

An Overview of the 2020 Census Design Joint Statistical Meetings 2018 Session 417: Redesigning Federal Surveys

Robin A. Pennington, Michael Bentley, Gina Walejko

Disclaimer: Any opinions stated in this presentation reflect only personal views of the authors and do not necessarily represent the views of the U.S. Census Bureau.

2020 Census Operational Plan

- V4.0 to be released December 2018 in 2020 Census Memo Series
- Will include updated design incorporating results from the 2018 End-to-End Census Test

2020 Census Operational Plan

A New Design for the 21st Century

Issued December 2018
Version 4.0



SUPPORT				
Program Management		Census/Survey Engineering		
1. Program Management (PM)	2. Systems Engineering and Integration (SEI)	3. Security, Privacy, and Confidentiality (SPC)	4. Content and Forms Design (CFD)	5. Language Services (LNG)
Infrastructure				
31. Decennial Service Center (DSC)	32. Field Infrastructure (FLDI)	33. Decennial Logistics Management (DLM)	34. IT Infrastructure (ITIN)	
FRAME	RESPONSE DATA			PUBLISH DATA
6. Geographic Programs (GEOP)	9. Forms Printing and Distribution (FPD)	13. Non-ID Processing (NID)	17. Census Questionnaire Assistance (CQA)	21. Data Products and Dissemination (DPD)
7. Local Update of Census Addresses (LUCA)	10. Paper Data Capture (PDC)	14. Update Enumerate (UE)	18. Nonresponse Followup (NRFU)	22. Redistricting Data Program (RDP)
8. Address Canvassing (ADC)	11. Integrated Partnership and Communications (IPC)	15. Group Quarters (GQ)	19. Response Processing (RPO)	23. Count Review (CRO)
	12. Internet Self-Response (ISR)	16. Enumeration at Transitory Locations (ETL)	20. Federally Affiliated Count Overseas (FACO)	24. Count Question Resolution (CQR)
			35. Update Leave (UL)	25. Archiving (ARC)
OTHER CENSUSES	TEST AND EVALUATION			
26. Island Areas Censuses (IAC)	27. Coverage Measurement Design and Estimation (CMDE)	28. Coverage Measurement Matching (CMM)	29. Coverage Measurement Field Operations (CMFO)	30. Evaluations and Experiments (EAE)

Focus for Today's Presentation

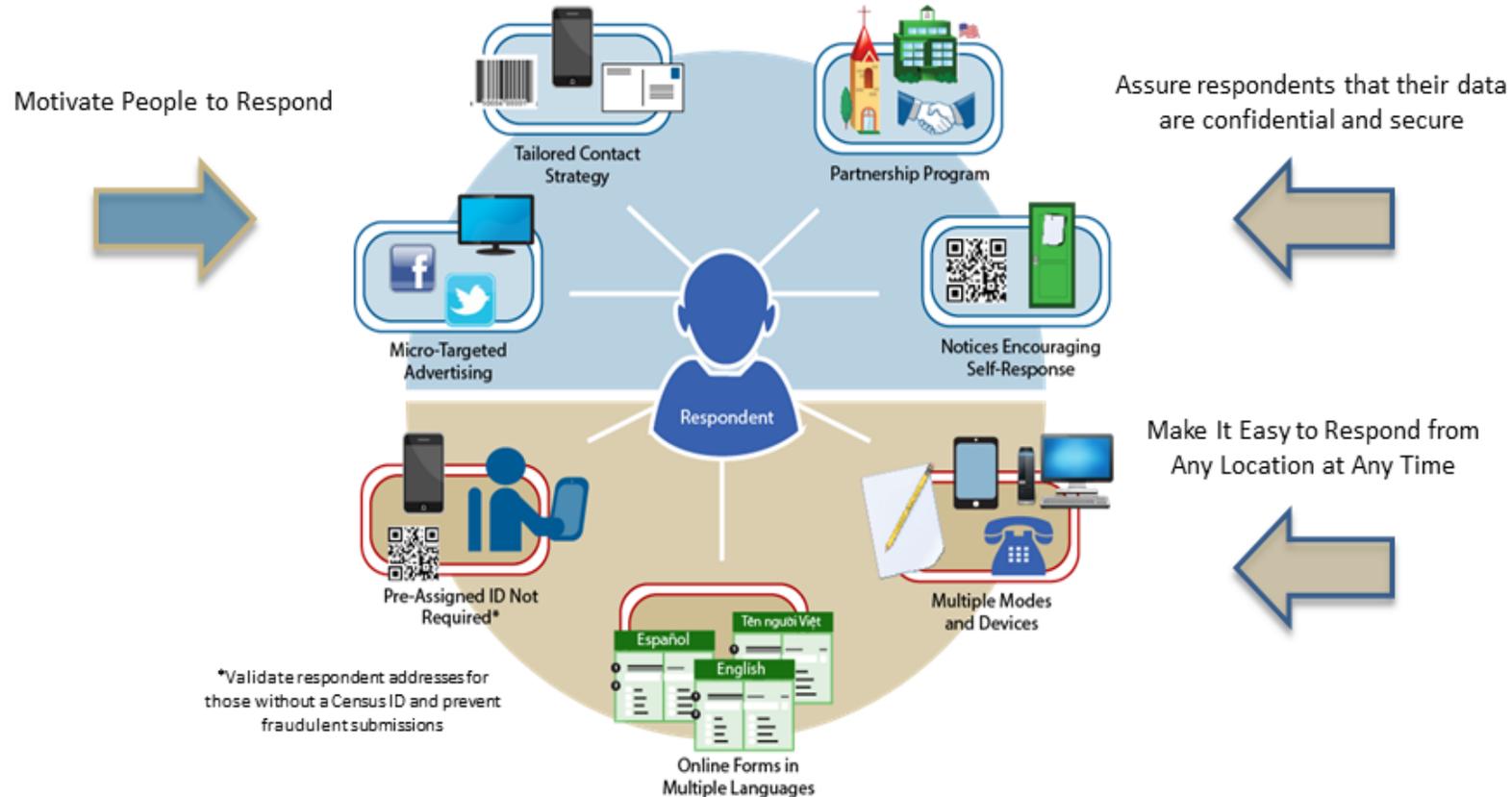
- Optimizing Self-Response
 - Internet self-response
 - Contact strategies – Internet First, Internet Choice
 - Integrated Partnership and Communications Program
 - Main Components
 - Research and Communications Integration
- Minimizing Field Operations by using Administrative Records and Third-party Data
- Operational Design Integration

