

2020 Census Program Management Review

Decennial Census Programs

U.S. Census Bureau

July 11, 2017

Welcome

Lisa Blumerman

Associate Director, Decennial Census Programs

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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
 - 2020.census.pmr@census.gov
- 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
- Update on Testing
 - 2017 Census Test Preliminary Results
 - 2018 End-to-End Census Test
- 2020 Census Operations
 - Group Quarters
 - Forms Printing & Distribution
 - Paper Data Capture
 - Update Leave and Update Enumerate
- 2020 Census Systems Readiness
 - Update on Systems Readiness
 - LiMA Demo
- Wrap-up

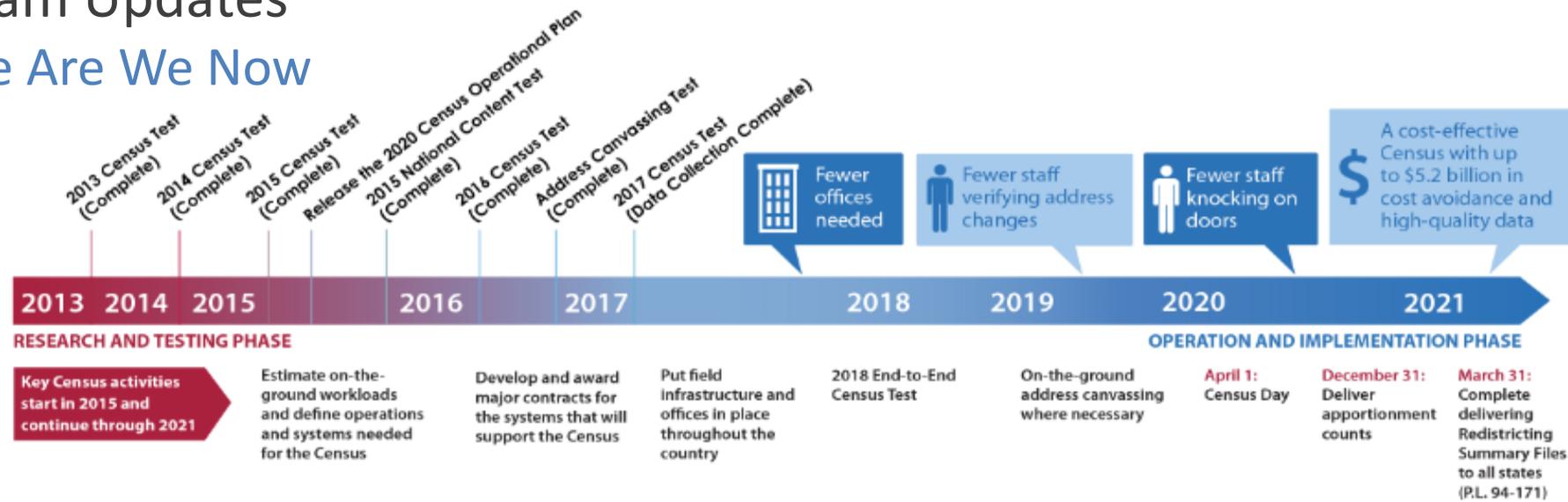
Program Updates

Budget

2020 Census (Dollars in Millions)							
	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018
Congressional Request	\$67.000	\$131.425	\$244.772	\$443.187	\$662.550	\$778.290	\$800.174
Enacted Budget	\$66.630	\$94.039	\$232.687	\$344.566	\$625.285	\$754.389	

Program Updates

Where Are We Now



Key Activities:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Awarding Key Contracts:** Continue to award key contracts for the 2020 Census
- **Conducted the 2017 Census Test:** Nationwide self-response test that included Internet Self-Response, Real-Time Non-ID response and processing, and the deploying of applications in the Cloud
- **Planning and Execution of the 2018 End-to-End Census Test:** Focuses on the overall integration of systems and operational procedures for 24 of the 35 operations of the 2020 Census
- **Area Census Office Delineation:** Identifying number of and initial locations for offices and initiating leasing and logistics processes

- **Delivering Questions to Congress:** Title 13 requires the Census Bureau deliver to Congress subjects for the decennial census program by March 31, 2018
- **Operational Readiness**
 - 2020 Census Operational Plan 2.0 (issued September 2016)
 - 2020 Census Operational Plan 3.0 (to be released October 2017)
 - Local Update of Census Addresses (LUCA) (began January 2017) (Registration mailing July 2017)
 - Field Infrastructure: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding (planning underway)

Program Updates

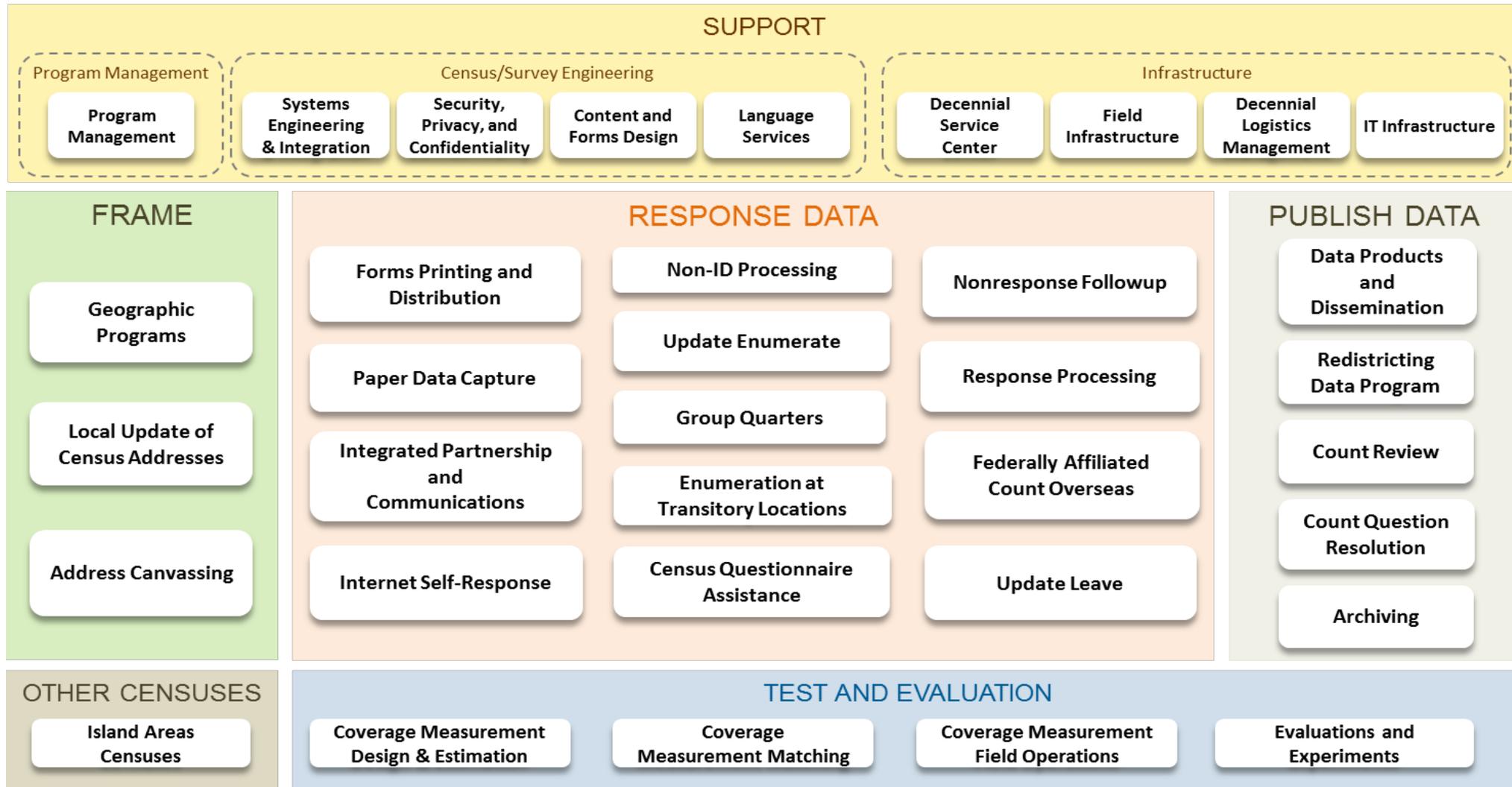
2020 Census Operational Plan

- 2020 Census Operational Plan documents the design for conducting the census
- Version 2.0 was issued in September 2016
- The scope and design of the 2020 Census is being reviewed and the Operational Plan updated to reflect decisions and updates since version 2.0
- A total of nine (9) Detail Operational Plans are expected to be issued by the end of the fiscal year
- The latest versions of the Operational Plan and Detail Operational Plans are available on [census.gov](https://www.census.gov)



Program Updates

2020 Census Operations



Program Updates

2018 End-to-End Census Test

Address Canvassing

- Exercise final listing/mapping capabilities in the field
- Conduct in-field listing quality control

Providence County, RI



Pierce County, WA



Bluefield-Beckley-Oak Hill, WV



Providence County, RI



Peak Operations

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

Program Updates

Key Contracts



Technical Integrator

Ensures 2020 Census System of Systems (SoS) integrates, performs, scales, is secure, and meets business objectives
 Provides 2020 Census Cloud and On Premise Infrastructure
 Provides Fraud Detection Solution



Census Questionnaire Assistance (CQA)

Provides call center capability for self response
 Assist respondents with responding to and completing census questionnaires
 Provides Interactive Voice Response (IVR)



C-SHaRPS – Recruiting & Selection

Provides recruiting and selection COTS for up to 400K Schedule A Field Staff

C-SHaRPS Fingerprinting

Provides fingerprinting services for field staff



Decennial Device as a Service dDaaS

Provides Mobile Devices for Field Data Collection Operations



Software Integration, Cellular, Logistics, Shipping, Asset Management, Break/Fix and Disposition

Field IT Deployment FITd

Provides the IT infrastructure for 2020 Census field sites
 IT & Telecommunications Hardware, Image Integration, Logistics, Shipping, Installation, Break/Fix and Disposition

Regional Census Centers
Area Census Offices
Island Area Offices
Paper Data Capture Centers



Decennial Service Center

Provide help desk services for 2020 Census Operations

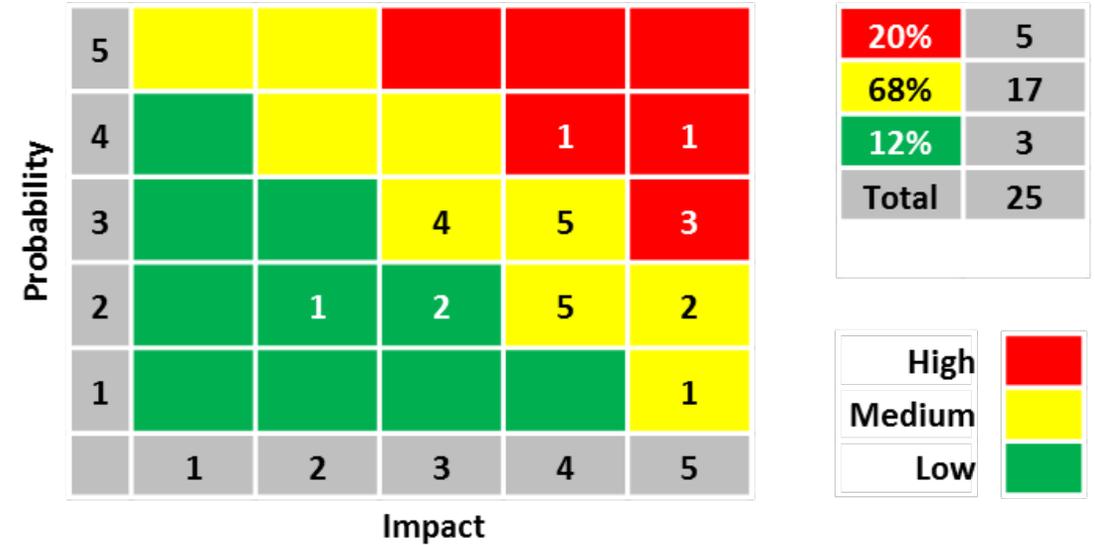
Program Updates

Risks

The selected risks that follow represent the major concerns that could affect the design or the successful implementation of the 2020 Census.

