

3.1. 2020 Census IPC Lessons Learned | Survey Questionnaire

I. Introduction and objectives

IPC Lessons Learned for the 2020 Census will be conducted in a phased approach over the next 7 months, with the overall objective to gather input from both Census staff and the ICC on best practices and lessons learned to inform future planning of IPC Census Operations. The final Lessons Learned report will underscore recommendations compiled directly from self-response feedback.

This questionnaire, intended for team members involved in the 2020 Census IPC and ICC operations, will assist in continually improving its processes to achieve the goal of communicating the importance of participating in the decennial Census to the entire population of the 50 states, the District of Columbia and United States territories.

To this end, the questionnaire aims to:

1. Collect information on topics which have been identified as key components of the IPC and ICC operations, such as: mission, organizational structure, communication & integration, content, contract, research, evaluation & metrics, project lifecycle, resources, quality, and agility & risk:
2. Identify common trends to inform interviews and focus group research.

We would appreciate if you could dedicate 15-20 minutes to complete the survey.

Please respond to the questions as they relate to your role and you work.

Your privacy is protected under the Privacy Act (5 U.S.C, Section 552a). Only Census Bureau staff directly involved in the research project will have access to your data. Your information is secured by the Census Bureau by strictly adhering to the provisions of the Privacy Act, and other regulations and policies to protect the privacy and confidentiality of the information. Name and contact information is only used as an identifier for the purpose of the survey and may be used for direct follow-up if authorized. All individual responses will be anonymized.

Please contact the Lessons Learned team (**INSERT QUALTRICS EMAIL**) with any questions or comments.

Thank you for your continued cooperation.

II. Survey Questionnaire

* Mandatory question

Question	Question Type	Answer options	Target Respondents	
Respondent Profile			IPC	ICC
1. Please provide your name and email address*	Text box	Open text	X	X
2. Please indicate your position status*	Multiple Choice (Select One)	<ul style="list-style-type: none"> • Temporary staff • Permanent staff • ICC Contractor/Sub Contractor • Other Contractor 	X	X
3. Please select your home division*	Multiple Choice (Select One)	Participants will choose from list of Divisions or Not Applicable	X	X
4. Please indicate your grade level*	Multiple Choice (Select One)	Participants will choose from list of Grade Levels or Not Applicable	X	X
5. Please select the team(s) or task order(s) that you are part of, for the duration of the 2020 Decennial Census: *	Multiple choice (Select ALL that apply)	List of 16 sub-teams in IPCs organizational structure, IPC Management & Core Team and ICC, ICC task orders, and any other Census teams targeted for this survey	X	X
Research Planning Scheduling			IPC	ICC
6. Do you have reservations that make you uncomfortable openly discussing lessons learned in a focus group format? If you select "yes" we may follow up with you individually for your input : *	Multiple Choice (Select One)	Yes / No <input type="text"/> <i>If yes, option to provide comments</i>	X	X
Research Topics			IPC	ICC
<p>Note: This part of the questionnaire employs the traditional Likert five-point scale response with the option to choose 'No Opinion' and to provide optional additional comments with 250 character limit.</p> <p>Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Additional Comments (optional)</p> <p> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="text"/> </p> <p>250 characters max</p>				
Mission (Respondents will see corresponding categories)			IPC	ICC
7. My work aligned with IPC's mission and	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree 	X	X

Question	Question Type	Answer options	Target Respondents	
goals to: * <ul style="list-style-type: none"> Engage and motivate people to self-respond, preferably through the internet. Raise and keep awareness high throughout the entire 2020 Census to encourage response. Support field recruitment efforts for a diverse, qualified census workforce. 		<ul style="list-style-type: none"> Not applicable Additional comments box 		
8. In my opinion, IPC Operations were effective in motivating response for Hard to Count Audiences. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree Not Applicable Required comments box (for any answer other than Not Applicable) Which Hard to Count Audiences does this apply to? Additional comments box 	X	
Communication			IPC	ICC
9. In my opinion, communication between sub-team members allowed me to complete my work in a timely manner. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree Not applicable Additional comments box 	X	
10. In my opinion, communication between my team or task order and other Census Divisions/ Directorates allowed me to complete my work seamlessly. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree Not applicable Additional comments box 	X	
Content and Review			IPC	ICC
11. I am involved in and/or produce materials for the formal content review process. *	Yes/No	<ul style="list-style-type: none"> If yes... respondent will be prompted to answer questions 12 - 14. If no... respondent will be prompted to answer question 15. 	X	
12. I believe that the content review process went according to plan and timeline. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree Not Applicable Additional comments box 	X	
13. In my opinion, the content review effort was staffed appropriately in relation to man power and expertise. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree Not Applicable Additional comments box 	X	

Question	Question Type	Answer options	Target Respondents	
14. In my opinion, interactions between contractors and Census SMEs were productive throughout content review process. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • Not Applicable • Additional comments box 	X	
15. In my opinion, the overall content of promotional materials was effective in motivating response. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • Not Applicable • Additional comments box 	X	
Contract			IPC	ICC
16. The services provided under the ICC were sufficient and appropriate for meeting IPC's needs (2020 census communications needs). *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
17. The structure of the ICC contract (e.g. individual task orders for each campaign element with designated team for each order) was effective from an organizational standpoint and conducive to program success. <i>(Include a list of ICC task orders)</i> . *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
18. Specifically to the program area/task order I supported, the resources allocated (i.e. budget and staffing) were adequate for program success. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
19. The communication between Census IPC teams (government SMEs) and contractors/ subcontractors allowed me to complete tasks seamlessly. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
20. My role in support of IPC was: *	Multiple Choice (Select One)	<ul style="list-style-type: none"> • Government (Please indicate IPC Subgroup: _____) • Contractor /Member of Team Y&R (Please indicate ICC Order(s) supported:_____) <p style="margin-top: 10px;"><i>Contractors will be prompted to answer questions 21-24 Government respondent will be prompted to answer</i></p>	X	X

