

December 10, 2020

ACS Research & Evaluation Analysis Plan (REAP)

Regional Office Internet Letter Test

THIS PAGE INTENTIONALLY BLANK

TABLE OF CONTENTS

1. INTRODUCTION	1
2. BACKGROUND	1
2.1 ACS Data Collection Strategy	1
2.2 Letters available to Field Representatives	2
3. LITERATURE REVIEW	4
3.1 Mail Materials	4
3.1.1 Required by Law Messaging	Error! Bookmark not defined.
3.1.2 Due Date Messaging	4
3.1.3 TQA as a response option	5
3.2 CAPI response rates	5
4. RESEARCH QUESTIONS AND METHODOLOGY	7
4.1 Sample Design	7
4.2 Experimental Design	7
4.2.1 Address-Side Message	8
4.2.2 Response Option	8
4.3 Research Questions	9
4.4 Analysis Metrics	9
4.4.1 Self-Response Response Rate for the mailable CAPI Universe	9
4.4.2 CAPI Response Rate for the mailable CAPI Universe	9
4.4.3 Overall Response Rate for the mailable CAPI Universe	10
4.4.4 CAPI Outcome Codes	10
4.4.5 Average Number of Contact Attempts	10
4.4.6 Standard Error of the Estimates	11
4.4.7 Exploratory Analysis	11
5. ASSUMPTIONS AND LIMITATIONS	11
5.1 Assumptions	11
5.2 Limitations	12
6. TABLE SHELLS	12
7. POTENTIAL CHANGES TO ACS	13
8. REFERENCES	13
Appendix A. Regional Office Internet Letter – Atlanta Example	14
Appendix B. Revised Regional Office Internet Letter with Past Due and only Internet Option – Atlanta Example	16
Appendix C. Revised Regional Office Internet Letter with Past Due and TQA Response Option – Atlanta Example	18

**Appendix D. Revised Regional Office Internet Letter with Your Response is Required by
Law and only Internet Option – Atlanta Example..... 20**

**Appendix E. Revised Regional Office Internet Letter with Your Response is Required by
Law and TQA Response Option – Atlanta Example 22**

1. INTRODUCTION

The U.S. Census Bureau continually evaluates how the American Community Survey (ACS) mail contact materials and data collection methodology can be improved to increase survey participation and reduce survey costs. Recent tests have shown that self-response increases when mailings contain less text and are written in plain language. Increased self-response can substantially decrease survey costs and improve data quality (Risley and Berkley, Forthcoming).

During the Computer-Assisted Personal Interviewing (CAPI) month, there are a series of letters available to field representatives to provide to nonrespondent households to motivate them to respond. One of these letters is the Internet Letter, which provides an internet user ID and instructions on how to respond online. Until May 2020, the Internet Letter was not implemented consistently across the regions. Some regions sent the Internet Letter to all mailable CAPI cases and others sent it at the discretion of the field representative. However, starting in May 2020 all the regional offices started sending the Internet Letter to all mailable CAPI cases.

A new version of the Internet Letter was recently developed as part of a project to update the design and messaging in the letters used by field representatives during CAPI. The update was consistent with the design of the other ACS mail materials which are less text dense and use plain language to increase the likelihood of survey cooperation. We were confident enough in the changes made to the letter that the decision was made to implement it in production without field testing.

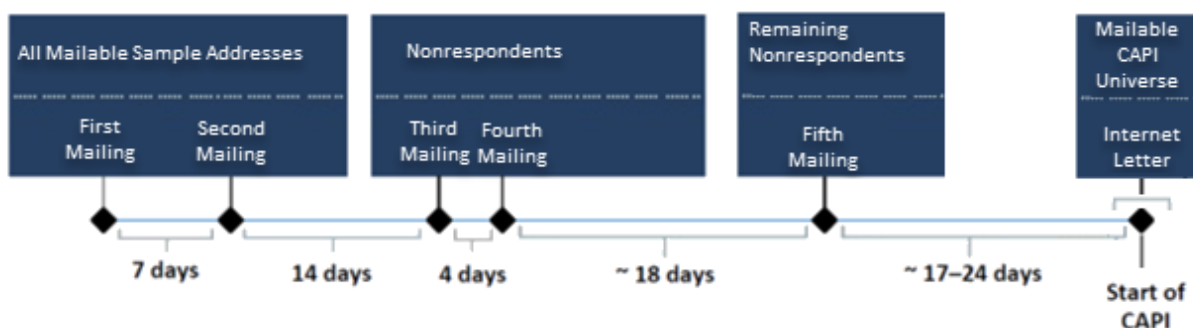
The purpose of the Regional Office Internet Letter Test is to study variations on the new Internet Letter to understand which content options are most effective at increasing self-response and combating decreasing CAPI response rates.

