

2021 NAS Panel to Evaluate the Quality of the 2020 Census: 2020 Nonresponse Followup Contact Strategy

Presented by

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Purpose of Operation

The Nonresponse Followup operation (NRFU) serves two primary purposes:

- Determines housing unit (HU) status for nonresponding addresses.
- Enumerates housing units for which a 2020 Census response was not received.

In addition, NRFU field operations include:

- Field verification of addresses from respondents using self-response that did not contain a Census ID (Non-ID) and that were not on the Master Address File (MAF).
- Enumeration of Update Leave (UL) cases that did not self-respond on first contact
- Additional cases from other census operations such as Local Update of Census Addresses (LUCA) appeals and through the U.S. Postal Service Delivery Sequence File (DSF) refresh.

Timing: August 11, 2020 – October 15, 2020

Contact Strategy

Phase 1 – *Full Optimization*

- **Criteria** – All addresses that did not self-respond prior to the start of field operations were in Phase 1 on the first day of the operation (08/11/20).
- **Details**
 - a) All cases assigned to an enumerator based on optimization of work availability and workload geography.
 - b) Use of Proxies will start on the third visit and continue through all following visits.
 - c) Administrative Record (AdRec) Modeling classifies cases as Occupied, Vacant, or Delete to receive one visit.
 - d) Up to four visits are made during this phase.
 - e) All unresolved cases are put on hold after 4th attempt-day in preparation for Phase 2

Contact Strategy

Phase 2 – *Semi-Permanent Assignment*

- **Criteria**

- a) Census Field Supervisor (CFS) Areas are eligible when a percentage of cases have reached 4 visits or are completed. That percentage was 60% prior to the start of the operation, however on August 19, it was updated to 85% to ensure that CFS areas did not move into the phase too soon.
- b) All CFS areas were eligible for Phase 2 on September 4, 2020 regardless of completion percentage.

- **Details**

- a) Census Field Managers (CFM) used the Field Operations Control System (FOCS) to put a CFS area (~4,500 housing units) into Phase 2 and designated high-performing enumerators that worked that area.
- b) Enumerators' assignments were semi-permanently assigned (case assignments were re-balanced nightly so some cases moved between enumerators)
- c) MOJO optimized all cases within a CFS area using enumerator-based clusters
- d) Reinterview and Self-Response Quality Assurance cases continued to be prioritized

