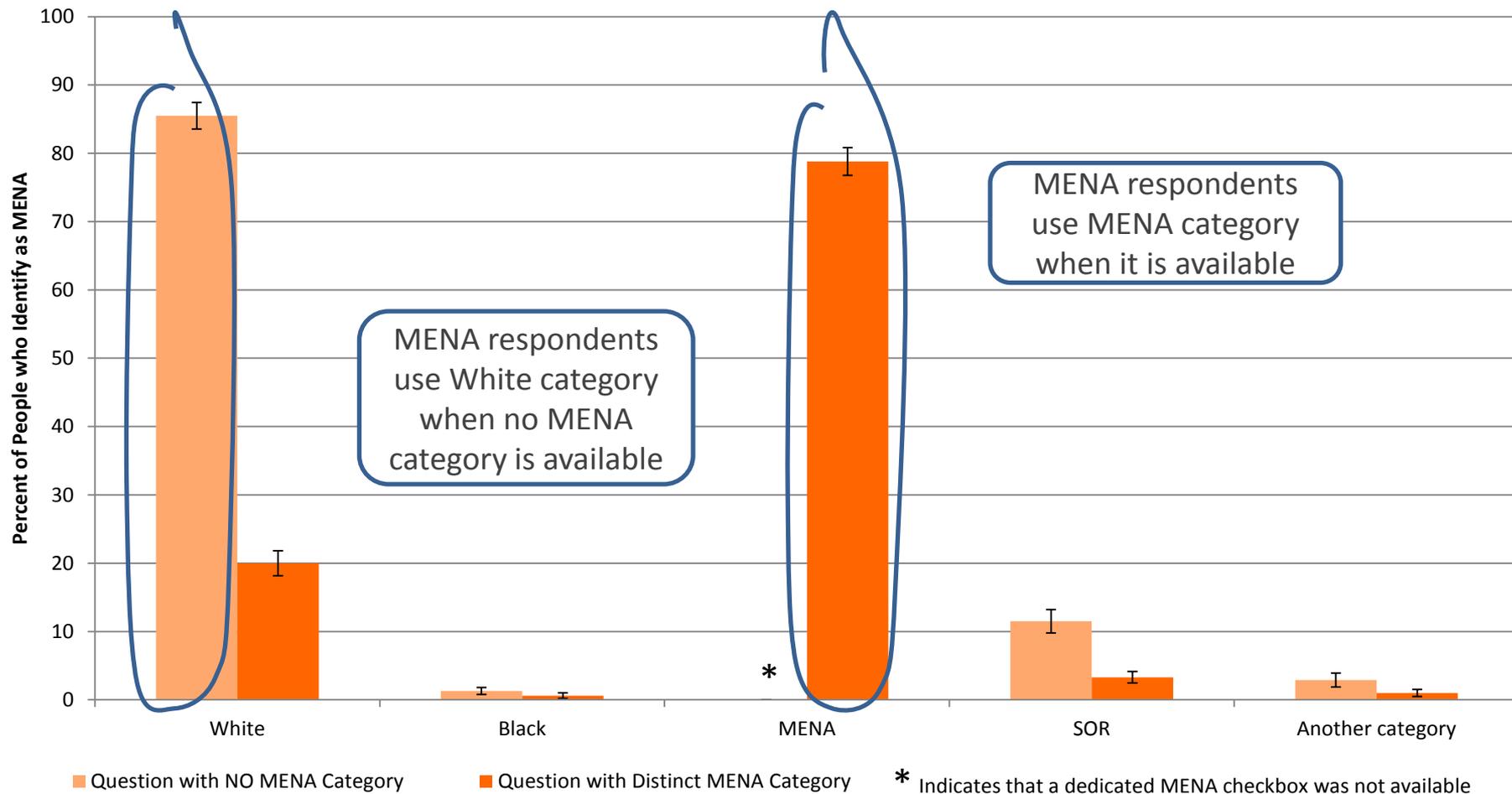
IRAQI, EGYPTIAN

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. ↴

Some other race or origin – Print race or origin. ↴

2015 National Content Test

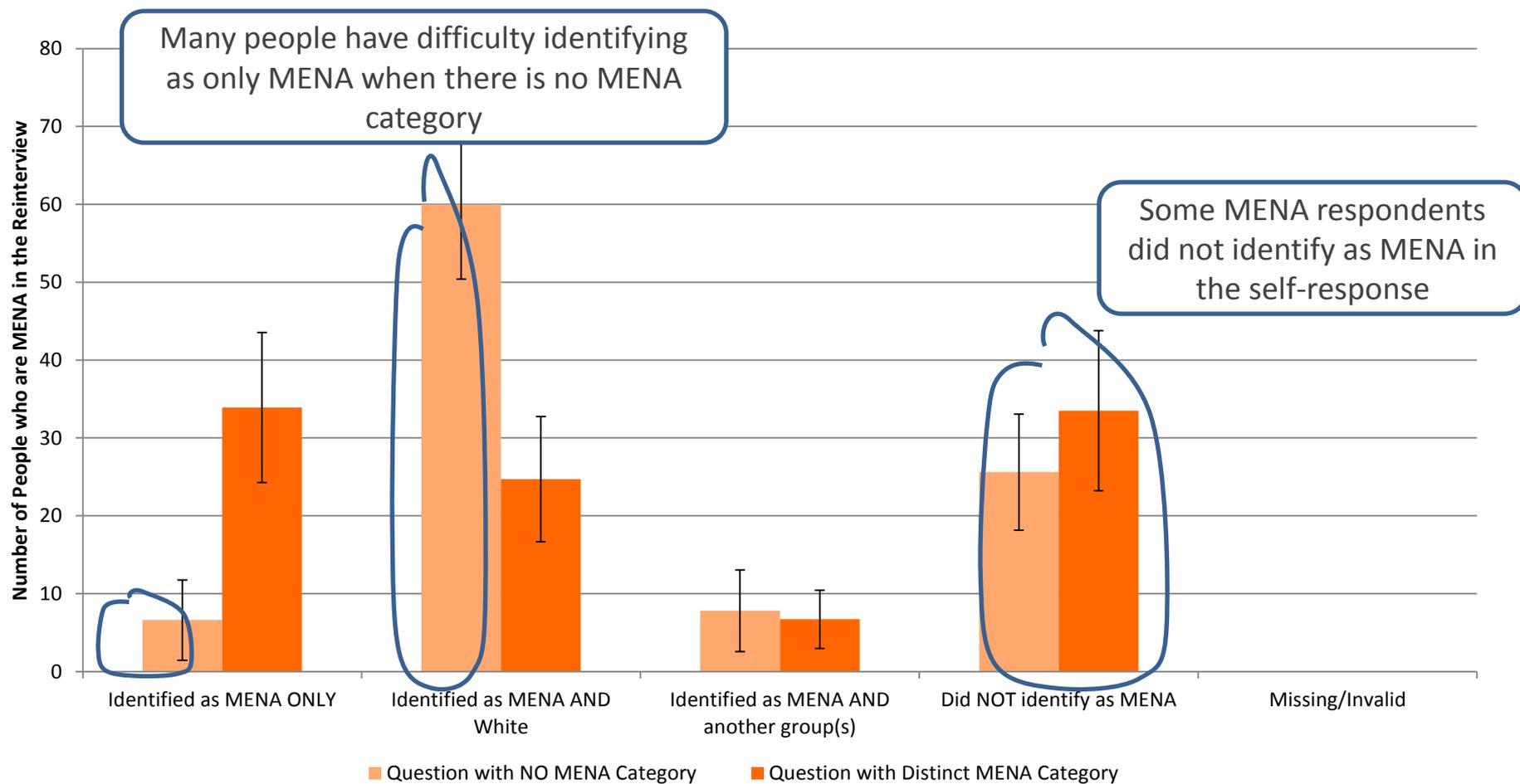
Where MENA Responses are Reported by Presence of MENA Category



Source: 2015 NCT

2015 National Content Test

Self-Response Reporting Patterns of MENA Reinterview Population by Presence of MENA Category



Source: 2015 NCT

2015 National Content Test

Inclusion of the MENA Category: Summary of Preliminary Findings

The use of a distinct Middle Eastern or North African category appears to elicit higher quality data for people who would identify with MENA

- People who identify as MENA use the MENA category when it is available
- People who are MENA have trouble identifying as only MENA when no category is available

Preliminary Recommendation for Census Bureau Director

Include a dedicated response category “Middle Eastern or North African” (MENA) for the 2018 End-to-End Census Test

MIDDLE EASTERN OR NORTH AFRICAN – *Provide details below.*

Lebanese Iranian Egyptian
 Syrian Moroccan Algerian

Print, for example, Israeli, Iraqi, Tunisian, etc. ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

* Note: This is one of the designs tested in the 2015 NCT. Future qualitative explorations and research with the 2017 Census Test will examine alternative options for MENA checkboxes and examples, including the use of an “Israeli” checkbox to emphasize the diversity of the Middle Eastern and North African population.

