American Community Survey Data Users Conference

2020 Census Updates

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Planning for the 2020 Census

- Design and conduct a census that costs less per housing unit than Census 2010 while maintaining high quality

- Identify cost drivers and implement innovative enumeration methods aimed at reducing these costs

- Focus early research and testing program on major innovations to the design of the census oriented around major cost drivers of the 2010 Census

2020 Census Program Updates

- 2020 Census lifecycle cost estimates
  - Revisions to the rough order of magnitude estimates
  - Continue efforts on defining methodologies for the trade-off analysis

- Research to further mature the design options and provide data to better quantify inputs to the cost estimates
  - Optimizing self-response
  - Reengineering nonresponse followup
  - Reengineering field operations
  - Targeting field address canvassing

- Major design decisions for the 2020 Census by the end of FY 2015

2013 Census Test

Examined operational feasibility of the use of administrative records and adaptive contact strategy tailored to each household to reduce nonresponse followup (NRFU) workload and increase productivity

- Sample size of 2,077 housing units in Philadelphia, drawn from Census 2010 NRFU universe

- Four panels that combined contact treatments (fixed and adaptive) with use of administrative records

- Data collection began in November 2013 and ended in early December 2013

- Used results to inform the 2014 Census Test

2013 Census Test – Results

Utilization of Administrative Records to Reduce Workload

- Overall enumerator cost is reduced
  - Interviewers spent fewer hours working cases, BUT
  - Enumerators were less efficient when workload was reduced with records

Utilization of Adaptive Case Management

- Interviewers were more efficient in the adaptive design treatments

Utilization of Computer Assisted Telephone Interview before Computer Assisted Personal Interview

- Led to a slight decrease in productivity due to few cases being completed by phone

2014 Census Test

Test contact alternatives for self-response enumeration and nonresponse followup (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

- Scheduled to begin in June 2014

- Use the findings to inform later testing in FY 2015

2015 Testing Activities

Focus on the major design decisions for the 2020 Census by evaluating the feasibility of fully utilizing the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations

- Address Canvassing: Master Address File Model Validation Test and Focused Field Address Resolution Approach

- Field Reengineering and Nonresponse Followup using Administrative Records and Adaptive Design

- Limited Market Test: Self-Response, Engagement, and Advertising Techniques

- National Content and Self-Response Test

Address Canvassing: Master Address File (MAF) Model Validation Test and Focused Field Address Resolution Approach

Model Based Approaches

- Test our ability to use statistical modeling to measure error in the MAF and to identify areas experiencing significant change
- Inform the performance of the models used to define the Targeted Address Canvassing workloads

Focused Field Address Resolution ("micro-targeting") Approach

Incorporate aerial imagery reviews to detect changes and discrepancies

Include in-field updating of addresses for portions of blocks

Field Reengineering and Nonresponse Followup (NRFU) using Administrative Records and Adaptive Design

- 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

  - Move to automated training for enumerators and managers

  - Test and implement routing and/or navigation

  - Reengineer the approach to case management

Field Reengineering and NRFU using Administrative Records and Adaptive Design (cont.)

- Reduce NRFU workload and increase NRFU productivity with:
  - Administrative Records
    - Reduce cases that need to be resolved in NRFU by varying type of cases removed and timing of case removal from the workload
    - Reduce the number of contact attempts to cases resolved in NRFU
  - Field Reengineering and Adaptive Design
    - Reduce the number of contact attempts
    - Leverage dynamic case management with route planning and other methodologies to improve enumerator productivity through automation

- Planned for an April 1 Census Day

Limited Market Test: Self-Response, Engagement, and Advertising Techniques

- 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

- Planned for an April 1 Census Day

2015 National Content and Self-Response Test

- Full scope to be determined, but likely to continue testing of the following "short-form" questions:
  - Race and Hispanic origin
  - Relationship
  - Other possible topics such as within-household coverage questions

- Use nationally representative sample, with oversampling of key sub-population groups

- Planned for a September 1 Census Day

Key Milestones

- Results of the testing activities in FY 2014 and 2015 will be critical in determining major design decisions by the end of FY 2015

- Refinement of major design decisions will drive additional testing beyond FY 2015

- Research and testing will continue to focus on field reengineering; nonresponse followup using administrative records and adaptive design; address canvassing; and optimizing self-response

Key Milestones
Steps Towards 2020 Census