

2020 Census Updates



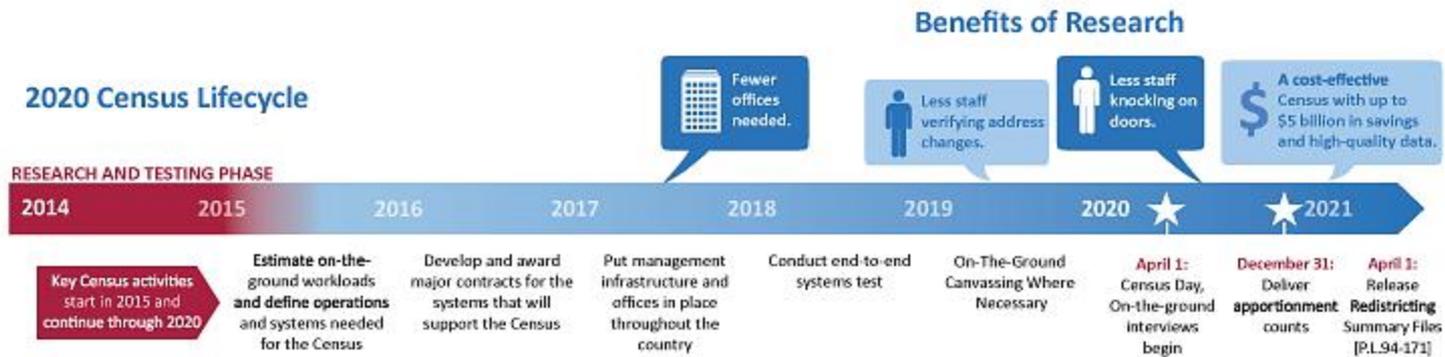
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State Data Centers/Census Information Centers
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2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units.

The Census Bureau is conducting research in order to inform key design decisions by the end of FY 2015.



2020 Census Operational Research and Development Efforts

**Up to
\$5 Billion
in Savings
Through:**

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records

Reengineering Field Operations

2020 Census Operational Research and Development Efforts

Reengineering Address Canvassing

Continually update address and map databases through various sources and methods to eliminate the need for nationwide in-field address canvassing in 2019

Optimizing
Self-Response

Utilizing
Administrative
Records

Reengineering
Field
Operations

2020 Census Operational Research and Development Efforts

Optimizing Self-Response

Maximize self-response (and thus minimize expensive in-person data collection) through the use of an Internet response option, social media advertising, and allowing respondents to respond without a unique identification code

Reengineering
Address
Canvassing

Utilizing
Administrative
Records

Reengineering
Field
Operations

2020 Census Operational Research and Development Efforts

Utilizing Administrative Records

Use data that the public has already provided to the government to reduce the nonresponse follow-up (expensive in-person data collection) workload

Reengineering
Address
Canvassing

Optimizing
Self-Response

Reengineering
Field
Operations

2020 Census Operational Research and Development Efforts

Reengineering Field Operations

Reengineer field work through automation of case management and data collection, and using a new field structure with different field staff roles, work schedules, office configurations, and staffing ratios

Reengineering
Address
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2014 Census Test

Tested contact alternatives for self-response enumeration and nonresponse follow-up (NRFU)

- Compare response rates, cost, and data quality across strategies aimed at reducing costs by utilizing:
 - Three contact strategies for optimizing self-response, including the use of pre-registration, e-mail, and mail
 - Four panels for NRFU, varying the use of contact strategies and administrative records
- Self-response operations began in June 2014
- NRFU operations completed in September 2014
- Use the findings to inform later testing in FY 2015

2014 Census Test: Preliminary Self-Response Results

- Mail internet push invitation

- Letter → 1st postcard → 2nd postcard → questionnaire
- High self-response rates (more than 55 percent of sample responded online)
- For future, test tweaks to this as a baseline strategy
- Response rates as of October 9, 2014

Internet	TQA	Mail	Total
58.9%	5.3%	7.7%	71.9%

- Pre-registration (Notify Me)

- Low participation; need to test again in presence of promotion and advertising
- Additional burden may depress response
- System functionality worked well

- Non-ID Internet response

- Lower response than when an ID is provided
- Likely due to match/geocoding rates below 100%

2014 Census Test: Preliminary Self-Response Results (cont'd)

- Email invitations and reminders
 - Currently not an effective replacement for postal mail
 - For future, consider supplementing (not replacing) paper reminders with e-mail reminders
- Automated voice invitations (AVI)
 - No impact on response as prenotice or as a reminder