Explore MENA Designs in 2017 Census Test and Qualitative Research

Test alternative examples and detailed checkboxes to represent the broad diversity of the Middle Eastern and North African population

MIDDLE EASTERN OR NORTH AFRICAN – *Provide details below.*

<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Israeli

Print, for example, Algerian, Iraqi, Kurdish, etc.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

* Note: This design is proposed for testing in future qualitative explorations and the 2017 Census Test, to emphasize the diversity of the Middle Eastern and North African population.

Instructions and Terminology

- **Continue evaluating results regarding *instructions***
“Mark [X] one or more boxes”
vs.
“Mark all boxes that apply”
- **Continue evaluating results regarding *terminology***
“race/origin” vs. “race/ethnicity”
vs. no terms – “categories”

Summary of Preliminary Recommendations for the 2018 End-to-End Census Test

- Use combined question with detailed checkboxes design
- Include dedicated MENA response category
- Instructions and Terminology – analyzing further

Upcoming Tests

Deborah Stempowski, Decennial Census Management Division

2017 Census Test

Overview

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

Purpose

- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information

Key Activities

Activity	Date
Begin Census Questionnaire Assistance (CQA)	March 20, 2017
Begin Self-Response, Including Non-ID Processing	March 20, 2017
Census Day	April 1, 2017

2017 Census Test

Sample Design

- National sample: 80,000 housing units
 - Housing units in mailable areas
 - Remove housing units from recent decennial tests and ACS
 - Stratified to oversample housing units in:
 - Alaska
 - Areas with relatively higher populations of AIAN
 - Areas with lower propensity to respond online
- Tribal Enrollment reinterview: 15,000 housing units
 - Conducted by phone
 - Heavy oversample of housing units:
 - Alaska
 - People who identify as AIAN
 - People who indicate they are enrolled

2017 Census Test

Contact Strategy: National Sample

Internet Push

- 1 Letter
- ↓
- 2 Letter
- ↓
- 3* Postcard
- ↓
- 4* Paper Questionnaire + Letter
- ↓
- 5* "It's not too late" Postcard

*Mailed only to nonrespondents

Internet Choice

- 1 Paper Questionnaire + Letter
- ↓
- 2 Letter
- ↓
- 3* Postcard
- ↓
- 4* Paper Questionnaire + Letter
- ↓
- 5* "It's not too late" Postcard



About 87 – 90 percent of addresses will receive English-only questionnaires, letters, and postcards



About 10 – 13 percent of addresses will receive bilingual questionnaires, letters, and postcards

2017 Census Test Questionnaire Content

Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

What is Person 1's sex? Mark ONE box.

Male Female

What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2017 Print numbers in boxes. Month Day Year of birth

____ years ____ ____ _____

What is Person 1's race or ethnicity?
Mark all boxes that apply **AND** print ethnicities in the spaces below.
Note, you may report more than one group.

WHITE – Provide details below.

German Irish English
 Italian Polish French

Print, for example, Scottish, Norwegian, Dutch, etc.

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

Print, for example, Guatemalan, Spaniard, Ecuadorian, etc.

BLACK OR AFRICAN AMERICAN – Provide details below.

African American Jamaican Haitian
 Nigerian Ethiopian Somali

Print, for example, Ghanaian, South African, Barbadian, etc.

ASIAN – Provide details below.

Chinese Filipino Asian Indian
 Vietnamese Korean Japanese

Print, for example, Pakistani, Cambodian, Hmong, etc.

AMERICAN INDIAN OR ALASKA NATIVE – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

Lebanese Iranian Egyptian
 Syrian Moroccan Israeli

Print, for example, Algerian, Iraqi, Kurdish, etc.

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

Print, for example, Palauan, Tahitian, Chuukese, etc.

SOME OTHER RACE OR ETHNICITY – Print details.

On April 1, 2017, was Person 1 enrolled in any American Indian tribe or Alaska Native tribe or village?

No, not enrolled
 Yes, enrolled → Print enrolled tribe(s) or village(s) below.

On April 1, 2017, was Person 1 a shareholder of any Alaska Native regional or village corporation?

No, not a shareholder
 Yes, a shareholder → Print Alaska Native regional or village corporation(s) below.

