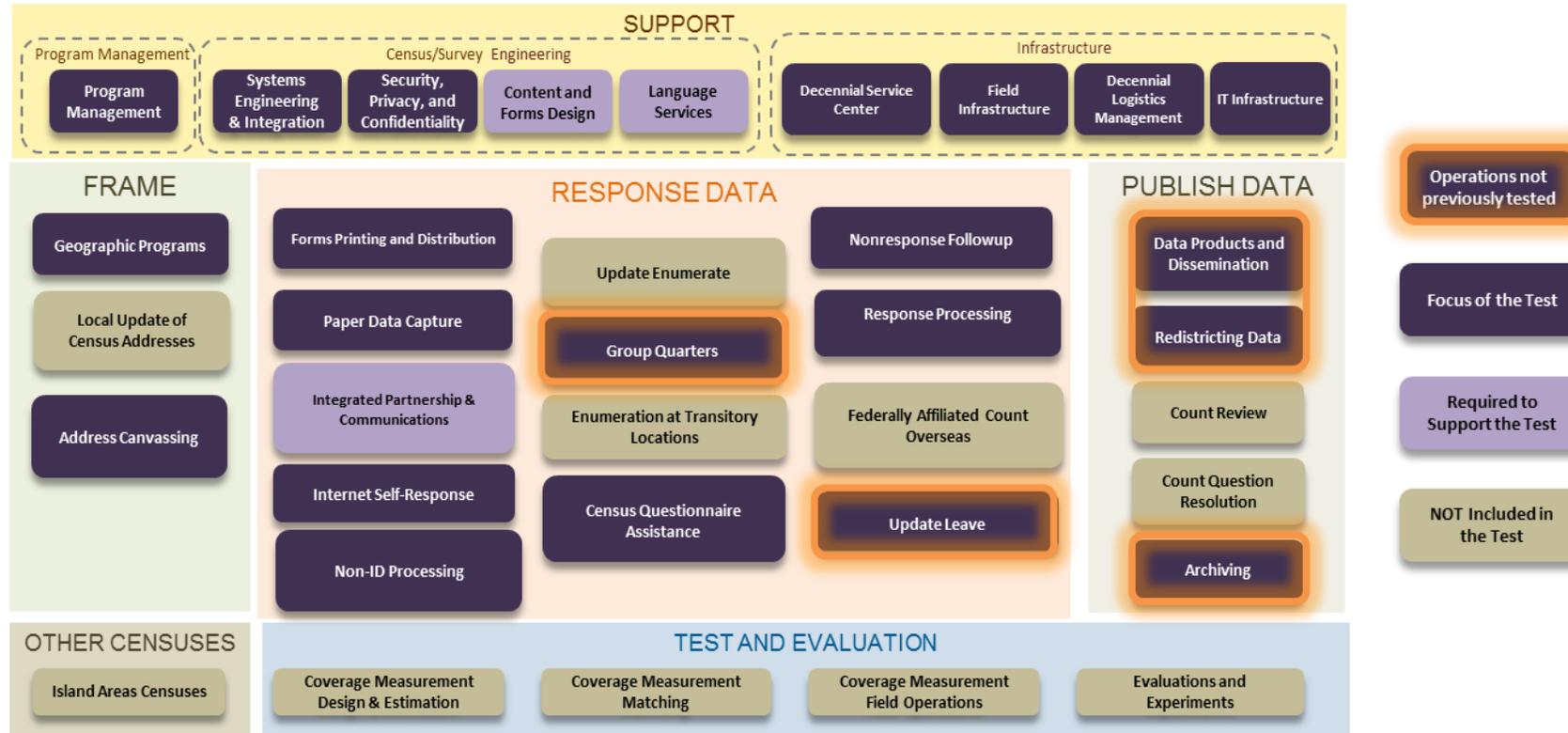


2018 End-to-End Census Test Update

Deborah Stempowski
Decennial Census Management Division



2018 End-to-End Census Test Operational Scope



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

Alexa Jones-Puthoff

Decennial Census Management Division



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

Agenda

- 2018 End-to-End Census Test Operational Testing
- 2018 End-to-End Census Test Mail Strategy and Sample
- 2018 End-to-End Census Test Results
 - Self-Response Overview
 - Self-Response by Mode and Panel
 - Self-Response by Mode Over Time
 - Census Questionnaire Assistance
- United States Postal Service (USPS) Partnership
- Moving from the 2018 End-to-End Census Test to the 2020 Census

