Preparing for the 2020 Census: Reengineering Address Canvassing

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Economics and Statistics Administration
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The 2020 Census

Key Innovation Areas

<u>Overarching Goal:</u> To count everyone once, only once, and in the right place

Focus on Four Key Innovation Areas

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records and Third-Party Data
- Reengineering Field Operations

The 2020 Census: Establish Where to Count

Address Canvassing Operation

Purpose:

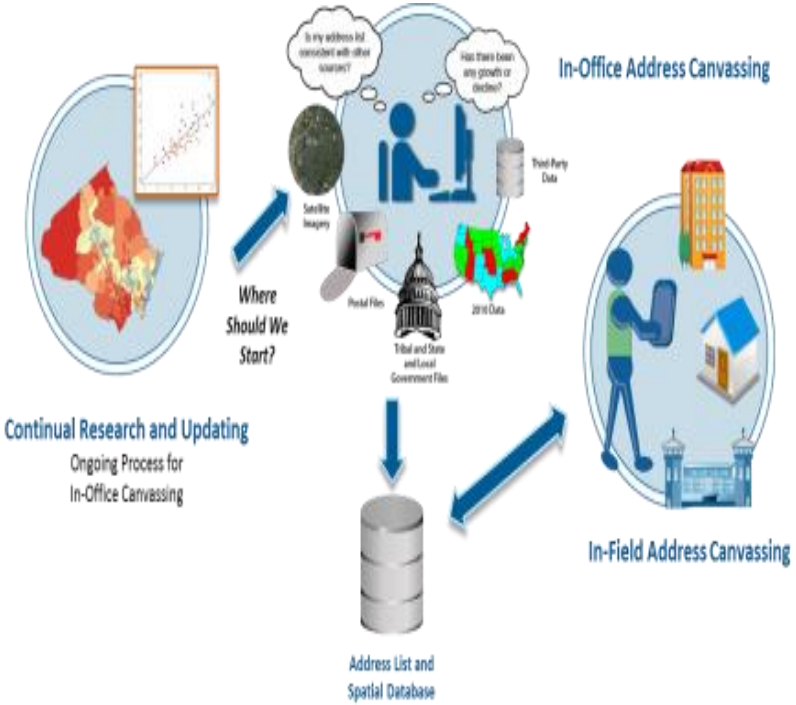
Improve and refine the Census Bureau's address list in advance of the 2020 Census Enumeration.

New Innovative Methodology:

- 100 percent In-Office Address Canvassing
- Up to 25 percent of Addresses Updated via In-Field Address Canvassing
- Monitor progress via the annual MAF Coverage Study