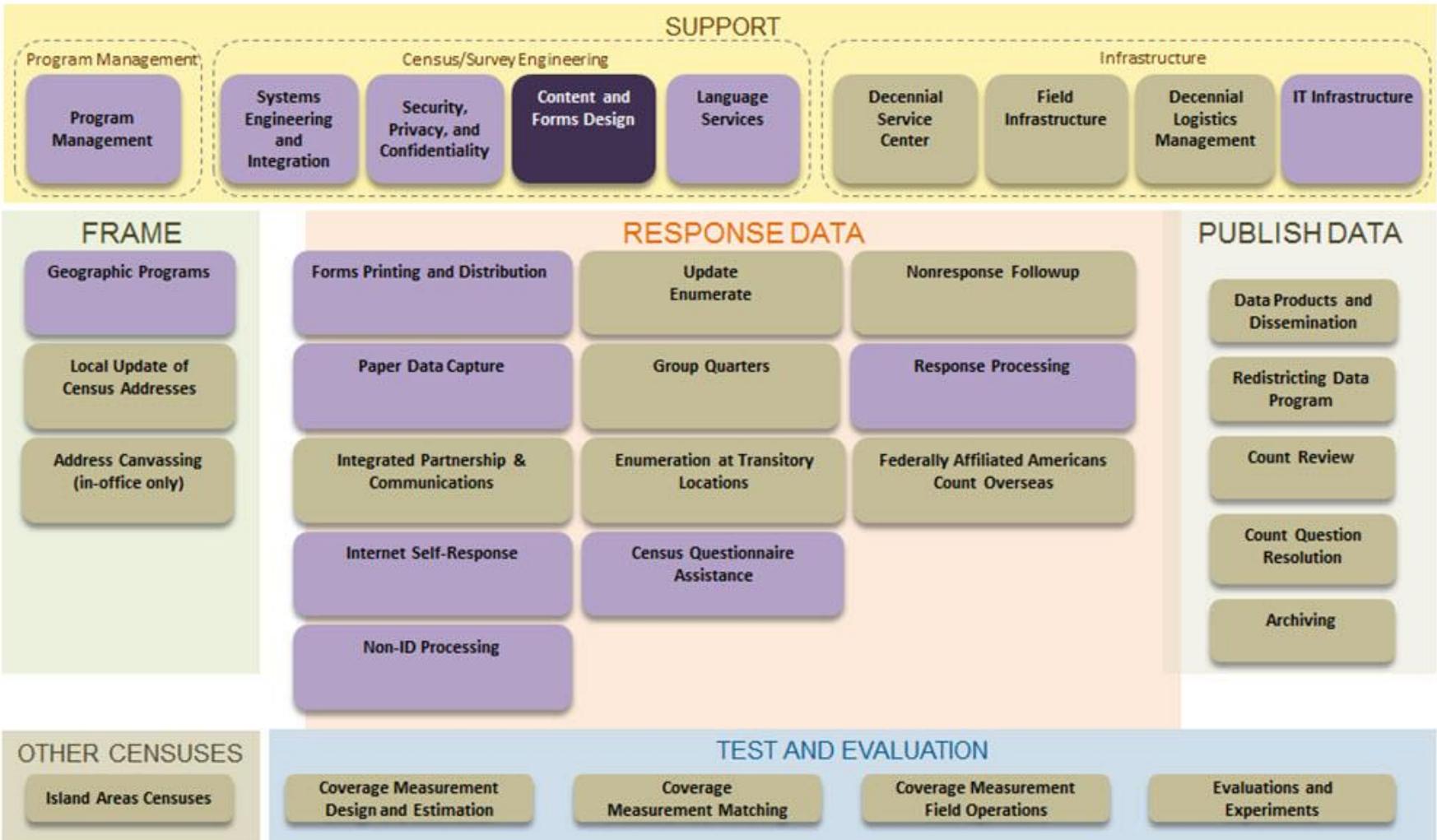
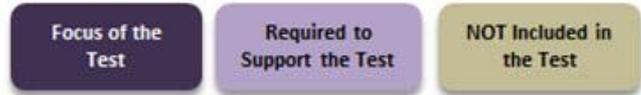
Does Person 1 usually live or stay somewhere else?
Mark all that apply.

