

2018 End-to-End Census Test Update

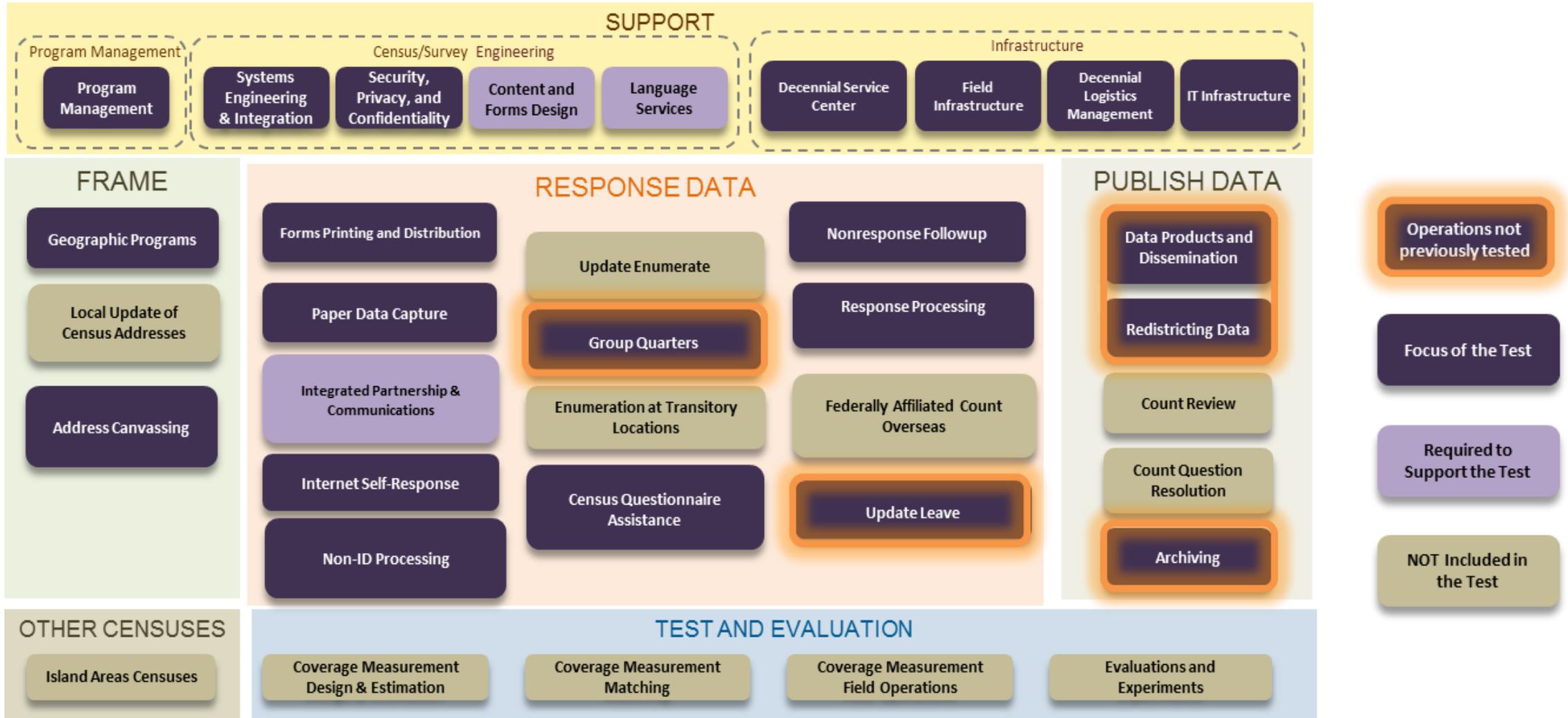
Deborah Stempowski

Chief

Decennial Census Management Division

The 2018 End-to-End Census Test

Operational Scope



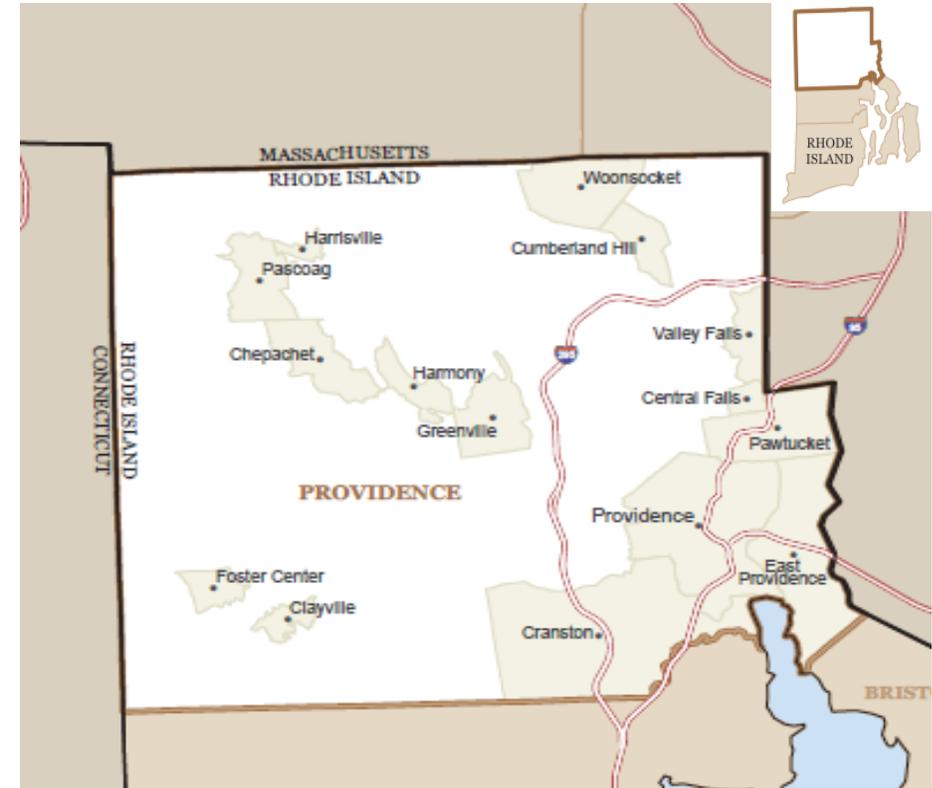
2018 End-to-End Census Test

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 on the Internet to reduce paper and in-person visits, and maximize online response with 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