2. BACKGROUND

2.1 ACS Data Collection Strategy

The ACS contact strategy is detailed below to provide context for the field test.

2021 ACS Contact Strategy



The initial sample consists of mailable, unmailable, and undeliverable addresses. The first two mailings are sent to all mailable addresses in the monthly sample. The first mailing is a package that includes a letter, a multilingual brochure, and a card with instructions on how to respond via the internet. The letter contains an invitation to participate in the ACS online and more information in a *frequently asked questions* format on the back of the letter. A week later, the same addresses are sent a second mailing (reminder letter in a pressure seal mailer).

Responding addresses are removed from the address file after the second mailing to create a new mailing universe of nonrespondents; these addresses are sent the third and fourth mailings.¹ The third mailing is a package that includes a letter, a paper questionnaire, and a business reply envelope. Four days later, these addresses are sent a fourth mailing (reminder postcard) which encourages them to respond.

After the fourth mailing, responding addresses are again removed from the address file to create a new mailing universe of nonrespondents. The remaining addresses are sent the fifth mailing (a urgent final reminder letter with a due date in a pressure seal mailer).

Two to three weeks later, responding addresses are removed and unmailable and undeliverable addresses (from the initial sample) are added to create the universe of addresses eligible for the CAPI nonresponse followup operation. Of this universe, a subsample is chosen to be included in the CAPI operation. CAPI interviews start at the beginning of the month following the fifth mailing. Field representatives attempt to interview those selected for CAPI by phone. If they cannot reach them by phone, or do not have a phone number, they visit the addresses to conduct in-person interviews.

In October 2020, we began mailing a letter, the Internet Letter, from the National Processing Center (NPC) to all mailable addresses in the CAPI universe that provides information on how to respond online in order to avoid an in-person visit. The letter arrives sometime during the first week of CAPI data collection. In some cases, the letter will arrive prior to contact by a field representative; but in others the letter will arrive after the initial contact. This letter is sent as a pressure seal mailer.

Additional information about the ACS data collection strategy can be found in the ACS Design and Methodology Report (U.S. Census Bureau 2014).

2.2 Letters available to Field Representatives

During the CAPI month, one method used by field representatives to address respondent concerns and gain cooperation, is to send letters with additional information. These housing unit CAPI letters can be requested by field representatives based on the situations they

¹ Addresses deemed “undeliverable as addressed” (UAA) by the United States Postal Service are also removed from the address files for subsequent mailings.

encounter. For example, a field representative who cannot access a locked building may request a “management letter” that is designed to address concerns raised by apartment managers. In total, the field representatives have 12 letters and brochures available to them, four of which they carry with them and can leave at the door. The remaining eight can be sent to the respondent by the regional office at the request of the field representative.

One of the most often used letters is the Internet Letter, which encourages an online response and provides internet login instructions to the recipient. An example of the Internet Letter that has been used for several years is shown in Appendix A. The primary concern with the letter was that it featured a large amount of text that is not connected to the primary purpose of the letter and is unlikely to be salient with the reader. This can mean recipients are more likely to overlook the instructions on responding online or the benefits of responding.

We decided to make changes to the Internet letter in a two-step process. First, we designed a new letter as part of a project to update the CAPI letters sent from the regional offices (Work Request #PI20-2-1417), shown in Appendix B, and implemented it in production in October 2020. We decided to implement the new letter without first doing a field test because based on lessons learned from communications and survey literature as well as the results of recent ACS testing of self-response materials we had strong evidence that it would be more effective than the existing letter (Oliver, Heimel, and Schreiner, 2017; Risley and Berkley, Forthcoming).

The second step in the process is this field test, the Regional Office Internet Letter Test, which tests two aspects of the letters to determine which content option will ultimately be most effective at increasing self-response and combating decreasing CAPI response rates. Currently the letter uses a “Past Due” message on the outside of the mailer and provides an internet response option inside. The two changes being tested are:

- The use of a “Required by Law” message instead of a “Past Due” message on the outside of the mailer.
- Providing TQA as a response option in addition to the internet response option.