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The 2020 Census – Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up



History of Self-Responses in the Census

- Since 1970, the decennial census has relied on mailout/mailback of paper questionnaires.
- In Census 2000, a reminder postcard was added, a week after the paper questionnaires.
- In the 2010 Census, a second paper questionnaire was added, with some changes to the plan when Nonresponse Followup reverted to a paper operation.
 - None in high-response areas
 - To nonresponders only in medium response areas
 - Blanket mailing in low response areas
- In the 2020 Census, the primary response mode will be Internet.

Census Tests – Optimizing Self-Response Findings

- **2012 National Census Test**
 - Initial contact to invite participation, followed by two reminder prompts as needed and subsequent mailing of a paper questionnaire was a promising strategy (Internet push).
 - Advance letter not shown to improve response rates.
 - Telephone assistance needed for respondents without Internet access.
- **2014 Census Test**
 - Low participation rate for “pre-registration,” but high questionnaire completion rate among those who pre-registered.
- **2015 Optimizing Self-Response Test**
 - An additional 35,249 Internet responses from housing units not selected in mail panels as a result of advertising and promotional efforts.
 - Successful real-time non-ID processing, with high match rate.

Census Tests (Continued)

- **2015 National Content Test**
 - Mailing a reminder notice significantly increased response rate.
 - Mailing a questionnaire first in “low response areas” is effective.
- **2016 Census Test**
 - Sending a letter instead of a postcard as the first reminder increased response rate.
 - Providing more language services increased responses from non-English speakers.
 - Mailing a questionnaire first in areas estimated to have lower Internet usage is effective.
- **2017 Census Test**
 - *Test of Tribal Enrollment question – no related findings*
- **2018 End-to-End Census Test**
 - *Currently in production*

Table 1: Response Rates for Decennial Census Tests Occurring between 2012 and 2018	Internet	Phone	Mail	Total	2010 Census
2012 National Census Test (50 states and D.C.)	36.5	7.4	13.0	56.9	66.5
2014 Census Test (Montgomery County and Washington D.C.)*	50.6	5.2	10.2	65.9	72.8
2015 Census Test (Maricopa County)*	39.7	6.4	8.8	54.9	63.8
2015 Optimizing Self-Response Test (Savannah)	33.4	5.6	8.4	47.5	56.5
2015 National Content Test (50 states and D.C., average of all panels)	35.6	6.1	10.1	51.9	66.5
2016 Census Test (Harris County)*	28.2	1.9	9.2	39.3	60.5
2016 Census Test (Los Angeles County)*	32.4	2.6	17.4	52.5	71.6
2017 National Census Test (50 states and D.C.)	31.7	2.4	16.2	50.3	66.5
2018 Census Test (Providence County) (Preliminary results)	32.0	3.9	16.4	52.3	64.7
*Test conducted in a portion of the selected area Source: Response data and sample operational data for each individual test.					

2020 Census

Proposed Self-Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- New for 2020: *four* Internet First cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

	Panel	Cohort	Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* "It's not too late" Postcard
Internet First		1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
		2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
		3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
		4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice		N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

*Mailings targeted only to nonresponding households



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Integrated Partnership and Communications

Main Components

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Integrated Partnership and Communications

Research and Communications Integration

STEP 1



Predictive Models

STEP 2



**Conduct the Census
Barriers, Attitudes, and
Motivators Study (CBAMS)
2020**

STEP 3



Segmentation

STEP 4



Media Planning

STEP 5



Design Advertising

STEP 6



Deliver Advertising

STEP 7



Optimize Resources

STEP 8



Rapid Response

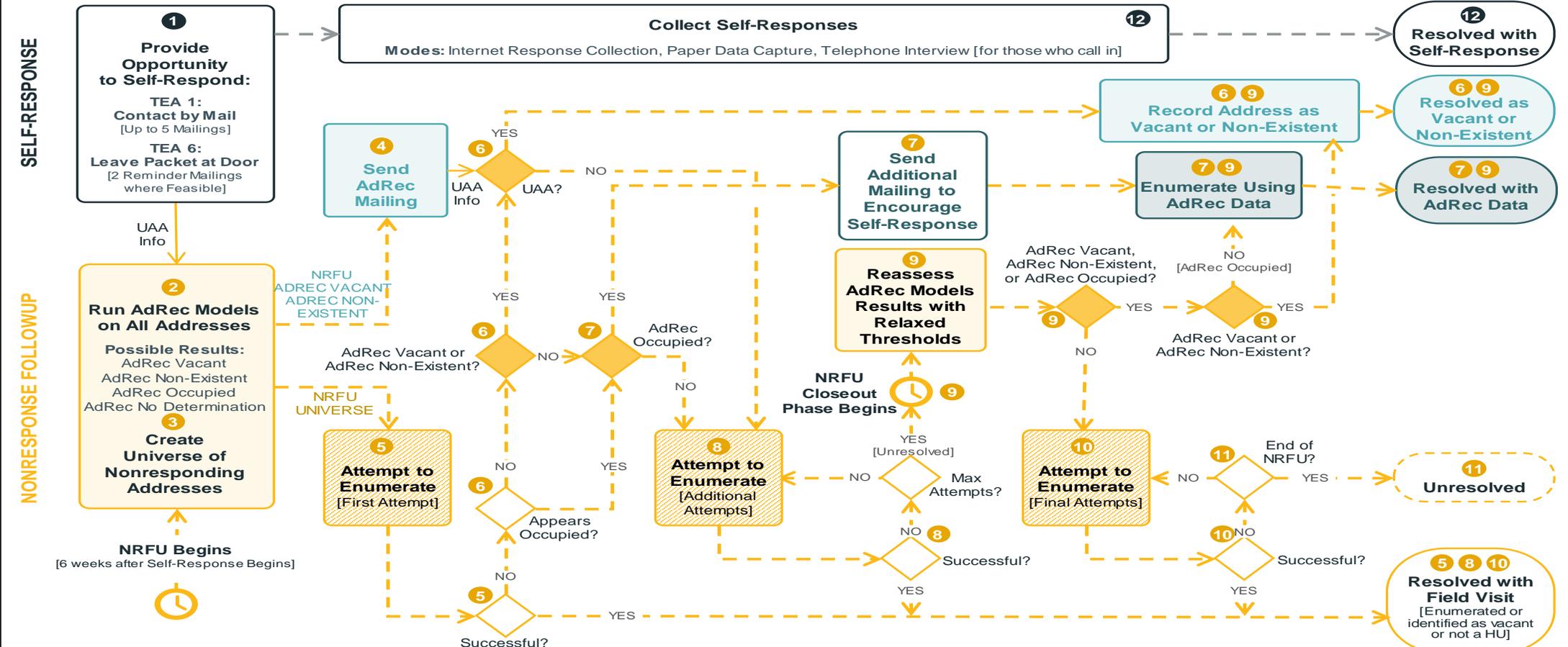
Use of Administrative Records in U.S. Censuses