No

Yes, for college Yes, with a parent or other relative
 Yes, for a military assignment Yes, at a seasonal or second residence
 Yes, for a job or business Yes, in a jail or prison
 Yes, in a nursing home Yes, for another reason

2020 Census Readiness

2017 Census Test

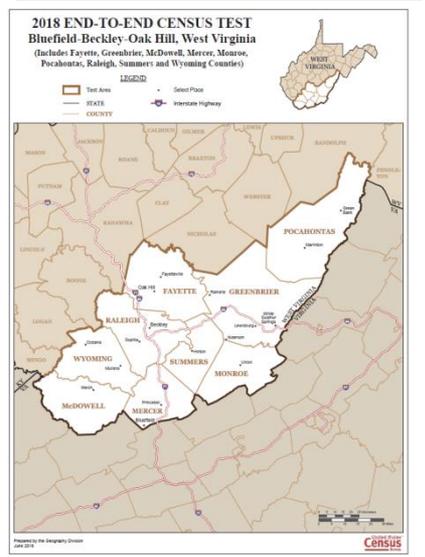
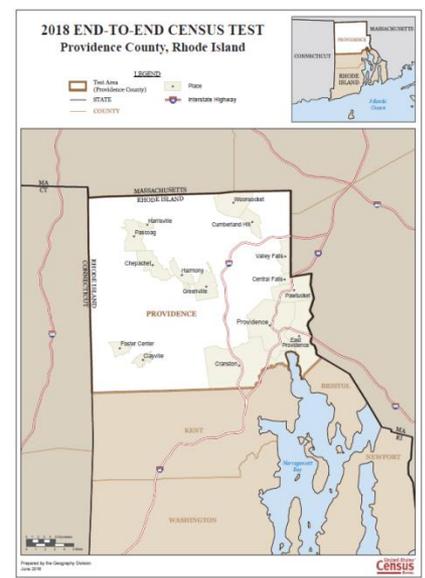


2018 End-to-End Census Test Overview

- April 1, 2018 Census Day
- Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

