

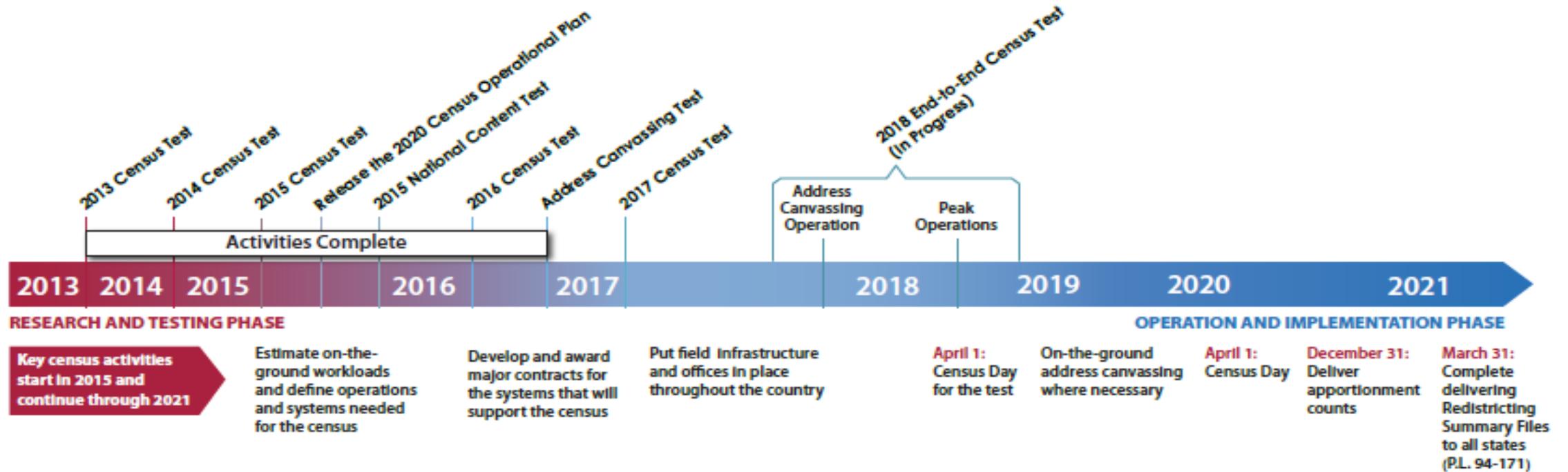
2018 End-to-End Census Test: Peak Operations

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Decennial Census Management Division