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)
- ~ 277,000 housing units in sample
 - ~195,000 Internet First
 - ~82,000 Internet Choice
- Languages: English and bilingual (English/Spanish)
 - ~200,000 English
 - ~76,000 Bilingual (English / Spanish)

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					

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



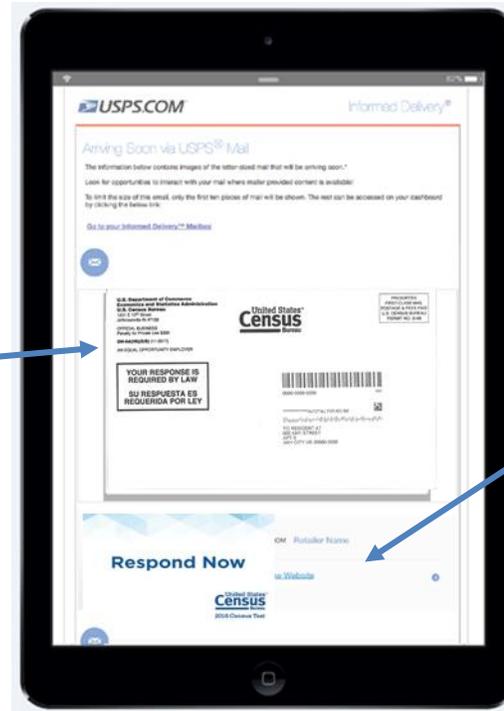
2018 End-to-End Census Test

U.S. Postal Service: 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. The digital preview will contain a ride-along image and embedded link that connects subscribers to the Census Bureau's 2018 End-to-End Census Test online questionnaire.



Subscribers receive a morning **notification that includes grayscale images of the exterior, address side** of incoming letter-sized mailpieces (processed through automated equipment); subscribers can **view images through email or on their dashboard at informeddelivery.usps.com**



For Mailers participating with Informed Delivery, **a colored ride-along image and interactive content** can also be shown

There are over 13,000 Informed Delivery subscribers in Providence County, RI.

2018 End-to-End Census Test

U.S. Postal Service: Self-Response Kiosks

The Census Bureau will test the feasibility and use of USPS' advanced retail infrastructure to house Self-Response Kiosks to complete the 2018 End-to-End Census Test questionnaire online.

Purpose: Increase self-response by placing internet-enabled tablets at approximately 30 Post Offices in Providence County, Rhode Island

Kiosk: Tablet secured to a stand with signage, with access only to the online questionnaire



Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response Mail Strategy

Mail Strategy for Self-Response Type of Enumeration Area (TEA 1)

Status:

● On Track

Data current as of:

April 19, 2018

Completion Date:

April 30, 2018

Notes:

- Dates shown are in-home dates
- Mailing 4 includes a questionnaire to all nonresponding housing units

	Internet First	Internet First	Internet First	Internet Choice
	Cohort 1	Cohort 2	Cohort 3	N/A
Mailing 1	● 3/16/18	● 3/20/18	● 3/23/18	● 3/16/18
Mailing 2	● 3/20/18	● 3/23/18	● 3/27/18	● 3/20/18
Mailing 3*	● 3/30/18	● 4/3/18	● 4/6/18	● 3/30/18
Mailing 4*	● 4/12/18	● 4/16/18	● 4/19/18	● 4/12/18
Mailing 5*	● 4/23/18	● 4/26/18	● 4/30/18	● 4/23/18

* Targeted only to nonresponding housing units

Legend



Source: 2018 End-to-End Census Test Mail Strategy

Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response of Housing Units

Self-Response of Housing Units

Status:

● Management Focus

Data current as of:

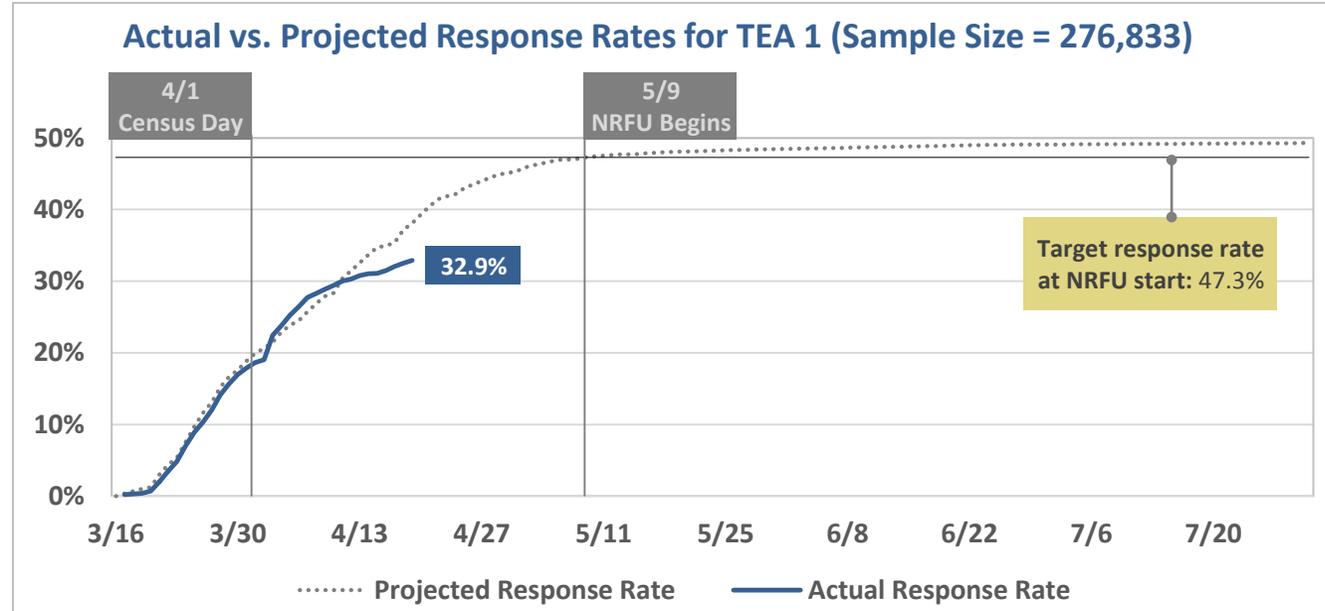
April 19, 2018

Completion Date:

July 31, 2018

Notes:

- Self-Response (TEA 1) began March 16, 2018.
- Update Leave (TEA 2) began April 9, 2018.
- The Response Rate is calculated using the number of responding households (unduplicated responses), which is 91,087.
- The original number of housing units in Update Leave was 1,799.