2018 End-to-End Census Test: Self Response

Operational Testing in 2018

Internet Self-Response

- Utilized ECaSE platform
- Languages available: English and Spanish

Census Questionnaire Assistance

- Utilized Census Questionnaire Assistance contracted solution
- Interactive Voice Response (IVR) system active
- Live agents taking responses by phone
- Languages supported: English, Spanish, Chinese (Mandarin, Cantonese), Vietnamese, Korean, Russian, and Arabic

Paper Data Capture

- Utilized updated scanning equipment
- Refined operational design
- Refined paper control processes

Forms Printing and Distribution

- Refined print/mail and quality control procedures

2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277k housing units in sample
 - ~195k (70.3 percent) Internet First (invitation letter on first contact)
 - ~82k (29.7 percent) Internet Choice (questionnaire on first contact)
- Languages: English and bilingual (English/Spanish)
 - ~200k English
 - ~76k 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					

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Total Volumes	All	276,589	276,589	250,140	198,924	187,467
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

Periodic Performance Management Reports

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

Self-Response of Housing Units

Status:

● On Track

Data current as of:

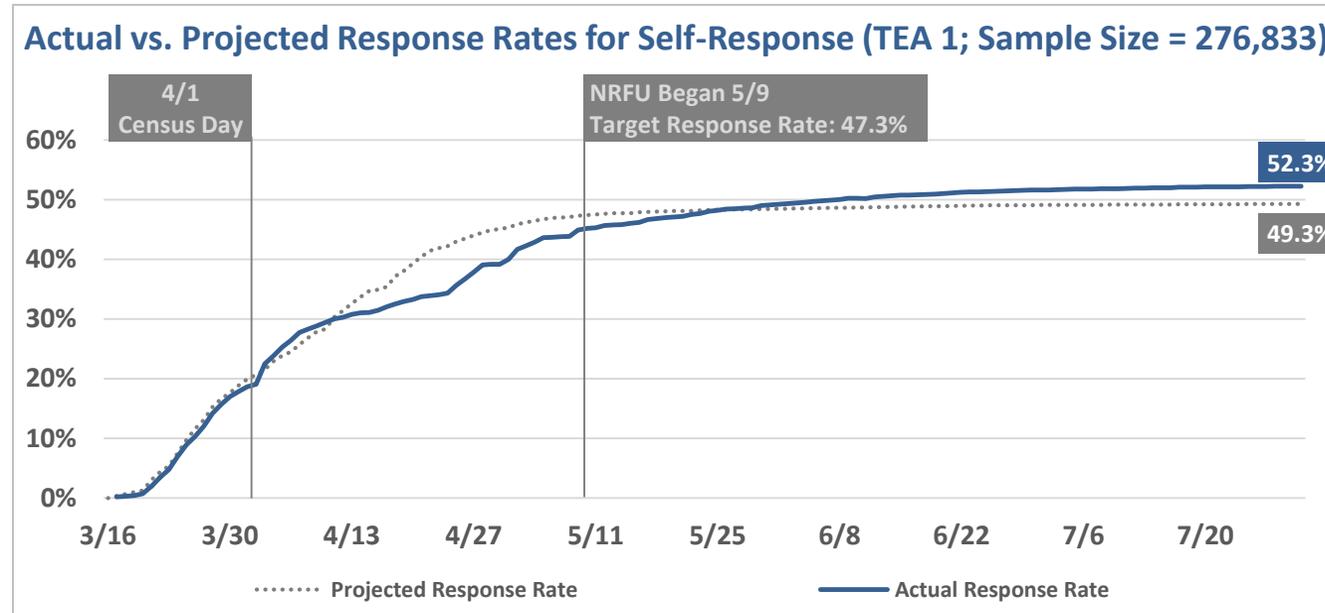
August 2, 2018

Completion Date:

August 31, 2018

Notes:

- Self-Response (TEA 1) began March 16, 2018.
- Update Leave (TEA 2) began April 9, 2018.
- Internet and phone self-response operations ended July 31, 2018.
- Paper data capture self-response operation ends August 31, 2018.
- The Response Rate is calculated using the number of responding households (unduplicated responses), which is 144,560.
- The initial housing unit workload in the Update Leave TEA was 1,799.



