

Implementing a Bring Your Own Device (BYOD) Strategy for the Conduct of the 2020 Census

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Project Description

- **BYOD** refers to a policy of permitting employees to use personally owned mobile devices to access company information and applications.
- In this case, Census is asking enumerators **to collect information** with their personally owned mobile devices.
- **2014 Test:** “Proof of Concept”
- **2015 Test:** First collection of Personally Identifiable Information (PII)
- **Goal:** For the 2020 Census, **75%** of the temporary enumerators hired will use their own smartphones or other appropriate mobile devices (e.g., tablets) to perform their enumeration tasks, utilizing Census supplied applications.

BYOD Project Team

Objective: 75% of Enumerators in 2020 Census will use their own mobile devices

GFE* Mobile Devices

- Still need to purchase **25%**
- Flexible Device & Accessory Acquisition Strategy

Cost/Benefit Analysis

- Savings of **\$208.9M**
 - At 75% BYOD
- Every 10% increase in BYOD users saves **~\$28M**

Field Testing

- **2014 – “Crawl”**
 - HQ Census (Sep 14)
 - Proof of Concept
- **2015 – “Walk”**
 - Maricopa (Jul 15)
 - First PII collection
 - Reimbursement
- **2016 – “Run”**
 - 75% of enumerators use their own devices

Policy

- Acceptable Use Policy
- Privacy
- Reimbursement

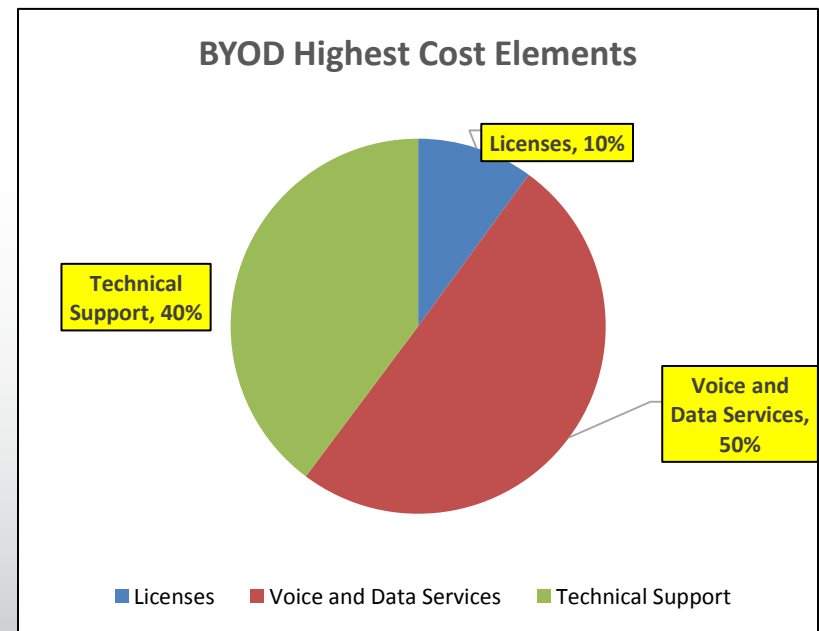
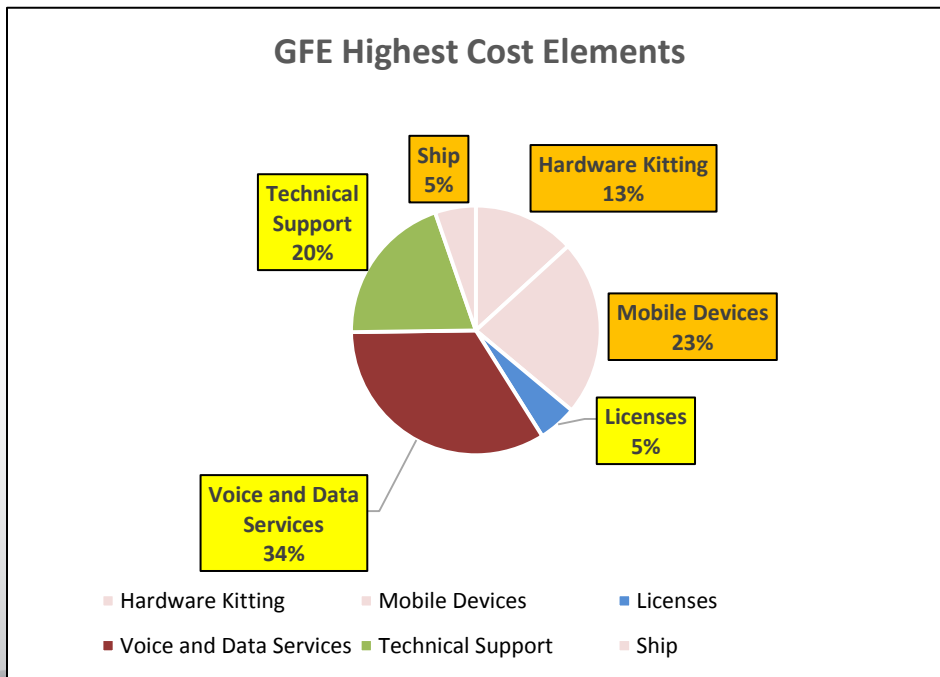
Mobile Technical Group