Response by Mode				
	TEA 1		TEA 2	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
Total Responses	92,107	100.0%	227	100.0%
Internet	70,664	76.7%	104	45.8%
Phone	6,840	7.4%	1	0.4%
Paper	14,603	15.9%	122	53.7%

Source: 9341 - Detailed Self-Response Summary Report - Providence, RI

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Inbound Calls

Census Questionnaire Assistance Inbound Calls

Status:

● On Track

Data current as of:

April 19, 2018

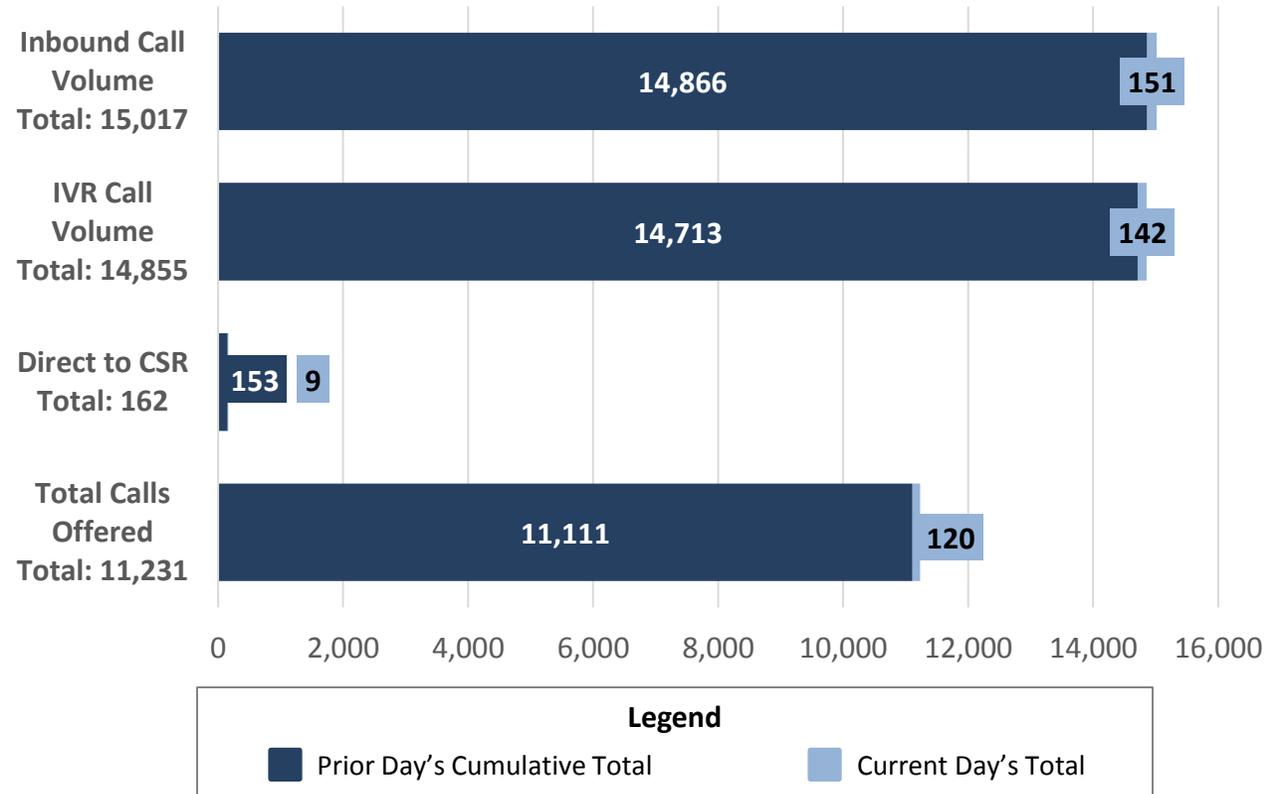
Completion Date:

July 31, 2018

Notes:

- 'Total Calls Offered' includes 'Direct to CSR'

Inbound Calls Summary



Source: Daily Briefing Report: Census Questionnaire

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Inbound Calls

Inbound Calls Status

Status:

● *On Track*

Data current as of:

April 19, 2018

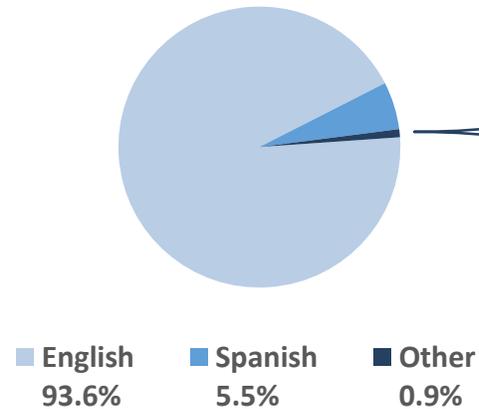
Completion Date:

July 31, 2018

Notes:

The deflection rate is the percentage of the calls that are resolved by an automated Interactive Voice Response function and do not require speaking with a customer service representative.

Total Call Volume by Language



Other Languages	Total Call Volume
Chinese-Cantonese	5
Chinese-Mandarin	13
Korean	7
Arabic	4
Russian	12
Vietnamese	8
Tagalog	7
TDD	48

Key Performance Metrics	Planned	Actual
Call Volume	16,035	11,231
Deflection Rate	30.0%	25.6%
Service Level – 30 Seconds	80%	98.3%
Avg. Handle Time	9:45	11:38

Source: Daily Briefing Report: Census Questionnaire

Periodic Performance Management Reports

2018 End-to-End Census Test: Census Questionnaire Assistance Contact Reasons

Census Questionnaire Assistance Contact Reasons

Status:

● On Track

Data current as of:

April 19, 2018

Completion Date:

July 31, 2018

Notes:

Current Rank	Contact Reason	Cumulative Total
1 -	Can you send me a paper questionnaire?	1,431
2 -	Completing the ISR Race Screen - Job Aid	1,154
3 -	Completing the ISR Hispanic Screen - Job Aid	986
4 -	I am having computer/internet problems. Can you help me?	753
5 -	Where do I find my User ID?	560
6 -	Where are you located?	300
7 -	Do I have to respond to the 2018 Census Test?	284
8 -	Can you mail me a questionnaire?	275
9 -	I returned my complete questionnaire via mail, but I'm still receiving mailings/postcards. Why?	266
10 -	I submitted my completed questionnaire online, but I'm still receiving mailings/postcards. Why?	263

Legend

- No Change from Prior Day

Source: Daily Briefing Report: Census Questionnaire Assistance

Periodic Performance Management Reports

2018 End-to-End Census Test: USPS Partnership Kiosks and Informed Delivery

USPS Partnership Kiosks and Informed Delivery

Status:

● *On Track*

Data current as of:

April 19, 2018

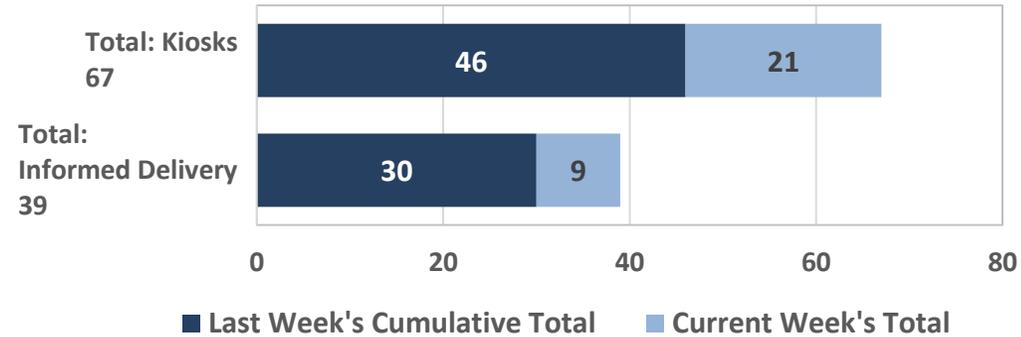
Completion Date:

July 31, 2018

Notes:

- Kiosks were installed on April 2, 2018.
- 30 of the 33 Post Offices in Providence County, RI have Kiosks.
- 27 of the 30 participating Post Offices have generated Kiosk activity.
- Informed Delivery outreach started March 16, 2018.
- There are ≈14,000 Informed Delivery subscribers in Providence, RI.

Internet Self-Responses (ISR)



Informed Delivery Email

	Emails Sent	Emails Opened	Clicked 'Respond Now'	ISR Initiated	ISR Submitted
Mailing 1	7,445	5,273	317	25	3
Mailing 2	7,393	5,233	202	17	12
Mailing 3	6,246	4,239	133	21	15
Mailing 4	1,569	1,009	43	13	9
Mailing 5					
Total	22,653	15,754	695	76	39

Source: USPS + Census Partnership: 2018 Census Test Report

2020 Census

2018 End-to-End Census Test Operational Readiness and Status

Update Leave

Objectives

- Verify and update the address list and feature data
- Leave a choice questionnaire package
- Merge the NRFU workload from U/L with the NRFU workload from Self-Response

Methodology

- Conduct Update / Leave operation in one site
- Implementation of Independent Quality Control

Approach

- Use Enhanced Version of LiMA that Supports Questionnaire linking
- Use Enhanced Version of LiMA that Supports Quality Control Operations
- Leave choice questionnaire package, allowing respondents to use all 3 self response modes

Periodic Performance Management Reports

2018 End-to-End Census Test: Self-Response of Housing Units

Self-Response of Housing Units

Status:

● Management Focus

Data current as of:

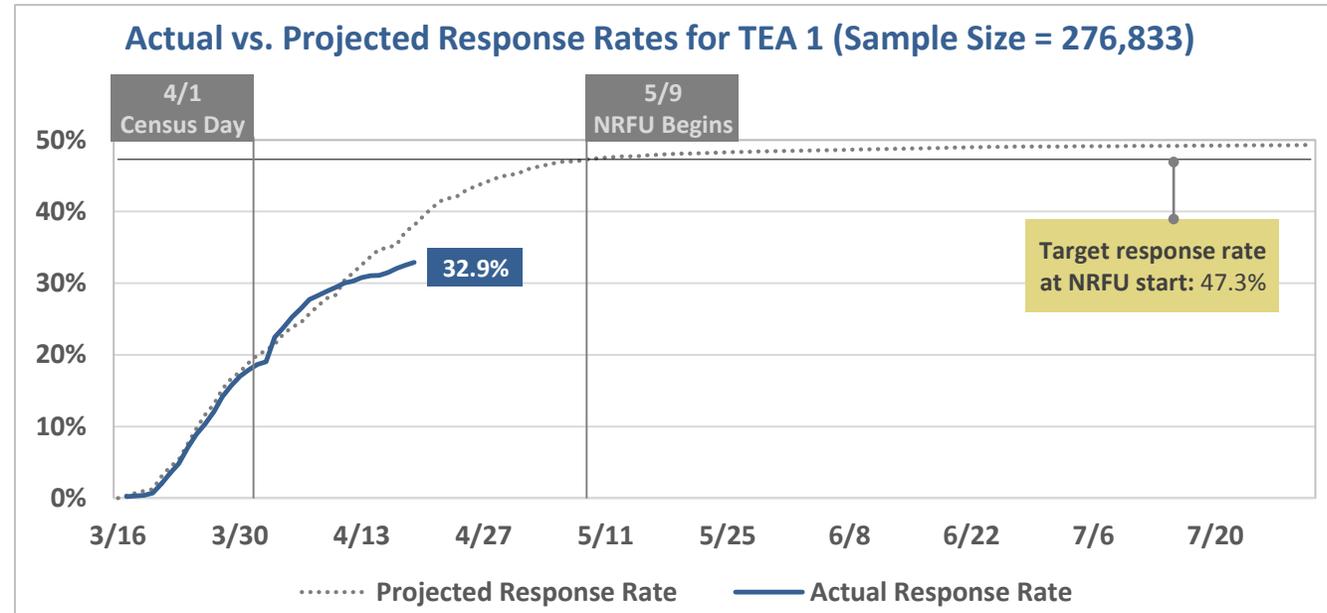
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Source: 9341 - Detailed Self-Response Summary Report - Providence, RI