Question	Question Type	Answer options	Target Respondents	
<p><u>Question for ICC respondents only ('skip logic' introduced at Q20)</u> 21. The government requirements established in the ICC order I supported were clear and feasible from a delivery perspective. * <i>Responses should be based on your experiences for the specific order(s) mentioned in Q20.</i></p>	Rating scale	<p><i>question 25</i></p> <ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 		X
<p><u>Question for ICC respondents only ('skip logic' introduced at Q20)</u> 22. The IPC Staff (government SMEs) provided my team(s) with clear technical direction for me to complete my job successfully and in a timely manner. The expected outcome was clearly defined at the onset of a project. * <i>Responses should be based on your experiences for the specific order(s) mentioned in Q20</i></p>	Rating scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 		X
<p><u>Question for ICC respondents only ('skip logic' introduced at Q20)</u> 23. The IPC Staff (government SMEs) provided me with the necessary information to complete my work in a timely manner. * <i>Responses should be based on your experiences for the specific order(s) mentioned in Q20</i></p>	Rating scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 		X
<p><u>Question for ICC respondents only ('skip logic' introduced at Q20)</u> 24. The Census Bureau's onboarding/clearance process for contractors/subcontractors was efficient and timely. *</p>	Rating scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 		X

Question	Question Type	Answer options	Target Respondents	
<i>Responses should be based on your experiences for the specific order(s) mentioned in Q20</i>				
Organizational Structure			IPC	ICC
25. The 2020 IPC Structure was conducive to coordination and allowed me to be fully informed of program progress. * (Include visual of IPC structure)	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
Project Lifecycle			IPC	ICC
26. Project start dates, milestones, and end dates were appropriate for the requirements of my team's activities. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	X
27. Overall, project execution went according to plan and timeline. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	
28. Tracking Lessons Learned was a priority for my team throughout the duration of 2020 Census Operations. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	
Resources			IPC	ICC
29. I believe there were sufficient resources allocated for IPC staffing purposes. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	
30. I believe the resources available to me were sufficient for me to be successful in my role: * <ul style="list-style-type: none"> a. Technology resources (i.e. software, hardware, technological tools and platforms). b. Other resources (e.g. office space) 	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	
31. I received the proper education and training to do my job as expected. *	Rating Scale	<ul style="list-style-type: none"> • Rating Disagree/Agree • No opinion • Additional comments box 	X	
32. Please indicate if you used the CRM tool. *	Multiple Choice (Select one)	<ul style="list-style-type: none"> • Yes • No 	X	X

Question	Question Type	Answer options	Target Respondents	
		<ul style="list-style-type: none"> If yes... respondent will be prompted to answer question 33 If no... respondent will be prompted to answer question 34 		
33. I felt that the CRM system was a useful tool in furthering partnership objectives.	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	X
34. Please indicate if you used the Fulfillment Center. * (Include brief description of the Fulfillment Center)	Multiple Choice (Select one)	<ul style="list-style-type: none"> Yes No If yes... respondent will be prompted to answer question 35 If no... respondent will be prompted to answer question 36 	X	
35. I felt that the Fulfillment Center was a useful system in furthering partnership objectives.	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	
Quality			IPC	ICC
36. The government's quality review processes and deliverable acceptance criteria were clearly defined, reliable and effective. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	X
Agility & Risk			IPC	ICC
37. The processes employed to identify and mitigate program risks were adequate, timely and effective. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	X
38. The processes employed to plan for and manage crises were adequate, timely and effective. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	X
Evaluation & Metrics			IPC	ICC
39. Evaluation & metrics planning occurred at an appropriate phase during project lifecycle. *	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	
40. Evaluation & metrics data was useful in	Rating Scale	<ul style="list-style-type: none"> Rating Disagree/Agree 	X	

Question	Question Type	Answer options	Target Respondents	
informing decisions. *		<ul style="list-style-type: none"> No opinion Additional comments box 		
41. The findings and insights acquired via the following researches were properly used in informing decisions for the execution of the IPC program. *	Rating Scale	For each of the following: 2020 Census Bureau Attitudes and Motivators Survey (CBAMS) - Qualitative and Quantitative, Modeling and Segmentation, 2020 Tracking Survey, Communications Experiments and Evaluations <ul style="list-style-type: none"> Rating Disagree/Agree No opinion Additional comments box 	X	X
Cross-Team Research			IPC	ICC
<i>We understand that during the 2020 Census, several cross-cutting topics were integral to the 2020 Census IPC operation and the activities of multiple sub-teams and task orders, often require coordination across teams. The following question serves as a guide to prioritize specific cross-team areas for research throughout Lessons Learned exercises.</i>				
42. Which of these cross-team research areas should be a research priority for lessons learned, from your perspective? *	Rank top 3: 1 being first choice	<ul style="list-style-type: none"> Language (Translation, Materials, Production) Internet Self-Response Group Quarters Puerto Rico Island Areas Undercount of Young Children Reaching specific populations (Both official and unofficial HTC populations) Other topic(s) (please specify) 	X	X
Additional comments			IPC	ICC
43. The government intends to conduct focus groups and one-on-one data collection efforts to obtain more detailed information about the processes employed in support of IPC, and successes and challenges encountered. What topics / specific areas of work do you suggest be considered priority for these efforts? (You may include areas not covered in this survey if appropriate).	Text box	Open text	X	X

Question	Question Type	Answer options	Target Respondents	
44. Do you have any additional comments you would like to share?	Text box	Open text	X	X