

2020 Field Reengineering

ROCKIT (Re-Organize Census with
Integrated Technology) Team

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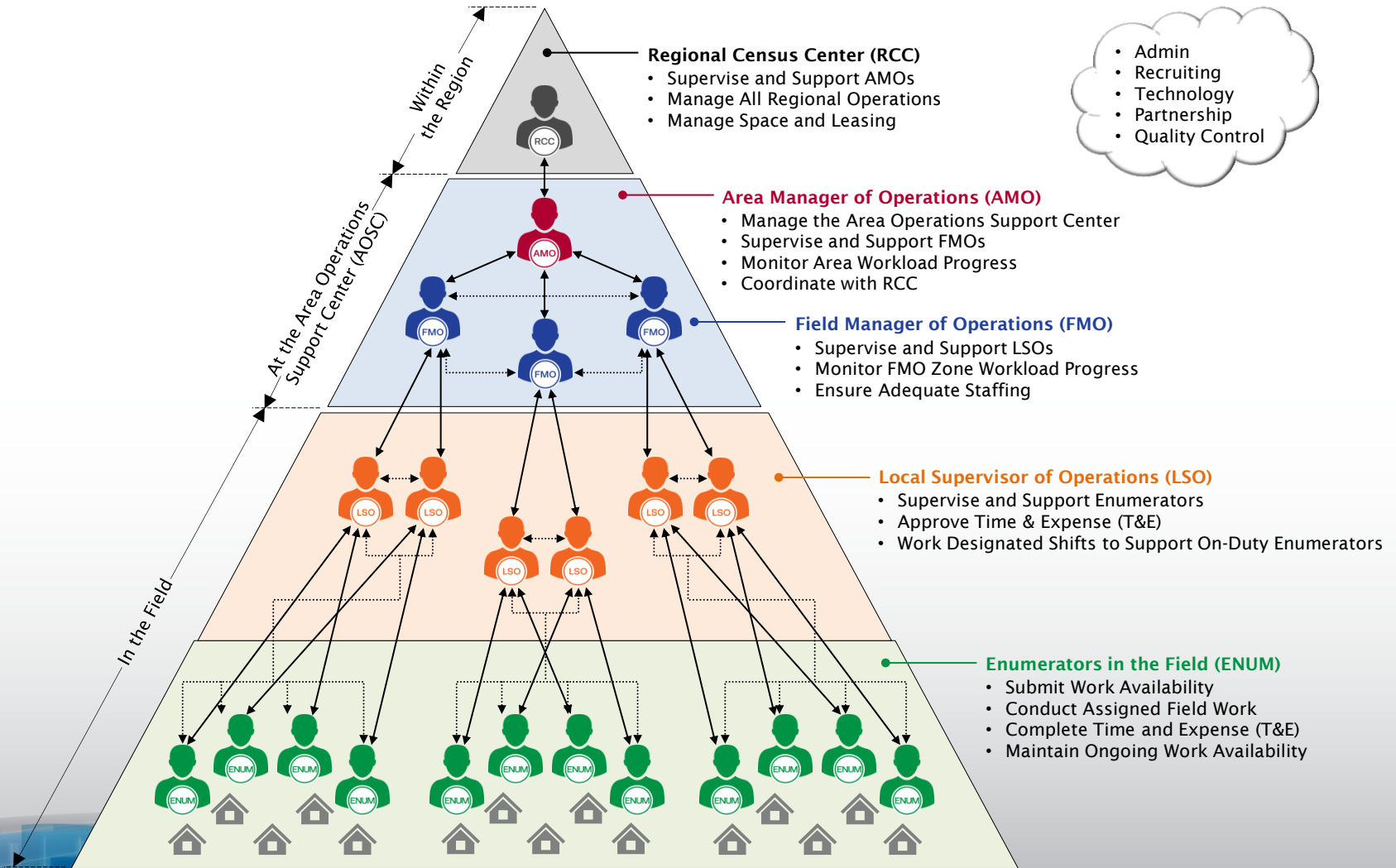
Goals

- Develop a new concept of operations for the Decennial that increases 2020 Nonresponse Followup (NRFU) productivity by a minimum of 20%
- Identify parameters to inform 2020 cost projections
- Provide information for the 2020 systems buy vs build decisions