- Funding Requests Not Realized ■ (Probability 4, Impact 5)
- External Support ■ (Probability 4, Impact 4)
- Administrative Records And Third-Party Data - External Factors ■ (Probability 3, Impact 5)
- Public Perception Of Ability To Safeguard Response Data ■ (Probability 3, Impact 5)
- Cybersecurity Incidents ■ (Probability 3, Impact 5)
- Enterprise IT Solutions ■ (Probability 3, Impact 4)
- Late Operational Design Changes ■ (Probability 3, Impact 4)
- Insufficient Levels Of Staff With Subject Matter Skillsets ■ (Probability 3, Impact 4)
- Cloud Implementation ■ (Probability 3, Impact 3)
- Systems Scalability ■ (Probability 3, Impact 3)

Program Issues: 1. Increased Field Workload For The Address Canvassing Operation
2. Modification To The 2020 Census Baselined Design



Program Updates

Schedule

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 – November 2016	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Conduct the Block Boundary Suggestion Program	December 2015 – May 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	
2020 Census Day	April 1, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

2017 Census Test Preliminary Findings

Tasha Boone

Decennial Census Management Division

Sheila Proudfoot

Decennial Contracts Execution Office

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

National Sample: 80,000 housing units

- Housing units in mailable areas
- Remove housing units from recent decennial tests and the American Community Survey
- Stratified to oversample housing units in:
 - Alaska
 - Areas with relatively higher populations of American Indian and Alaska Natives
 - Areas with lower propensity to respond online

Reinterview: 15,000 housing units

- Conducted by phone
- Heavy oversample:
 - Alaska
 - People who identify as American Indian and Alaska Native
 - People who indicate they are enrolled in a tribe
 - People responding initially without a Census ID

2017 Census Test

Mail Strategy

Self-Response

- Self-response contact strategy: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Languages: English and bilingual (English/Spanish)
- 80,000 total housing units in sample

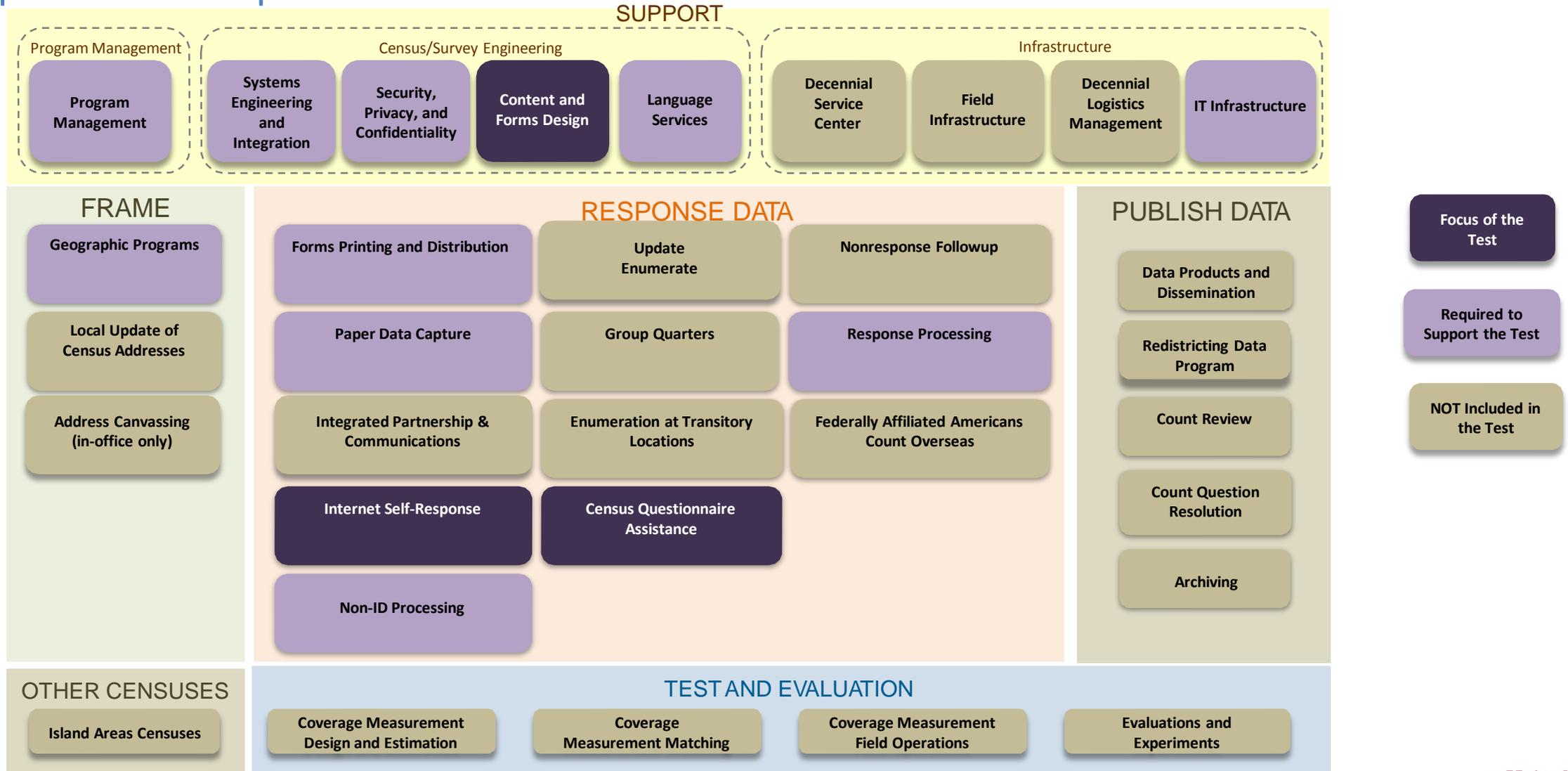
Panel	Number of Housing Units	Percent of Total Housing Units
Internet First	48,900	61.1
Internet Choice	31,100	38.9

Language	Number of Housing Units	Percent of Total Housing Units
English	69,824	87.3
Bilingual (English/Spanish)	10,176	12.7

2017 Census Test Language Services

- Provided the ability for non-English speakers to respond by:
 - Internet Self-response Instrument: Spanish
 - Paper Questionnaire: Spanish
 - Census Questionnaire Assistance (CQA): Spanish, Chinese (Cantonese, Mandarin), Vietnamese, Korean, Russian, and Arabic
- Included a language insert in all mailing panels
 - Explaining how to reach a CQA agent in each language

2017 Census Test Operational Scope



2017 Census Test

Key Activities

Activity	Date	
First Mailing	March 20, 2017	✓
Conduct Internet Self-Response, Including Non-ID Processing	March 20 – May 12, 2017	✓
Conduct Census Questionnaire Assistance (CQA)	March 20 – May 12, 2017	✓
Conduct Paper Data Capture	March 20 – June 2, 2017	✓
Census Day	April 1, 2017	✓
Conduct Reinterview	April 10, 2017 – July 10, 2017	✓
Last Mailing	April 20, 2017	✓

2017 Census Test

Preliminary Weighted Self-Response Rates

	Panel	Internet	Telephone	Mail	Total*
1	Internet First	37.4%	2.8%	13.0%	53.2%
		(0.33)	(0.11)	(0.24)	(0.34)
2	Internet Choice	9.0%	0.6%	28.9%	38.5%
		(0.21)	(0.06)	(0.34)	(0.36)
	Overall	31.7%	2.4%	16.2%	50.3%
		(0.27)	(0.09)	(0.20)	(0.28)

*Individual components may not add to total due to rounding.

2017 Census Test Systems

Successfully fielded the public facing production systems for the Census which included:

- In the Cloud
- Internet Self-Response
 - Real-Time Non-ID Processing
 - ECaSE Operational Control System
 - Census Questionnaire Assistance (Two Call Centers)

2017 Census Test

Lessons Learned

Internet Self-Response

- Rapid response mechanisms (e.g., escalation procedures, issue resolution Points of Contact) were refined during the test and will be further refined and documented
- User testing schedule will be further refined

Forms Printing and Distribution

- Quality Control procedures will be updated and improved to ensure consistent quality of printed forms
- Printed address check procedure worked well but needs adjustments to scale for 2020

Paper Data Capture

- New paper handling processes need refinement

2017 Census Test Preliminary Findings: Census Questionnaire Assistance (CQA)

2017 Census Test: Census Questionnaire Assistance

Scope

- General questionnaire assistance was provided via two tiers:
 1. Interactive Voice Response
 2. Live Customer Service Representative (CSR)
- CQA scope for the 2017 Census Test was inbound call assistance only.
- CSRs completed questionnaires over the phone for respondents

2017 Census Test

Final CQA Operational Metrics

Key Metrics: 3/22 - 5/12

	Calls Entering IVR	Deflected Calls	Deflection Rate	IVR Calls Offered to CSRs	CSR Calls that Bypassed the IVR	Calls Offered to CSRs	Abandon Rate	Abandoned Calls*	CSR Handled Calls	Avg. Handle Time (min)
PTD	5,737	2,496	43.5%	3,241	66	3,307	1.3%	44	3,267	10.3

Skill Name	Calls Offered to CSRs	Service Level - 30 Seconds	Avg. Handle Time (min)	Avg. Time to Abandon (s)	Abandoned Calls*	Abandon Rate	CSR Handled Calls
Arabic	6	66.7%	6.5	0	0	0.0%	6
Chinese Cantonese	3	100.0%	11.1	0	0	0.0%	3
Chinese Mandarin	3	100.0%	19.4	0	0	0.0%	3
English	3,154	98.3%	10.3	412	40	1.3%	3,118
Korean	7	85.7%	4.1	875	1	14.3%	6
Russian	5	60.0%	7.7	94	1	20.0%	4
Spanish	118	95.8%	12.1	79	1	0.8%	117
Vietnamese	11	81.8%	10.9	18	1	9.1%	10
Grand Total	3,307	98.0%	10.3	399	44	1.3%	3,267

*NOTE: 18 calls marked as "abandoned" are likely handled by CSRs, but MRS cannot link the call to the agent. This is caused by a Transverse call condition which causes a status 3 error in the GeneSys Infomart - ETL process.