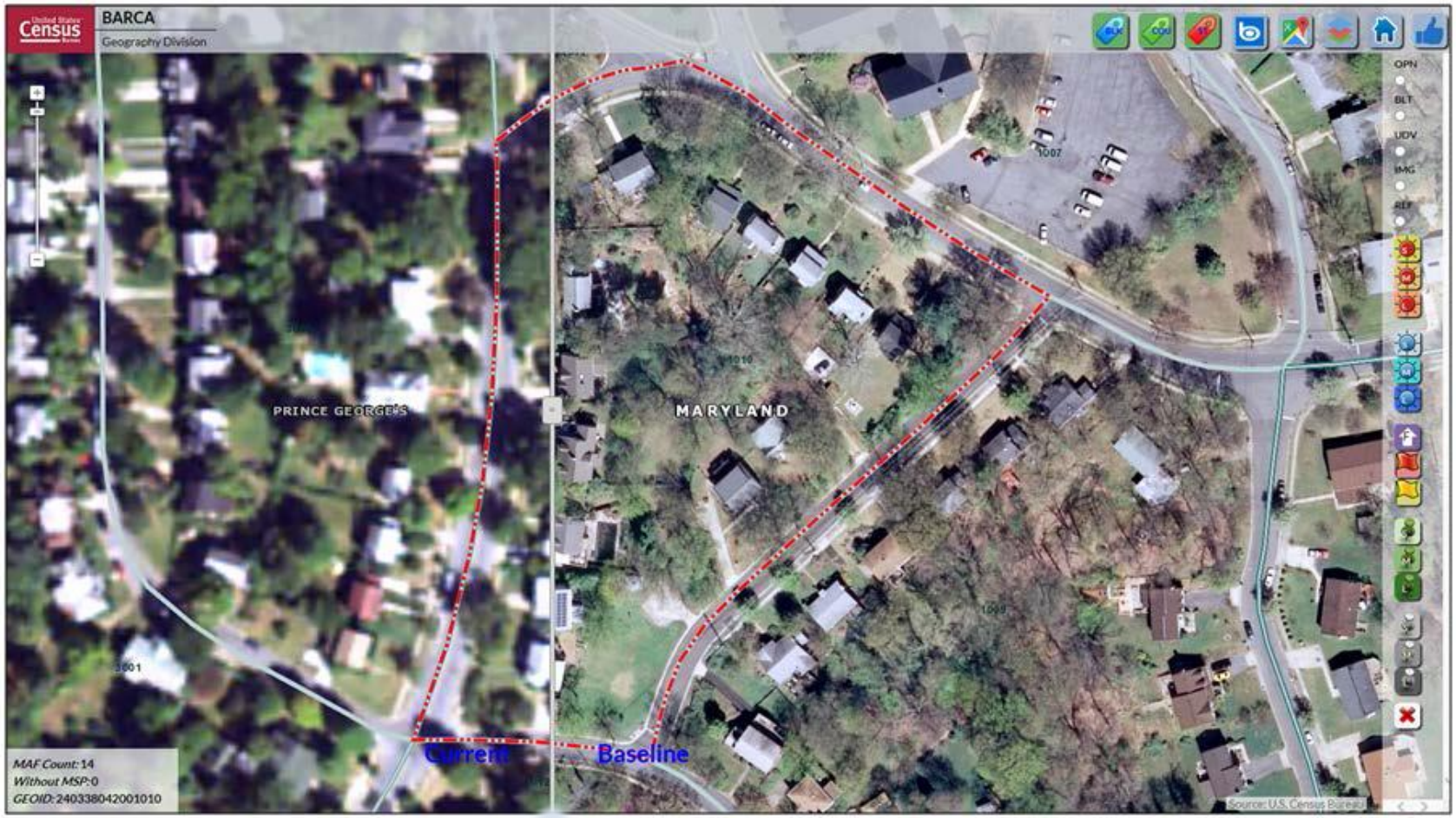
Status of In-Office Address Canvassing:

- Began Interactive Review process at the National Processing Center in September 2015
- Began Active Block Resolution at Census Headquarters in April 2016
- Began Active Block Resolution at the National Processing Center in July 2016



In-Office Address Canvassing

Block Assessment, Research and Classification Application (BARCA)



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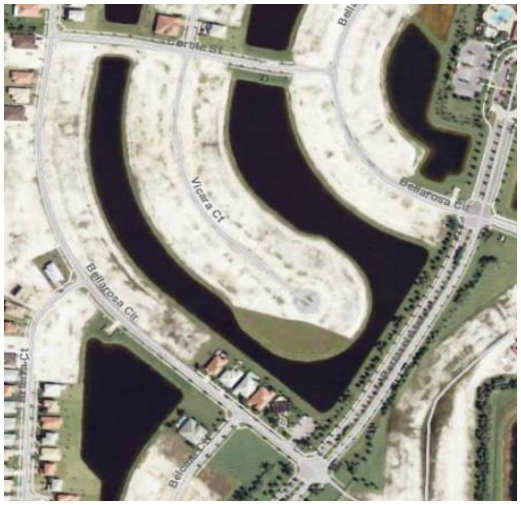
In-Office Address Canvassing