Purpose

- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

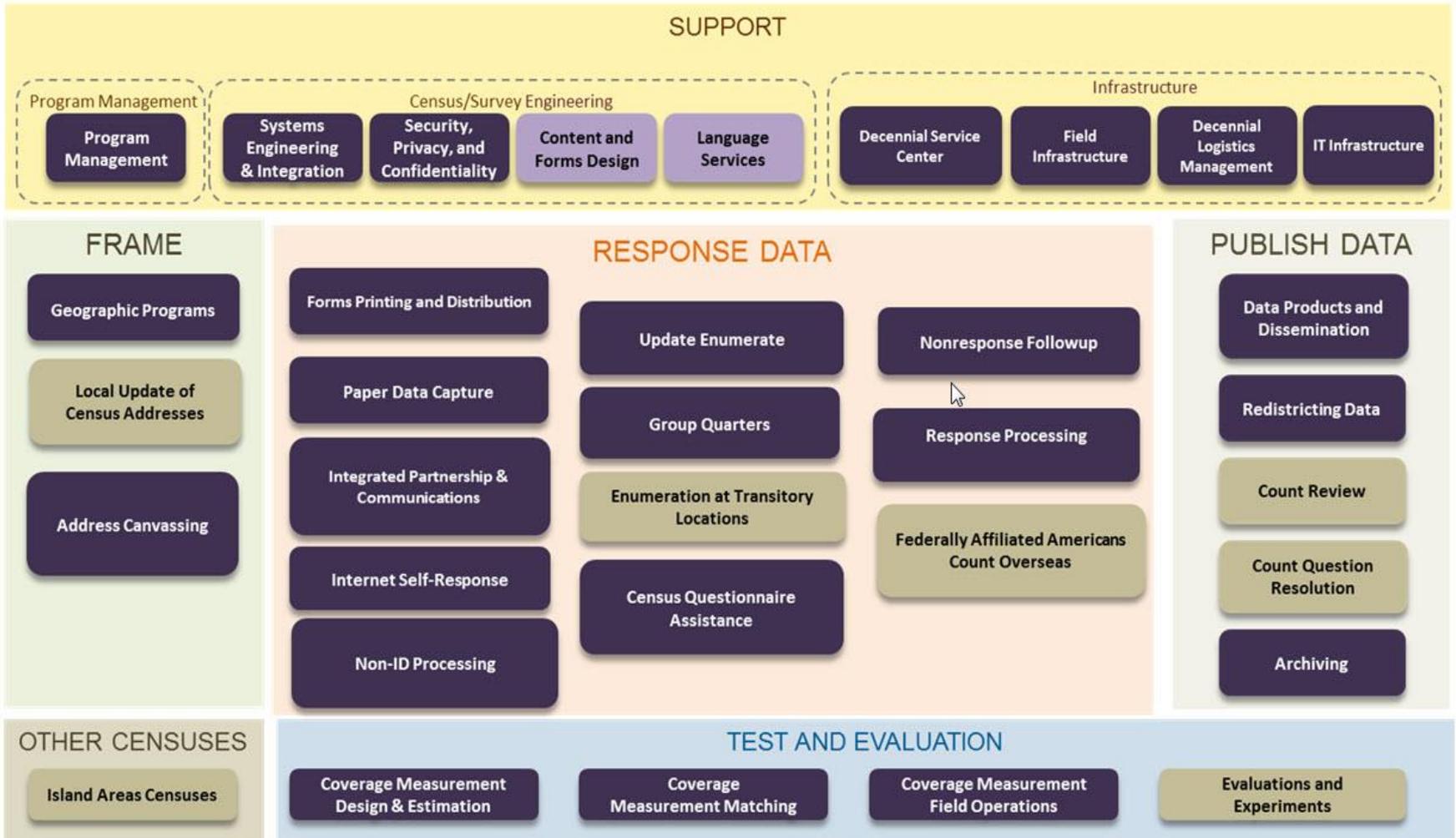


2020 Census Readiness

2018 End-to-End Census Test

Legend for Test Focus:

- Focus of the Test** (Dark Purple)
- Required to Support the Test** (Light Purple)
- NOT Included in the Test** (Light Green)



2018 End-to-End Census Test

Key Activities

Activity	Date
Open Regional Census Centers (RCCs)	January 3, 2017
Open Area Census Offices (ACOs)	March 31, 2017
Conduct In-Field Address Canvassing	August 14 – September 29, 2017
Begin Hiring Partnership Staff	October 11, 2017
Conduct Census Questionnaire Assistance	March 19 – August 31, 2018
Conduct Self-Response, Including Non-ID Processing	March 19 – August 31, 2018
Conduct GQ Enumeration	March 28 – June 12, 2018
Census Day	April 1, 2018
Conduct Nonresponse Followup	April 3 – August 20, 2018
Conduct Update Enumerate	April 16 – May 16, 2018
Conduct Update Enumerate Followup	May 7 – July 16, 2018

2020 Census Systems Readiness

Atri Kalluri, Decennial Information Technology Division

Patricia McGuire, Information Technology Directorate

2020 Census Systems Readiness

- 2018 End-To-End Census Test Solution Architecture
- Status of Systems Supporting the 2018 End-To-End Census Test
 - Census Enterprise Data Collection and Processing (CEDCaP) Systems

2020 Census Systems Readiness

Non-CEDCaP Systems

Non-CEDCaP System	Key Efforts/Updates required for 2018/2020
2020 Website	Develop enhancements and deploy in support of the 2018 End-to-End Census Test IPC operation. Possible scalability updates are required to support 2020.
CEDCSI (Center for Enterprise Dissemination Services and Consumer Innovation)	Establish interfaces with 2018 End-to-End Census Test systems. Possible scalability updates are required to support 2020.
CEM (Customer Experience Management)	Develop enhancements and deploy in support of the 2018 End-to-End Census Test IPC operation. Possible scalability updates are required to support 2020.
CM Clerical Match and Map (Coverage Measurement – Clerical Matching System and Map Update)	Develop and deploy in support of 2018 End-to-End Census Test Coverage Measurement (CM) operation.
CM Imputation and Estimation (Coverage Measurement – Imputation and Estimation System)	Develop and deploy in support of 2018 End-to-End Census Test CM operation.
CM PCS (Coverage Measurement – Processing and Control System)	Develop and deploy in support of 2018 End-to-End Census Test CM operation.
CRM (Customer Relationship Management)	Update platform and develop enhancements . Deploy in support of 2018 End-to-End Census Test IPC operation. Possible scalability updates are required to support 2020.

2020 Census Systems Readiness

Non-CEDCaP Systems (continued)

Non-CEDCaP System	Key Efforts/Updates required for 2018/2020
CQA (Census Questionnaire Assistance)	Establish interfaces with 2018 End-to-End Census Test systems. Develop and deploy in support of the 2018 End-to-End Census Test Self-Response operation. Scalability updates are required to support 2020 Census.
C-SHaRPS (Census Schedule A Hiring, Recruiting and Payroll System)	Award contract. Develop and deploy for 2018 End-to-End Census Test Enumeration Recruiting Release.
DAPPS (Decennial Applicant, Personnel and Payroll System)	Migrate to Cloud. Develop and deploy interface with C-SHaRPS for 2018 End-to-End Census Enumeration Recruiting Release. Verify benefits implementation for fulfilling Affordable Care Act. Scalability updates are required to support 2020 Census.
IPTS (Intelligent Postal Tracking System)	Complete Analysis of Alternatives to determine the postal-tracking solution for the 2018 End-to-End Census Test and the 2020 Census.
LMS (Learning Management System)	Award contract. Develop and deploy online training for all field enumeration activities.
MAF/TIGER (Master Address File/Topologically Integrated Geographic Encoding and Referencing Database)	Develop and deploy collection geographies. Provide address and geospatial services for all operations.
RTNP (Real Time Non-ID Processing)	Verify cloud deployment in the production environment in support of the self-response operation. Scalability updates are required to support 2020 Census.