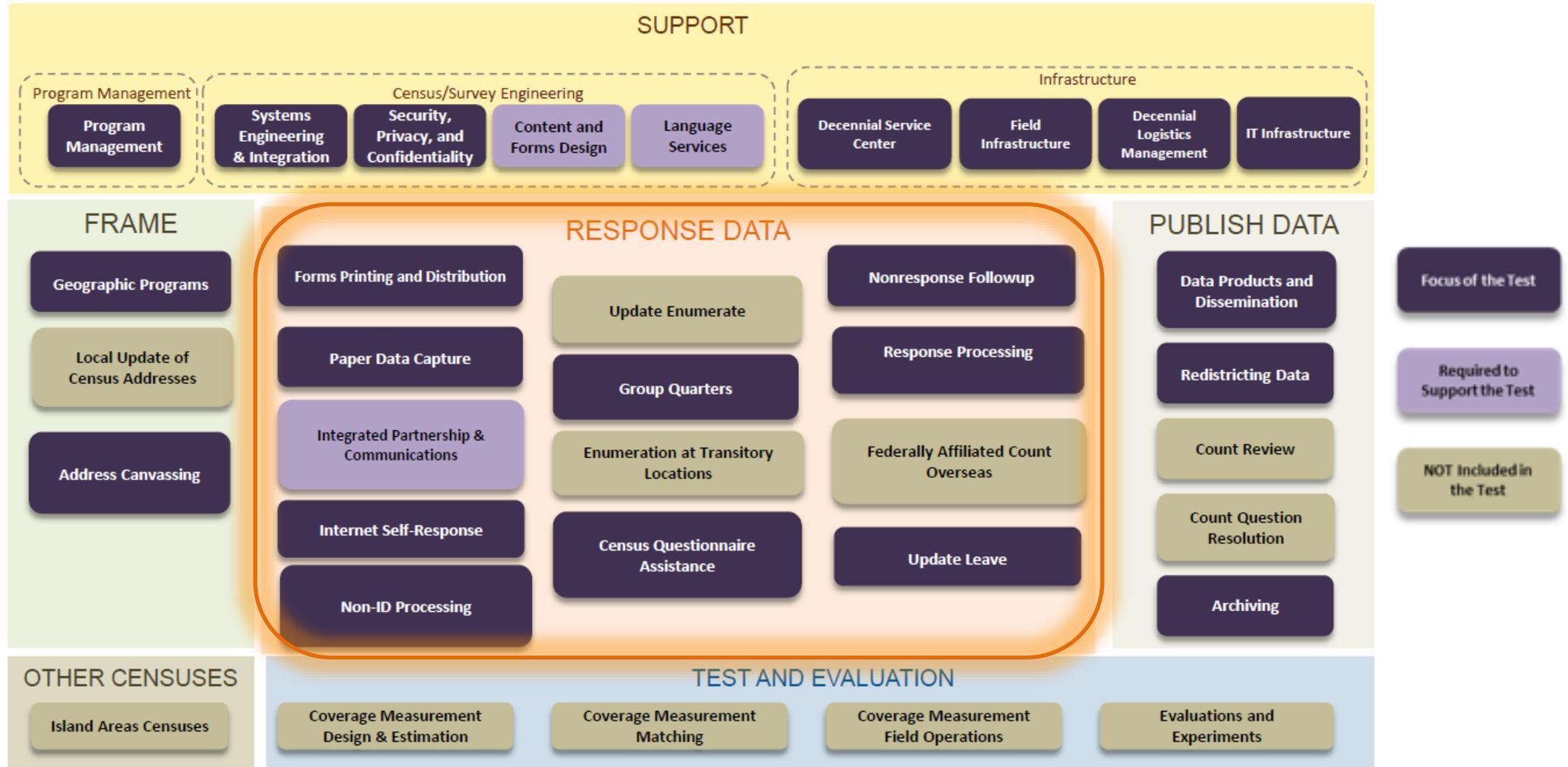
The 2020 Census

Where Are We Today?