- Administrative Records in prior censuses:
 - Frame-building
 - Imputation
 - Characteristic imputation
- Expanded use and improved quality of records:
 - Clean-up of address list prior to NRFU
 - Enumeration data if no response

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DATA COLLECTION

POST DATA COLLECTION



NRFU Administrative Records Contact Strategy, V2.0

LEGEND	AdRec: Administrative Records and Third-Party Data	Shaded Box: Activity relating to AdRec Modeling	AdRec Vacant / AdRec Non-Existent	Data Flow	Case Resolved [not AdRec]
	HU: Housing Unit	Shaded Diamond: Decision relating to AdRec Modeling	AdRec Occupied	Logic Flow	Case Resolved [with AdRec]
	NRFU: Nonresponse Followup Operation	Hatched Box: NRFU Field Work	Multiple AdRec Statuses		Case Unresolved
	TEA: Type of Enumeration Area				
UAA: Undeliverable As Addressed					

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Integration Artifacts

- ❖ Operational Plan – 35 operations
- ❖ Detailed Operational Plans
 - Business Process Models
 - Activity Tree
 - Integrated Definition for Function Modeling
 - Integrated Operations Diagrams
- ❖ Integration

Controls: Data to Guide Operation

(1. PM) Program Controls: incl. Budget, Operational Plans and Schedule

(3. SPC) Security, Privacy, and Confidentiality Controls

(4. CFD) IE226: Content Specifications for Automated Instruments

(32. FLDI) IE367: Online and Classroom Training Schedules

(5. LNG) IE206: 2020 Census Language Support Plan

Inputs: Data Consumed by Operation

32. FLDI

- IE241: Draft and Final Operation-Specific Training Materials (for NRFU)

19. RPO

- IE112: NRFU Case Universe and Updates (including AdRec Modeling Results)
- IE119: QC Computer Match Results
- IE120: Enumeration Hold Notification

6. GEOP

- IE066: Spatial Data (for assignment)
- IE067: Geographic Data Products (for assignment)

31. DSC

- IE360: IT Service Outcome Notification
- IE577: Service Event Notification

Respondent

- IE183: Response Data
- IE242: NRFU Contact Information

18. Nonresponse Followup Operation (NRFU)

- 18-1. NRFU Planning and Preparation
- 18-2. NRFU Operational Workload Management
- 18-3. NRFU Data Collection
- 18-4. NRFU Quality Control Adjudication
- 18-5. NRFU Operation Closeout

Outputs: Data Produced by Operation

- IE250: Estimated Operational Workload
- IE251: Operation-Specific Training Content and Requirements
- IE252: Approved Operation-Specific Training Materials
- IE615: Time and Expense Records
- IE616: Administrative Actions

32. FLDI

- IE391: Operation-Specific Kit Requirements

33. DLM

- IE209: NRFU Field Support Materials Content

4. CFD

- IE049: Geographic Products Requirements

6. GEOP

- IE254: Self-Response Case Hold Flagging Rules
- IE255: AdRec Modeling Requirements
- IE256: Contact Attempt Stopping Rules
- IE257: QC Plan (for NRFU)
- IE258: Areas for Early NRFU
- IE104: Response and Status Data for Cases
- IE259: Reinterview Anomaly Outcome
- IE131: Address Data Updates from Field Ops