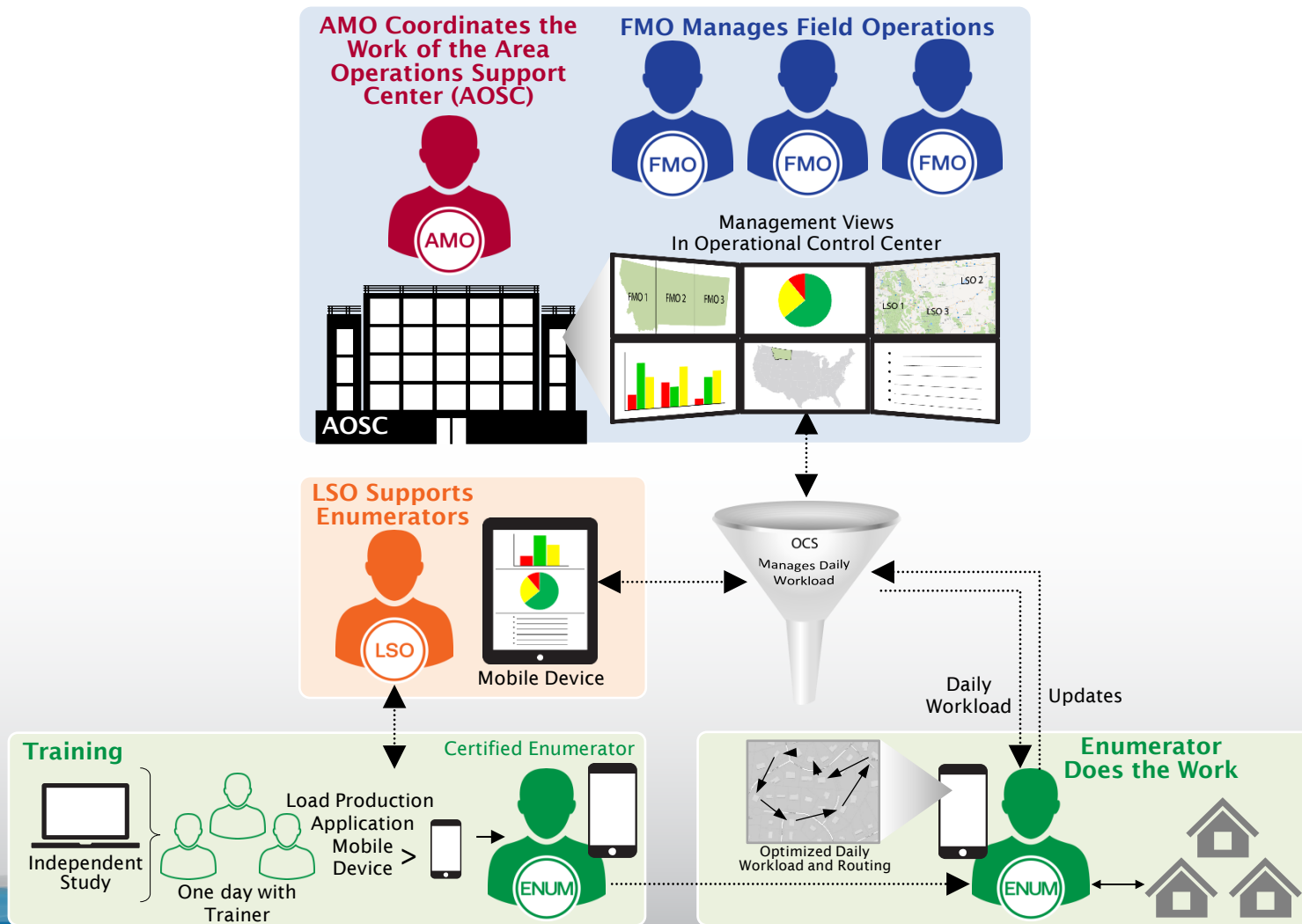
Major Changes for Field Operations

- Using automation to support processes
 - Optimized daily enumerator assignments of attempts
 - Near real time operations information for decision making
 - Enhanced operational control system
 - Automated training for enumerators and managers
- New field structure, including field staff roles and staffing ratios

Organizational Structure



Concept of Operations



ROCKIT 2015 Test Plans

- Cost metrics in comparison with the control panel:
 - 20% increase in productivity
 - Decrease in miles/case
 - Decrease in total hours spent
- Evaluations of new structure and procedures:
 - Management structure
 - Staffing ratios
 - Enumerator availability and LSO shift time management
 - Enumerator performance indicators
 - Automated training
- Quality metrics in comparison with the control panel

Let's ROCKIT to Success!!!