In previous testing, a stated due date as well as a “Required by Law” message has been found to increase self-response (Risley and Berkley, Forthcoming; Risley and Oliver, Forthcoming). By comparing the two we are trying to determine which is more effective for this mailing

Providing TQA as a response option for the ACS has been considered for some time. The primary benefit of providing it as a response option during CAPI is that TQA responses are on average cheaper than CAPI responses. However, they are more expensive than self-responses by internet and mail and there is a concern that enough of an increase in calls could overwhelm the call centers.

3. LITERATURE REVIEW

3.1 Mail Materials

3.1.1 Mail Material Design

In the 2018 Mail Materials Test, we tested a series of design changes and variations on the use of mandatory messaging (Risley and Berkley, Forthcoming). The goals of the letter design changes were:

- Emphasize the Census Bureau brand in ACS mail materials.
- Use visual design principles to draw attention to key messages.
- Create a consistent look and feel across all mailings.

To meet these goals, the following changes were made to the self-response mailings:

- The Census Bureau logo was moved to the top left corner of letters and envelope to increase prominence.
- Where possible, bulleted lists were used in order to decrease the amount of text in the letters.
- Bolding and call-out boxes were used in order to better emphasize key parts of the letter.

The treatment that performed the best included these new design elements and features that emphasized mandatory messaging. The redesigned Internet Letter makes use of these same design principles.

3.1.2 Due Date Messaging

Census Bureau research suggests that the inclusion of a due date can boost survey self-response. The 2019 ACS Due Date Test was conducted to test a due date in the in the fifth mailing (Risley and Oliver, Forthcoming). The study tested three locations for the due date:

- In the call-out box on the outside of the envelope.
- In the call-out box inside the letter.
- In a contextual message that describes the consequences of not responding by the due date.

The treatment that placed the due date both inside the letter and on the outside of the envelope was found to be most effective in increasing self-response. Additionally, both the “add” message and the “remove” message were found to be effective, with the “remove” message being slightly more effective (Risley and Oliver, Forthcoming).

Due to its success, the due date was implemented into ACS production in November 2020. The other message being tested in the Regional Office Internet Letter Test connects back to this due

date by informing recipients that their response is now “Past Due”. By reminding recipients of the Internet Letter that their response is late we attempt to connect back to the sense of urgency created by the due date and create a connection to the consequence messaging.

3.1.3 TQA as a response option

Currently all mail materials provide the TQA number but do not state that it is a response option, only that help is available by calling. By comparing the demographics of those that currently respond by telephone and those that respond by personal interview, we see that, based on 2018 ACS 1-year estimates, there are overlaps of key characteristics that suggest members of the CAPI universe would respond by telephone if they knew it was an option. Some of the key characteristics include income, internet access, and primarily speaking a language other than English (U.S. Census Bureau 2020).²

Table 1. Demographics of Responders

Demographic	All Modes	Telephone Interview	Personal Interview
Percent living below poverty line	12.9%	17.1%	19.8%
Percent of households reporting no internet access	12.0%	41.8%	19.1%
Percent that do not speak English “very well”	8.4%	13.5%	13.0%