2018 End-to-End Census Test

Operational Scope



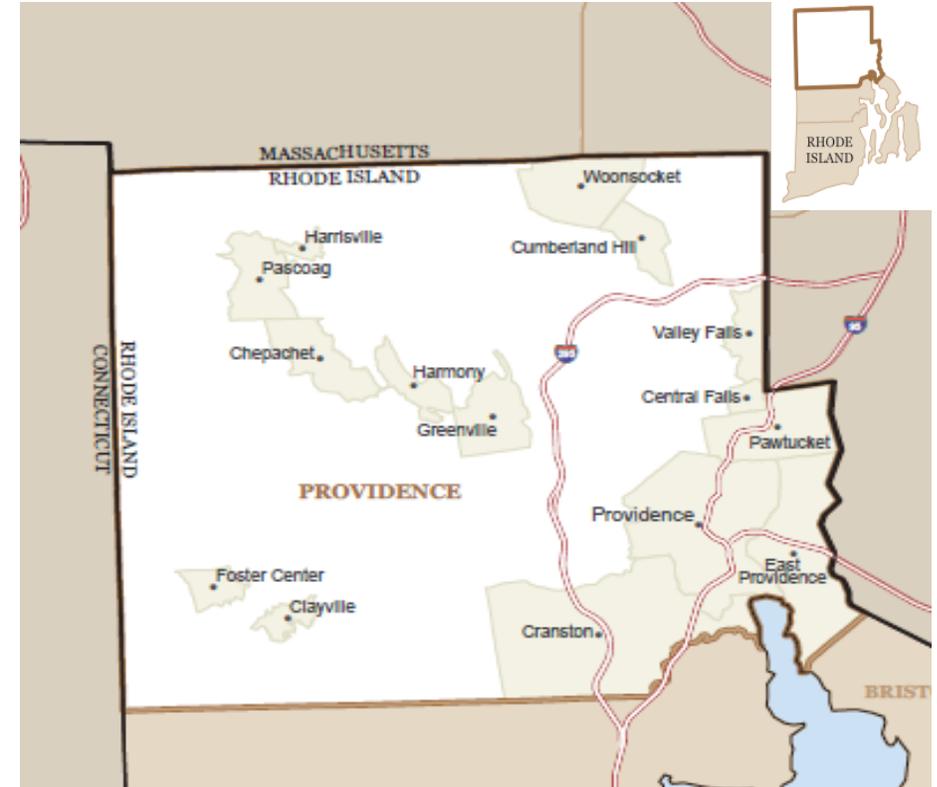
2018 End-to-End Census Test

Peak Operations Overview

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 nonfunctional requirements
- Produce a prototype of geographic and data products

Providence County, RI



2018 End-to-End Census Test

Peak Operations: Self-Response

Objectives

- Maximize online response through contact strategies and improved access for respondents
- Validate the 2020 self-response contact strategy

Methodology

- Deploy a staggered mail strategy
- Collect response data via the Internet to reduce paper and in-person visits, and maximize online response via contact strategies and improved access to respondents
- Make it easy for people to respond anytime, anywhere to increase self-response rates by providing response options that do not require a unique Census-assigned User ID
- Provide questionnaire assistance for respondents by answering questions about specific items or other frequently asked questions; provide an option for callers to complete an interview over the telephone

Approach

- Integrates Enterprise Censuses and Surveys Enabling (ECaSE) Internet Self-Response (ISR) application and the Census Questionnaire Assistance Solution
- Uses ECaSE Survey Operational Control System to control and manage workload
- Implements Real-Time Non-ID processing
- Utilize our paper data capture solutions to support paper responses

2018 End-to-End Census Test Optimizing Self-Response

The 2010 Census

Only paper questionnaires

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

Start here

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2010.

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

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
 - Do not count anyone living away either at college or in the Armed Forces.
 - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
 - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark 'X' all that apply.

- Children, such as newborn babies or baby children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark 'X' ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number - - -

OMB No. 0607-0919-C Approval Expires 12/31/2011.
Form D-51a-S-210a

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

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

Last Name

First Name MI

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

Male Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 unless the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010 (Month) Day Year of birth

→ 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?

- 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 origin, for example, Argentine, Dominican, Dominican Republic, Salvadoran, Spanish, and so on.

9. What is Person 1's race? Mark 'X' one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe
- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- Japanese
- Korean
- Vietnamese
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race

10. Does Person 1 sometimes live or stay somewhere else?

- No
- Yes — Mark 'X' all that apply.
 - In college housing
 - In the military
 - At a seasonal or second residence
 - For child custody
 - In jail or prison
 - In a nursing home
 - For another reason

→ If more people were counted in Question 1, continue with Person 2.

The 2020 Census

Internet, phone, and paper response options

2017 Census Test

Welcome to the 2017 Census Test

The U.S. Census Bureau is testing modern and cost-efficient methods for the population to meet its legal obligation to conduct the 2020 Census. Whether through the internet, telephone, traditional paper questionnaire, or in-person visit, the Census Bureau is committed to making the mandatory census quick, easy, and safe for all to participate.

Start Questionnaire

On the Road to the 2020 Census

Why should I respond?