19. RPO

- IE260: Request for Response
- IE261: Notice of Visit

HU or Respondent

- IE380: IT Service Requests

31. DSC

- IE404: NRFU Paradata

1. PM

Staff: HQ Staff, RCC Staff, ACO Staff, Field Staff, NPC Staff

Sites: HQ, RCC, ACO, Field Area, NPC, Training Venues

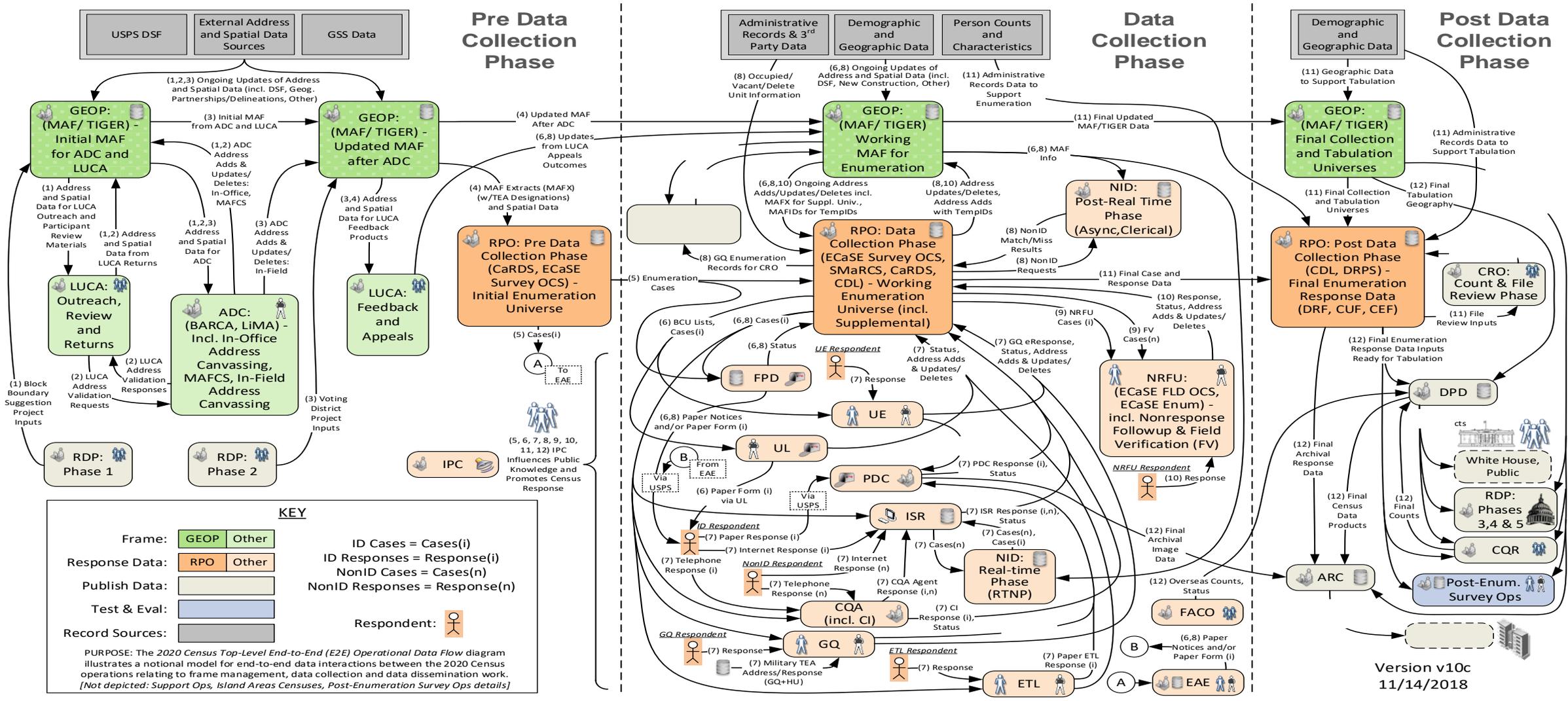
Systems: ECaSE-ENUM, ECaSE-OCS, ECaSE-FOCS, SMarCS, MaCS, MOJO: BLQ, MOJO: Optimizer; MOJO: HERMES, UTS, LMS

Other: Census Networks, Mobile Networks, Mobile Devices

Other: HQ Office IT Infrastructure, Operation-Specific Kits

Mechanisms: Resources Employed by Operation

2020 Census Top-level End-to-End Operational Data Flow



ICON KEY

Persons:



Office Workers



Field Workers



Respondents



Public/Partners

Places:



White House



States



NARA (National Archives)

Things:



Paper Materials



Internet Response



Partnerships/ Communications

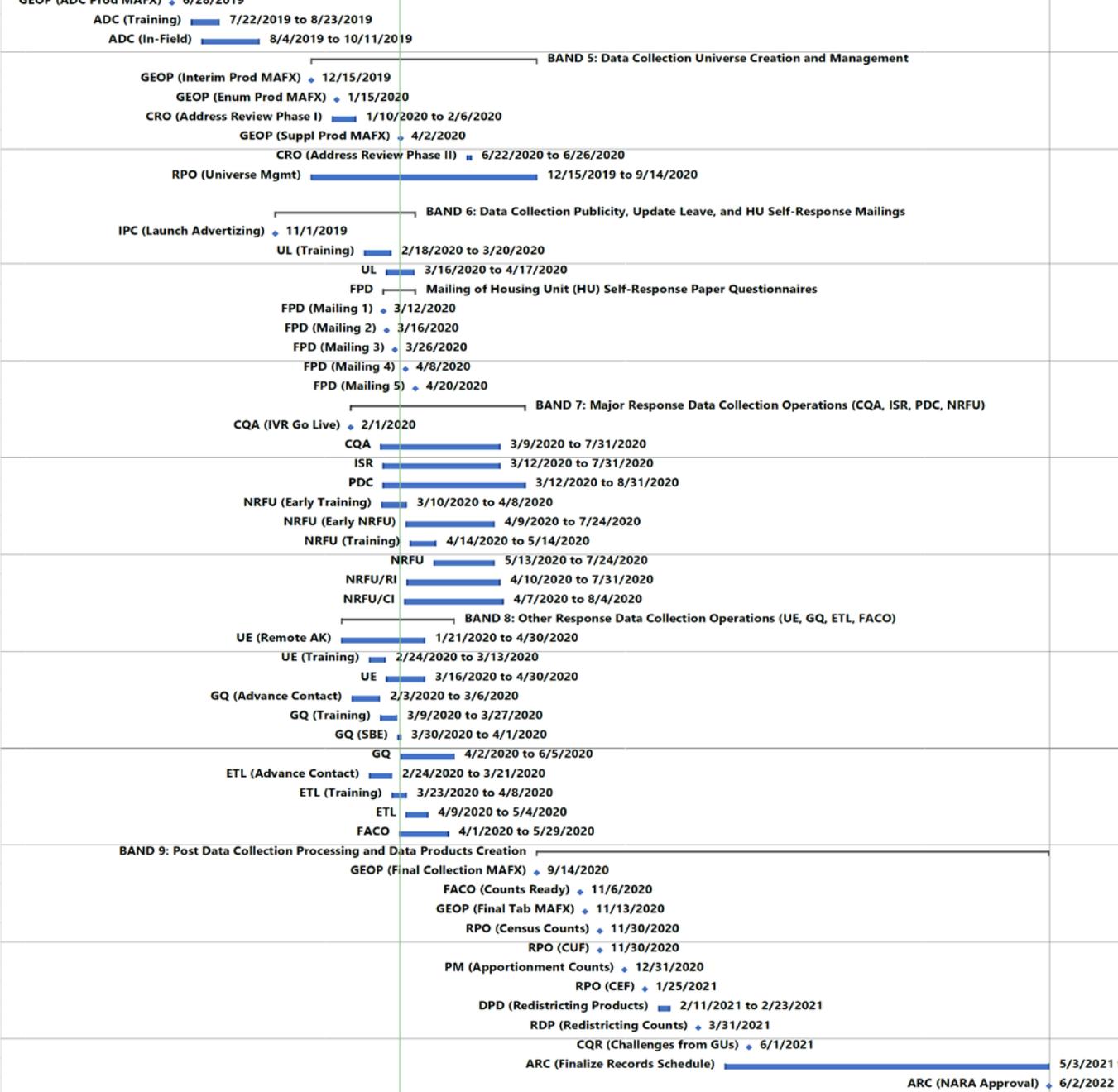


Automated Processing

2020 Census Timing Analysis - Operational Sequence for Planning and Preparation v06.mpp

ID	Task Name	Duration	Start	Finish	Notes	2015	2016	2017	2018	2019	2020	2021	2022	2023
1	Census Day 2020	0 days	Wed 4/1/20	Wed 4/1/20	Census Day						Census Day ♦ 4/1/2020			
2	BAND 1: 2020 Census Planning and Clearances	650 days	Sat 4/1/17	Mon 9/30/19							BAND 1: 2020 Census Planning and Clearances			
3	Deliver 2020 Census Topics to Congress	0 days	Sat 4/1/17	Sat 4/1/17	PM (Census Topics)				PM (Census Topics) ♦ 4/1/2017					
4	Deliver Final Residence Criteria	0 days	Tue 12/5/17	Tue 12/5/17	PM (Residence Criteria)				PM (Residence Criteria) ♦ 12/5/2017					
5	Deliver 2020 Census Questions to Congress	0 days	Fri 3/30/18	Fri 3/30/18	PM (Census Questions)				PM (Census Questions) ♦ 3/30/2018					
6	Receive OMB Clearance for 2020 Census	0 days	Fri 11/30/18	Fri 11/30/18	PM (OMB Clearance)				PM (OMB Clearance) ♦ 11/30/2018					
7	Deliver 2020 Census Operational Plan, v4	0 days	Mon 12/31/18	Mon 12/31/18	PM (Operational Plan, v4)				PM (Operational Plan, v4) ♦ 12/31/2018					
8	Deliver Final 2020 Census Architecture and IT Roadmap	0 days	Mon 9/30/19	Mon 9/30/19	SEI (Arch and IT Roadmap)					SEI (Arch and IT Roadmap) ♦ 9/30/2019				
9	BAND 2: In-Office Address Canvassing, LUCA, and New Construction	1179 days	Thu 9/24/15	Tue 3/31/20		ADC (In-Office)					BAND 2: In-Office Address Canvassing, LUCA, and New Construction			
10	In-Office Address Canvassing (ADC) (incl. Ungeocoded Resolution)	1179 days	Thu 9/24/15	Tue 3/31/20	ADC (In-Office)						9/24/2015 to 3/31/2020			
11	Local Update of Census Addresses (LUCA)	824 days	Thu 12/15/16	Wed 2/12/20	LUCA		LUCA				Local Update of Census Addresses (LUCA)			
12	Receive OMB Clearance for 2020 LUCA	0 days	Thu 12/15/16	Thu 12/15/16	LUCA (OMB Clearance)				LUCA (OMB Clearance) ♦ 12/15/2016					
13	Complete Advance Notice Mail Package for LUCA Program	0 days	Fri 1/27/17	Fri 1/27/17	LUCA (Adv Notice Package)				LUCA (Adv Notice Package) ♦ 1/27/2017					
14	Complete Invitation Mail Package for LUCA Program	0 days	Tue 8/1/17	Tue 8/1/17	LUCA (Invitation Package)				LUCA (Invitation Package) ♦ 8/1/2017					
15	Begin Delivery of LUCA Review Materials	0 days	Thu 2/15/18	Thu 2/15/18	LUCA (Review Materials)				LUCA (Review Materials) ♦ 2/15/2018					
16	Begin Delivery of LUCA Feedback Materials	0 days	Fri 8/30/19	Fri 8/30/19	LUCA (Feedback Materials)					LUCA (Feedback Materials) ♦ 8/30/2019				
17	Complete Processing of LUCA Appeals Addresses	0 days	Wed 2/12/20	Wed 2/12/20	LUCA (LUCA Appeals Addresses)					LUCA (LUCA Appeals Addresses) ♦ 2/12/2020				
18	New Construction (NC) Program	286 days	Thu 1/10/19	Fri 2/14/20	LUCA/NC					LUCA/NC	New Construction (NC) Program			
19	Receive OMB Clearance for 2020 NC Program	0 days	Thu 1/10/19	Thu 1/10/19	LUCA/NC (OMB Clearance)				LUCA/NC (OMB Clearance) ♦ 1/10/2019					
20	Conduct NC Program Participant Activities (Invitation --> Materials Submission Processing)	167 days	Mon 4/1/19	Tue 11/19/19	LUCA/NC (Participant Activities)					LUCA/NC (Participant Activities) 4/1/2019 to 11/19/2019				
21	Complete Processing of NC Addresses	0 days	Fri 2/14/20	Fri 2/14/20	LUCA/NC (NC Addresses)					LUCA/NC (NC Addresses) ♦ 2/14/2020				
22	BAND 3: Field Infrastructure and Staffing	1173 days	Sun 1/1/17	Wed 6/30/21		BAND 3: Field Infrastructure and Staffing								
23	Finalize Location of Area Census Offices (ACOs)	0 days	Sun 1/1/17	Sun 1/1/17	DLM (Finalize Location of ACOs)				DLM (Finalize Location of ACOs) ♦ 1/1/2017					
24	Deliver Final Definition of Field Staffing Structure	0 days	Fri 3/31/17	Fri 3/31/17	FLDI (Final Staffing Structure)				FLDI (Final Staffing Structure) ♦ 3/31/2017					
25	Begin 2020 Census Recruiting Campaign and Partnership Program	0 days	Thu 6/1/17	Thu 6/1/17	FLDI (Recruiting and Partnership)				FLDI (Recruiting and Partnership) ♦ 6/1/2017					
26	Open 6 Regional Census Centers (RCCs)	27 days	Sun 4/1/18	Mon 5/7/18	DLM (Open RCCs)				DLM (Open RCCs) 4/1/2018 to 5/7/2018					
27	Go Live of Online Job Application and Web Site	0 days	Tue 9/4/18	Tue 9/4/18	FLDI (Online Job Website)				FLDI (Online Job Website) ♦ 9/4/2018					
28	MAF Extract for Recruiting Production	0 days	Fri 1/4/19	Fri 1/4/19	GEOP (Recruiting Prod MAFX)				GEOP (Recruiting Prod MAFX) ♦ 1/4/2019					
29	Begin Recruiting for Address Canvassing Field Staff	0 days	Mon 1/7/19	Mon 1/7/19	FLDI (Recruiting for ADC)				FLDI (Recruiting for ADC) ♦ 1/7/2019					
30	Open Wave 1 ACOs	55 days	Mon 1/14/19	Fri 3/29/19	DLM (Open Wave 1 ACOs)				DLM (Open Wave 1 ACOs) 1/14/2019 to 3/29/2019					
31	Open Remaining ACOs	71 days	Mon 6/17/19	Mon 9/23/19	DLM (Open Remaining ACOs)				DLM (Open Remaining ACOs) 6/17/2019 to 9/23/2019					
32	Continue Recruiting (Peak Operations)	0 days	Tue 9/3/19	Tue 9/3/19	FLDI (Recruiting for Peak Ops)				FLDI (Recruiting for Peak Ops) ♦ 9/3/2019					
33	Complete Closing of All ACOs	0 days	Thu 12/31/20	Thu 12/31/20	DLM (Close ACOs)						DLM (Close ACOs) ♦ 12/31/2020			
34	Complete Closing of All RCCs	0 days	Wed 6/30/21	Wed 6/30/21	DLM (Close RCCs)							DLM (Close RCCs) ♦ 6/30/2021		