Response by Mode				
	Self-Response (TEA 1)		Update Leave (TEA 2)	
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of TEA 2 Total Responses
Total Responses	147,266	100.0%	663	100.0%
Internet	90,116	61.2%	209	31.5%
Phone	10,989	7.5%	27	4.1%
Paper	46,161	31.3%	427	64.4%

Source: 9341 - Detailed Self-Response Summary Report, Update Leave Management Report

2018 End-to-End Census Test

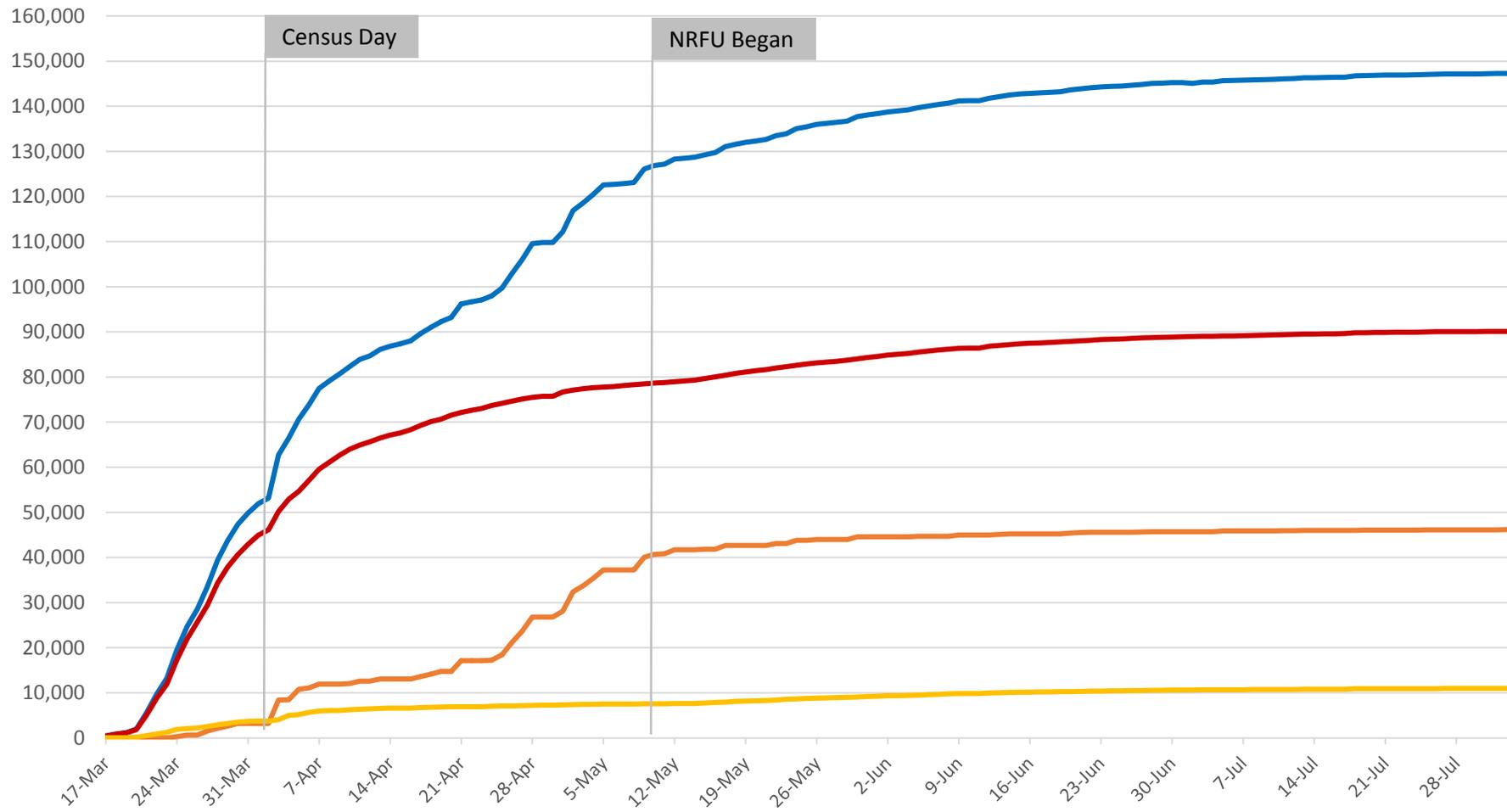
Preliminary Self-Response by Panel and Mode as of August 2, 2018*