- The information you provide will help determine the content and design of the 2020 census.
- It's quick, secure, and confidential. Your information and privacy are protected.
- It's quick and easy. This survey will take about 10 minutes to complete.

What to expect?

The Census Bureau will generate questions about the household, including how many people live in the house and if the house is owned or rented. For each person, we also ask for the person's sex, date of birth, race, and relationship to the respondent.

U.S. Census Bureau Notice and Consent Form

You are accessing a United States Government computer network. Any information you enter into this system is confidential and may be used by the Census Bureau for statistical purposes, as well as for other uses related to the operation and maintenance of the system, and for your privacy protection. Visit our online privacy webpage at <http://www.census.gov/2017census/test/privacy-policy.html> for this system network's privacy policy.

To help our website remain accurate and available to you and all other visitors, we monitor network traffic to identify and thwart attempts to upload or change information or otherwise cause damage to the website. You are not using the website computers for unauthorized purposes. There is a violation of the law and can be punished with fines or imprisonment. PUBLIC LAW 115-191, which authorizes civil action for the FICPA of Management and Budget (OMB).

OMB No. 1665-0096 | Approval Expiration Date: 12/31/2018



2017 Census Test

Start here OR go online at census.gov/2017census/test to complete the 2017 Census Test.

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 'X' all that apply.

- Children, such as newborn babies or baby children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark 'X' ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number - - -

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2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy:
 - Two-panel design – Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Languages: English and bilingual (English/Spanish)
- ~275,000 housing units in sample

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Panel	Number	Percent
Internet First	~ 188,000	68.4
Internet Choice	~ 87,000	31.6

Language	Number	Percent
English	~ 200,000	72.6
Bilingual (English/Spanish)	~ 76,000	27.4

2018 End-to-End Census Test

Self-Response Mail Strategy (Continued)

Panel	Cohort	Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* “It’s not too late” Postcard
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Census Test

Census Questionnaire Assistance



Respondents

Contact Census Questionnaire Assistance call centers for assistance



Census Questionnaire Assistance (CQA)

Provide assistance via self-service and/or customer service representatives

Supported Languages

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog

Jacksonville, FL Call Center

- 63 customer service representatives for 2018



Sandy, UT Call Center

- 49 customer service representatives for 2018



2018 End-to-End Census Test

Peak Operations: Recruiting, Training, and Onboarding

Recruitment/Training	Status
Actual Number Recruited*	2,040
Goal to invite to training	1,166
Expected to Complete Training and be Deployed to the Field	1,049

*Actual number recruited as of January 22, 2018

2018 End-to-End Census Test

Key Milestones

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 – October 6, 2017	✓
Conduct Self-Response	March 16 – August 31, 2018	
Conduct Internet Self-Response, including Non-ID Processing	March 16 – July 31, 2018	
Conduct Census Questionnaire Assistance	March 16 – July 31, 2018	
Conduct Paper Data Capture	March 16 – August 31, 2018	
Census Day	April 1, 2018	
Conduct Update Leave	April 9 – May 4, 2018	
Conduct Nonresponse Followup	May 9 – July 24, 2018	
Conduct Nonresponse Followup Reinterview	May 10 – July 31, 2018	
Conduct Group Quarters Advance Contact	June 18 – July 10, 2018	
Conduct Group Quarters Service Based Enumeration	July 25 – July 27, 2018	
Conduct Group Quarters Enumeration	July 30 – August 24, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

Questions?

Update on the Partnership with the United States Postal Service

Gregory Hanks Jr.
Geography Division

United States Postal Service and Census Bureau Partnership Objectives

The following objectives support several cross-cutting initiatives that will lead to a sustainable and durable partnership structure.