Contact Strategy

Closeout – *Get to Done*

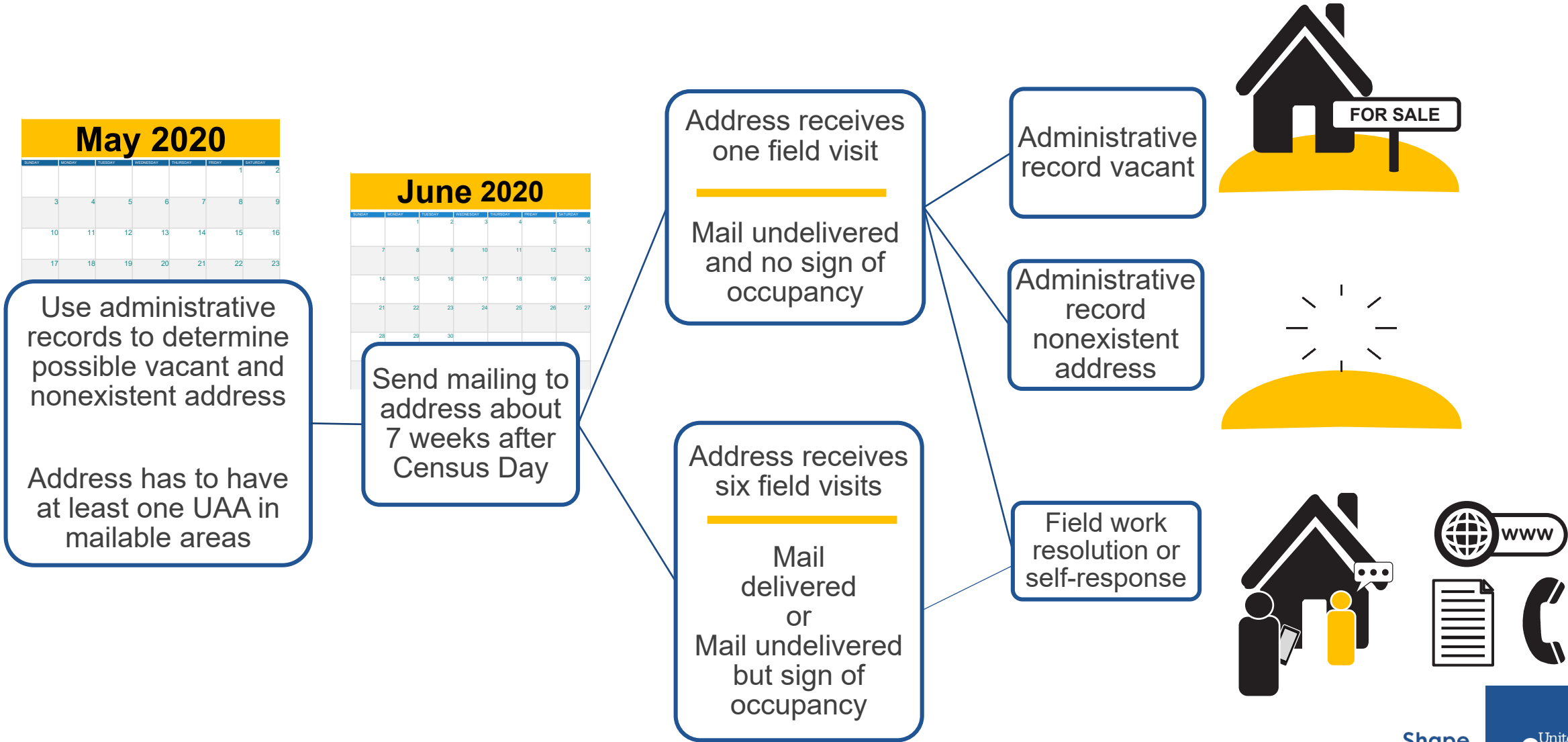
- **Criteria**

- a) CFS Areas are eligible when a percentage of cases have closed (resolved and maximum attempts). That percentage was 85% prior to the start of the operation, however on August 19, it was updated to 90% to ensure that CFS areas did not move into the phase too soon.
- b) All CFS areas were eligible for Closeout on September 11, 2020 regardless of completion percentage.

- **Details**

- a) Another round of administrative record modeling was used to reduce the NRFU Closeout workload. Cases modeled as occupied, vacant, or delete were closed if they had six visits.
- b) Unresolved cases were re-opened and additional visits were made until cases were resolved or the end of the operation.
- c) Cases continued to be assigned using the same methodology as Phase 2.
- d) CFS Areas closed out upon 100% completion or on the last day of the operation.

Identification of Vacant and Nonexistent Addresses



Questions?

Thanks!

Back Up Slides

2010 vs 2020

2010 Census

Administrative Records and Third-Party Data: Not used for NRFU in the 2010 Census for the purpose of workload management.

Enumeration: Paper-based enumeration; used paper maps to locate addresses; mailed paper forms to central processing center to be scanned.

Training: In person classroom training.

Contacts: Enumerators were advised to attempt an address up to six times until the case was resolved.

Self-Responses: Limited ability to remove self-responses (manual, laborious process).

Field Management Structure: A standard ratio of enumerators to supervisors to enumerators was used and there were 494 local census offices.

Proxies: Households became proxy eligible after the third contact attempt, however these proxy attempts were not tracked and hard to validate.

2020 Census

Administrative Records and Third-Party Data: These data are used to reduce the NRFU workload by identifying vacant or non-housing units and by using high-quality administrative records data to enumerate occupied households.

Enumeration: Enumerators use mobile devices to collect census data, allowing for near real-time case status updates and transmission of response data. GPS-fed maps are incorporated into the devices to show real-time location and location of the address.

Training: Combination of online, self-study, and classroom training methods.

Contacts: Use an adaptive design contact strategy with a goal of reducing the number of contact attempts on each household.

Self-Responses: Self-responses are removed from the NRFU workload on a near real-time basis throughout the NRFU operation.

Field Management Structure: The ratio of enumerators to supervisors is higher, reducing the number of area census offices needed to 248.

Proxies: Households become proxy eligible after the third visit and the instrument requires the input for three proxies for each additional attempt upon case eligibility.