Response by Panel and Mode								
	TOTAL, BOTH PANELS		INTERNET FIRST PANEL		INTERNET CHOICE PANEL		2018 PROJECTION	2020 PROJECTION
	Response Volume	Percent of TEA 1 Total Responses	Response Volume	Percent of Internet First Responses	Response Volume	Percent of Internet Choice Responses	Percent of TEA 1 Total Responses	Percent of TEA 1 Total Responses
Total Responses	147,266	100.0%	112,094	100.0%	35,172	100.0%	100.0%	100.0%
Internet	90,116	61.2%	78,219	69.8%	11,897	33.8%	59.2%	74.4%
Phone	10,989	7.5%	9,216	8.2%	1,773	5.0%	6.1%	7.1%
Paper	46,161	31.3%	24,659	22.0%	21,502	61.1%	34.7%	18.5%

*Self-response type of enumeration area (TEA 1) only.

2018 End-to-End Census Test

Preliminary Self-Response by Mode as of August 2, 2018*



Mailing #4 Questionnaires Delivered

- Total Responses, All Modes
- Total Internet Responses
- Total Paper Responses
- Total Phone Responses

*Self-response type of enumeration area (TEA1) only.

Periodic Performance Management Reports

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

Inbound Calls Status

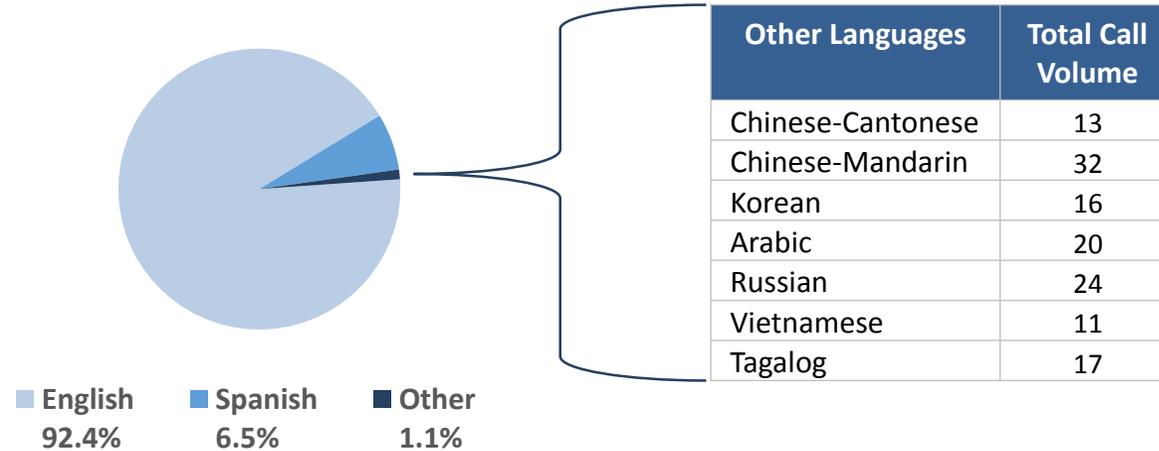
Status:
● Completed

Data current as of:
 August 2, 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



Key Performance Metrics	Planned	Actual
Call Volume	20,705	19,241
Deflection Rate	30.0%	25.90%
Service Level – 30 Seconds	80%	99.0%
Avg. Handle Time	9:45	11:28

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:

● *Completed*

Data current as of:

July 31, 2018

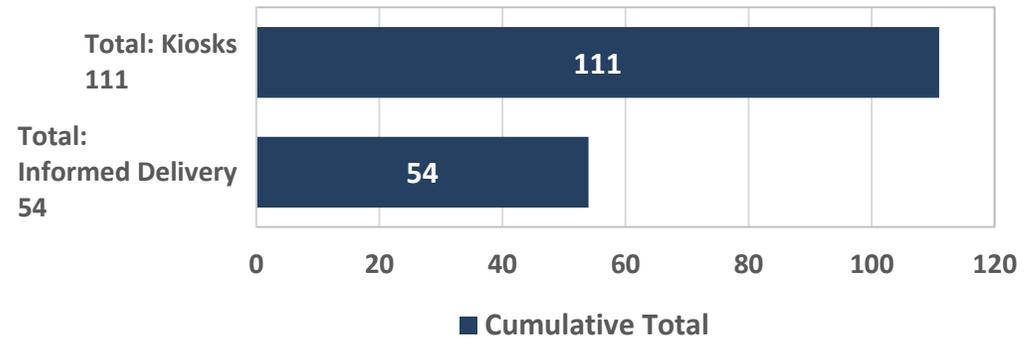
Completion Date:

July 31, 2018

Notes:

- Kiosks were installed on April 2, 2018.
- 30 of the 33 Post Offices in Providence County, RI had Kiosks.
- 27 of the 30 participating Post Offices generated Kiosk activity.
- Informed Delivery outreach started March 16, 2018.
- There are ~15,000 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	4,628	3,014	89	23	16
Mailing 5	4,407	2,851	60	10	8
Total	30,119	20,610	801	96	54

Source: USPS + Census Partnership: 2018 Census Test Report

2020 Census

Self-Response: Moving from the 2018 End-to-End Census Test to the 2020 Census

- Internet Self-Response (ISR)
 - Add languages to the ISR instrument, expanding to 13 total languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
- Census Questionnaire Assistance (CQA)
 - Expand required language support to 13 total languages
 - Determine locations of commercial contact center facilities
- Paper Data Capture (PDC)
 - Open two Paper Data Capture Centers (East and West)
- Forms Printing and Distribution (FPD)
 - Create connection between the Census Bureau and the print vendor for the transmission of address files
 - Automate collection and transmission of in-plant quality control records

QUESTIONS?

2018 End-to-End Census Test: Nonresponse Followup

Jennifer W. Reichert

Decennial Census Management Division



2018 End-to-End Census Test: Nonresponse Followup

Agenda

- Objectives for 2018 End-to-End Census Test
- Nonresponse Followup Workload
- Performance Reports
- Successes
- Administrative Record Modeling
- Getting from the 2018 End-to-End Census Test to the 2020 Census