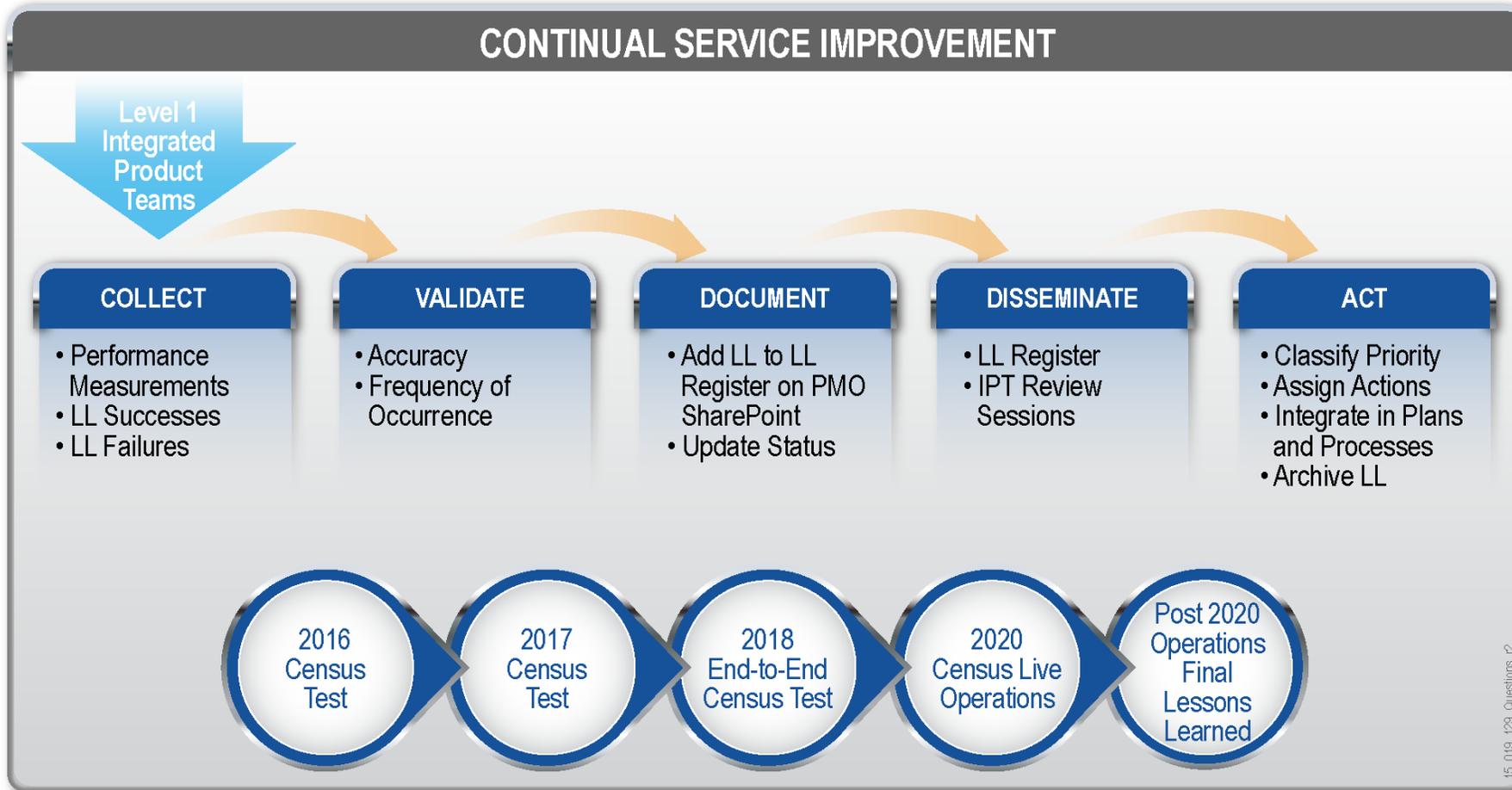
Daily CQA Briefing Report | May 13, 2017

2017 Census Test: Census Questionnaire Assistance

CQA Key Performance Metrics

Metric	Forecast/Plan	Actual	Difference
Average Handle Time	585 Seconds	618 seconds	+33 seconds
Weekly Staff Attrition %	1.0%	1.9% Weekly Average	+0.9%
Average QA score	97%	DQA: 82.7% QAE: 84.9% Aggregate: 85.5%	DQA: -14.3% QAE: -12.1% Aggregate: -11.2%
% of Call Evaluations Completed per Week (Based on CSR Headcount)	95%	DQA: 28% QAE: 101% Aggregate: -65%	DQA: -67% QAE: +4% Aggregate: -32%
% of Call Evaluations Completed per Week (Based on Available Screen Capture Recordings)	95%	145%	+50%
Schedule	95%	100%	+5%
Service Level	80% of Calls Handled Within 30 Seconds	98% of Calls Handled Within 30 Seconds	+18.0%
Percent of Trainees Certified	100%	100%	0
Total # of Contact Center Operations (CCO) Staff On the Job	138	138	0

2017 Census Test: Census Questionnaire Assistance Continual Service Improvement Process



2017 Census Test: Census Questionnaire Assistance Successes/Lessons Learned

Functional Area
Call Center Operations
Training
Systems, Architecture, and Security
Quality Management
Program Management

2017 Census Test: Census Questionnaire Assistance Lessons Learned

Call Center Operations

Successes:

1. Validated the CQA operational concept of operations
2. Validation of Standard Operating Procedures, except EXCEPTION processing

Lessons Learned:

1. Suitability process for hiring CQA Customer Service Representatives was manual and may not be scalable for the 2020 Census
2. Account creation process for CSRs was manual and may not be scalable

2017 Census Test: Census Questionnaire Assistance Lessons Learned Training

Successes:

1. Rapid development of New Hire Training materials for a variety of roles
2. Rapid development and deployment of Ongoing Training to close knowledge/skill gaps uncovered during operations
3. Successful use of software that emulated the CQA and ISR tools, for delivery of both on-site and cross-site virtual instructor-led training, as well as for delivery of on-demand eLearning

Lessons Learned:

1. Improve methods and timing of incorporating trainee feedback during trainings
2. CQA systems need early access in the training development process
3. Standard operating procedures are essential early in the training development process

2017 Census Test: Census Questionnaire Assistance Lessons Learned

Systems, Architecture, and Security

Successes:

1. The primary call processing system components were proven in and will be used in 2018
2. IVR - The effective deflection rate of the IVR solution was greater than the plan of 30 percent
3. Implementation of the CQA Secure Private Cloud platform was completed on time and in an effective manner

Lessons Learned:

1. Business processes were initially not aligned
2. Need cross-functional collaboration for integration of different technologies

2017 Census Test: Census Questionnaire Assistance Lessons Learned

Quality Management

Successes:

1. QA scorecards and scoring standards met requirements successfully to provide an independent evaluation of the CSR's quality measurements
2. QA team availability and time investment to report CQA system errors and assist the technology team on daily troubleshooting and testing efforts

Lessons Learned:

1. Low call volume during the test impacted meeting the monitoring completion metric for Data Quality Audits
2. Need additional effort to define critical fail rate parameters

2017 Census Test: Census Questionnaire Assistance Lessons Learned

Program Management

Successes:

1. Strong, collaborative relationship between the Census Bureau's Government Program Management Office (GPMO), the contracting officer's representative, and the contracting officer
2. Dedicated, transparent, and flexible contractor and GPMO Integrated Project Teams (IPTs) demonstrated the CQA program has an open and communicative environment where all information is shared
3. Collaborative change control board

Lessons Learned:

1. Challenge with document management emphasized the need for a central repository for documents

Questions?

2018 End-to-End Census Test

Deborah Stempowski
Decennial Census Management Division

2018 End-to-End Census Test

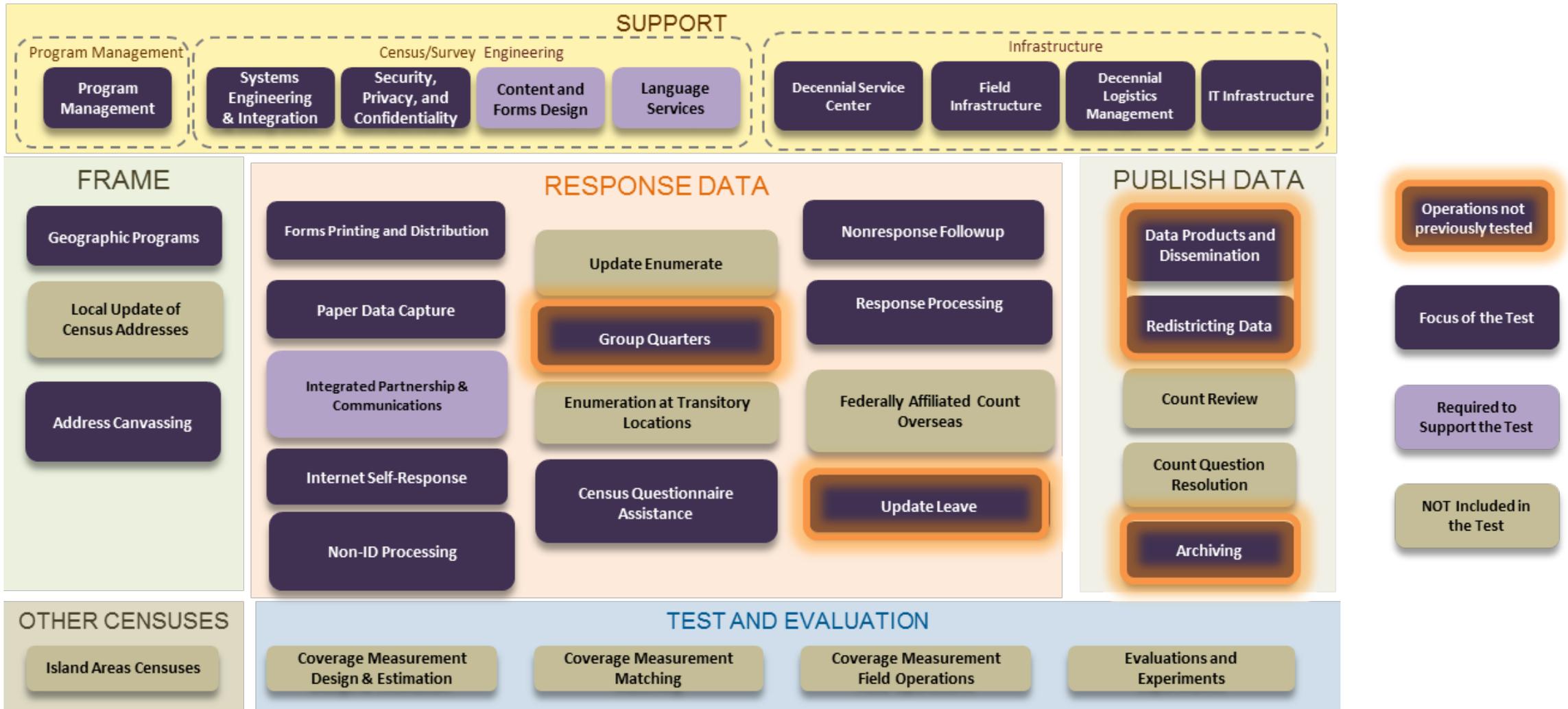
Overview

- April 1, 2018 Census Day

Goals:

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

2018 End-to-End Census Test Operational Scope

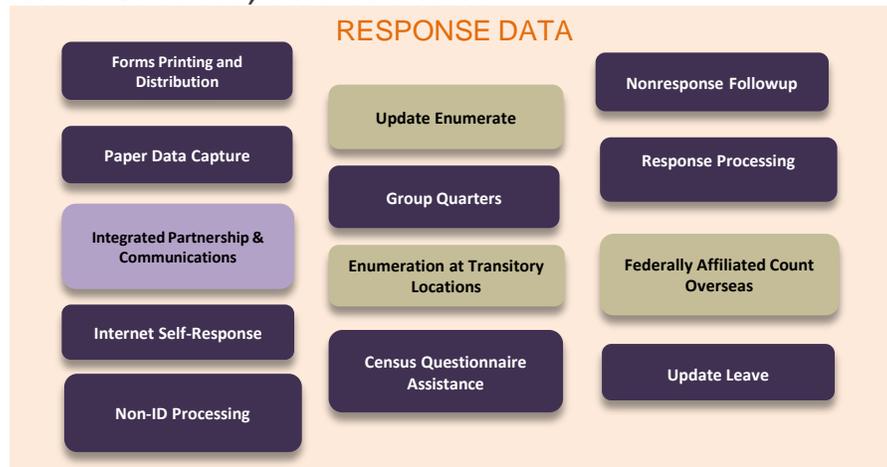


2018 End-to-End Census Test: Peak Operations

Operational Scope

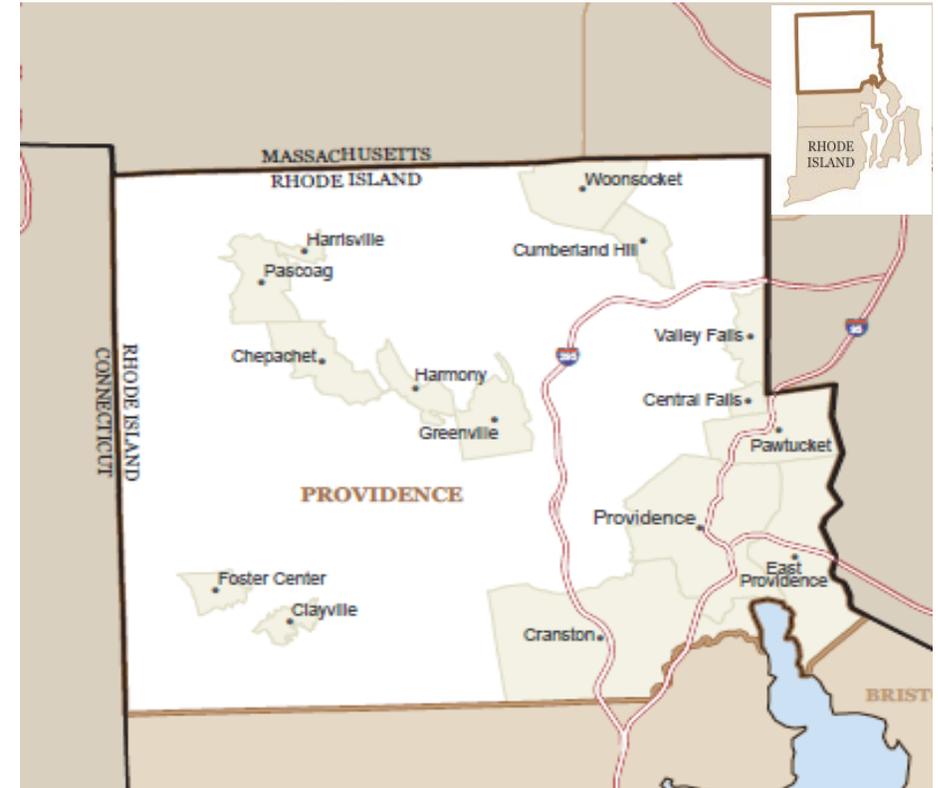
Peak Operations

- One site: Providence, Rhode Island



Operation	Workload Unit	Test Site Providence County, RI
Total Housing Units	-	273,00
In-Field Address Canvassing	HU	~80,000
Update Leave	HU	~2,000
Self-Response	HU	~271,000
Nonresponse Followup	HU	~163,000
Group Quarters	GQ	500

Providence County, RI



2018 End-to-End Census Test

Address Canvassing: Overview

Methodology

- Conduct In-Field Address Canvassing in Three Test Site Locations
- Implementation of Independent Quality Control

Approach

- Use Enhanced Version of LiMA that Supports Quality Control Operations
- Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
- ECaSE Time and Expense
- Use Automated Training Solution

2018 End-to-End Census Test

Address Canvassing: Estimated Staffing Per Site Location

Site	Production		Quality Control	
	Invite to Training	Production Staff	Invite to Training	Production Staff
Providence County, Rhode Island	80	70	17	15
Pierce County, Washington	133	117	33	28
Bluefield-Beckley-Oak Hill, West Virginia	91	80	28	24

2018 End-to-End Census Test

Key Activities

Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	April – July 2017*	✓
Conduct In-Field Address Canvassing	August 28 – September 29, 2017	
Conduct Group Quarters Advance Contact	January 5 – March 9, 2018	
Conduct Self-Response, Including Non-ID Processing	March 19 – August 31, 2018	
Conduct Group Quarters Enumeration	March 28 – June 12, 2018	
Census Day	April 1, 2018	
Conduct Early Nonresponse Followup	April 3 – June 9, 2018	
Conduct Nonresponse Followup Reinterview	April 4 – August 31, 2018	
Conduct Update Leave	March 19 – April 20, 2018	
Conduct Nonresponse Followup	May 10 – August 20, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

*Delayed the opening of the Area Census Offices.

Questions?

Break

Group Quarters Operation

Judy Belton

Decennial Census Management Division

Group Quarters

Agenda

Background

Accomplishments

On-Going Efforts

Group Quarters Data Collection

Questions

Group Quarters

Background

- Group Quarters (GQ) data collection is a two phase operation – Advance Contact and Enumeration
- Key lessons incorporated from 2010:
 - Reduce respondent burden by limiting the number of visits to the group quarters
 - Take advantage of the use of facility-provided records, collected both electronically and in paper format for the enumeration process

Group Quarters

Accomplishments: 2015 Group Quarters Electronic Capability Test Survey

Purpose

- Explored GQ administrators' ability and willingness to send resident-level data electronically to the Census Bureau

Preliminary Results

- Of the 260 GQ umbrella organizations and agencies contacted, 40 percent (105) responded:
 - ↑ 73.3 percent reported they have eResponse data records available
 - ↑ 72.4 percent are able to transmit electronic eResponse data records to the Census Bureau
 - ↑ 64.8 percent can provide an electronic file in an Excel format
 - ↑ 53.3 percent were willing to participate in a Group Quarters Electronic Response Data Transfer Test (or eResponse Test)

Lessons Learned

- Move forward with testing this enumeration methodology beginning with the proposed eResponse Data Transfer Test

Group Quarters

Accomplishment: 2016 eResponse Data Transfer Test

Purpose

- Explore the capabilities for enumeration using electronic response data by evaluating:
 - The formats in which response data was received, parsing capabilities and
 - The ability to standardize data not received in anticipated formats
- Evaluate the ability of the GQ administrators to link residents/clients to the correct GQ addresses as specified in Census provided instructions

Preliminary Results

- ↑ All data files were successfully uploaded
- ↑ All administrators used the Census Bureau's provided Excel spreadsheet without problems
- ↑ Files linked residents/clients to the GQ addresses as specified in the Census Bureau's provided instructions
- ↓ Parsing tool was required to format data fields for review and address matching

Lessons Learned

- Using a non-standardized template required additional formatting and clerical resources for address matching
- Explore testing with a standardized template
- Expand testing across multiple GQ types

Group Quarters

Accomplishments: 2016 Service-Based Enumeration Census Test

Purpose

- Explore the feasibility of enumerating this population using an automated instrument
- Explore the availability of administrative records for enumerating at these service based locations, and
- Determine the production ratio for staffing when we administer both enumeration instruments (automation and paper) at the locations

Preliminary Results

- ↑ 99.3 % of participants were enumerated using the automated instrument
- ↑ 97% of participants provided the required data items
- ↑ There was strong support from GQ administrators
- ↓ Staffing ratio was insufficient for enumeration of regularly scheduled mobile food van stops

Lessons Learned

- This population was acceptable to being enumerated using the automated instrument (Only 6 out of 844 respondents asked for paper questionnaires)
- Only shelters have the capability to provide paper listings containing client level information
- Different staffing ratio is required across different service-based locations whether we use paper or automation

Group Quarters

Ongoing Effort for 2020 Census

Outreach

- Outreach to umbrella organizations and working groups, including 2020 Census Joint Service Military Working Group
- Negotiate data sharing memorandum of agreement (MOA) between Defense Manpower Data Center Department of Defense and the Census Bureau to receive address and client level data for personnel on military installations and military vessels

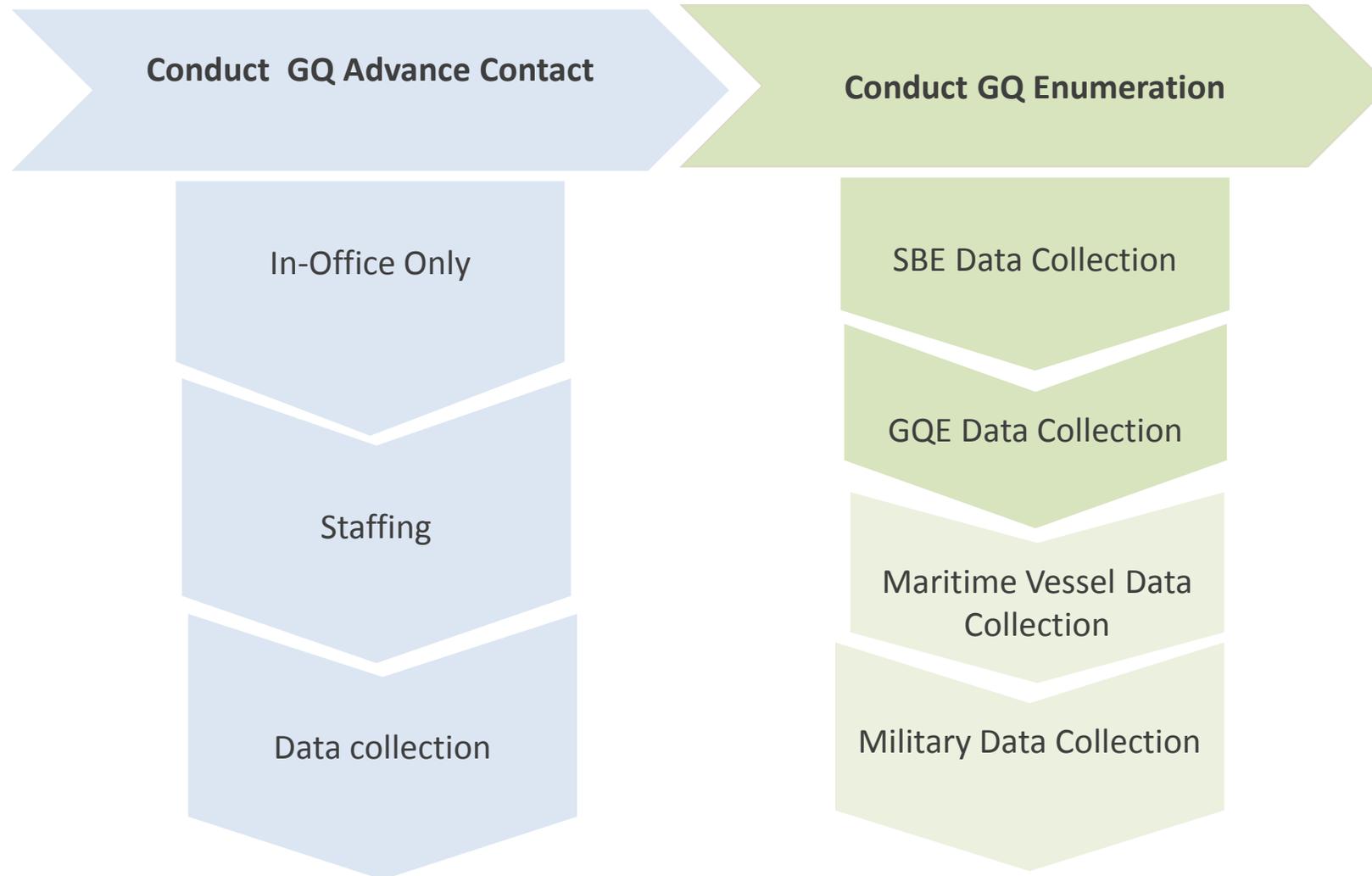
Group Quarters Address List Update

- Enhance the GQ frame
 - Receive Federal-State Cooperative Program for Population Estimates (FSCPE) address lists
 - Conduct internet research and mail solicitation to governmental units at National Processing Center

Small-Scale Census Tests

- Conduct Small-Scale Census tests to continue to refine innovative methodologies
 - Implement 2017 eResponse Independent Census Test
 - Implement 2017 Military Electronic Data File Transfer Census Test