Enumeration Overview

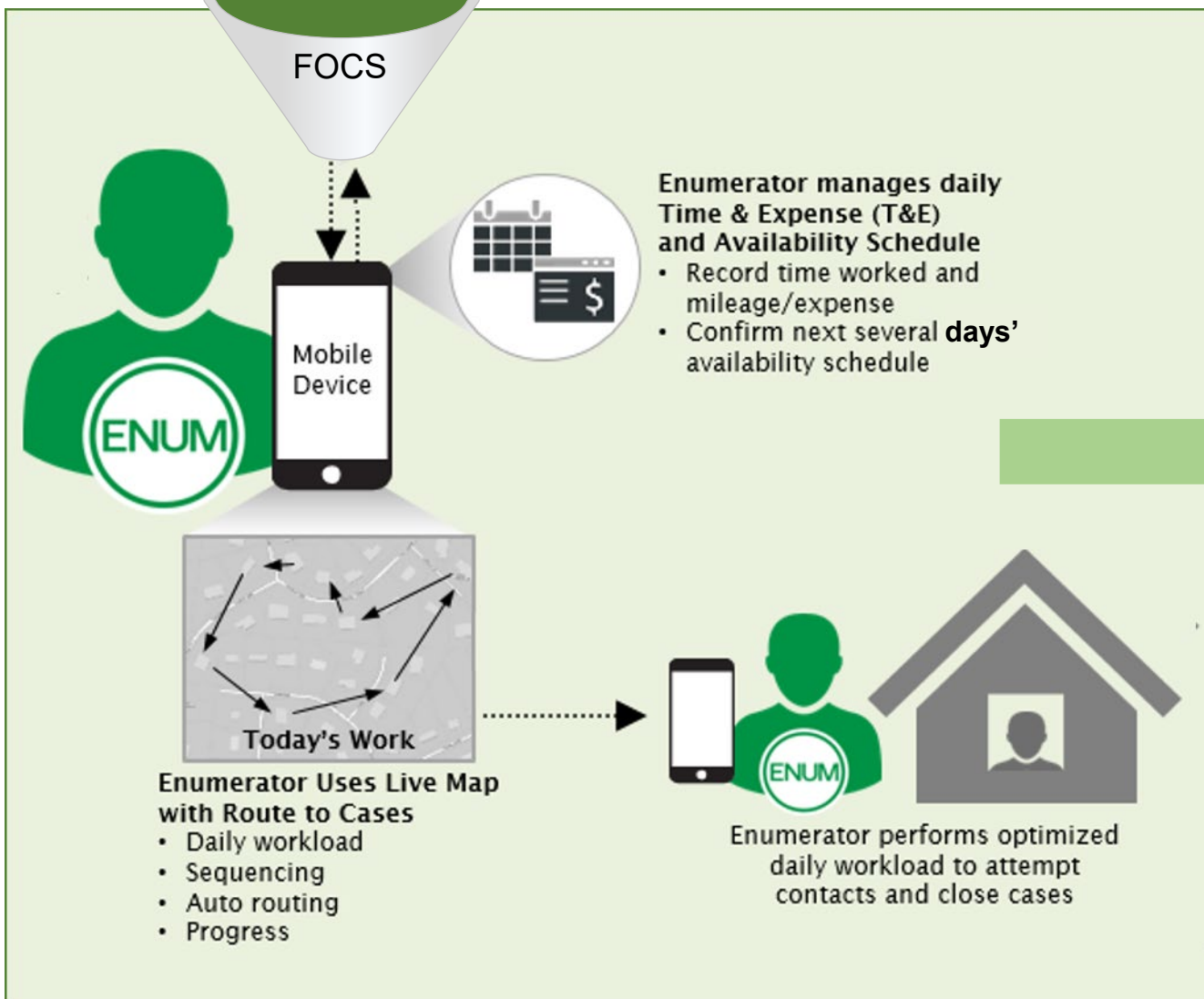
NRFU Workload



Nonresponding
addresses from
mail delivery areas



Nonresponding
addresses from
hand delivery
areas



Final Enumeration Outcome

- ❖ Removed from the workload because a self-response was obtained during NRFU
- ❖ Completed interview with a household respondent
- ❖ Completed interview with a proxy respondent
- ❖ Partial interview with a household respondent
- ❖ Partial interview with a proxy respondent
- ❖ Enumerated using administrative records
- ❖ Vacant or nonexistent status
- ❖ Unresolved

NRFU Universe

