

2016 Census Test Preliminary Findings

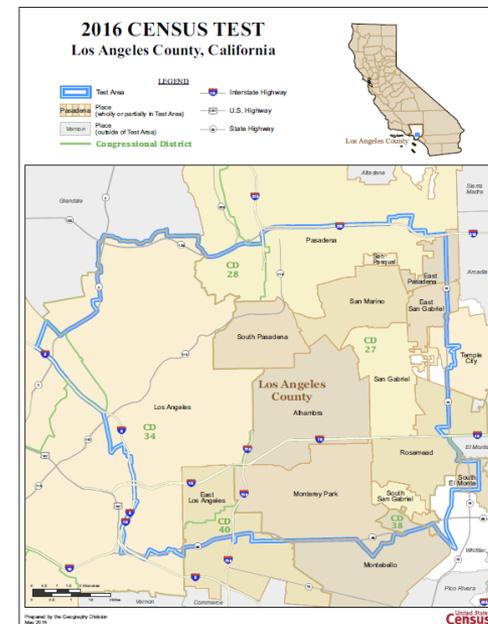
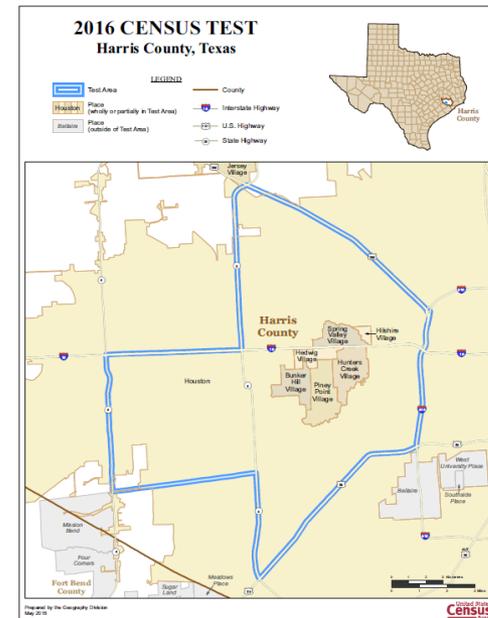
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2016 Census Test Overview

- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 225,000 housing units in each test area



2016 Census Test

Purpose

Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

Self-Response:

- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
- Form partnerships and conduct outreach efforts to reach historically hard to count populations
- Refine Real Time Non-ID Processing methods
- Test languages utilizing non-Roman characters (Chinese and Korean) in all response modes

Nonresponse Followup:

- Finalize the strategy for using administrative records in support of Nonresponse Followup
- Test multiple ratios of enumerators to supervisors
- Implement enhanced procedures for conducting interviews at multi-unit structures and via proxy
- Continue to refine our use of technology and automation to reengineer field operations

2016 Census Test Operations

Focus of the Test

Required to Support the Test

NOT Included in the Test

SUPPORT

Program Management

Program Management

Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing

RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership & Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Americans Count Overseas

PUBLISH DATA

Data Products and Dissemination

Redistricting Data

Count Review

Count Question Resolution

Archiving

OTHER CENSUSES

Island Areas Censuses

TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

2016 Census Test

Key Activities

Activity	Date	
Site Selection Announcement	June 26, 2015	✓
Publish Presubmission Federal Register Notice	August 4, 2015	✓
Deliver OMB (Paperwork Reduction Act) Clearance Package	October 28, 2015	✓
Receive OMB (Paperwork Reduction Act) Approval	January 12, 2016	✓
Open Regional Census Centers	September 24, 2015	✓
Conduct Recruiting	October 2015 – April 2016	✓
Open Area Operations Support Centers	January 2016	✓
Conduct 2016 Census Test	March – June 2016	✓
Begin Self-Response Data Collection	March 2016	✓
Census Day	April 1, 2016	✓
Conduct Field Training	April – May 2016	✓
Conduct Coverage Reinterview, Nonresponse Followup, and Nonresponse Followup Reinterview	May – June 2016	✓
Complete Research and Analysis Reports	Quarter 2 of Fiscal Year 2017	

2016 Census Test

Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Partnerships to reach demographically diverse populations
- Provide language support to Limited English Proficient populations
 - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
 - Multilingual brochures
 - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods

2016 Census Test

Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure + URL	Postcard	Postcard	Mail Questionnaire + Brochure/URL	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

*Weekly NRFU mailings will occur to any addresses removed from the NRFU workload as a result of our administrative records modeling process.