Group Quarters Data Collection



Group Quarters

Advance Contact

**Conduct GQ Advance
Contact**

February 5 – March 9, 2018

- In-Office operation
- Clerks in the Area Census Offices (ACOs) will contact GQ facilities to:
 - Verify the GQs' name, address information, contact name, and phone number
 - Collect an expected Census Day population count
 - Obtain a preferred enumeration method
 - Obtain an agreed-upon date and time to conduct the enumeration
 - Address concerns related to privacy, confidentiality, legal, and security
- Data collection using Census Bureau's legacy designed system

Group Quarters Enumeration

Conduct GQ Enumeration

March 28 – July 25, 2018

Four (4) Components of Group Quarters Enumeration

1. Service-Based Enumeration
2. Group Quarters Enumeration
3. Maritime Enumeration
4. Military Enumeration

Group Quarters Enumeration

Conduct GQ Enumeration

Service Based Enumeration: March 28 – 30, 2018

Enumeration of people experiencing homelessness or utilizing emergency and transitional shelters with sleeping facilities, soup kitchens, regularly scheduled mobile food vans, and targeted non-sheltered outdoor locations (i.e., tent encampments)

- Use multiple enumerators at each location
- Conduct in-person enumeration with each resident using a paper questionnaire
- Request paper listings from shelters

Group Quarters Enumeration

Conduct GQ Enumeration

Group Quarters Enumeration: April 1 – July 25, 2018

Enumeration of people living in GQs other than service based locations, military installations, military vessels, and maritime vessels

- Data collection method based on option selected during Advance Contact
 1. eResponse
 2. Drop-off/pick-up of Individual Census Questionnaires (ICQs)
 3. Facility self enumeration (contact person distributes and collects forms)
 4. In-person enumeration using ICQs (Enumerator conducts interview with each resident)
 5. Paper listing (GQ contact provides roster print out containing person-level data and gives it to the enumerator during visit)

Group Quarters Enumeration

Conduct GQ Enumeration

Maritime Vessel Enumeration: April 1 – June 30, 2020

Enumeration of people living on a U.S. maritime vessel in operation at the time of the 2020 Census

- Implement mail-out/ mail-back operation
- Use generic vessel kits

Group Quarters Enumeration

Conduct GQ Enumeration

Military Enumeration: April 1 – June 30, 2020

Enumeration of people residing in GQs on military installations and military vessels.

- Electronic transfer of administrative records data uploaded from Defense Manpower Data Center of the Department of Defense to include data for residents living on:
 - Military Installations in military barracks and housing units
 - Military Vessels along with usual home elsewhere address data, and
 - Personnel assigned to military installations and living in housing units outside of the military installation

Questions?

Forms Printing and Distribution Operation

Paper Data Capture Operation

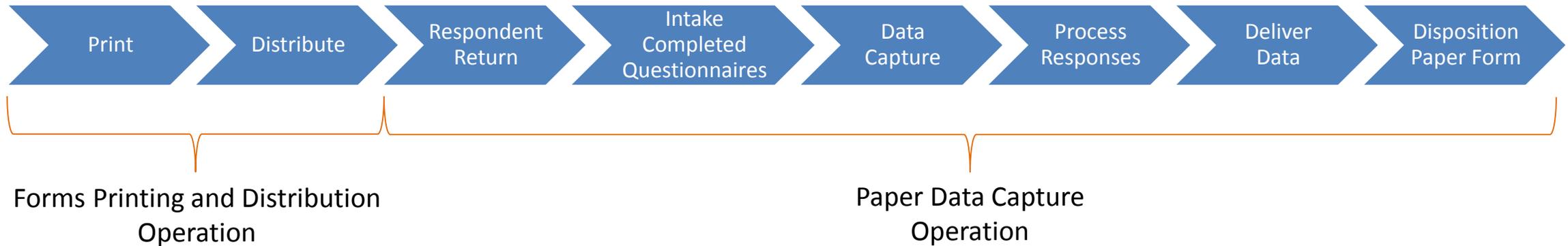
Alexa Jones-Puthoff

Decennial Census Management Division

Paper Operations

Scope

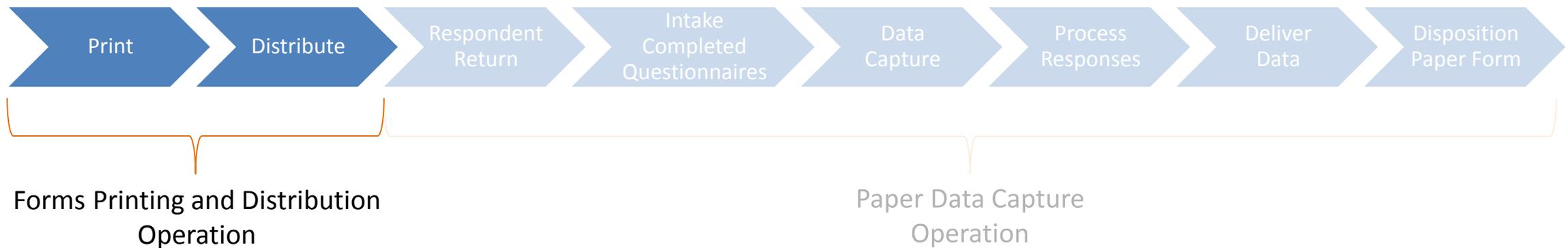
- Forms Printing and Distribution (FPD)
- Paper Data Capture (PDC)
- Part of the Response Data operations of the 2020 Census
- Support the work of many other operations



Paper Operations

Forms Printing and Distribution

Forms Printing and Distribution (FPD) Operation



Forms Printing and Distribution

Overview

- The Forms Printing and Distribution operation is responsible for the printing and mailing of self-response materials for the 2020 Census.
- The Forms Printing and Distribution operation prints and distributes the following:
 - Internet invitation letters
 - Reminder letters and postcards
 - Questionnaires
 - Materials for other operations
- Supports the following operations
 - Internet Self-Response (the operation responsible for the self-response mailing strategy)
 - Group Quarters
 - Update Leave

Forms Printing and Distribution

2020 Census Estimated Workload

- We expect to print 1.5 billion items in support of 2020 Census operations
- That number includes
 - ~ 140 million questionnaires
 - ~ 680 million letters and inserts
 - ~ 210 million postcards
 - ~ 530 million envelopes

OMB No. 0607-0096 Approval Expires 03/31/2018

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

March 20, 2017

Dear Resident:

Your address has been randomly selected by the U.S. Census Bureau to participate in the **2017 Census Test**. The Census Bureau conducts this important 10-minute survey to help make the 2020 Census easier, more convenient, and less costly.

Results from the 2020 Census will be used to:

- Allocate resources for schools, health services, and new business development
- Prepare your community to meet transportation and emergency medical needs
- Help ensure the political representation of your community

Please respond by April 1 using ONE of the following options:

Option 1:
Go to survey.census.gov to complete the survey online.
You will need your 12-digit User ID, which is printed below the barcode on the front of the enclosed questionnaire.

Option 2:
Complete and mail back the enclosed questionnaire in the postage-paid envelope provided.

Respond online to conserve natural resources, save taxpayer money, and process data more efficiently.

The census is so important that your response is required by U.S. law, and your answers are kept completely confidential. If you don't respond, we will need to send a Census Bureau interviewer to your home to collect your information in person. If you need help completing the survey, please call 1-844-330-2020 toll-free.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director

Enclosures

census.gov

06-162,295(8) (2-2017)

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

March 20, 2017

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census.gov

OMB No. 0607-0096 Approval Expires 03/31/2018

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

2017 Census Test

Start here OR go online at survey.census.gov to complete the 2017 Census Test.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using the guidelines below.

- Count all people, including babies, who are present, even if for a short time.
- If no one lives or stays at the address on the date of the survey, write "0" on the questionnaire and call the helpline on page 66.

The Census Bureau also conducts counts in institutions and other places, such as:

- If someone who does not have a permanent place to live is staying here on April 1, 2017, count that person.
- Do not count anyone living away from home, either at college, building, etc., or April 1, 2017.
- Do not count anyone in a nursing home, jail, prison, detention center, or other long-term care facility, or anyone in a military jail, etc. (However, they may be counted later.)

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2017?
Number of people:

2. Were there any additional people staying here on April 1, 2017 that you did not include in Question 1?
Mark if all that apply.

- Children, school or college, such as a summer session, prearrangement, or field studies
- Relatives, such as adult children, cousins, or in-laws
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark if ONE that applies.

- Owned by you or someone in the household with a mortgage
- Owned by you or someone in this household with no mortgage
- Rented (through or cash)
- Occupied without payment of rent

4. What is your telephone number?
We will only contact you if needed for the 2017 Census Test.

Telephone Number:

06-162,295(8)

OMB No. 0607-0096 Approval Expires 03/31/2018

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

April 20, 2017

Dear Resident:

It is not too late to respond to the 2017 Census Test! Make sure you are counted!

Please complete the survey online at survey.census.gov or complete and return the paper questionnaire we sent you earlier. If you are unable to respond online, or need assistance, please call our toll-free number 1-844-330-2020.

Sincerely,

John H. Thompson
Director

Enclosures

census.gov

Mensaje importante: Para completar la Prueba del Censo del 2017, por favor, visite survey.census.gov o llame sin costo al 1-844-468-2020.

Forms Printing and Distribution

Collaboration with the Government Publishing Office

- FPD contracts out the print/mail work through our partnership with the Government Publishing Office (GPO)
- Past tests have been contracted on a test-by-test basis, with a separate Invitation for Bid being posted for each Census Test
- Plan: utilize final solutions and providers for the 2018 End-to-End Census Test
 - A single Invitation for Bid has been posted for the print/distribute work of the 2018 End-to-End Census Test and the 2020 Census
 - Operational schedule for 2018 will simulate expected timing for the 2020 Census

Forms Printing and Distribution

Collaboration with the United States Postal Service

- FPD works closely with the United States Postal Service (USPS), primarily via the USPS-Census Bureau Enterprise Partnership's *Optimizing Self-Response* Working Group
- Self-response mail strategy – shift from mail dates to in-home dates
- Undeliverable As Addressed mail pieces
- Postal tracing data (joint engagement effort with Paper Data Capture operation)

Forms Printing and Distribution

Key Activities

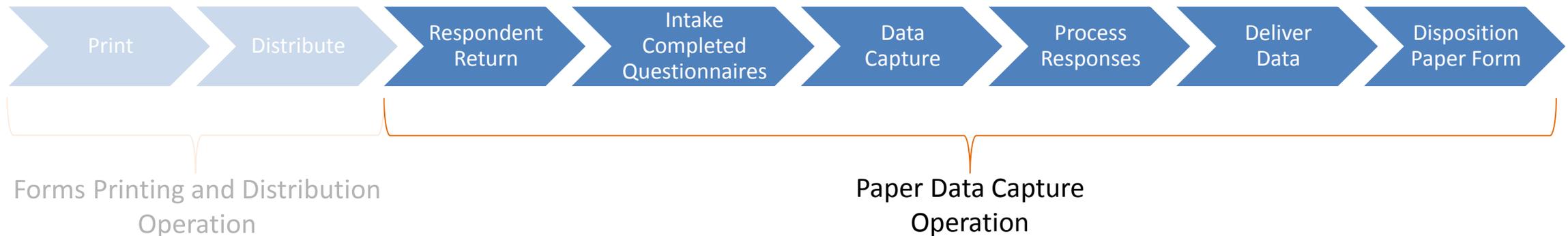
Activity	Date	
Receive print/distribute requirements	April – May 2017	✓
Post Invitation for Bid for 2018 End-to-End Census Test and 2020 Census	July 2017	✓
Bids due	July 2017	
Evaluate	July – August 2017	
Award	September 2017 (Target)	
2018 End-to-End Census Test Mailings	March – April 2018	
2020 Census Mailings	March – April 2020	