- Device Management v. App Management
- Security
- PII

* **Government Furnished Equipment**

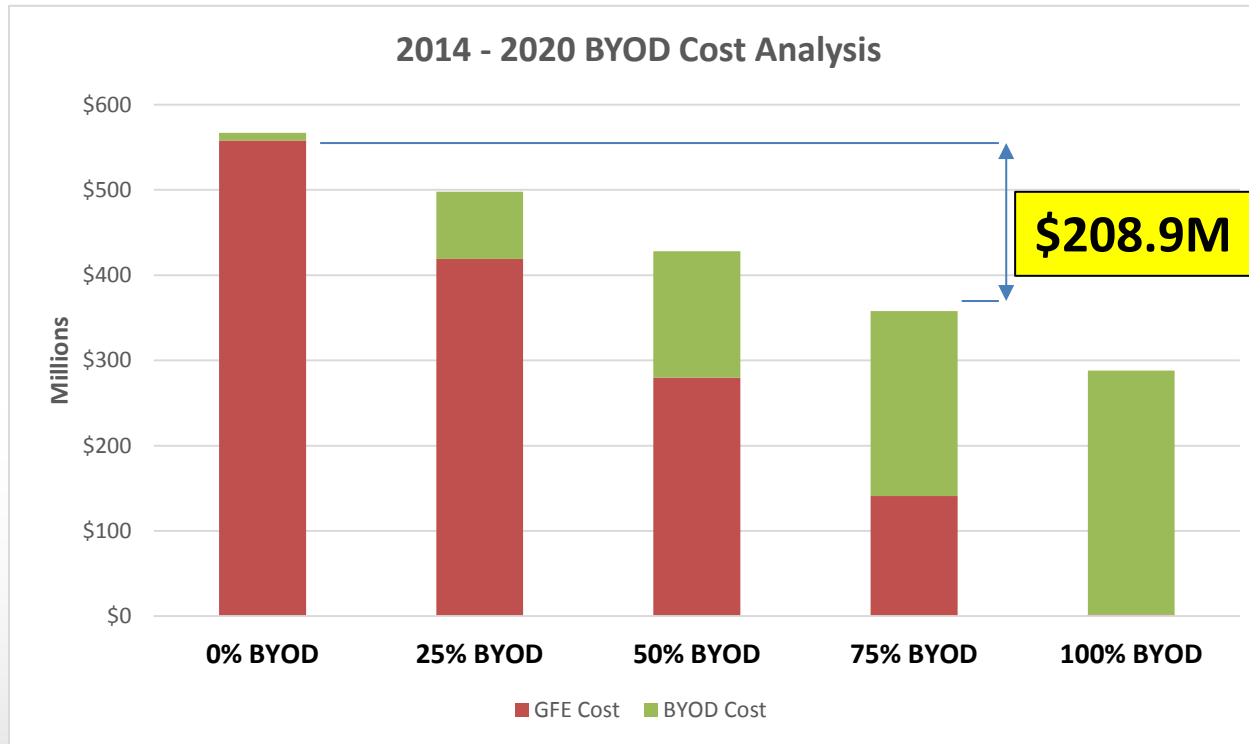
GFE Mobile Devices

- **2020 Census:** Extrapolating numbers from 2010, there may be over 400,000 mobile devices needed to conduct enumeration duties
- GFE includes additional costs beyond device and voice/data services
- The **hypothesis** is implementing an effective BYOD strategy will save money



Cost/Benefit Analysis

Projected cost savings at the 25%/75% (GFE/BYOD) ratio is \$208.9M



Benefit: Implementing a BYOD solution achieves the same data collection capability, reliability, and security at a significantly lower cost than GFE.

BYOD Testing

- **2015 BYOD Test: 6-21 July**
 - Up to 125 participants will bring their own devices
 - Load Census approved applications (COMPASS, AnyConnect, Mobile Application Management (MAM))
 - All Census applications will be remotely removed at end of test

- **Objectives**
 - 1) How likely are people to use their own devices?
 - 2) Are there differences between GFE and BYOD in terms of training?
 - 3) Solicit feedback/comments from enumerators to prepare for 2016 and beyond.

BYOD Policy

- **2015 BYOD Acceptable Use Policy (AUP)**
 - Covers Census Bureau equities while respecting the employee's privacy

- **Reimbursement Policy**
 - To be tested in the 2015 Census Site Test
 - Desired result is to get inputs for further development in 2016

BYOD Technical Group

- **MDM vs. MAM**

- Mobile Device Management (MDM) solutions manage the device down to the firmware and configuration settings and can include management of all applications and application data.
- MAM provides a lower degree of control over the device, but a higher level of control over applications and data collected but imposes minimal restrictions on the rest of the mobile device.

BYOD Technical Group

- **Acquiring Mobile Application Management (MAM) licenses for 2015 Test**
 - In addition to the MaaS360 MDM licenses to be used for the GFE
 - Currently evaluating submissions; On schedule for award in March (~\$25,000)
 - Develop an Authority to Operate (ATO) before July

BYOD Technical Group

- **Device Specifications**
 - Mobile devices will need to have at least 1GB of free storage
 - iOS 7 or later
 - Android 4.4
 - Census application(s) will be sent to BYOD participants via text/or e-mail via MAM
- **2016**
 - Market research is ongoing
 - Expanding to different form factors

Questions

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