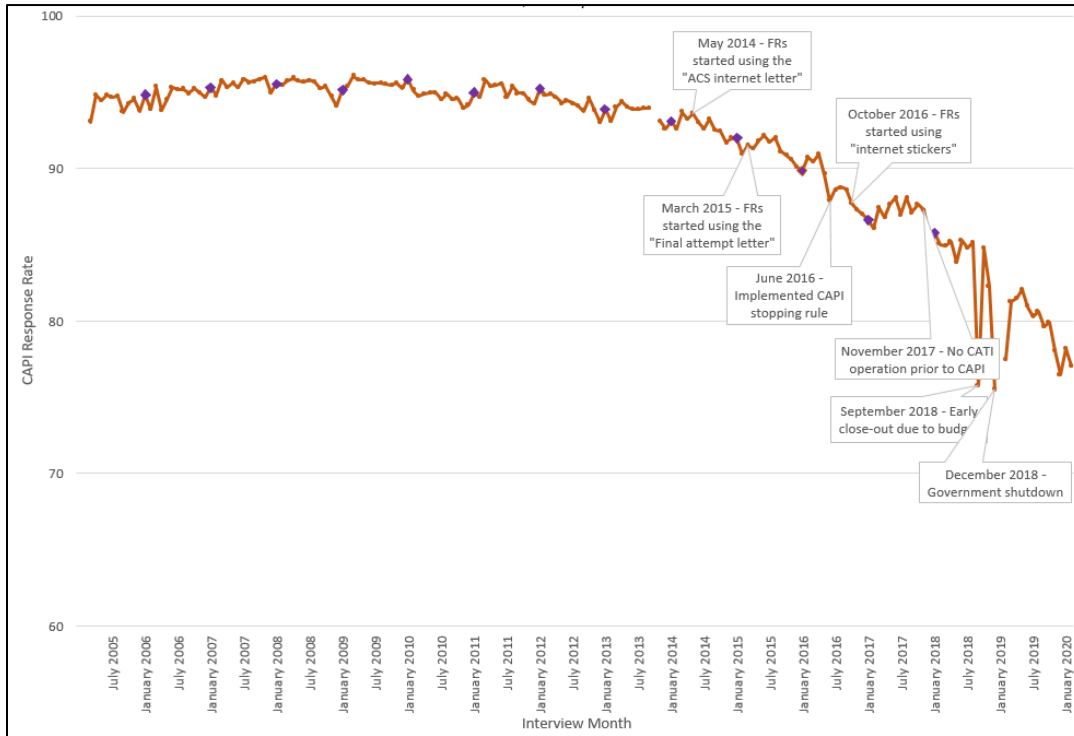
Source: U.S. Census Bureau, “People and Households Represented in Each American Community Survey Data Collection Mode” data visualization, <https://www.census.gov/library/visualizations/interactive/acs-collection.html>

3.2 CAPI response rates

The CAPI response rates have been tracked since the inception of the full ACS in 2005. Shown in Figure 1, for about the first ten years of ACS CAPI data collection, response rates were in the mid-90s. However, over time the response rate in CAPI began to drop. To combat this, field representatives were given the option of sending letters to addresses (see Background section). Unfortunately, the response rate in CAPI has continued to decline and currently fluctuates around 80 percent. As shown in Figure 2, during the same time period, internet response during the CAPI month has been increasing. In 2013, the portion of internet responses received during the CAPI month was less than 1 percent. In the last year, it accounts for around 4.5 to 6 percent of internet responses.

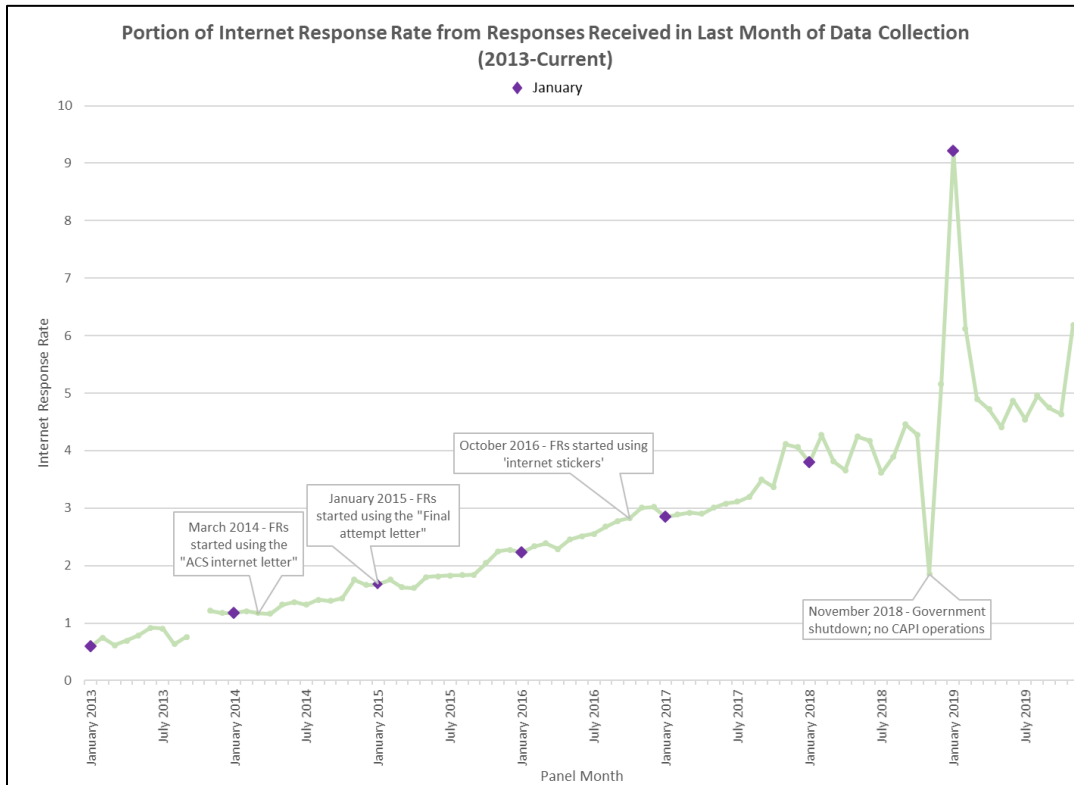
² Starting in October 2020, the new Internet letter includes Spanish text at the bottom of the letter with instructions on how to respond to the survey in Spanish by phone or online. This is a new feature, although we are not testing the Spanish language with this experiment.