Break

Paper Operations

Paper Data Capture

Paper Data Capture (PDC) Operation

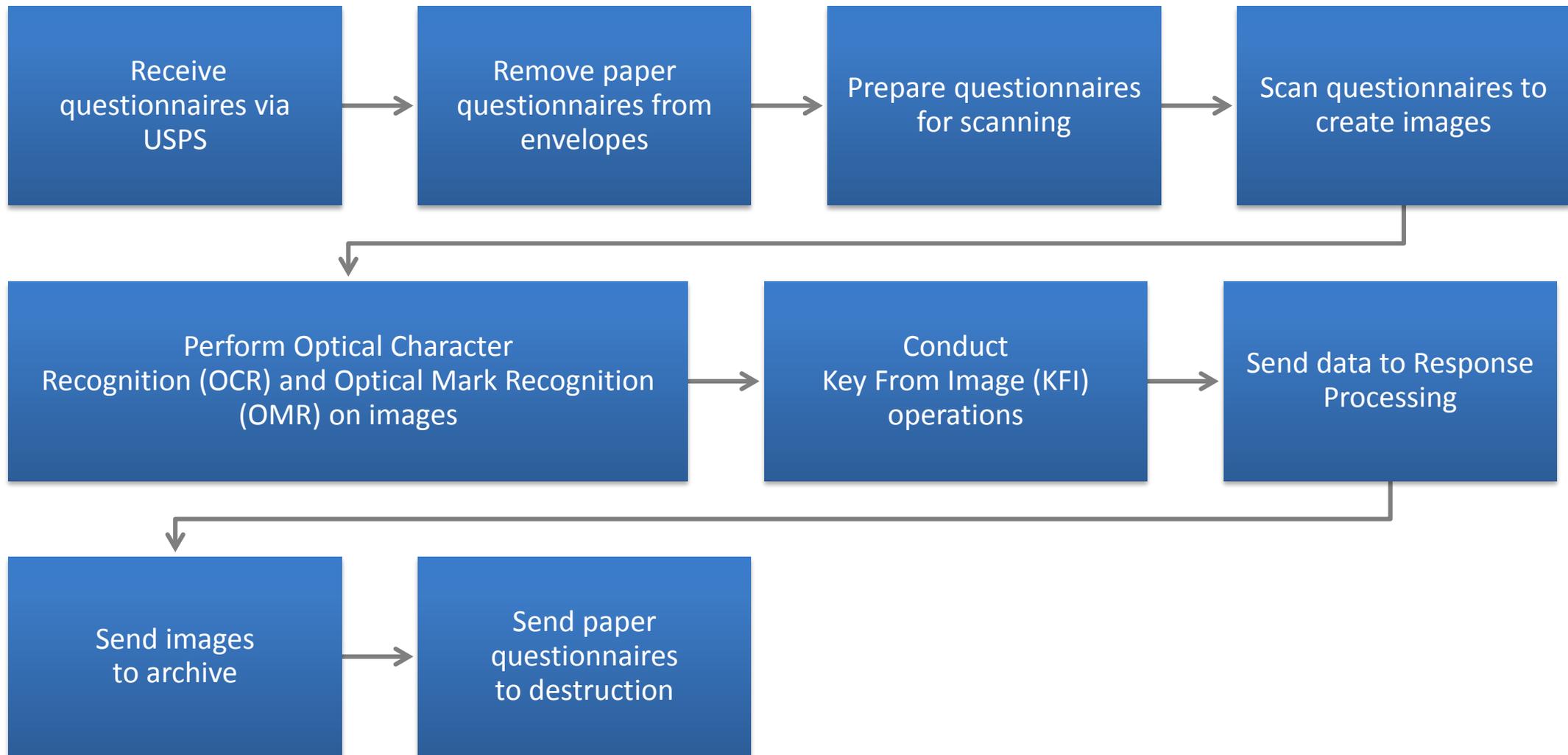


Paper Data Capture

Overview

- The Paper Data Capture Operation is responsible for the capture and conversion of data from paper questionnaires.
- The Paper Data Capture operation is driven by
 - the timing of the questionnaire mailings
 - volume of forms received
 - page count of forms
 - timing of the Nonresponse Followup and other fieldwork workload universe cuts

Paper Data Capture Process Overview



Paper Data Capture

2020 Census Estimated Workload

- Modeling of Paper Data Capture workloads is ongoing
- Paper Data Capture Centers are currently being designed to have the capacity to process a combined 30 million forms
- Core workloads for Paper Data Capture include
 - Self-response questionnaires mailed back by respondents
 - Self-response enumeration area
 - Update Leave
 - Group Quarters Individual Census Questionnaire

Paper Data Capture

iCADE System

- The Census Bureau's in-house Integrated Computer Assisted Data Entry (iCADE) system will be used to capture paper responses from questionnaires
- The iCADE system is part of the Census Enterprise Data Collection and Processing system (CEDCaP)
- iCADE is currently in operation capturing data for other on-going censuses and surveys and is the system that has been used for the 2014, 2015, 2016 and 2017 tests
- Each write-in and checkbox data field is data captured
- OCR and OMR are performed
- If KFI is needed, staff are presented the image of the page and are able to clarify/correct/add to what was captured

1. Print name of Person 2
 First Name MI
 Last Name(s)

2. How is this person related to Person 1? Mark ONE box.
 Opposite-sex husband/wife/spouse Father or mother
 Opposite-sex unmarried partner Grandchild
 Same-sex husband/wife/spouse Parent-in-law
 Same-sex unmarried partner Son-in-law or daughter-in-law
 Biological son or daughter Other relative
 Adopted son or daughter Roommate or housemate
 Stepson or stepdaughter Foster child
 Brother or sister Other nonrelative

3. What is this person's sex? Mark ONE box.
 Male Female

4. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.
 Print numbers in boxes.
 Age on April 1, 2017: [] years [] months [] day [] Year of birth

5. What is this person'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.

Paper Data Capture

Paper Data Capture Centers

- Prior tests have used facilities at the National Processing Center (NPC) in Jeffersonville, Indiana to capture data
- For 2020, there will be two Paper Data Capture Centers
- NPC has completed work with GSA to identify space in the Jeffersonville, Indiana area, near NPC's current facility
- NPC is currently working with GSA to identify space in Phoenix/Tucson area

Paper Data Capture

Key Activities

Activity	Date
Open Paper Data Capture Center for 2018 End-to-End Census Test	January 2018
2018 End-to-End Census Test data capture operations live	March – August 2018
2020 Paper Data Capture sites available	Early 2019
2020 Census data capture operations live	March – August 2020

Questions?

Update Leave and Update Enumerate Operations

Ian Hull

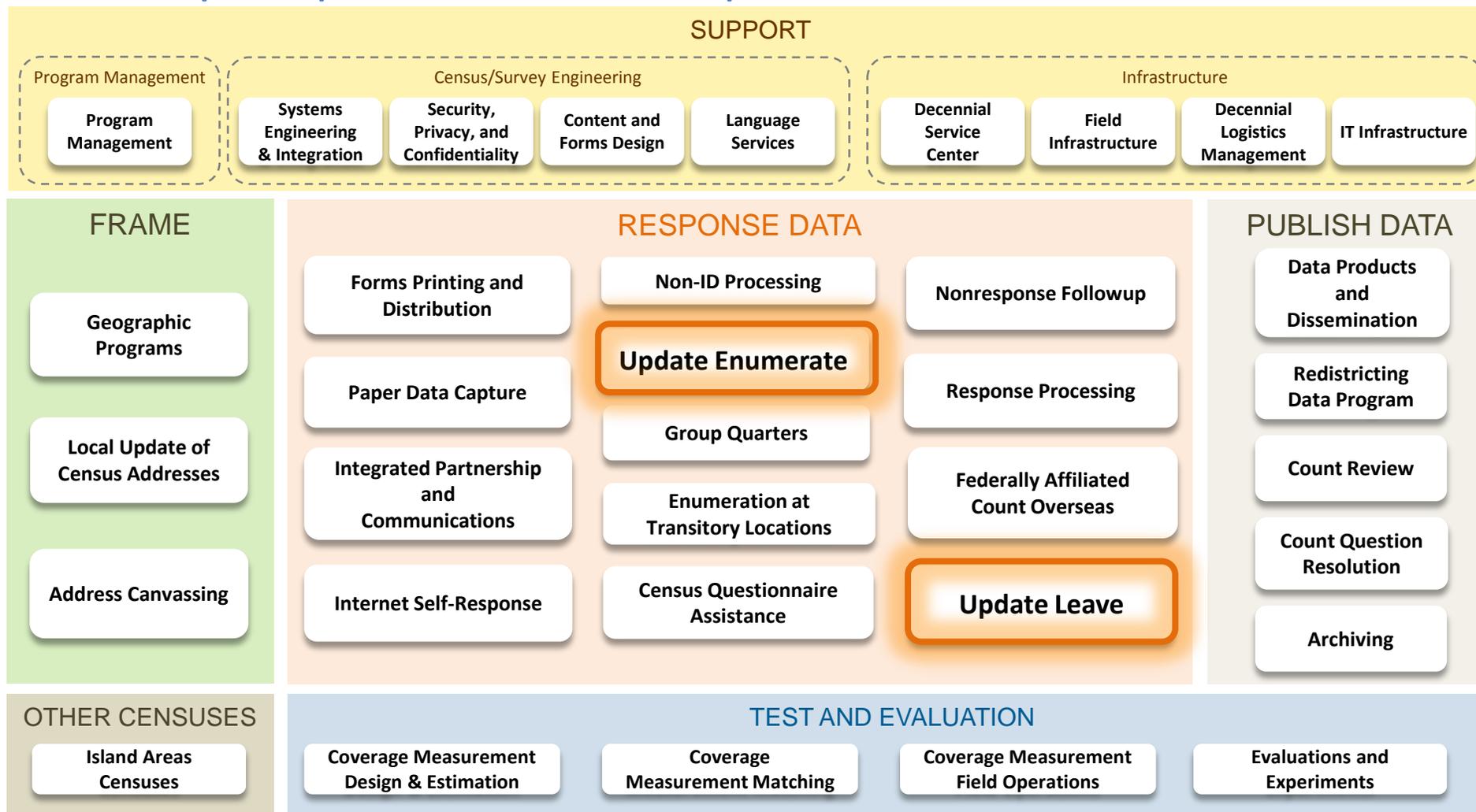
Decennial Census Management Division

Update Leave and Update Enumerate Background

- Original Update Enumerate Operation
- Recent Changes
 - Developing 35th operation: Update Leave
 - Modifying Update Enumerate Operation
- Number of Housing Units: 12 Million