2020 Census

2018 End-to-End Census Test Operational Readiness and Status

Coverage Improvement

Objectives

- Resolve erroneous enumerations (people counted in wrong place or more than once)
- Resolve omissions (people who were missed)

Methodology

- Resolve issues from Internet Self-response , Census Questionnaire Assistance, Housing Unit Paper Questionnaires and Nonresponse Follow-up through outbound phone calls using respondent provided telephone numbers

Approach

- Use Census Questionnaire Assistance Center representatives to conduct outbound phone operations
- Provide CQA representatives data previously provided by the respondent for validation
- Use modified version of ISR instrument to capture data

Periodic Performance Management Reports

2018 End-to-End Census Test: Coverage Improvement

Coverage Improvement

Status:

● *On Track*

Data current as of:

April 19, 2018

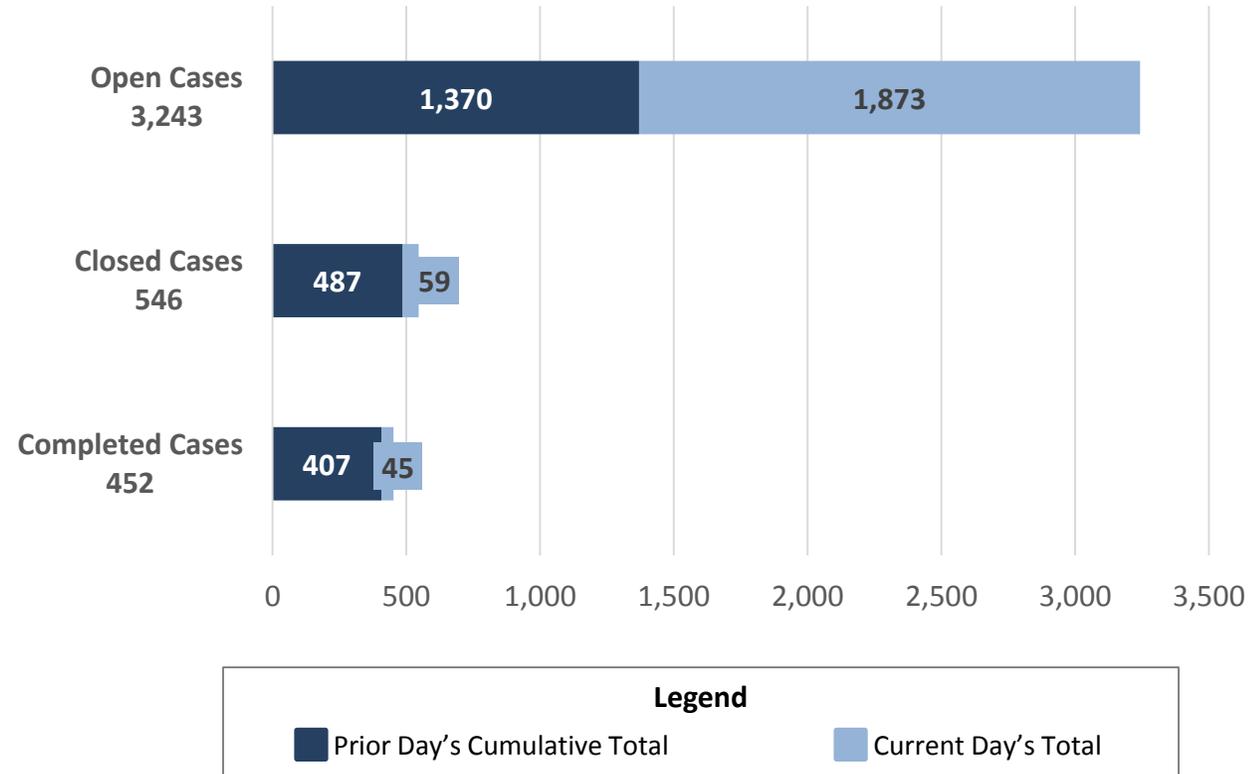
Completion Date:

July 31, 2018

Notes:

- The total number of cases is 3,789.
- There were 1,837 cases attempted which resulted in 5,362 call attempts.
- Completed cases are a subset of the closed cases.

Coverage Improvement



Source: Daily Briefing Report: Census Questionnaire Assistance

2018 End-to-End Census Test: Nonresponse Followup

Jennifer W. Reichert

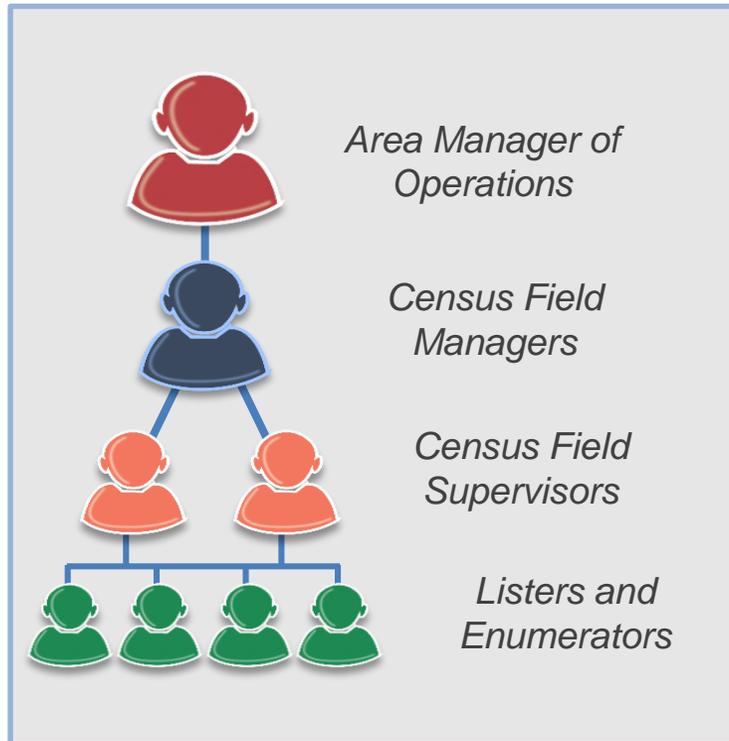
Decennial Census Management Division

2018 End-to-End Census Test

Reengineering Field Operations

Use technology to more efficiently and effectively manage 2020 Census fieldwork

Streamlined Office and Staffing Structure



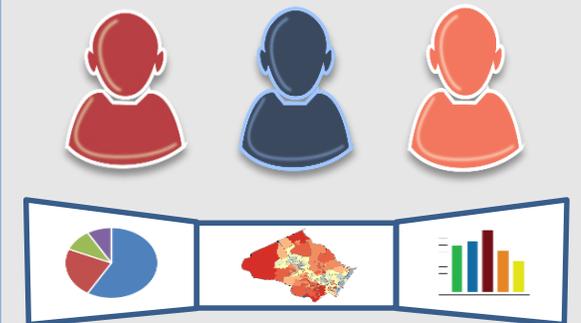
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Reduced paper and manual processing



Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



2018 End-to-End Census Test

Nonresponse Followup

Objectives

- Use administrative records to inform and reduce the NRFU workload
- Evaluate refined field operations, including a reengineered quality control operation, reengineered field staffing structure, and a reengineered operational control system that optimizes case assignments and routing
- Measure the efficiency and effectiveness of the field staff structure and workload
- Evaluate the cost of the operation and quality of the response data obtained

Methodology

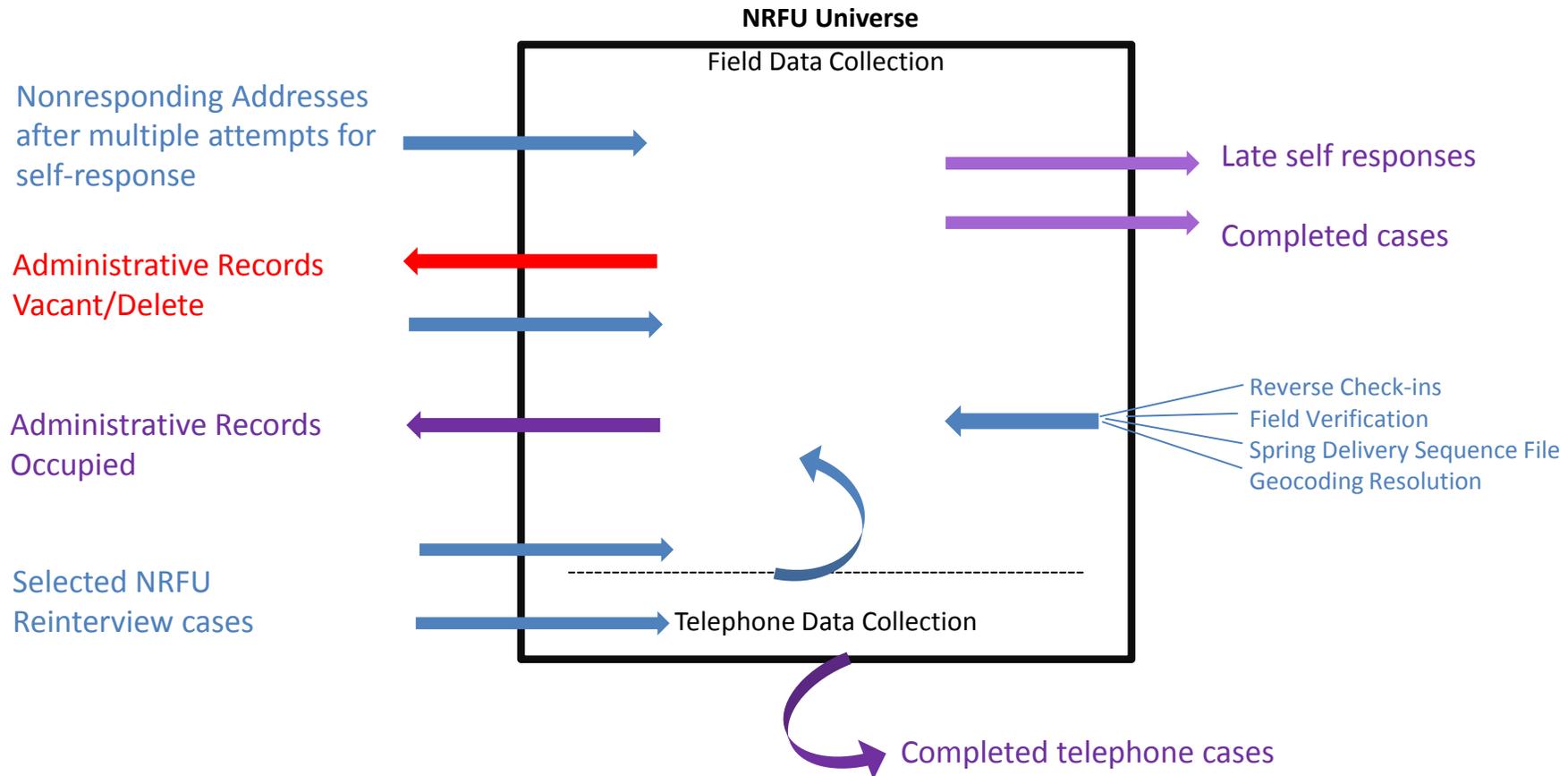
- Use of administrative records and third-party data to determine occupancy status and set contact strategies for nonresponding housing units
- Use of an automated and integrated case assignment, case management, and data collection. Replacing paper-based operations to provide a faster, more accurate, and more secure means of data collection

Approach

- Use ECaSE Enumeration Application to support both production and quality control components
- Integrate with ECaSE Field Operational Control System using our Mobile Case Management (MCM) system
- ECaSE Time and Expense
- Use Automated Training Solution