Figure 1: CAPI Response Rates from 2005-2020



Source: U.S. Census Bureau, American Community Survey

Figure 2: Portion of Internet Response Rate Received in Last Month of Data Collection



Source: U.S. Census Bureau, American Community Survey

Note: The spike at the beginning of 2019 is due to the ending of the government shutdown.

4. RESEARCH QUESTIONS AND METHODOLOGY

4.1 Sample Design

The Regional Office Internet Letter test will be conducted using the June 2021 ACS production sample, with mailout at the end of July. The monthly ACS production sample of approximately 295,000 addresses is divided into 24 methods panel groups, where each group contains approximately 12,000 addresses. Each methods panel group is a representative subsample of the entire monthly sample and each monthly sample is representative of the entire yearly sample and the country.

For this test, the universe of analysis will be limited to the mailable portion of the CAPI universe. This portion of each methods panel group contains approximately 2,600 addresses. Each of the four treatments will each be assigned to six methods panel groups. Hence, each treatment will have a sample size of approximately 15,600 addresses. The control treatment will be the only treatment sent the production materials.

4.2 Experimental Design

This experimental design isolates each of the two content factors being studied. One factor is the message on the outside of the pressure seal mailer: a “Past Due” message or a “Required by Law” message (Address-Side Message). The other content factor is the inclusion of TQA as a response option (Response Option). This experiment uses a fully factorial design with one control treatment and three experimental treatments.

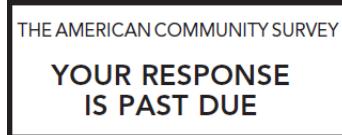
Table 2: Regional Office Internet Test Experimental Treatments

Treatment	Address-Side Message	Response Option
Control	Past Due	Internet Only
Experimental Treatment 1	Past Due	Internet + TQA
Experimental Treatment 2	Required by Law	Internet Only
Experimental Treatment 3	Required by Law	Internet + TQA

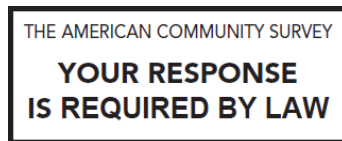
4.2.1 Address-Side Message

Starting in the October 2020 ACS panel there is a response due date provided in the fifth mailing. As part of this test, we are testing if the message on the outside of the letter should reference back to this due date or use the “Your Response is Required by Law” message, which is used on many of the other mail materials. To determine which message is more effective we are testing two variations on the messaging uses on the address-side:

- The message that their response is past due:



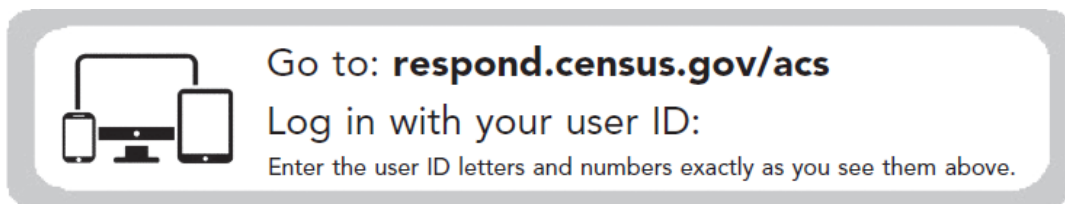
- The message that their response is required by law:



4.2.2 Response Option

Currently all mail materials mention the TQA number but do not state that it is a response option. We assume that there are respondents whose first choice would be to respond using the telephone, however it is more expensive than if they were to respond online or by mail and there is concern that the call volume would be too much for the current TQA operation to handle. However, since a TQA response would still be cheaper than a CAPI response and the internet letter is being sent to a small universe, TQA as a response option is being tested as part of this test.