2014 Census Test: Preliminary Self-Response Findings

Overall Success

- High self-response rate
 - Letter → 1st postcard → 2nd postcard → questionnaire contact strategy appears to be optimal thus far
 - Non-ID interface has functioned well and no issues with workload
 - Both email/text provider solutions were successfully deployed
 - About 80% of the self-responders used the Internet

Lessons Learned

- Email as an initial invitation and reminder contact strategy is not an effective replacement for mail pieces
- Short time frame between mailing limits our ability to exclude households who have already responded from subsequent reminders
- Volume of calls to the Telephone Questionnaire Assistance is much higher than projected

2014 Census Test: Nonresponse Follow-up

Nonresponse Follow-up Status as of 9/22/2014

Panel	Cases in NRFU (as of 7/29)	Cases Completed *	% Cases Completed	Cases Closed **	% Cases Closed
Control	13,253	10,199	77.0%	13,253	100.0%
Reduced Contacts-no AR	12,553	8,921	71.1%	12,553	100.0%
Reduced Contacts-AR	8,101	6,900	85.2%	8,101	100.0%
Adaptive Design	12,340	10,446	84.7%	12,345	100.0%
TOTAL	46,247	36,466	78.9%	46,252	100.0%

Completed Cases includes (1) cases removed with AR before fieldwork and after 1 visit, (2) cases completed in CATI (complete interview with data), (3) cases completed in CAPI (complete interview with data), (4) cases completed in TQA, and (5) cases completed with self-response. Completed cases are tallied prior to unduplication efforts. Closed Cases includes (1) all completed cases as defined above plus (2) cases closed in CAPI with no data (noninterviews and other cases where field work has been discontinued).

Late Self-Response as of 9/22/2014

Panel	Cases in NRFU (as of 7/29)	Cases in NRFU after initial AR removal (as of 7/29)	Self-Response after NRFU Cut (7/29)	% of Cases in NRFU Completed with Self- Response	% of Cases in NRFU after initial AR removal Completed with Self-Response
Control	13,253	13,253	3,781	28.5%	28.5%
Reduced Contacts-no AR	12,553	12,553	3,371	26.9%	26.9%
Reduced Contacts-AR	8,101	3,056	543	6.7%	17.8%
Adaptive Design	12,340	11,833	3,000	24.3%	25.4%
TOTAL	46,247	40,695	10,695	23.1%	26.3%

Late Returns for cases that were removed using ARs are not included here.

2015 Testing Activities

- Address Validation Test
- 2015 Optimizing Self-Response Test
- 2015 Census Test
- 2015 National Content Test*