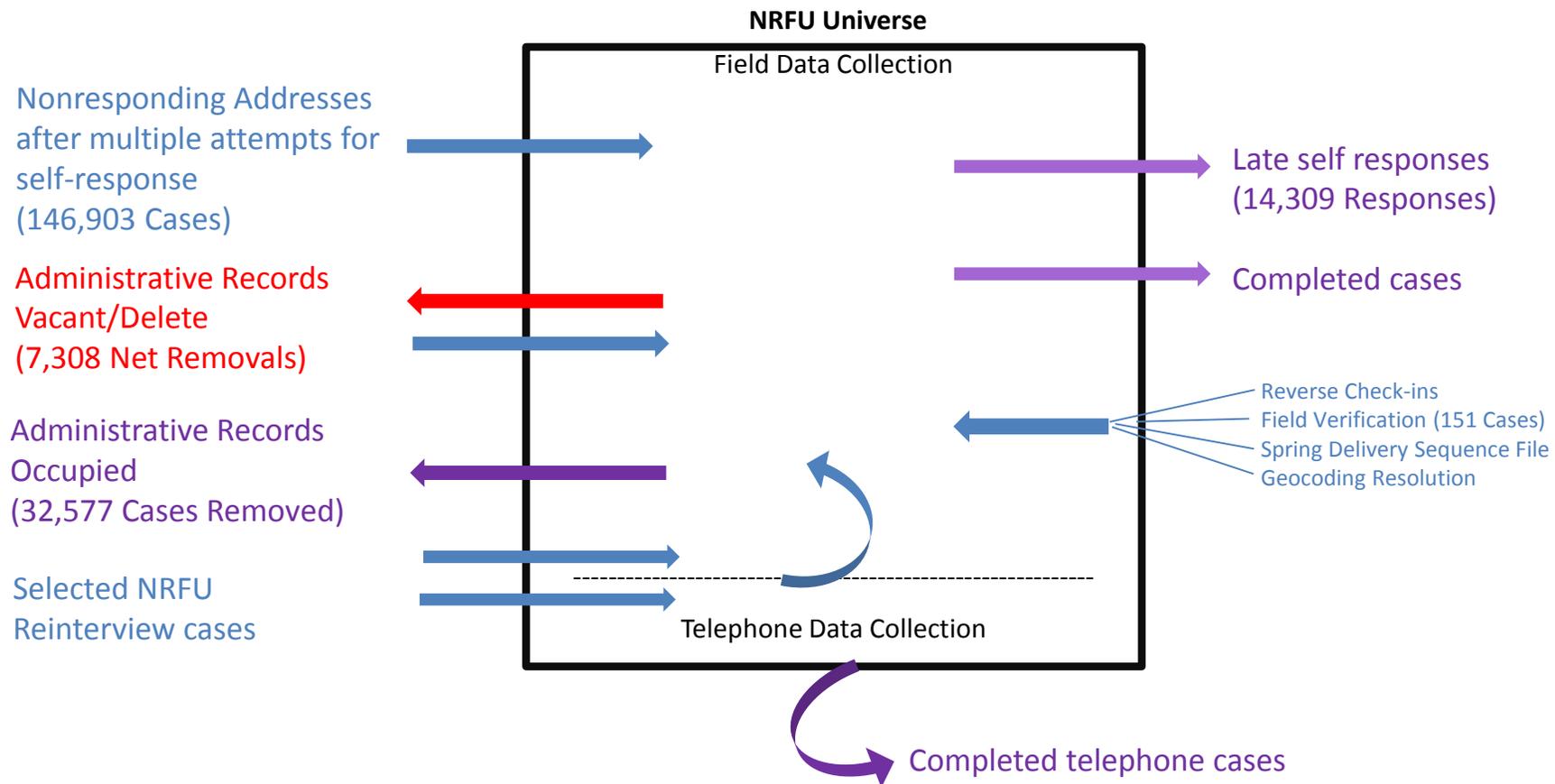
2018 End-to-End Census Test

Nonresponse Followup

Objectives

- Use of automated systems for recruiting, hiring, training, enumeration, and payroll
- Use of Administrative Records to reduce the NRFU workload
 - Vacant/Delete
 - Occupied

2018 End-to-End Census Test Nonresponse Followup Workload



Periodic Performance Management Reports

2018 End-to-End Census Test: Nonresponse Followup Progress

Nonresponse Followup Progress

Status:
● *On Track*

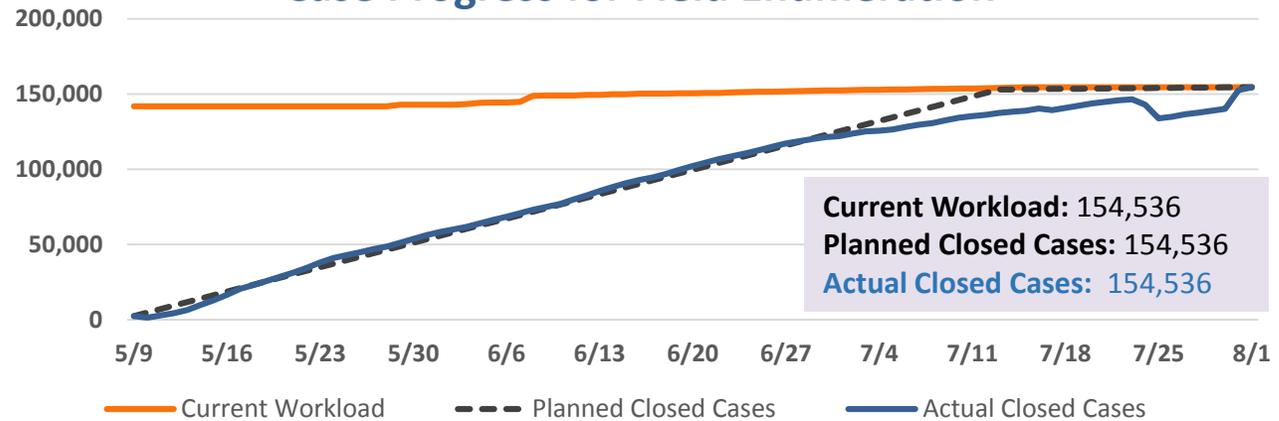
Data current as of:
 August 2, 2018

Completion Date:
 NRFU production and NRFU RI ended on 7/31.

- Notes:**
- NRFU RI began on 6/1
 - As of 7/17, NRFU RI cases are no longer being sent for field enumeration
 - The number of actual closed cases begins to fluctuate as cases are reopened during the final attempt phase of the operation