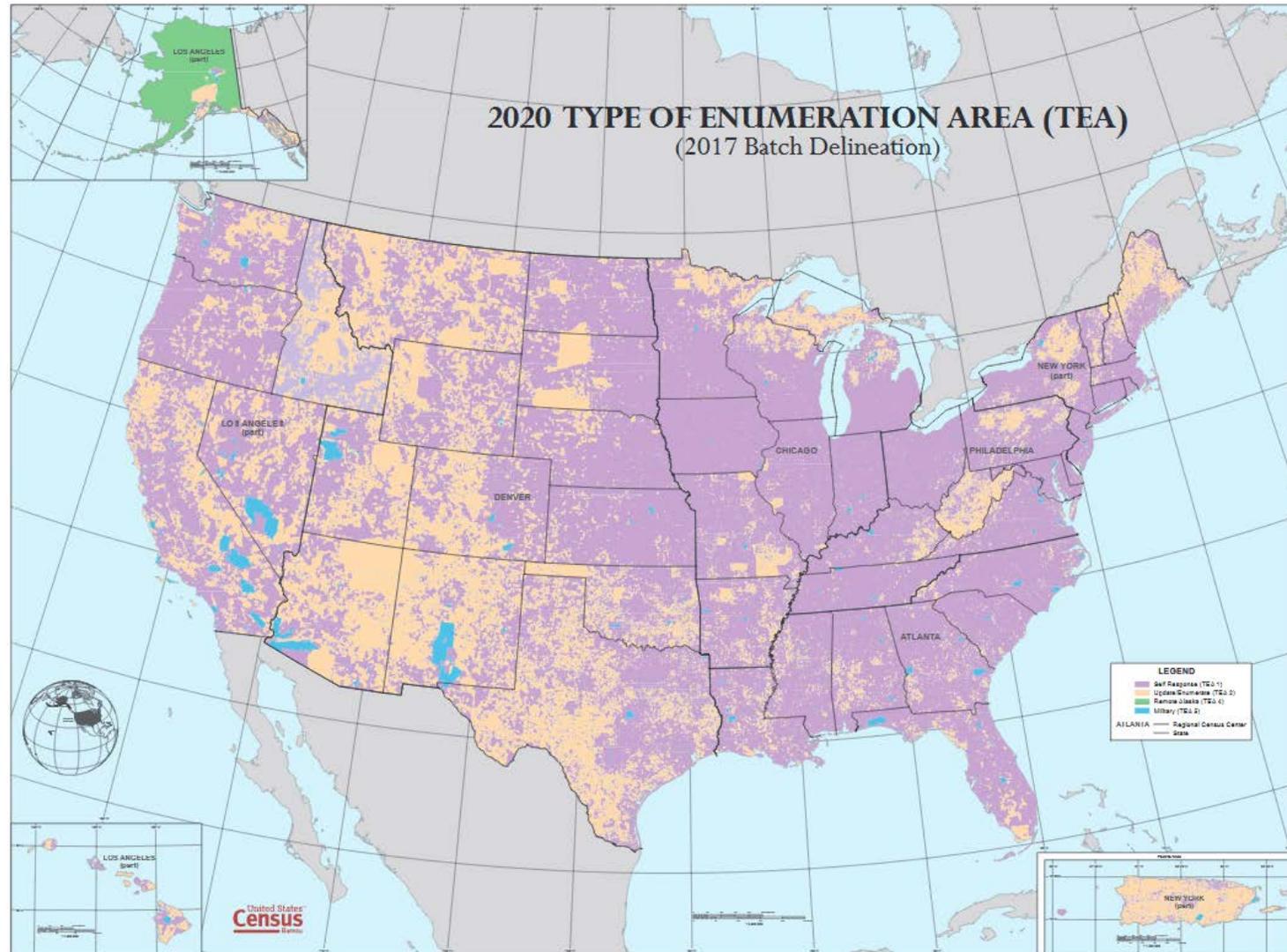
2020 Census Operations

Operational Scope: Update Leave and Update Enumerate



Update Leave and Update Enumerate

Type of Enumeration Areas



Update Leave Operation

Background

- Two Components of Operation:
 - 1: Updates address list, and
 - 2: Leaves a packet that encourages internet self-response and includes a paper questionnaire
- Leverage operational design from 2010 Update Leave Operation
- Provides self-response option for areas we cannot mail
- Leverage technology and solution from Address Canvassing
- Non-responding housing units will be included in the traditional Nonresponse Followup Operation (NRFU)
- Includes majority of area originally in the Update Enumerate TEA
 - Estimate: 12 Million Housing Unit

Update Leave Operation

2018 End-to-End Census Test Timeline

Activity	Date
Update Leave	March 19 – April 13, 2018
Update Leave Listing Quality Control	March 26 – April 20, 2018
Nonresponse Followup for Update Leave	April 9 – July 31, 2018

Update Enumerate Operation

Background

- Two Components of Operation:
 - 1: Updates address list, and
 - 2: Enumerator conducts in-person interview at all housing units
- Leverage operational design from 2010 Remote Alaska Operation
- Paper based operation, similar to 2010 design
- All listing and enumeration is completed during single operation
 - No separate Nonresponse Followup Operation
- Will include:
 - Remote areas of Alaska and Maine
 - AIAN Tribal Lands, at their request
- Estimate: up to 500,000 Housing Units

Update Enumerate Operation

2020 Census Timeline*

Activity	Date
Remote Alaska	Late-January – May 2020
Remaining UE Areas	March – June 2020

*No Update Enumerate during 2018 End-to-End Census Test.

Update Leave and Update Enumerate

Type of Enumeration Area

Type of Enumeration Area (TEA)	Estimated Housing Units (Source: 2016 TEA Delineation)
TEA-1: Self Response	132,000,000 HU
TEA-2: Update Enumerate (modified)	Up To 500,000 HU
TEA-3: Island Areas	HU count unavailable
TEA-4: Remote Alaska	29,000 HU
TEA-5: Military	261,000 HU
TEA-6: Update Leave (new)	12,000,000 HU

Questions?

2020 Census Systems Readiness

Atri Kalluri, Decennial Information Technology Division
Luis Cano, Decennial Contracts Execution Office
Patricia McGuire, Information Technology Directorate

2020 Census Systems Readiness Agenda

2018 End-to-End Census Test Systems Readiness

C-SHaRPS Status Update

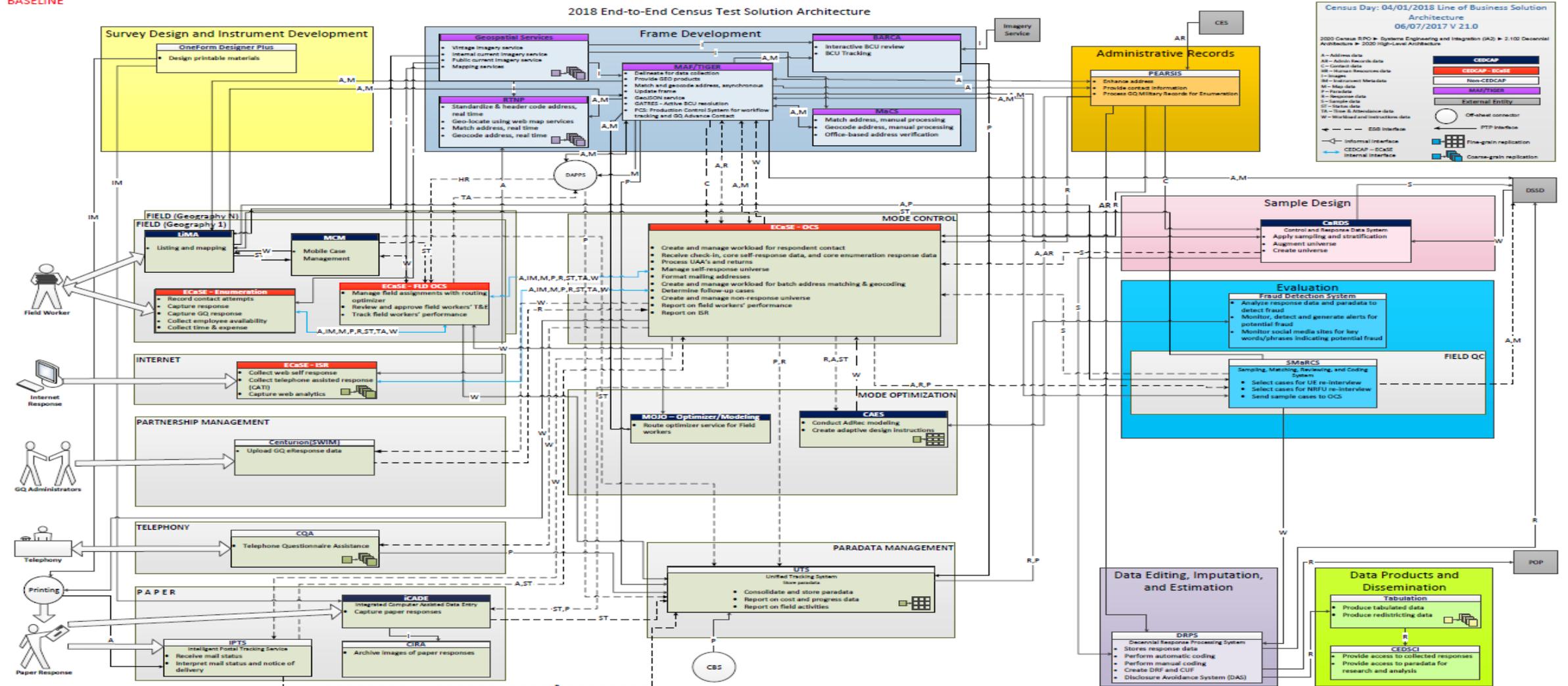
CEDCaP Systems Readiness

Systems Provisioning

2020 Census Systems Readiness

2018 End-to-End Census Test Solution Architecture

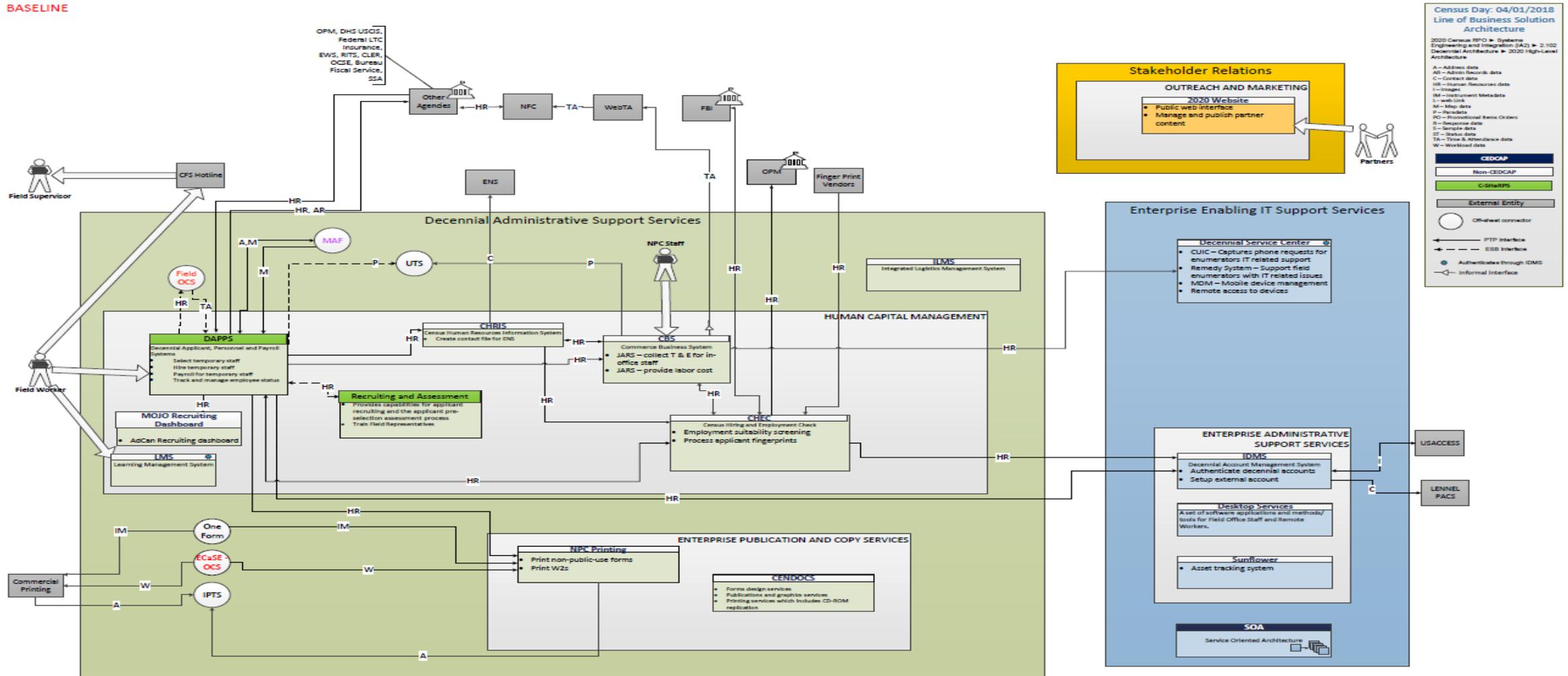
BASELINE



2020 Census Systems Readiness

2018 End-to-End Census Test Solution Architecture (continued)

BASELINE



2020 Census Systems Readiness

2018 End-to-End Census Test Systems

System	Key Efforts/Updates required for 2018/2020
CEDSCI (Center for Enterprise Dissemination Services and Consumer Innovation)	Establish interfaces with 2018 End-to-End Census Test systems. Continue development and test of functionality.
CQA (Census Questionnaire Assistance)	Establish interfaces with 2018 End-to-End Census Test systems. Develop, deploy and align schedule in support of the 2018 End-to-End Census Test Self-Response operation. Scalability updates are required to support 2020 Census.
DRPS (Decennial Response Processing System)	Develop enhancements and deploy in support of response processing operation. Scalability updates are required to support 2020 Census.
IPTS (Intelligent Postal Tracking System)	Design and develop enhanced solution to support 2018 End-to-End Census Test.
MAF/TIGER (Master Address File/Topologically Integrated Geographic Encoding and Referencing Database)	Develop and deploy collection geographies. Provide address and geospatial services for all relevant operations. Initial geography for the 2018 End-to-End Census Test is deployed.
Fraud Detection System	Develop, test, and deploy in support of the 2018 End-to-End Census Test.