Identifying Stability

2008 Imagery

Current Imagery

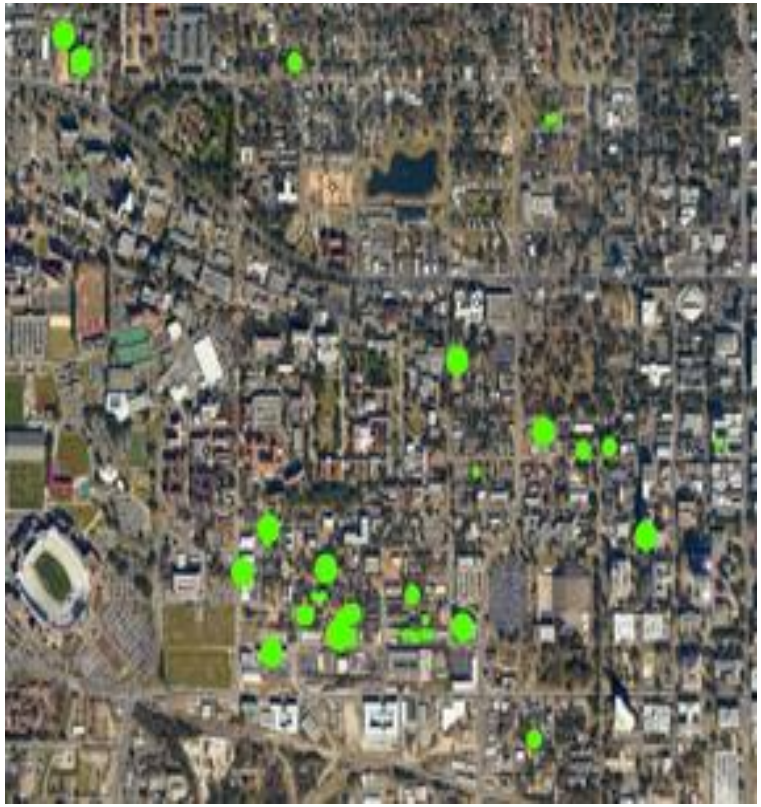


Growth

Decline

In-Office Address Canvassing

Under-coverage from Interactive Review



In-Office Address Canvassing

Over-coverage from Interactive Review

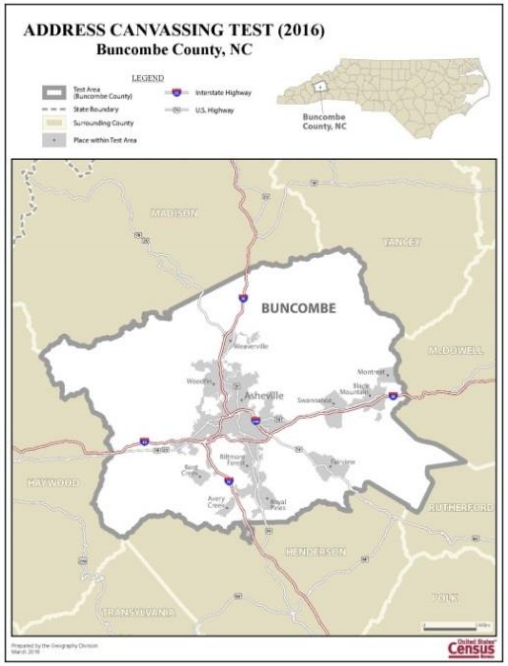
Address Canvassing Test

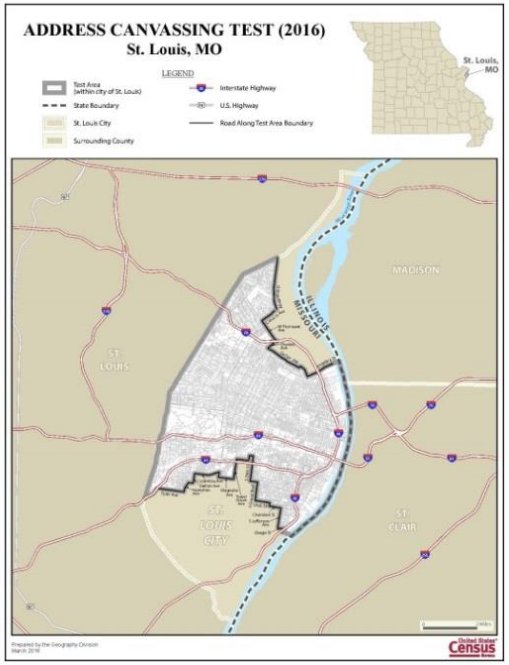
Overview

- Begins in the Fall 2016
- Two contiguous sites, approximately 12,600 blocks in total, Buncombe County, NC and part of the city of St. Louis, MO
  - One site is a mix of urban, suburban and rural territories
  - One site is a principal city of a metropolitan statistical area