2016 Census Test

Preliminary Self-Response Rates as of July 12, 2016

		Los Angeles County Site				Harris County Site			
	Panel	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1	Internet Push	33.4%	3.0%	13.5%	49.9%	29.6%	2.2%	8.9%	40.7%
2	Internet Push with Reminder Letter	34.5%	2.7%	13.4%	50.6%	30.2%	2.4%	8.9%	41.5%
3	Internet Push with Language Brochure	34.3%	3.2%	15.7%	53.2%	28.0%	2.0%	9.6%	39.6%
4	Internet Push with Language FAQ Insert	36.6%	3.2%	14.3%	54.0%	29.9%	2.1%	8.6%	40.6%
5	Internet Choice	18.4%	1.2%	36.7%	56.2%	13.2%	0.8%	18.5%	32.5%
Total		31.4%	2.7%	19.3%	53.4%	27.4%	2.0%	10.2%	39.6%

*Individual components may not add to total due to rounding.

2016 Census Test

Partnership and Outreach as of June 9, 2016

- Partners for the 2016 Census Test Sites
 - Harris County, Texas - 258 Partners
 - Los Angeles County, Texas - 262 Partners
- Partnership Commitment Activities for the 2016 Census Test Sites
 - Harris County, Texas - 364 Activities
 - Los Angeles County, California - 596 Activities
- Partnership specialists have also provided recruiting support for the Field staff



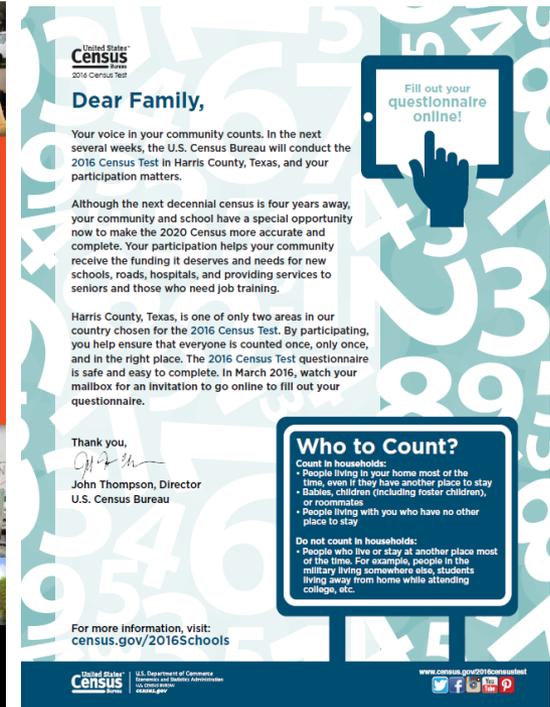
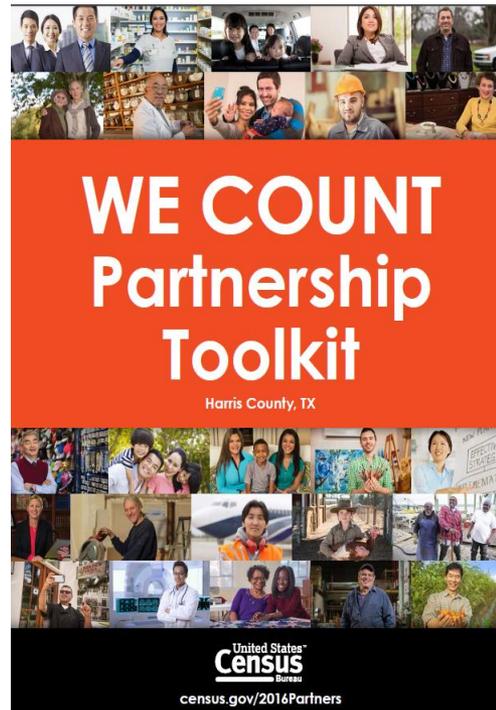
2016 Census Test Partnership and Outreach