2020 Census Systems Readiness

Non-CEDCaP Systems (continued)

Non-CEDCaP System	Key Efforts/Updates are required for 2018/2020
DRPS (Decennial Response Processing System)	Develop enhancements and deploy in support of response processing operation. Scalability updates are required to support 2020 Census.
MOJO (Recruiting Dashboard)	As-Is system. C-SHaRPS may provide functionality beginning with the enumeration recruiting release.
PEARSIS (Production Environment for Administrative Records Staging, Integration and Storage)	Develop enhancements and deploy in support of response processing operation. Scalability updates are required to support 2020.
Tabulation (Decennial Tabulation System)	Establish interface with 2018 End-to-End Census Test systems , develop and deploy enhancements required to support the 2018 End-to-End Census Test. Possible scalability updates are required to support 2020 Census.
UTS (Unified Tracking System)	Develop enhancements and deploy in support of 2018 End-to-End Census Test. Scalability updates are required to support 2020 Census.

2020 Census Systems Readiness

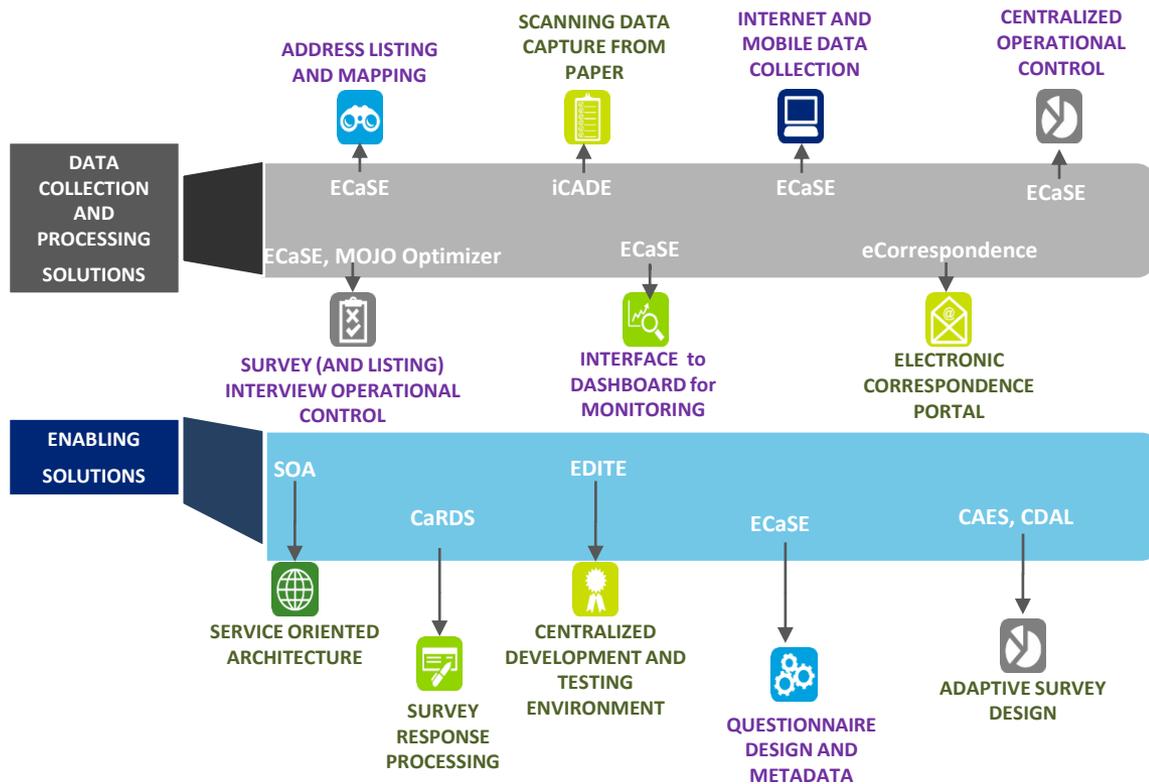
Non-CEDCaP Support Systems

Non-CEDCaP System	Key Efforts/Updates required for 2018/2020
CBS (Commercial Business System)	As-Is system, no functionality updates are required for its 2018/2020 baseline scope. Some updates may be required when interfacing systems (such as DAPPS) migrate to the cloud.
CENDOCS (Census Document System)	As-Is system, no functionality updates are required for its 2018/2020 baseline scope.
CHEC (Census Hiring and Employment Check System)	Third party vendor interface needs to be implemented once the fingerprinting contract is awarded. Scalability updates are required to support 2020 Census.
CHRIS (Census Human Resources Information System)	As-Is system, no functionality updates are required for 2018/2020 baseline scope. Some updates may be required when interfacing systems (such as DAPPS) migrate to the cloud.
CIRA (Census Image Retrieval Application)	As-Is system, no functionality updates are required for its 2018/2020 baseline scope. Scalability updates are required to support 2020 Census.
Commercial Printing	Award to a GSA vendor. Develop interface with 2018 End-to-End Census Test systems.
IDMS (Identity Management System)	As-Is system, no functionality updates are required for its 2018/2020 baseline scope. Scalability updates are required to support 2020 Census.
ILMS (Integrated Logistics Management System)	Finalize baseline scope. Develop interface with 2018 End-to-End Census Test systems in support of IPC. Possible scalability updates are required to support 2020.
NPC Printing (Printing at the National Processing Center)	As-Is system, no functionality updates are required for its 2018/2020 baseline scope.
Sunflower	As-Is system, no functionality updates are required for its 2018/2020 baseline scope.

2020 Census Systems Readiness

Census Enterprise Data Collection and Processing (CEDCaP) Capabilities and Solutions

CEDCaP is comprised of delivery of enterprise capabilities and the solutions to provide those capabilities.