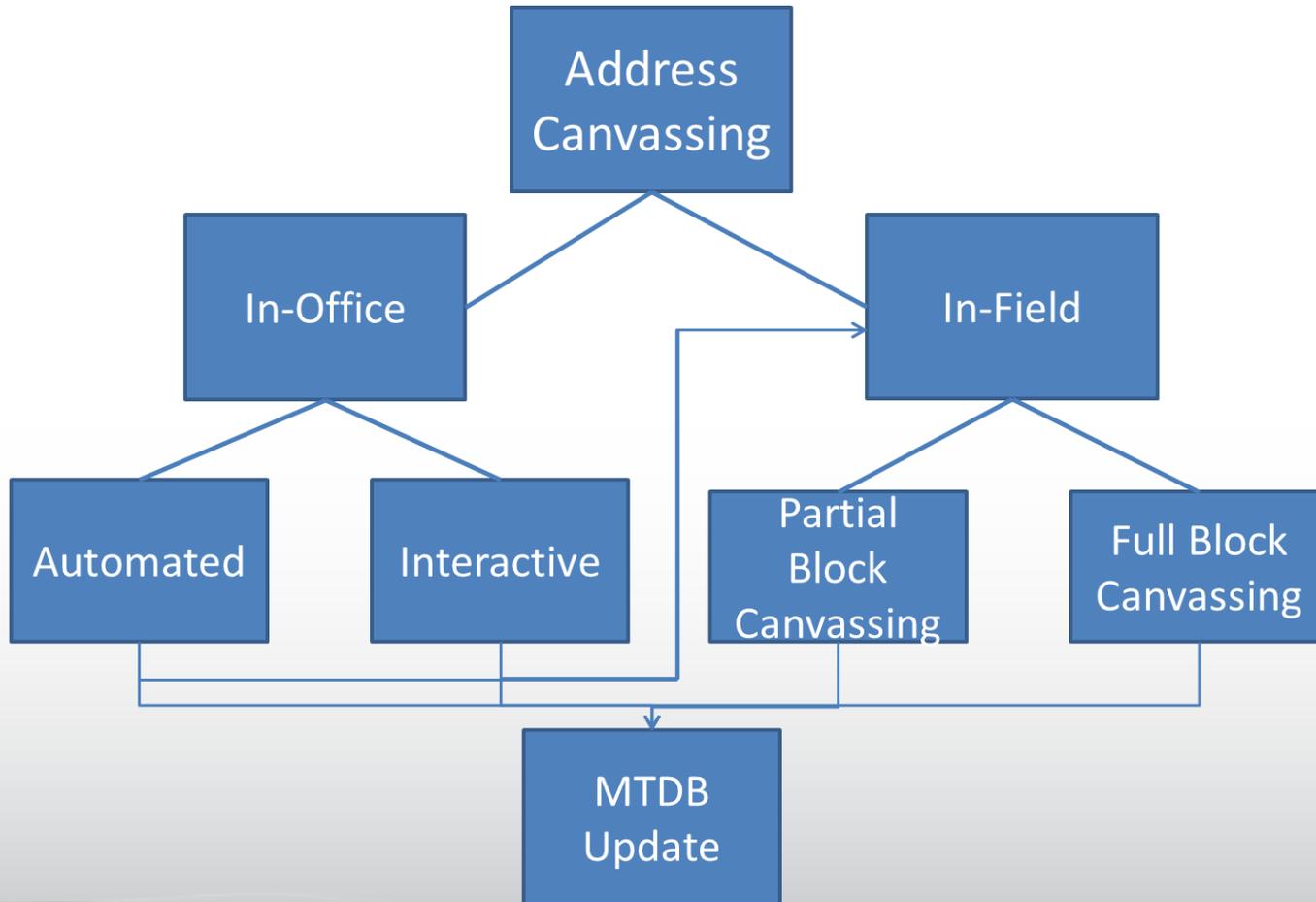
* Results from this test not needed to make major design decisions at the end of FY 2015

2015 Testing Activities

Address Validation Test

- Informing the performance of the methods and models that will help us develop the address list
- Testing the use of aerial imagery for change detection
- Assisting in the delineation of the Reengineered Address Canvassing workloads
- Full-Block Canvass: 10,100 blocks
- Partial-Block Canvass: 600-1000 blocks

2020 Census Address Canvassing – Proposed View



2015 Testing Activities

2015 Optimizing Self-Response Test

- April 1, 2015 Census Day
- A site test conducted in the Savannah, Georgia area, including neighboring counties in South Carolina that constitute the media market for Savannah
- Continue testing pre-registration and “Non-ID” response to determine if we can optimize self and Internet response rates
 - Pending the outcome of the 2014 Census Test, further refine the procedures for pre-registration in the Census
 - Study the feasibility of implementing real-time processing for the “Non-ID” response option
- Research how advertising, outreach, and promotion can engage and motivate respondents for action

2015 Testing Activities

2015 Census Test

- April 1, 2015 Census Day
- Like the 2014 Census Test, this will be a site test and conducted in portions of Maricopa County, Arizona
- Reengineer the roles, responsibilities, and infrastructure for the field
- Evaluate the feasibility of fully utilizing the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations
- Automate training for enumerators and managers
- Test and implement routing and/or navigation
- Reengineer the approach to case management
- Continue to research uses of administrative records to reduce and manage fieldwork

2015 Testing Activities

2015 National Content Test

- Will be a nationally representative sample, with oversampling of key sub-population groups
- Planned for a September 1 Census Day
- Full scope to be determined, but likely to continue testing of the following questions:
 - Race and Hispanic origin
 - Relationship
 - Other possible topics such as within-household coverage questions

What's Next?

- Besides the tests, and subject to funding, other work planned for FY 2015 and beyond includes improving methods for such things as:
 - Field quality control
 - Coverage measurement
 - Enumerating hard to count populations
- We also need to provide ongoing support for
 - Enterprise IT infrastructure and systems
 - Support for the enterprise CEDCaP efforts
 - Early developmental work on 2020 Census specific systems

Questions