4	MAF Extract for In-Field Address Canvassing (ADC) Production	0 days	Fri 6/28/19	Fri 6/28/19	GEOP (ADC Prod MAFX)
5	In-Field Address Canvassing Training	25 days	Mon 7/22/19	Fri 8/23/19	ADC (Training)
6	In-Field Address Canvassing and QC	51 days	Sun 8/4/19	Fri 10/11/19	ADC (In-Field)
7	BAND 5: Data Collection Universe Creation and Management	196 days	Sun 12/15/19	Mon 9/14/20	
8	MAF Extract (MAFX) for Interim Production	0 days	Sun 12/15/19	Sun 12/15/19	GEOP (Interim Prod MAFX)
9	MAF Extract for Enumeration Production (2020 Census Initial Universe)	0 days	Wed 1/15/20	Wed 1/15/20	GEOP (Enum Prod MAFX)
10	Count Review - Address Review Phase I (FSCPE HU & GQ Review)	20 days	Fri 1/10/20	Thu 2/6/20	CRO (Address Review Phase I)
11	MAF Extract for NRFU Supplemental Production (Supplemental NRFU Universe)	0 days	Thu 4/2/20	Thu 4/2/20	GEOP (Suppl Prod MAFX)
12	Count Review - Address Review Phase II (FSCPE Post-Enumeration GQ Review)	5 days	Mon 6/22/20	Fri 6/26/20	CRO (Address Review Phase II)
13	Response Processing Operation (RPO) Universe Management (Interim MAFX --> Final Collection MAFX)	197 days	Sun 12/15/19	Mon 9/14/20	RPO (Universe Mgmt)
14	BAND 6: Data Collection Publicity, Update Leave, and HU Self-Response Mailings	121 days	Fri 11/1/19	Mon 4/20/20	
15	Launch Advertising Campaign	0 days	Fri 11/1/19	Fri 11/1/19	IPC (Launch Advertizing)
16	Update Leave (UL) Training	24 days	Tue 2/18/20	Fri 3/20/20	UL (Training)
17	UL and QC	25 days	Mon 3/16/20	Fri 4/17/20	UL
18	Mailing of Housing Unit (HU) Self-Response Paper Questionnaires	27 days	Thu 3/12/20	Mon 4/20/20	FPD
19	Mailing 1 In-Home	0 days	Thu 3/12/20	Thu 3/12/20	FPD (Mailing 1)
20	Mailing 2 In-Home	0 days	Mon 3/16/20	Mon 3/16/20	FPD (Mailing 2)
21	Mailing 3 In-Home	0 days	Thu 3/26/20	Thu 3/26/20	FPD (Mailing 3)
22	Mailing 4 In-Home	0 days	Wed 4/8/20	Wed 4/8/20	FPD (Mailing 4)
23	Mailing 5 In-Home	0 days	Mon 4/20/20	Mon 4/20/20	FPD (Mailing 5)
24	BAND 7: Major Response Data Collection Operations (CQA, ISR, PDC, NRFU)	151 days	Sat 2/1/20	Mon 8/31/20	
25	Census Questionnaire Assistance (CQA) IVR Go Live	0 days	Sat 2/1/20	Sat 2/1/20	CQA (IVR Go Live)
26	Conduct CQA Inbound Operation	105 days	Mon 3/9/20	Fri 7/31/20	CQA
27	Internet Self-Response (ISR) (incl. Non-ID)	102 days	Thu 3/12/20	Fri 7/31/20	ISR
28	Paper Data Capture (PDC)	123 days	Thu 3/12/20	Mon 8/31/20	PDC
29	Early Nonresponse Followup (NRFU) Training	22 days	Tue 3/10/20	Wed 4/8/20	NRFU (Early Training)
30	Early NRFU	77 days	Thu 4/9/20	Fri 7/24/20	NRFU (Early NRFU)
31	NRFU Production Training	23 days	Tue 4/14/20	Thu 5/14/20	NRFU (Training)
32	NRFU Production	53 days	Wed 5/13/20	Fri 7/24/20	NRFU
33	NRFU Reinterview (RI)	81 days	Fri 4/10/20	Fri 7/31/20	NRFU/RI
34	Coverage Improvement (CI)	86 days	Tue 4/7/20	Tue 8/4/20	NRFU/CI
35	BAND 8: Other Response Data Collection Operations (UE, GQ, ETL, FACO)	99 days	Tue 1/21/20	Fri 6/5/20	
36	Update Enumerate (UE) in Remote Alaska (incl. Training)	73 days	Tue 1/21/20	Thu 4/30/20	UE (Remote AK)
37	UE Training	15 days	Mon 2/24/20	Fri 3/13/20	UE (Training)
38	UE	34 days	Mon 3/16/20	Thu 4/30/20	UE
39	Group Quarters (GQ) Advance Contact	25 days	Mon 2/3/20	Fri 3/6/20	GQ (Advance Contact)
40	GQ Enumeration Training	15 days	Mon 3/9/20	Fri 3/27/20	GQ (Training)
41	GQ Service-Based Enumeration	3 days	Mon 3/30/20	Wed 4/1/20	GQ (SBE)
42	GQ Enumeration	47 days	Thu 4/2/20	Fri 6/5/20	GQ
43	Enumeration at Transitory Locations (ETL) Advance Contact	21 days	Mon 2/24/20	Sat 3/21/20	ETL (Advance Contact)
44	ETL Training	13 days	Mon 3/23/20	Wed 4/8/20	ETL (Training)
45	ETL	18 days	Thu 4/9/20	Mon 5/4/20	ETL
46	Federally Affiliated Count Overseas (FACO)	43 days	Wed 4/1/20	Fri 5/29/20	FACO
47	BAND 9: Post Data Collection Processing and Data Products Creation	447 days	Mon 9/14/20	Thu 6/2/22	
48	MAF Extract for Final Collection Production (Final GEO Collection MAF)	0 days	Mon 9/14/20	Mon 9/14/20	GEOP (Final Collection MAFX)
49	FACO Counts Ready for Apportionment	0 days	Fri 11/6/20	Fri 11/6/20	FACO (Counts Ready)
50	MAF Extract for Final Tabulation Production (Final Tabulation Geographic Products)	0 days	Fri 11/13/20	Fri 11/13/20	GEOP (Final Tab MAFX)
51	Complete Tabulation of Census Counts	0 days	Mon 11/30/20	Mon 11/30/20	RPO (Census Counts)
52	Deliver Census Unedited File (CUF)	0 days	Mon 11/30/20	Mon 11/30/20	RPO (CUF)
53	Deliver Apportionment Counts to the President	0 days	Thu 12/31/20	Thu 12/31/20	PM (Apportionment Counts)
54	Deliver Census Edited File (CEF) for Privacy Protection to CDAR	0 days	Mon 1/25/21	Mon 1/25/21	RPO (CEF)
55	Tabulate Redistricting Products	9 days	Thu 2/11/21	Tue 2/23/21	DPD (Redistricting Products)
56	Complete Delivery of Redistricting Counts to the States	0 days	Wed 3/31/21	Wed 3/31/21	RDP (Redistricting Counts)
57	Begin Accepting Challenges from Governmental Units	0 days	Tue 6/1/21	Tue 6/1/21	CQR (Challenges from GUs)
58	Finalize 2020 Census Records Schedule with NARA	283 days	Mon 5/3/21	Wed 6/1/22	ARC (Finalize Records Schedule)
59	Receive NARA Approval of Comprehensive 2020 Census Records Schedule	0 days	Thu 6/2/22	Thu 6/2/22	ARC (NARA Approval)