Purpose

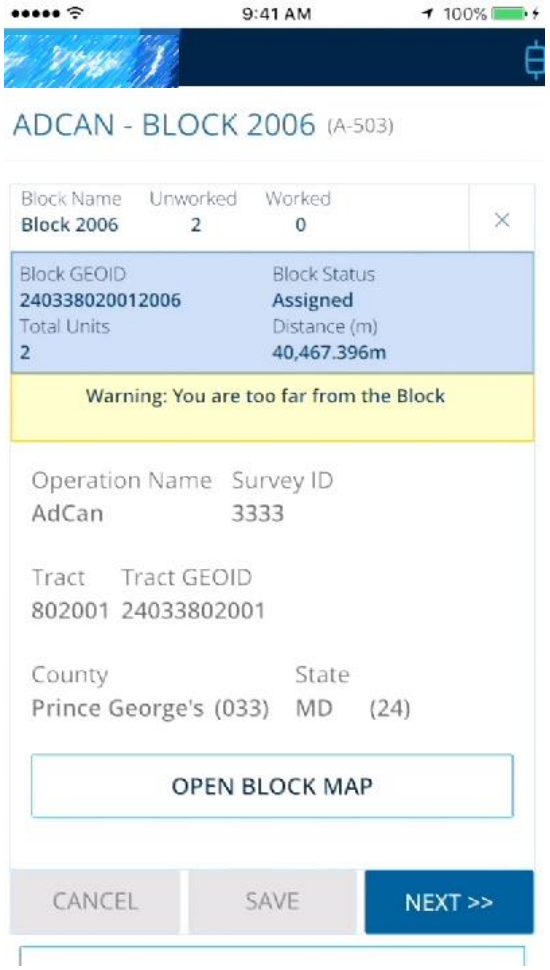
- Measure the effectiveness of In-Office Address Canvassing through In-Field Address Canvassing
- Measure the effectiveness of In-Field Address Canvassing
- Understand the implications of moving from Assignment Areas to Basic Collection Units (BCU)
- Conduct an In-Field Relisting to collect data to refine future Quality Control operations