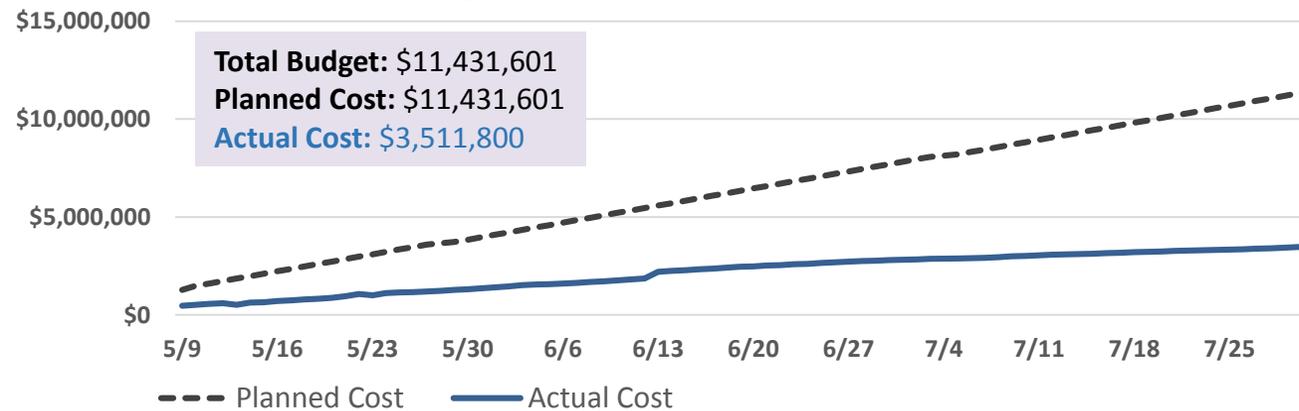
Cases Closed by Self-Response: 14,309
Remaining Workload: 0

Case Progress for Field Enumeration



Source: MOJO Optimizer

Projected vs Actual Total Cost



Source: Unified Tracking System

2018 End-to-End Census Test

Nonresponse Followup

Successes

- Automated recruiting, hiring, and training
- Deployed user-friendly enumeration instrument
- Implemented reengineered staffing and management structure
 - Streamlined staffing levels
 - No more face-to-face meeting requirements
- Optimized case assignments and routing
- Used administrative records data to reduce NRFU workload

2018 End-to-End Census Test

Nonresponse Followup

Administrative Records Modeling

- Vacant/Delete Housing Units – removed prior to any NRFU contacts
 - 10,862 Total Housing Units
 - 9,805 vacant housing units
 - 1,057 deleted housing units
 - 3,554 Cases returned to NRFU due to no UAA
- Occupied Housing Units – removed after one NRFU contact
 - 32,577 Total Housing Units
 - Phase 1 Modeling (May) – 31,896 housing units
 - Phase 2 Modeling (June) – 681 housing units (may have received >1 contact)

2018 End-to-End Census Test

Nonresponse Followup: Getting from the 2018 End-to-End Census Test to the 2020 Census

2018 Issues and Challenges:

- Automated training issues – clearing enumerators from training to production
- iPhone – touchscreen challenges (need for styluses)
- Notice of Visit – need hard surface
- Proxy path – looping, enumerator/respondent burden
- Alerts – determine most appropriate triggers and criteria

2018 End-to-End Census Test

Nonresponse Followup: Getting from the 2018 End-to-End Census Test to the 2020 Census

- Browse Living Quarters
- Mapping Application
- In-field Adds
- Dangerous Addresses Database
- New work availability functionality (submitting multiple time slots in a day)
- Stop/restart an operation
- Releasing child cases the day of the MV (after 4pm and on weekends)
- Additional reports (FOCS and UTS) for monitoring the operation
- PR adaptations and updates
- Early NRFU
- Addition of response recollect cases and other supplemental workloads (i.e., LUCA appeals, new construction, etc.)

QUESTIONS?

2020 Group Quarters Data Collection

Judy G. Belton

Decennial Census Management Division



2020 Group Quarters Data Collection

Agenda

- What are Group Quarters?
- Group Quarters Objective
- Status of the 2018 End-to-End Census Test

2020 Group Quarters Data Collection

What are Group Quarters?

A group quarters is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household type living arrangement. People living in group quarters are usually not related to each other. Examples are -

- Correctional Facilities for Adults
- Correctional Facilities for Juveniles
- Nursing/Skilled Nursing Facilities
- College/University Student Housing
- Group Homes for Adults
- Residential Treatment Centers
- Military Barracks
- Emergency and Transitional Shelters
- Soup Kitchens
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations



2020 Group Quarters Data Collection

Two Phase Operation

Group Quarters (GQ) data collection is a two phase operation – Advance Contact and Enumeration

Objectives

- 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

2018 End-to-End Census Test

Group Quarters Operation

- Advance Contact to Service-Based Facilities and Group Quarter Facilities

- June 18 – July 10



- Service-Based Enumeration (SBE)