2020 Census Systems Readiness

2018 End-to-End Census Test Systems (continued)

System	Key Efforts/Updates required for 2018/2020
MOJO (Recruiting Dashboard)	As-Is system. Deployed for 2018 End-to-End Census Test recruiting effort.
PEARSIS (Production Environment for Administrative Records Staging, Integration and Storage)	Continue development, test and deploy in support of 2018 End-to-End Census Test.
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.
SMaRCS (Sampling, Matching, Reviewing, and Coding System)	Develop enhancements and deploy in support of the 2018 End-to-End Census Test.
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. Award development contract.
UTS (Unified Tracking System)	Develop scalability enhancements and deploy in support of 2018 End-to-End Census Test. Develop and deploy new reports. Shift UTS interfaces to Census Data Lake (CDL).

2020 Census Systems Readiness

2018 End-to-End Census Test Support Systems

System	Key Efforts/Updates required for 2018/2020
CBS (Commerce 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 vendor. Develop interface with 2018 End-to-End Census Test systems.
IDMS (Identity Management System)	As-Is system, minor functionality updates are required for its 2018/2020 baseline scope. Scalability updates are required to support 2020 Census. Integrate with TI environment.
ILMS (Integrated Logistics Management System)	Complete development contract award. Develop interface with 2018 End-to-End Census Test systems. 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

C-SHaRPS Status Update

Recruiting & Assessment (R&A)

- Completed re-scope of R&A solution and refined path forward
- Completed development of solution and delivered the test environment to TI for TRR2.
- Received Authority to Operate on 6/16/2017
- Developed System Development Lifecycle artifacts required for C-SHaRPS entry into the System Engineering and Integration (SE&I) Recruiting Release 2 Test Readiness Review (TRR) on 6/15/2017

Decennial Applicant Personnel and Payroll System (DAPPS)

- Finalized re-scope requirements changes via facilitated Joint Application Development (JAD) sessions and updated Requirements Traceability Matrix (RTM) and Business Process Models (BPMs)
- Began implementing DAPPS enhancements via change requests to accommodate outputs of JAD sessions and updated RTM and BPMs

Learning Management System (LMS)

- Received Authority to Operate on 6/16/2017
- Completed development of solution and delivered the test environment to TI for TRR2

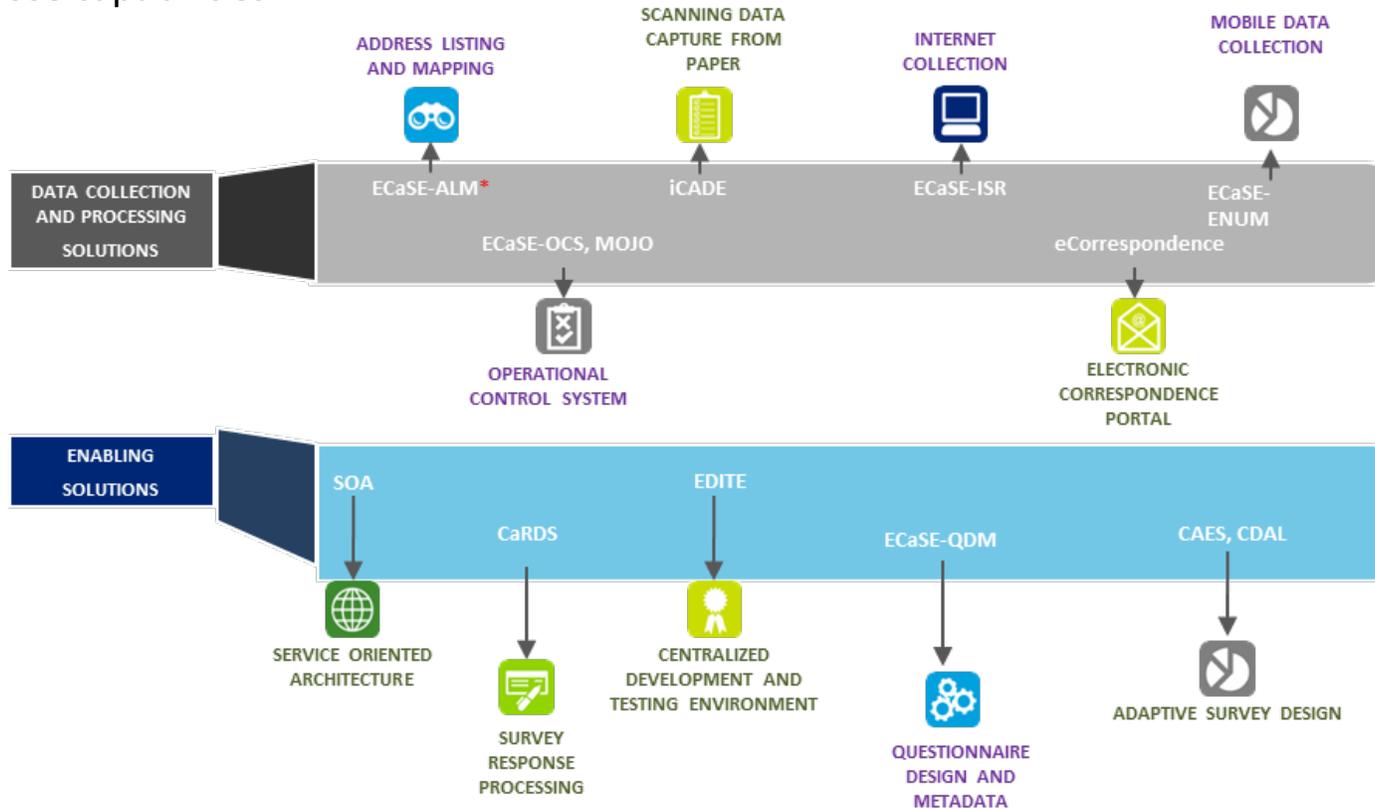
Fingerprinting

- Released Fingerprinting Request for Proposal (RFP) on the Systems Engineering and Integration (SE&I) project tier on 6/15/2017

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

* The long term enterprise solution for Address Listing and Mapping is expected to be ECASE; however, for the 2020 product releases the current enterprise solution (LiMA) will be used.

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 (Enterprise Service Bus (ESB), Manage File Transfer (MFT), Message Oriented Middleware (MOM), API Gateway)	Application Programming Interface (API) Infrastructure (API-I)
3 Adaptive Survey Design	ECaSE Operational Control System Census-Data Access Layer (C-DAL) Concurrent Analysis and Estimation System (CAES)
4) Operational Control System	ECaSE Operational Control System MOJO Optimizer/Modeling
5) Address Listing and Mapping	ECaSE Address Listing Mapping
6) Internet Data Collection	ECaSE Internet Self Response
7) Questionnaire Design and Metadata	ECaSE- Questionnaire Design Metadata
8) Mobile Data Collection	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)	System successfully supported the 2015, 2016, and 2017 Census Tests. Developing enhancements to support the 2018 End-to-End Census Test. Scalability updates are required to support 2020.
iCADE (Integrated Computer Assisted Data Entry System)	Legacy system that successfully supported the 2015, 2016 and the 2017 Census Tests. Developing enhancements needed for the 2018 End-to-End Census Test. Scalability updates are required to support 2020.
SOA (Service Oriented Architecture)	Used in production to successfully support the 2016 and 2017 Census Tests. For the 2017 Census Test, supported the interfaces between ECaSE in the Cloud and those systems not in the Cloud. Will be used in the Technical Integrator environments for the 2018 End to End Census Test and 2020 Census.
ECaSE (Enterprise Censuses and Surveys Enabling)	Internet Self-Response and Survey Operational Control functionality successfully used in production for the first time during the 2017 Census Test. Developing enhancements for the 2018 End-to-End Census Test. Scalability updates are required to support 2020. Work underway to address recommendation from May 2016 COTS Capability Assessment and Analysis decision to conduct performance testing. Testing will be done by Technical Integrator using 2020 workload models and solutions developed to 2018 End to End Test requirements.

2020 Census Systems Readiness

CEDCaP Systems

CEDCaP System	Key Efforts/Updates required for 2018/2020
CAES (Concurrent Analysis and Estimation)	First time use in the 2018 End to End Census Test. Work will continue to finalize 2020 Census models that will run on CAES.
MOJO Optimizer/Modeling (Route Optimizer)	Successfully supported the 2015 and 2016 Census Tests. Developing enhancements needed for the 2018 End-to-End Census Test to apply business rules needed to re-engineer field operations. Scalability updates are required to support 2020.
LiMA/MCM (Listing and Mapping/Mobile Case Management)	Legacy system in use on current surveys. Supported the 2016 Census Test. Developing enhancements needed for the 2018 End-to-End Census Test. Scalability updates are required to support 2020.

2020 Census Systems Readiness

Listing and Mapping Application (LiMA) Demonstration

St. 88 Cnty. 008 Tr. 000400

Block 00006100

12 of 12 rows displayed.

All Addresses Worked Unworked

1350 ALBIN RD	HOUSING UNIT	SINGLE FAMILY HOME
1400 ALBIN RD , 99995 (4)		MULTI UNIT STRUCTURE
810 CHAMBER RIVER	HOUSING UNIT	SINGLE FAMILY HOME
815 CHAMBER RIVER RD , 99995	HOUSING UNIT	SINGLE FAMILY HOME
820 CHAMBER RIVER RD , 99995	HOUSING UNIT	SINGLE FAMILY HOME
830 CHAMBER RIVER RD	HOUSING UNIT	SINGLE FAMILY HOME
835 CHAMBER RIVER RD	HOUSING UNIT	SINGLE FAMILY HOME
845 CHAMBER RIVER RD	HOUSING UNIT	SINGLE FAMILY HOME
840 CHAMBER RIVER ST , 99995	HOUSING UNIT	SINGLE FAMILY HOME
1120 OLD PRUDHOMME RD , 999...		

Center on YAH! Show Block Map Settings

1mi 1km

6:03 PM 6/27/2017

Questions?

Wrap-up

Albert Fontenot Jr.

Assistant Director, Decennial Census Programs