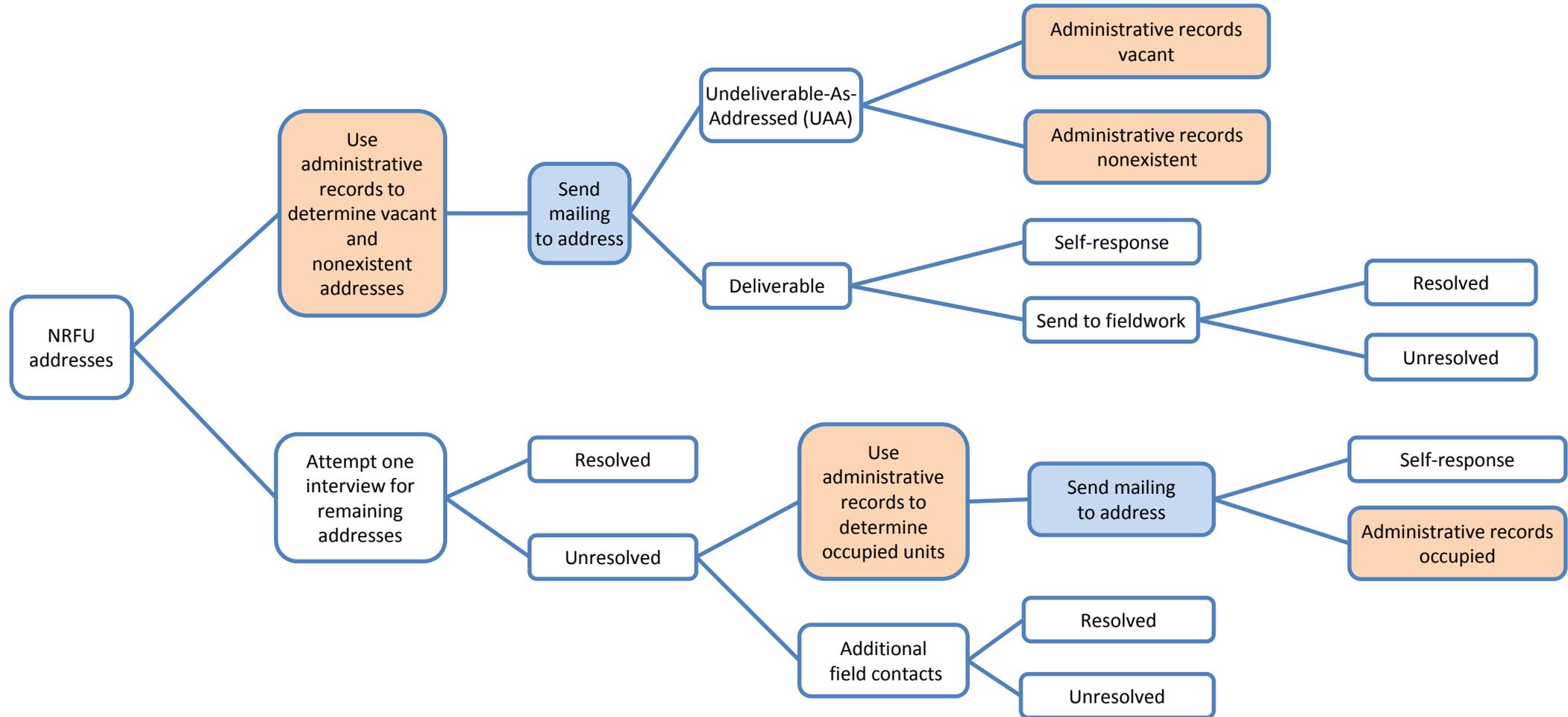
2018 End-to-End Census Test

Nonresponse Followup Estimated Workload



2018 End-to-End Census Test

NRFU Contact Strategy



2018 End-to-End Census Test

Nonresponse Followup

The 2010 Census

- Printed paper register listing each enumerator's caseload along with paper maps

This report is generated once daily

This report contains Personally Identifiable Information (PII), the release of which is protected by the Privacy Act of 1974

D-948A (NRFU) U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

CASE STATUS REPORT BY ENUMERATOR
OPERATION: NONRESPONSE FOLLOWUP
2010 CENSUS

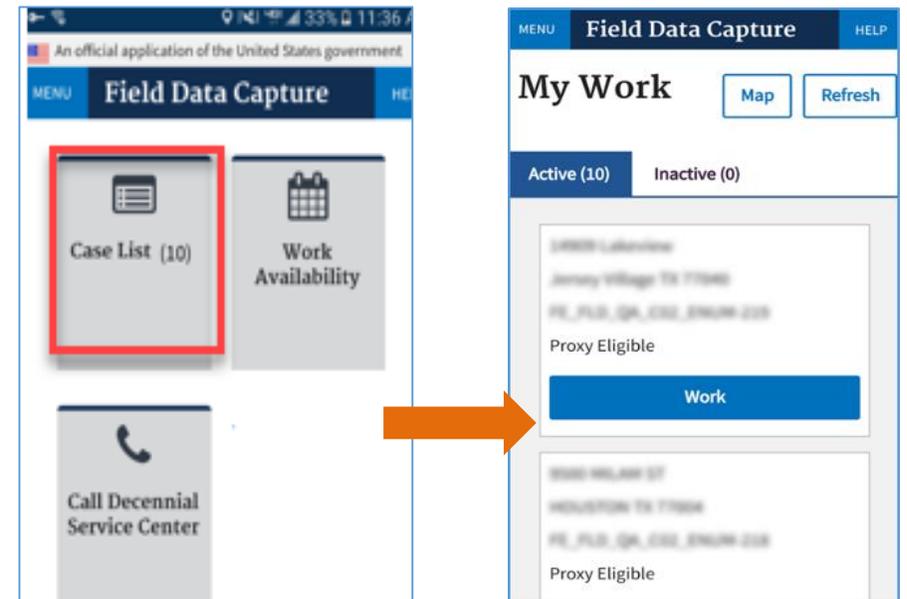
RCC: 3599 Metropolis
LCO: 35295 Centerville
FOSD:
CLD: 0000