- Internet is the only response option provided:



- Internet and TQA are both provided as response options:

<p>ONLINE</p> <p>Go to: respond.census.gov/acs Log in with your user ID: 12345-12345</p> <p>Enter the user ID letters and numbers exactly as you see them above.</p>	OR	<p>BY PHONE</p> <p>Call 1-800-354-7271</p> <p>Monday-Friday: 9 a.m. to 9 p.m. Saturday: 9 a.m. to 7 p.m. Sunday: 11 a.m. to 9 p.m.</p>
---	----	---

4.3 Research Questions

1. What is the effect of using Past Due message vs a Required by Law message on the address side of the pressure seal mailer?
2. What is the effect of using an internet response option only vs an internet and TQA response option inside the letter?

4.4 Analysis Metrics

4.4.1 Self-Response Response Rate for the mailable CAPI Universe

Calculating the self-response rates, for the addresses that were mailed the Internet letter, allows us to evaluate the effectiveness of the treatments in increasing self-response during the CAPI month.

$$\text{Self-Response Response Rate} = \frac{\text{Number of mailable and deliverable sample addresses in the CAPI universe that either provided a nonblank}^3 \text{ return by mail, a return by TQA, or a complete or sufficient partial}^4 \text{ response by internet}}{\text{Total number of mailable, deliverable, and eligible}^5 \text{ sample addresses in the CAPI universe}^6} * 100$$

Additionally, the individual TQA rate will be analyzed over time and the TQA call volume will be monitored.

4.4.2 CAPI Response Rate for the mailable CAPI Universe

Calculating the CAPI response rates, for the addresses that were mailed the Internet letter, allows to better understand differences in the self-response. In cases where the letter design convinces more respondents to respond online rather than wait for an interview, with no other effect, there should be a corresponding decrease in CAPI response.

$$\text{CAPI Response Rate} = \frac{\text{Number of mailable and deliverable sample addresses in the CAPI universe that provided a CAPI interview}}{\text{Total number of mailable, deliverable, and eligible}^3 \text{ sample addresses in the CAPI universe}^4} * 100$$

4.4.3 Overall Response Rate for the mailable CAPI Universe

The overall response rate for the addresses that were mailed the Internet Letter, provides the final piece that allows a complete look at the letter design’s effect on response.

$$\text{Overall Response Rate} = \frac{\text{Number of mailable and deliverable sample addresses in the CAPI universe that either provided a nonblank}^5 \text{ return by mail, a return by TQA, a complete or sufficient partial}^6 \text{ response by internet, or a CAPI interview}}{\text{Total number of mailable, deliverable, and eligible}^7 \text{ sample addresses in the CAPI universe}^8} * 100$$

4.4.4 CAPI Outcome Codes

Calculating the rate at which CAPI cases ended in specific CAPI outcome codes, including refusals and late mail and internet returns, allows us to evaluate the effectiveness of the treatments.

$$\text{CAPI Outcome Code Rate} = \frac{\text{Number of mailable and deliverable sample addresses in the CAPI universe that have a specific final CAPI outcome code}}{\text{Total number of mailable, deliverable, and eligible}^9 \text{ sample addresses in the CAPI universe}^{10}} * 100$$

4.4.5 Average Number of Contact Attempts

The average number of interviewer contact attempts during the CAPI operation will be compared as an additional measure to understand a treatment’s effect on the CAPI operation. This will include both personal visits as well as phone contacts. The average will be across the

³ Business addresses, addresses under construction, etc. are not eligible.

⁴ We remove addresses deemed to be Undeliverable-as-Addressed by the Postal Service if no response is received.

⁵ A blank form is a form in which there are no persons with sufficient response data and there is no telephone number listed on the form.

⁶ A sufficient partial internet response is one in which the respondent reached the *Pick Next Person* screen for a household with two or more individuals on the roster or has gone through the place of birth question for a 1-person household.

⁷ Business addresses, addresses under construction, etc. are not eligible.

⁸ We remove addresses deemed to be Undeliverable-as-Addressed by the Postal Service if no response is received.

⁹ Business addresses, addresses under construction, etc. are not eligible.