- July 25 – July 27



- Group Quarters Enumeration (GQE)

- July 30 – August 24



2018 End-to-End Census Test

Advance Contact Workload

The Providence GQ workload included most Group Quarters Types

Group Quarters Type	Workload
Service Based Enumeration Locations (Emergency and Transitional Shelters, Soup Kitchens, Regularly Scheduled Mobile Food Vans, Targeted Non-Sheltered Outdoor Locations)	143
Correctional Facilities for Adults	12
Juvenile Facilities	31
Nursing/Skilled-Nursing	119
College/University Student Housing	154
Religious Group Quarters	42
Group Homes and Residential Treatment Centers	147

2018 End-to-End Census Test

GQ Advance Contact

The Production Control System (PCS)

- ACO Clerks used an in-house system, the Production Control System (PCS) to conduct Advance Contact
- The PCS displays the Group Quarters name, address, Group Quarters type, and contact name. This information can be edited by the ACO Clerks
- ACO Clerks enters into the PCS --
 - The expected population on Census Day, April 1
 - The preferred enumeration method
 - Date and time for a personal visit to conduct data collection

2018 End-to-End Census Test

Advance Contact Enumeration Methods Offered

- Electronic Response Data Transfer or eResponse
- Paper Data Collection Options:
 - Facility Self-Enumeration
 - Drop-off/Pick-up
 - In-Person Interview
 - Paper Listing

Periodic Performance Management Reports

2018 End-to-End Census Test: Group Quarters Advanced Contact

Group Quarters Advanced Contact

Total Workload (including adds): 690

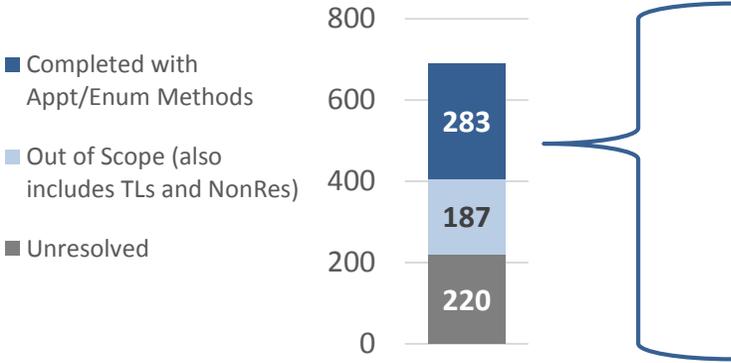
Status:
● Complete

Data current as of:
July 9, 2018

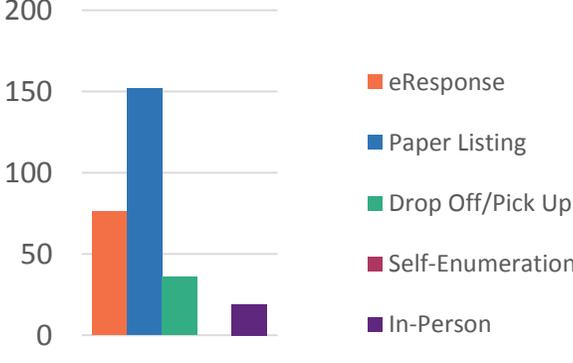
Completion Date:
July 10, 2018

- Notes:**
- The GQ Advanced Contact operation began June 18, 2018.
 - New GQs discovered as part of the GQ Advance Contact operation were mostly Service-Based locations. In order to thoroughly test the SBE operation, these facilities will be added and visited as part of SBE Operation.

Status of Advance Contact Cases



Breakdown of Enumeration Methods Selected



Periodic Performance Management Reports

2018 End-to-End Census Test: Service Based Enumeration and Group Quarters Enumeration

Service-Based Enumeration (SBE)

- 11 SBE interviews were confirmed during Advance Contact and enumerated
 - 7 Shelters
 - 3 Soup Kitchens
 - 1 Targeted Non-Sheltered Outdoor Location
- 14 SBE locations were non-interviews or refusals
- Targeted Non-Sheltered Outdoor Locations
 - 36 TNSOLS were added by our Partnership Specialists
 - 36 sites were enumerated
 - 32 persons interviewed

Group Quarters Enumeration (GQE)

- GQE started on July 30
- 200 of the 400 Group Quarters in GQE have been assigned to Enumerators for enumeration
- Letters have been mailed to 75 facilities that selected eResponse

QUESTIONS?

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 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	