Create Date/Time 6/12/2010 9:30 am
Print Date/Time 6/12/2010 10:30 am

Employee Name	Applicant ID	# Total Cases Assigned	# HU Adds	# Cases CHKD In	% Cases CHKD In (7)	Outstanding Workld	# Cases POP = 1	% Cases POP = 1 (10)	# Non Interview	% Non Interview	# Close Out	% Close Out	# VAC	% VAC	# DEL	% DEL	# Proxy Cases	% Proxy Cases
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)
Enum01		60	25	41.66	35	4	16%	2	8%									
Enum1_1		51	20	39.21	31													
Enum2_1		41	30	73.17	11	2	7%											
Enum4_1		70	3	39	53.42	34	3	8%	2	5%							3	
Enum5_1		56	29	51.78	27			5	17%				1	3%			3	1
Enum7_1		76	1	64	83.12	13	5	8%			1	2%			1	2%		2
Enum6_1		62	54	87.01	8			1	2%	3	6%				3	6%		6
Enum8_1		69	51	73.91	18	3	6%											
Enum9_1		70	52	74.28	18			4	8%				2	4%	3	6%	2	5
Enum10_1		65	2	57	85.01	10	1	2%					3	5%	1	2%	1	4
Enum3_1		68	32	47.05	36			3	9%						1	3%	3	1
Enum12_1		55	46	83.64	9	5	11%			1	2%						1	1
Enum13_1		70	43	61.43	27						3	7%			3	7%	3	
Enum14_1		66	35	53.03	31	5	14%				1	3%	3	9%				4
Enum15_1		70	26	37.14	44	3	12%				2	8%	2	8%	1	4%		5
CLD Totals		949	6	603	63.54%	352	31	5%	17	3%	11	2%	11	2%	13	2%	16	29

The 2020 Census

- Operational Control System
 - Delivers optimized routing
 - Sends alerts to focus managers on areas needing review
- Allows managers to oversee many more enumerators than in 2010



2018 End-to-End Census Test Nonresponse Followup

The 2010 Census

- Enumerators used paper questionnaires
- Labor intensive procedures used to control movement of questionnaires

The 2020 Census

- Automated process
- Enumerators will have a handheld device

Periodic Performance Management Reports

2018 End-to-End Census Test: Nonresponse Followup Onboarding Status

Nonresponse Followup Onboarding Status

Status:

● Management Focus

Data current as of:

April 19, 2018

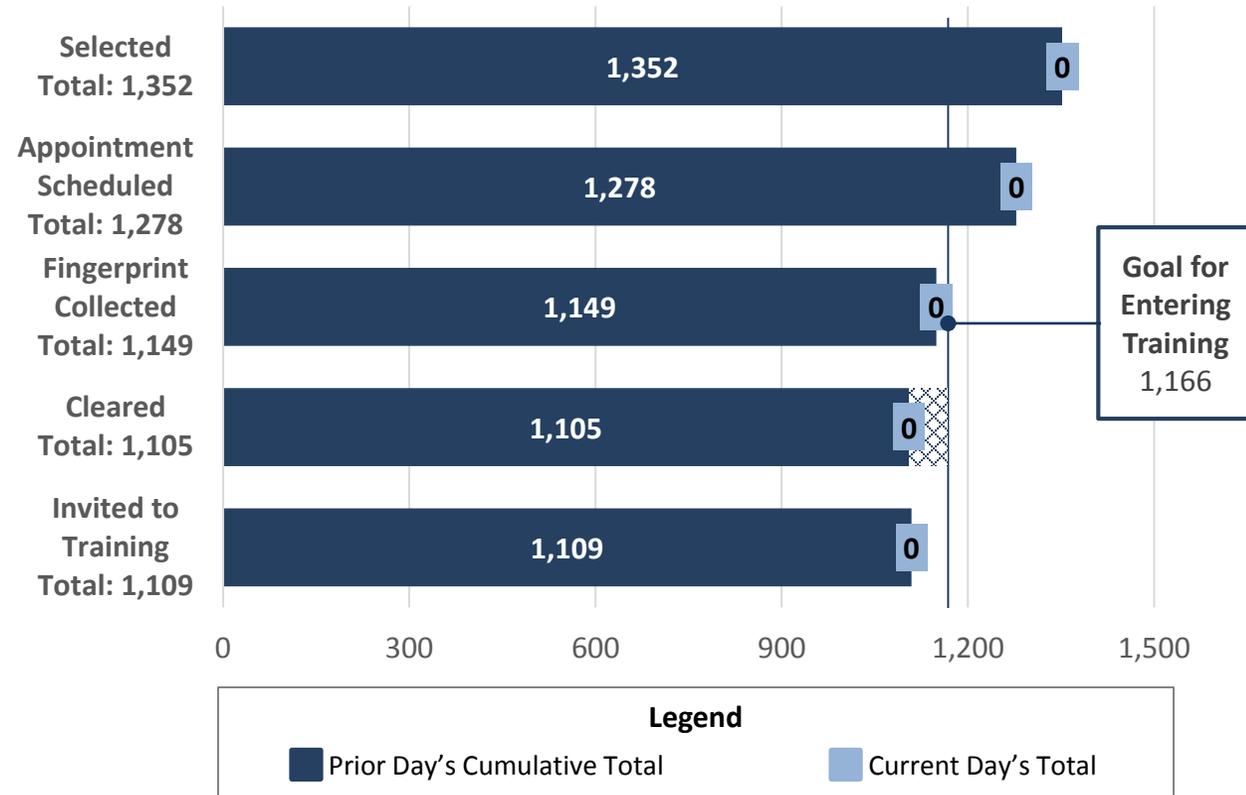
Completion Date:

April 30, 2018

Notes:

- Deployed to Field (goal): 1,049
- Core enumerators: 900
- Invited to Training: There were 11 internal staff who were working who are being moved to the Enumerator position. Nine have been assigned to training.

Nonresponse Followup Onboarding Status



Source: Selected: DAPPS D-424H, Selected Applicants by Position/Operation, Fingerprints Received/Cleared - CIS Cleared Status Report, Appointment Scheduled - IndraSoft (vendor) Daily Report

2018 End-to-End Census Test

Nonresponse Followup

Key Activities

Activity	Date	
Begin Recruiting for NRFU	September 5, 2017	✓
Conduct CFM Training	March 26, 2018	✓
Census Day	April 1, 2018	✓
Conduct CFS Training	April 10, 2018 – April 18, 2018	✓
Conduct Enumerator Training	April 28, 2018 – May 10, 2018	
Start NRFU Enumeration	May 9, 2018	
Start NRFU Reinterview	May 10, 2018	
Conclude NRFU Enumeration	July 24, 2018	
Conclude NRFU Reinterview	July 31, 2018	

2020 Census End-to-End Test: Demonstration

Jennifer Weitzel, Kopen Henderson, and Matthew Tau
Decennial Census Management Division

2020 Census: 2018 End-to-End Census Test Operational Readiness and Status

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 Coverage Improvement	April 13 – July 31, 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	

Wrap-up and Final Remarks on Testing Status

Deborah Stempowski

Chief

Decennial Census Management Division

Questions?