¹⁰ We remove addresses deemed to be Undeliverable-as-Addressed by the Postal Service if no response is received.

entire mailable CAPI universe, with those self-responding before the first interviewer contact counting as zero contacts.

4.4.6 Standard Error of the Estimates

We will estimate the variances of the point estimates and differences using the Successive Differences Replication (SDR) method with replicate weights – the standard method used in the ACS (see U.S. Census Bureau, 2014, Chapter 12). In calculating the different rates, we will use replicate subsampling adjusted weights, which account for the initial sampling probabilities and the subsampling during the CAPI operation. We will calculate the variance for each rate and for the difference between rates using the formula below:

$$\text{Var}(X_0) = \frac{4}{80} \sum_{r=1}^{80} (X_r - X_0)^2$$

Where:

X_r = the estimate calculated using the r^{th} replicate

X_0 = the estimate calculated using the full sample

The standard error of the estimate (X_0) is the square root of the variance.

4.4.7 Exploratory Analysis

There will be additional exploratory analysis performed. Areas that will be part of the exploratory analysis include differences based on Regional Office as well as differences based on if the first interviewer contact was before or after the Internet Letter was received. Additionally, the use of logistic regression to isolate treatment effects will be explored.

5. ASSUMPTIONS AND LIMITATIONS

5.1 Assumptions

- A single ACS monthly sample is representative of an entire year (twelve panels) and the entire frame sample, with respect to both response rates and cost, as designed.
- A single methods panel group (1/24 of the full monthly sample) is representative of the full monthly sample, as designed.
- We assume that there is no difference between treatments in mail delivery timing or subsequent response time. The treatments had the same sample size and used the same postal sort and mailout procedures. Previous research indicated that postal procedures alone could cause a difference in response rates at a given point in time between experimental treatments of different sizes, with response for the smaller

treatments lagging (Heimel 2016).

5.2 Limitations

- Group quarters and sample housing unit addresses from remote Alaska and Puerto Rico are not included in the sample for the test.
- The relative cost analysis uses estimates to make cost projections. These estimates do not account for monthly variability in production costs, such as changes in staffing, production rates, or printing price adjustments.

6. TABLE SHELLS

This table shell will be used to compare the self-response of any two treatments.

Table 3. Sample Table for Comparing Two Self-Response Response Rates

	Treatment A	Treatment B	Difference	P-Value
Overall Self-Response	####	####	####	####
Internet	####	####	####	####
Mail	####	####	####	####
TQA	####	####	####	####

Source: U.S. Census Bureau, American Community Survey, Regional Office Internet Field Letter Test

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (*) indicates a statistically significant result. Significance was tested based on a two tailed t-test at the $\alpha=0.1$ level

This table shell will be used to compare any two treatments on any single metric such as the refusal rate or the average number of contact attempts.

Table 4. Sample Table for Comparing Two Rates

	Metric	Treatment A – Treatment B	P-Value
Treatment A	####	---	---
Treatment B	####	####	####

Source: U.S. Census Bureau, American Community Survey, Regional Office Internet Field Letter Test

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (*) indicates a statistically significant result. Significance was tested based on a two tailed t-test at the $\alpha=0.1$ level.

This table shell will be used to compare the overall response rate for any two treatments.

Table 5. Sample Table for Comparing Overall Response Rates by mode

	Treatment A	Treatment B	Difference	P-Value
Overall Response	####	####	####	####
Self-Response	####	####	####	####
Internet	####	####	####	####
Mail	####	####	####	####
TQA	####	####	####	####
CAPI	####	####	####	####

Source: U.S. Census Bureau, American Community Survey, Regional Office Internet Field Letter Test

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (*) indicates a statistically significant result. Significance was tested based on a two tailed t-test at the $\alpha=0.1$ level.

7. POTENTIAL CHANGES TO ACS

This research could potentially change the letter design of the newly implemented Internet Letter.

8. REFERENCES

Heimel, S. (2016). "Postal Tracking Research on the May 2015 ACS Panel," 2016 American Community Survey Research and Evaluation Report Memorandum Series #ACS16-RER-01, April 1, 2016.

Oliver, B., Heimel, S., and Schreiner, J. (2017). "Strategic Framework for Messaging in the American Community Survey Mail Materials." Washington, DC: U.S. Census Bureau. Retrieved on May 6, 2020 from https://www.census.gov/content/dam/Census/library/working-papers/2017/acs/2017_Oliver_01.pdf

Risley, M. & Berkley, J. (forthcoming). "2018 Mail Materials Test." Washington DC, U.S. Census Bureau.

