

Preparing for the 2020 Census: Reengineering Address Canvassing

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The 2020 Census

Key Innovation Areas

Overarching Goal: 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:

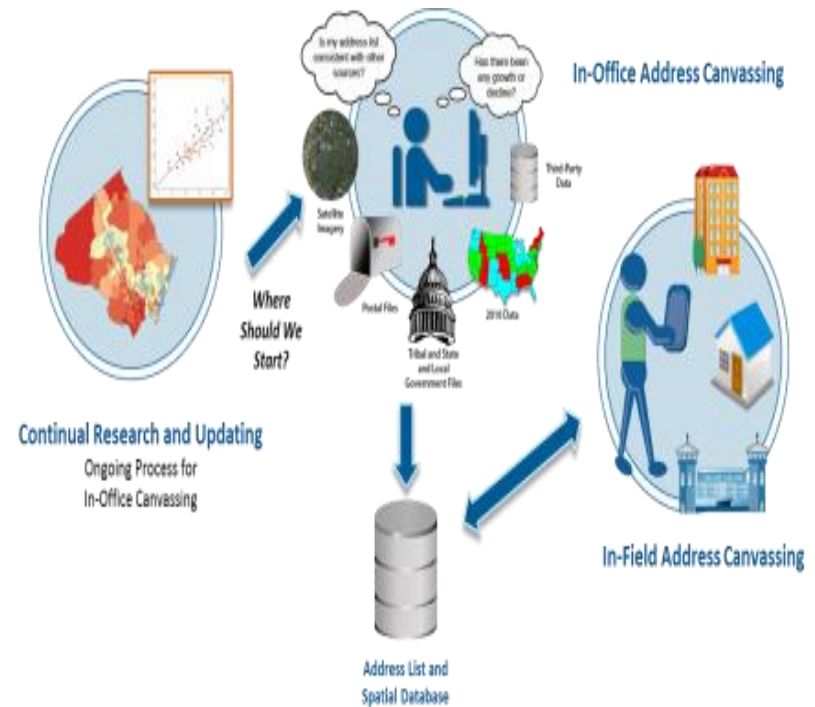
Improve and refine the Census Bureau's address list in advance of the 2020 Census Enumeration.

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

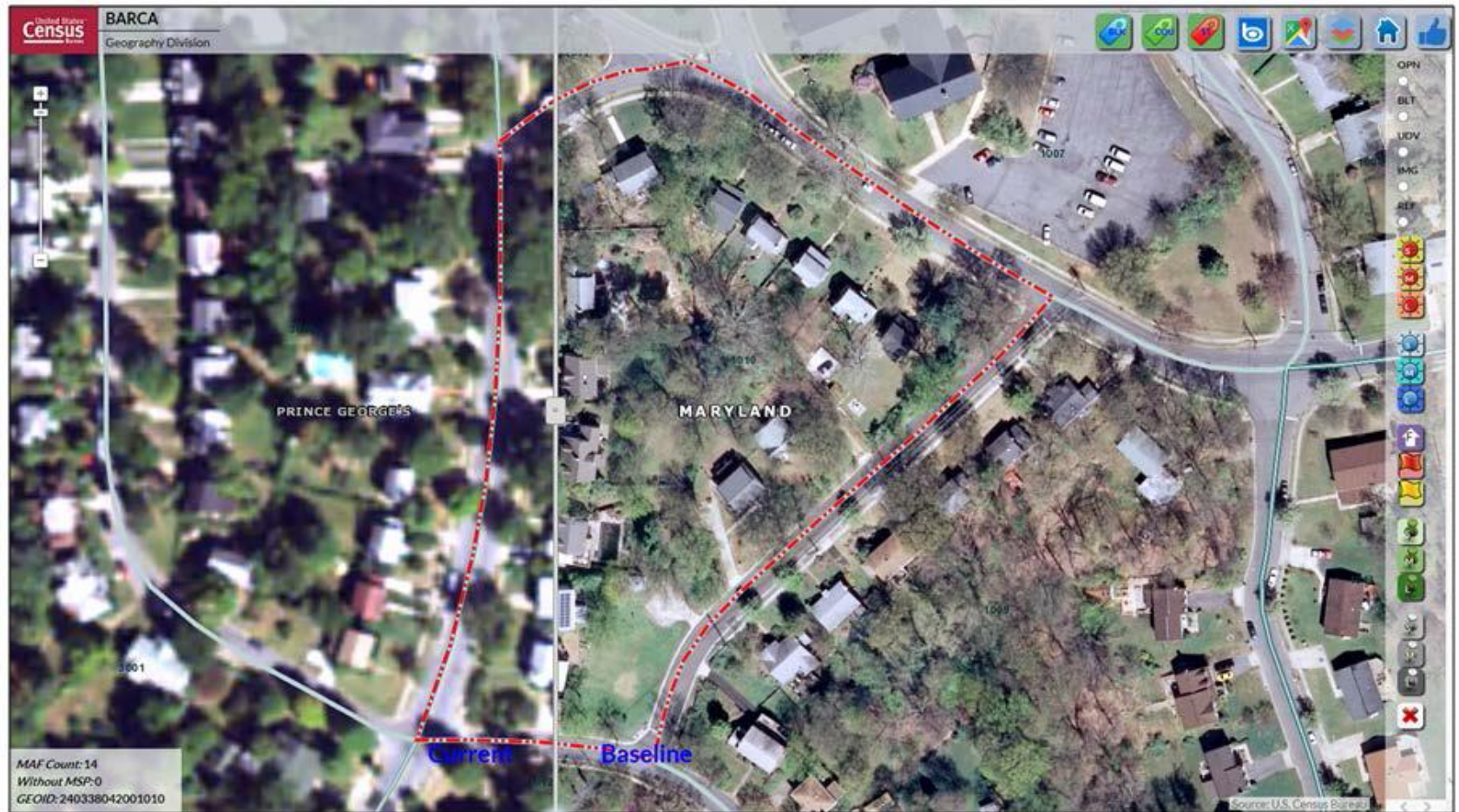
Status of In-Office Address Canvassing:

- 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)



In-Office Address Canvassing

Identifying Stability

2008 Imagery

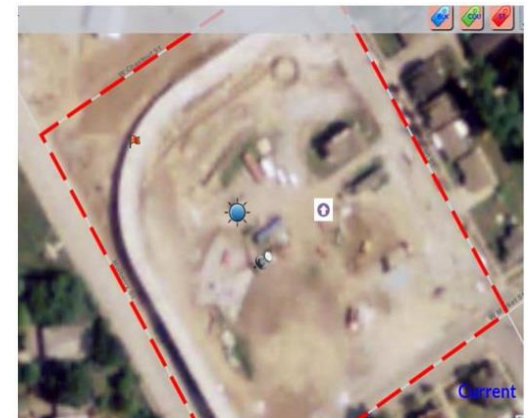
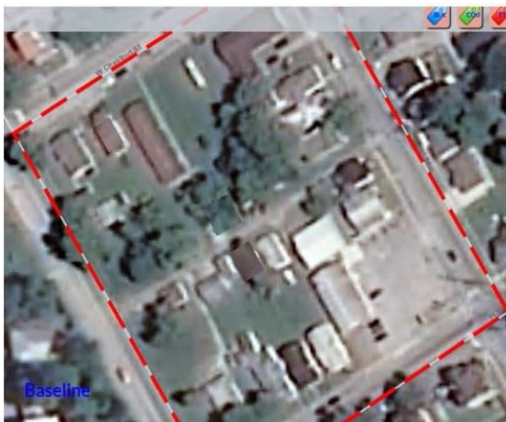


Growth

Current Imagery



Decline



In-Office Address Canvassing

Under-coverage from Interactive Review



In-Office Address Canvassing

Over-coverage from Interactive Review



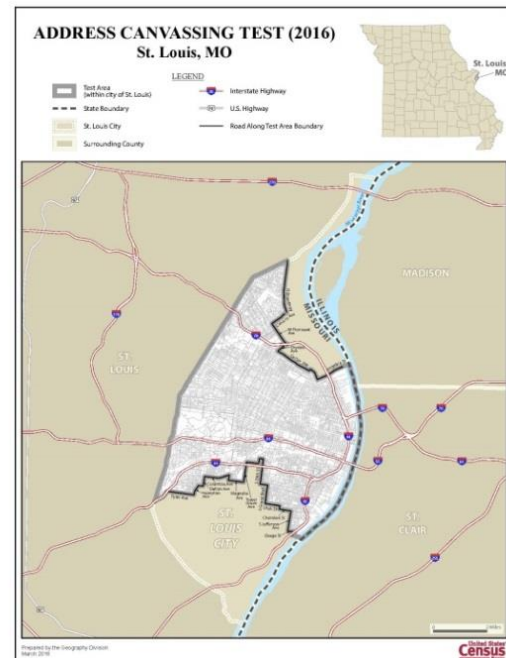
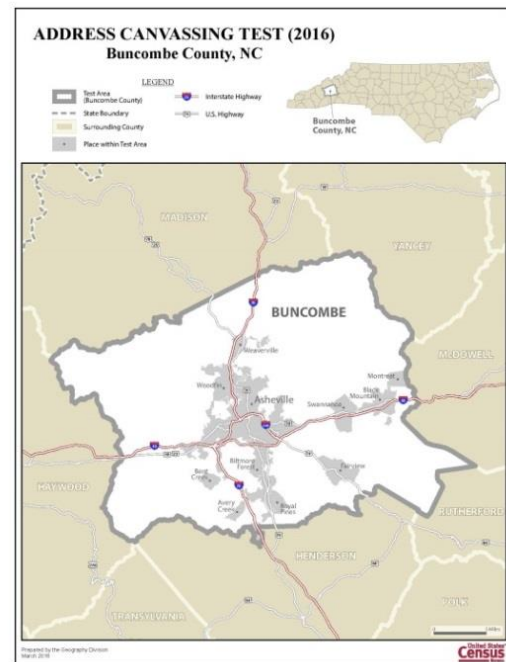
Address Canvassing Test

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

9:41 AM 100%

ADCAN - BLOCK 2006 (A-503)

Block Name	Unworked	Worked
Block 2006	2	0

Block GEOID 240338020012006	Block Status Assigned
Total Units 2	Distance (m) 40,467.396m

Warning: You are too far from the Block

Operation Name: Survey ID
AdCan: 3333

Tract: Tract GEOID
802001: 24033802001

County: Prince George's (033) State: MD (24)

[OPEN BLOCK MAP](#)

CANCEL SAVE **NEXT >>**

9:41 AM 100%

Unit Details

Address: 101 Main Street Suitland MD 20746

Listing Status: New

Structure/Status

Unit Information: Address Status*

Select ...

Structure Type*: Single Family Home

[CLICK TO MAPSPOT](#)

Mapspot Lat: 38.84424720484491 Mapspot Long: -76.92799323887077
 GPS Lat: 39.14978894874374 GPS Lon: -77.18237481087183

CANCEL **SAVE**



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

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

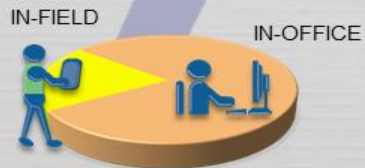
Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data





Thank You!