Partnerships Toolkit

Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

Contents included:

- Fast facts about the 2016 Census Test
- Email Samples
- Article Samples
- Event Hosting Tips
- Social Media Content
- A list of places with public computers
- Internet URLs



2016 Census Test

Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai

2016 Census Test

Self-Response: Preliminary Language Findings as of July 19, 2016

- Internet
 - English – 97.5 percent
 - Spanish – 1.3 percent
 - Chinese – 1.2 percent
 - Korean – 0.1 percent
- Phone
 - English – 82.1 percent
 - Spanish – 12.1 percent
 - Chinese – 5.8 percent
 - Korean – 0.0 percent

The screenshot shows the 2016 Census Test self-response interface in Korean. The main heading is "2016년 인구 센서스 시험 조사를 시작합니다" (Start the 2016 Census Test Survey). Below this, there is a "로그인하십시오" (Log In) section with a "사용자 ID" (User ID) field and a "로그인" (Log In) button. The interface also includes a "Start here OR go to hp" section with instructions on how to use the paper questionnaire. The page is bilingual, with English text on the left and Korean text on the right. The bottom of the page features a "4. What is your telephone?" section with a "Telephone Number" field.

2016 Census Test

Self-Response: Non-ID Processing

United States Census Bureau | FAQ | Instructions | Burden | Select Language | Save and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address
 Rural Route
 P.O. Box

Address Number

Street Name

Apartment Number

City

State

Zip Code

Build: a162db5 | OMB No.: 0607-0959 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

United States Census Bureau | FAQ | Instructions | Burden | Select Language | Save and Logout

Address Standardization

Here is the address you submitted, using standard abbreviations and formatting.

Please review your address for common errors, such as misspellings in the street name or city names, missing apartment numbers, or an incorrect ZIP Code.

123 MAIN ST

Is the address above correct? (Help)

Address Number

Street Name

Apartment Number

City

State

Zip Code

Build: a162db5 | OMB No.: 0607-0959 | Approval Expires: 4/30/2017 | Accessibility | Privacy | Security

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Home > Household > Web Map

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.

Cannot Locate Area Using the spatial tools found on the map.

2016 Census Test

Self-Response: Preliminary Non-ID Processing Results

	Total Self-Response	Total Non-ID Submissions	Non-ID Percent of Self-Response
Harris County, Texas	88,506	1,993	3.8%
Los Angeles County, California	122,634	2,451	3.6%
Total	211,140	7,783	3.7%

2016 Census Test

Preliminary Coverage Reinterview Results

Purpose: To test versions of questions for initial roster creation, undercount probes, and overcount probes

Planned Production Dates	April 25, 2016 – June 24, 2016
Actual Production Dates	May 2, 2016 – June 26, 2016
Contact Strategy	Centralized Outbound Telephone
Response Rate	55.4 percent
Target Response Rate	59.3 percent

2016 Census Test

Reengineering Field Operations

The 2016 Census Test allowed us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up included:

- Determine the nonresponse followup strategy for the 2020 Census
- Refinement of the field management staffing structure
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

We will also focused on quality control in this Test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality

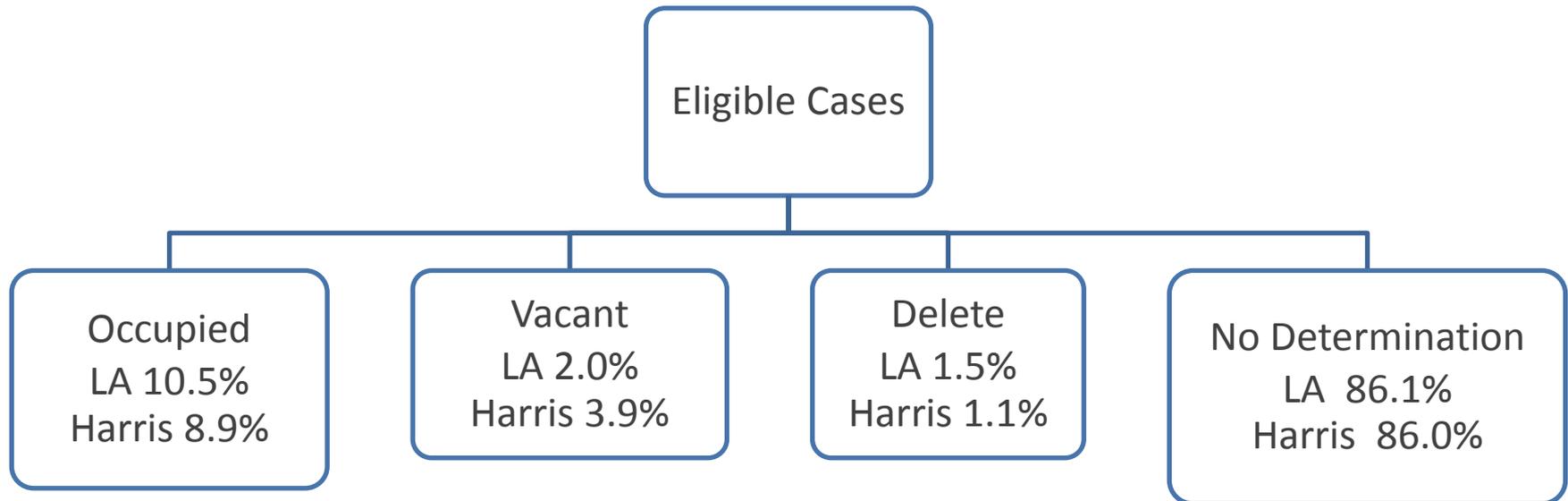
2016 Census Test

Engagement with the United States Postal Service

- Qualitative information about USPS postal carrier determination of Undeliverable-As-Addressed for Census mailings
- Focus Group with Postal Carriers
 - Los Angeles County, California: April 19, 2016
 - Harris County, Texas: April 26, 2016
- Observe Post Office and Mail Processing Facilities

2016 Census Test

Preliminary Administrative Records Processing Results



Phase 2

- Identified an additional 308 cases on June 9, 2016

Evaluation

- For administrative record occupied, vacant and delete cases, a 1-in-5 sample was sent to the field to allow comparisons of administrative record determination and census fieldwork enumeration

2016 Census Test

Nonresponse Followup Results

Field Data Collection Workload	Initial NRFU Workload	Nonresponse Validation	NRFU RI	NRFU Rework	Final Field Workload
Harris County, Texas	62,824	1,993	3,496	0	68,313
Los Angeles County, California	61,314	2,451	3,986	3,914	71,665
Total	124,138	4,444	7,482	3,914	139,978

Field Workload Resolution	Final Field Workload	Self-Response after Start of NRFU	Administrative Records Removal
Harris County, Texas	68,313	7,892	5,366
Los Angeles County, California	71,665	10,212	4,732
Total	139,978	18,104	10,098

	Field Complete	Max Attempt Removals	Unresolved Cases
Harris County, Texas	37,138	16,773	1,144
Los Angeles County, California	42,869	10,289	3,563
Total	80,007	27,062	4,707