Capabilities shown in purple will be provided by the Enterprise Censuses and Surveys Enabling (ECaSE) Platform

Census Enterprise Data Collection & Processing (CEDCaP)

CEDCaP Data Collection & Processing Capabilities and Solutions Delivered:	
CEDCaP Capability	CEDCaP Solution
1) Centralized Development and Testing Environment to CEDCaP projects	Enterprise Development, Integration, & Test Environment (EDITE)
2) Service Oriented Architecture for CEDCaP projects (i.e., common infrastructure and efficient system interfaces to allow IT applications to communicate without the need for costly system re-writes)	Application Programming Interface (API) Infrastructure (API-I)
3) Centralized Operational Analysis and Control and Adaptive Survey Design capability, including statistical modeling and administrative records	ECaSE Operational Control System Census-Data Access Layer (C-DAL) Concurrent Analysis and Estimation System (CAES)
4) Survey (and Listing) Interview Operational Control	ECaSE Operational Control System MOJO Optimizer
5) Address Listing and Mapping	ECaSE Address Listing Mapping
6) Interface to the Dashboard for Monitoring Survey Cost, Progress, and Quality and Enterprise Paradata Repository	ECaSE
7) Questionnaire Design and Metadata	ECaSE- Questionnaire Design Metadata
8) Internet and Mobile Data Collection	ECaSE Internet Self Response ECaSE – Enumeration
9) Electronic Correspondence Portal	eCorrespondence
10) Scanning Data Capture from Paper	Integrated Computer Assisted Data Entry (iCADE)
11) Survey Response Processing	CARDS (Pre-data collection, TBD) (Post-data collection processing)

2020 Census Systems Readiness

CEDCaP Systems

CEDCaP System	Key Efforts/Updates required for 2018/2020
CaRDS (Control and Response Data System)	Develop enhancements to functionality that supported the 2015 and 2016 Census Tests. Deploy in support of Census Universe Creation for 2017 Census Test and 2018 End-to-End Census Test. Scalability updates are required to support 2020.
iCADE (Integrated Computer Assisted Data Entry System)	Develop enhancements to legacy system that supports current surveys and the 2015 and 2016 Census test. Deploy in support of paper data capture operation for 2017 Census test and 2018 End-to-End Census Test. Scalability updates are required to support 2020.
SOA (Service Oriented Architecture)	Develop enhancements to production system to support interfaces between ECaSE in the Cloud and those systems not in the Cloud.
CAES (Concurrent Analysis and Estimation)	Conduct tests, finalize 2020 Census models that will run on CAES, and obtain an ATO in order to support the 2018 End-to-End Census Test.
ECaSE (Enterprise Censuses and Surveys Enabling)	Complete the configuration of Internet Self-Response and Operational Control functionality to support the 2017 Census Test and Address Listing and Enumeration instruments for the 2018 End-to-End Census Test. Scalability updates are required to support 2020.

Wrap-Up

Shirin Ahmed

Assistant Director, Decennial Census Programs

Thank You

Email us at: 2020.census.pmr@census.gov