3	Open Census Offices in Island Areas	0 days	Tue 10/1/19	Tue 10/1/19	IAC (Open Offices)	IAC (Open Offices) ♦ 10/1/2019
4	Island Area Censuses (IAC) Data Collection	107 days	Mon 2/3/20	Tue 6/30/20	IAC (Data Collection)	IAC (Data Collection) ██████████ 2/3/2020 to 6/30/2020
5	Close Census Offices in Island Areas	0 days	Wed 9/30/20	Wed 9/30/20	IAC (Close Offices)	IAC (Close Offices) ♦ 9/30/2020
6	Perform IAC Paper Data Capture	52 days	Sat 8/1/20	Mon 10/12/20	PDC (IAC Data Capture)	PDC (IAC Data Capture) ██████████ 8/1/2020 to 10/12/2020
7	Complete IAC Data Processing	0 days	Fri 5/7/21	Fri 5/7/21	RPO (IAC Data Processing)	RPO (IAC Data Processing) ♦ 5/7/2021
8	Deliver IAC Results	125 days	Mon 6/21/21	Fri 12/10/21	DPD (IAC Results)	DPD (IAC Results) ██████████ 6/21/2021 to 12/10/2021
9	BAND 11: Post-Enumeration Survey (PES)	473 days	Mon 12/9/19	Thu 9/30/21		BAND 11: Post-Enumeration Survey (PES)
10	Independent Listing (IL) Training	29 days	Mon 12/9/19	Thu 1/16/20	PES (IL Training)	PES (IL Training) ██████████ 12/9/2019 to 1/16/2020
11	Conduct IL	42 days	Thu 1/16/20	Fri 3/13/20	PES (IL)	PES (IL) ██████████ 1/16/2020 to 3/13/2020
12	Initial Housing Unit Followup (IHUFU) Training	23 days	Mon 4/6/20	Wed 5/6/20	PES (IHUFU Training)	PES (IHUFU Training) ██████████ 4/6/2020 to 5/6/2020
13	Conduct IHUFU	28 days	Wed 5/6/20	Fri 6/12/20	PES (IHUFU)	PES (IHUFU) ██████████ 5/6/2020 to 6/12/2020
14	Person Interview (PI) Training	23 days	Mon 5/18/20	Wed 6/17/20	PES (PI Training)	PES (PI Training) ██████████ 5/18/2020 to 6/17/2020
15	Conduct PI	63 days	Wed 6/17/20	Fri 9/11/20	PES (PI)	PES (PI) ██████████ 6/17/2020 to 9/11/2020
16	Person Followup (PFU) Training	23 days	Mon 1/4/21	Wed 2/3/21	PES (PFU Training)	PES (PFU Training) ██████████ 1/4/2021 to 2/3/2021
17	Conduct PFU	33 days	Wed 2/3/21	Fri 3/19/21	PES (PFU)	PES (PFU) ██████████ 2/3/2021 to 3/19/2021
18	Final Housing Unit Followup (FHUFU) Training	23 days	Mon 4/19/21	Wed 5/19/21	PES (FHUFU Training)	PES (FHUFU Training) ██████████ 4/19/2021 to 5/19/2021
19	Conduct FHUFU	18 days	Wed 5/19/21	Fri 6/11/21	PES (FHUFU)	PES (FHUFU) ██████████ 5/19/2021 to 6/11/2021
20	Release PES National Person Estimation Reports	0 days	Wed 6/30/21	Wed 6/30/21	PES (Natl Person Est Reports)	PES (Natl Person Est Reports) ♦ 6/30/2021
21	Release PES Domain Person Estimation Reports	0 days	Thu 9/30/21	Thu 9/30/21	PES (Domain Person Est Reports)	PES (Domain Person Est Reports) ♦ 9/30/2021
22	Release All PES Housing Unit Reports	0 days	Thu 9/30/21	Thu 9/30/21	PES (Housing Unit Reports)	PES (Housing Unit Reports) ♦ 9/30/2021
23	BAND 12: Evaluations and Experiments (EAE)	688 days	Mon 12/7/20	Fri 7/28/23		BAND 12: Evaluations and Experiments (EAE)
24	Release 2020 Census Demographic Analysis (DA) Estimates	0 days	Mon 12/7/20	Mon 12/7/20	EAE (DA Estimates)	EAE (DA Estimates) ♦ 12/7/2020
25	Finalize Research Results for 2020 Census Experiments	0 days	Fri 3/31/23	Fri 3/31/23	EAE (Experiments Results)	EAE (Experiments Results) ♦ 3/31/2023
26	Finalize Research Results for 2020 Census Evaluations	0 days	Fri 7/28/23	Fri 7/28/23	EAE (Evaluations Results)	EAE (Evaluations Results) ♦ 7/28/2023