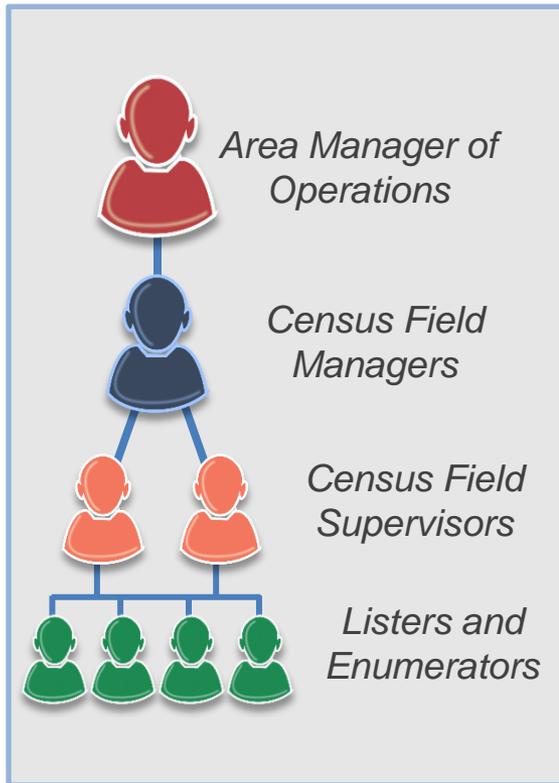
2016 Census Test: A Field Perspective

Albert E. Fontenot, Jr., Field Division

2016 Census Test

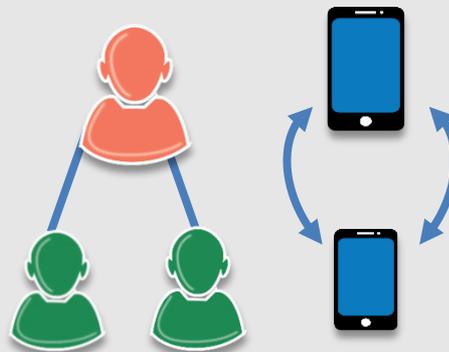
Reengineering Field Operations

Streamlined Office and Staffing Structure



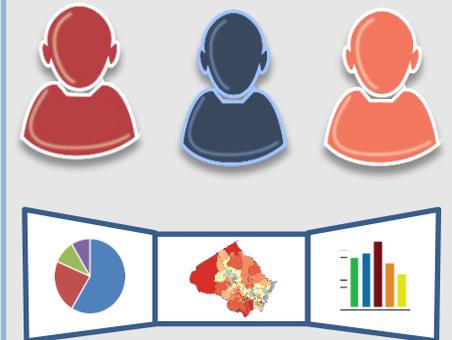
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- 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



2016 Census Test

Field Perspective: Staffing Ratios

- System generated alert based notifications allowed for effective manage of the field staff
- Increased staff ratios worked
- Data analysis is underway to finalize 2020 Census staffing ratios

2016 Census Test

Field Perspective: Training

- Change from verbatim training to blended online and classroom training was successful
- Suggested refinements:
 - Make online training modules more interactive
 - Increase depth/detail of training beyond single household path
 - Need more training on techniques to convert potential refusals into interviews
 - Develop better assessment tools
 - Enumerators should be trained by their supervisors

2016 Census Test

Field Perspective: Operating Control System/Management Review

Initial number of cases coming into Management Review was overwhelming

- Maintain Linkage of Multi-unit individual units with the parent unit
- Automate more reassignment functions in Management Review

2016 Census Test

Field Perspective: Operations Control System and Optimizer

- Attempts need to be variable based on characteristics of the area
- Balance emphasis on controlling and managing attempts with emphasis on completing interviews
- Routing rules need to be refined
- Non-interview cases need to stay on the device longer to allow potential interview opportunities

Field Perspective: Closeout Procedures

- The optimizer case assignment functions used the same rules and parameters at all points in the operation
- Closeout procedures need to be developed

2016 Census Test

In Summary

- Conducted a successful 2016 Census Test
 - Furthered our efforts to understand how to connect with people and encourage self-response
 - Continued our efforts to utilize and refine our approach to using administrative records and third-party data to reduce the Nonresponse Followup workload
 - Progressed along our path to leverage automation across the 2020 Census Program
 - Continued toward the definition of the 2020 Census operational design for Nonresponse Followup
- Going Forward: Priority Focus Areas
 - Operational/management reports
 - Operational Control System/Optimizer enhancements
 - Training
 - Closeout procedures
- Move to a platform solution provides an opportunity to develop solutions that meet our requirements and address previous challenges in support of our 2017 Census Test, 2017 Puerto Rico Census Tests, and the 2020 Census