“ JOINTLY BUILD AND MAINTAIN AN ON-GOING, SUSTAINABLE, AND PRODUCTIVE PARTNERSHIP ORGANIZATION THROUGH ACTIVE STEWARDSHIP. ”

“ ACHIEVE COLLABORATIVE VALUE BY WORKING TOGETHER ACROSS SHARED LINES OF BUSINESS AT THE ENTERPRISE LEVEL. ”

CAPTURED IN A RECENTLY SIGNED LETTER OF INTENT



Inter-Agency Working Groups



REPRESENTATIVES FROM DECENNIAL CENSUS PROGRAMS DIRECTORATE, COMMUNICATIONS DIRECTORATE, FIELD DIVISION, HUMAN RESOURCES DIVISION, POLICY OFFICE, NEW YORK REGIONAL OFFICE, NATIONAL PROCESSING CENTER

United States Postal Service and Census Bureau Partnership

Engagements during the 2018 End-to-End Census Test



Enumeration Pilot

A pilot will test the use of postal carriers as enumerators as part of Nonresponse Followup.



Community Engagement

A marketing and outreach campaign will place signage, flyers, and other materials in Post Offices to encourage response.



Interactive Kiosk

Interactive kiosks will be enabled in Post Offices to allow customers to fill out their Census questionnaire.



Informed Delivery

A subscription service where customers receive a preview of their mail via email; enables interaction with some mail content via a barcode or similar technology

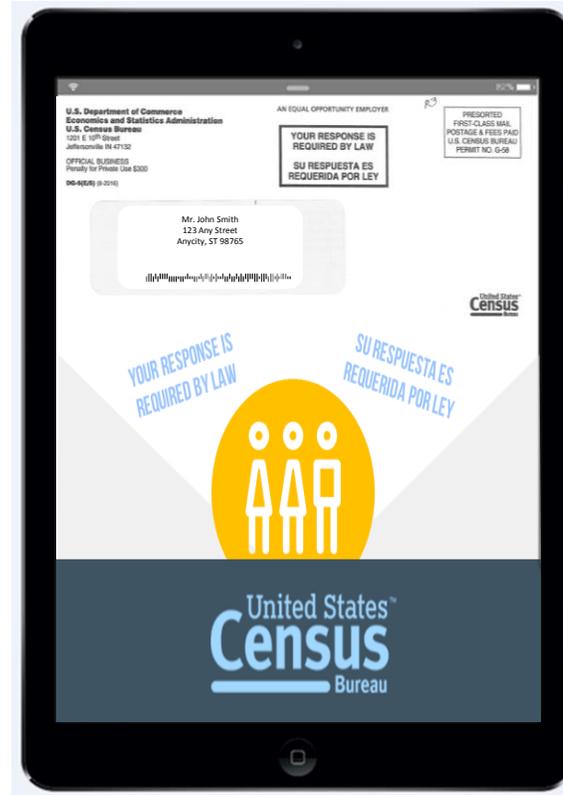
United States Postal Service and Census Bureau Partnership

Informed Delivery

Informed Delivery is a consumer-facing feature that gives eligible residential consumers the ability to see a daily digital preview of their household's mail arriving soon.



Users receive a morning **email** that includes **grayscale images of the exterior, address side** of incoming letter-sized mailpieces (processed through automated equipment); users can also **view images on the dashboard** at informedelivery.usps.com



If a Mailer participates in the Informed Delivery operational test, **color images and interactive content** will also be shown (Letters or Flats)

Informed Delivery is now available to consumers nationwide.

The Census Bureau held an Informed Delivery Registration Drive on October 25, 2017.

United States Postal Service and Census Bureau Partnership

Self-Response Kiosks

Rationale: USPS possesses advanced retail infrastructure that is well accessed by the general public.

Pilot: To test the feasibility and use of USPS retail locations to house self-response kiosks, as well as brochures, flyers, and signs to advertise the self-response option to complete the census questionnaire online.

The kiosks could be a tablet or other device with Internet connection that allows for Post Office customers to access the census questionnaire in a postal retail location. Each location would be equipped with a tablet, stand, connectivity, and physical security.



Questions?