Contact Information

Robin A. Pennington

Robin.A.Pennington@census.gov

Michael Bentley

Michael.Bentley@census.gov

Gina Walejko

Gina.K.Walejko@census.gov

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2020 Census Memo Series for 2020 Census Operational Plan, Detailed Operational Plans, and other important documents

Backup Slides

Integrated Partnership and Communications

Step 1: **Predictive models will estimate a household's self-response propensity, the likely response mode, and the timing of response.** Using Census Bureau and third-party data, we will be able to predict each Census tract's probability to respond, enabling us to predict where low-response households are located, aggregate this information to larger geographies, and tailor outreach accordingly.

Step 2: **Census Barriers, Attitudes, and Motivators Study (CBAMS) 2020 activities will help us understand the barriers, attitudes, motivators, and knowledge gaps** that the communications campaign will need to address. The survey will be structured so that the findings can be integrated with small-geography level communications.

Step 3: **We will group the households into segments** based on their propensity to self-respond, their demographic characteristics, and our understanding of their attitudes based on responses to the CBAMS 2020 survey.

Step 4: **We will plan how to reach each audience based on the segmentation data.** For example, to reach a segment that is geographically concentrated, we can use local tactics like spot television, radio, events, out-of-home advertising, Spanish-language media, or earned media to reach them.

Step 5: **We will design ads to specifically reach each audience.** We will develop an overarching campaign platform, and then tailor initial designs for creative based on what we know about our audiences. Then, with our robust creative pre-testing, we will improve ads based on real feedback from a sample of people in that audience group.

Step 6: **We will deliver the advertising,** carefully monitoring the early results compared to predicted behaviors to identify geographic areas, audience segments, or demographic groups where response patterns are a concern.

Step 7: As households complete the census questionnaire, **we will revise our models and gain efficiency by shifting resources** to areas predicted to have the highest amount of remaining households who have not yet responded and limiting resources expended on geographies with high response rates. Data will inform us about what the best messages and modes to reach the segments are.

Step 8: **The rapid response team will address real-time issues.** We will review a daily response report among key demographic and geographic groups. We will coordinate with Field and Partnership teams to prioritize audiences and align messages.