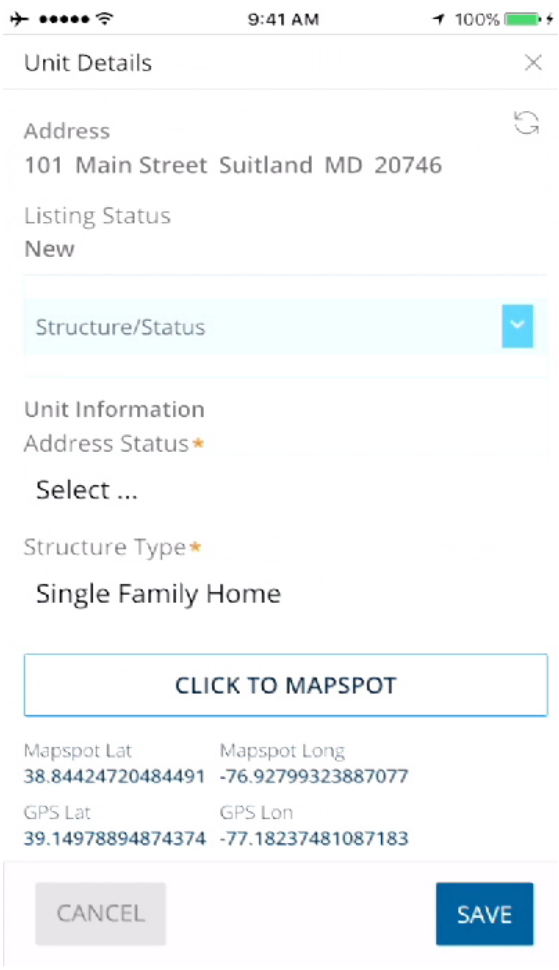




The 2020 Census: Establish Where to Count

In-Field Address Canvassing





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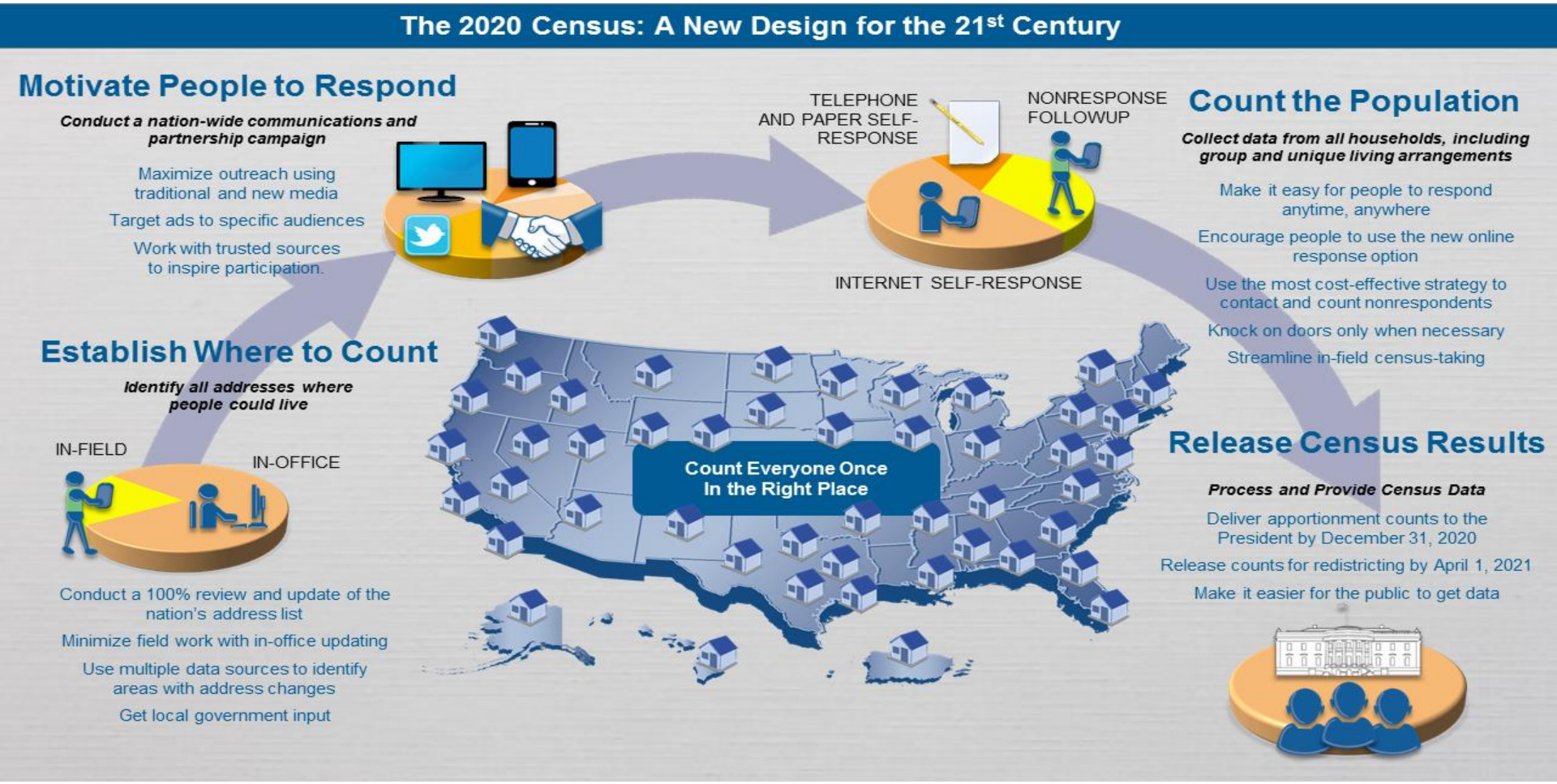
Address Canvassing Test

Key Activities

Activity	Date
Begin Recruiting Field Staff	April 6, 2016 ✓
Conduct In-Office Address Canvassing	August 12 – October 31, 2016
Begin Field Management Training	August 29, 2016
Begin Field Supervisor Training	September 12, 2016
Begin Field Representative Training	September 26, 2016
Conduct In-Field Data Collection	October 3 – November 15, 2016
Conduct In-Field Relisting Data Collection	November 16 – December 16, 2016
Release Address Canvassing Test Analysis Report	April 29, 2017

The 2020 Census

A New Design for the 21st Century



Thank You!