Risley, M. & Oliver, B. (forthcoming). "2019 ACS Due Dates Test." Washington DC, U.S. Census Bureau.

U.S. Census Bureau (2014). "American Community Survey Design and Methodology, Chapter 12: Variance Estimation." Retrieved on September 6, 2019 from <https://www.census.gov/programs-surveys/acs/methodology/design-and-methodology.html>

U.S. Census Bureau (2020). "People and Households Represented in Each American Community Survey Data Collection Mode." Retrieved on November 20, 2020 from <https://www.census.gov/library/visualizations/interactive/acs-collection.html>

Appendix A. Previous Production Regional Office Internet Letter – Los Angeles Example



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
Burbank, CA 91504

Dear Resident:

A U.S. Census Bureau representative will soon contact you in person to complete the American Community Survey. You can complete the survey online by going to <https://respond.census.gov/acs> and logging on with your user ID: The Census Bureau is conducting this survey under the authority of Title 13, Sections 141, 193, and 221, of the United States Code. The following is provided to give you an explanation of the importance of the survey and the uses of the results.

The American Community Survey contains questions about household characteristics including such topics as education, employment, and housing. It produces critical, up-to-date information that is used to meet the needs of communities across the United States. For example, results from this survey may be used to decide where new schools, hospitals, and fire stations are needed. Survey data are used by federal, state, and local governments to make decisions and to develop programs that will provide health care, education, and transportation services that affect you and your community. This survey information also helps communities plan for emergency situations that might affect you and your neighbors.

The U.S. Census Bureau is required by law to keep your information confidential. We are not permitted to publicly release your responses in a way that could identify this household. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. By law, the Census Bureau can only use your responses to produce statistics.

A member of our staff will contact you in a few days. Your participation and cooperation are important to the success of the survey. Your response does make a difference! If you have any questions, call us at the phone number provided at the bottom of this letter. We will be pleased to help you. For more information about the American Community Survey, visit our website at <http://www.census.gov/acs>.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Lam".

Julie Lam
Regional Director

Office Phone Number: 1-800-992-3530, Option 1
Control Number:

census.gov



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
2300 W. Empire Avenue, Suite 300
Burbank, CA 91504

OFFICIAL BUSINESS
Penalty for Private Use \$300

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

ACS-INET LARO(2020) (03-16-2020)

Appendix B. New Production Regional Office Internet Letter with Past Due and only Internet Option – Los Angeles Example



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
Burbank, CA 91504

Dear Resident:

A U.S. Census Bureau employee may have recently contacted you to help you complete the **American Community Survey**. If you have responded, thank you. If you have not responded, we will contact you soon.

Please complete the survey today to avoid an in-person interview:



Go to: **respond.census.gov/acs**

Log in with your user ID:

Enter the user ID letters and numbers exactly as you see them above.

You are required by U.S. law to respond to this survey. The Census Bureau is required by law to keep your information confidential.

If a Census Bureau employee visits you, he or she will present a photo ID that includes their name, a Department of Commerce watermark, and an expiration date. He or she will have a laptop and will contact you between 9 a.m. and 9 p.m. You may also be contacted by phone.

The information from this survey helps identify needs such as affordable housing, job training, and emergency planning. Your response makes a difference! Thank you for helping your community prepare for a better future.

If you have any questions call us at 1-800-992-3530, option 1. We are happy to help you.

Sincerely,

Julie Lam
Regional Director

Por favor complete la Encuesta sobre la Comunidad Estadounidense.

La encuesta está disponible en español.

Por internet: Vaya a respond.census.gov/acs. Haga clic en "Para completar en español, oprima aquí."

Por teléfono: Llame al 1-877-833-5625 para hablar en español con un empleado de la Oficina del Censo.

FOR OFFICE USE ONLY:

Control #:

census.gov/acs



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
2300 W. Empire Avenue, Suite 300
Burbank, CA 91504

OFFICIAL BUSINESS
Penalty for Private Use \$300

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

THE AMERICAN COMMUNITY SURVEY
**YOUR RESPONSE
IS PAST DUE**

ACS-INET LARO(2021) (12-10-2020)

Appendix C. Revised Regional Office Internet Letter with Past Due and TQA Response Option – Los Angeles Example



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
Burbank, CA 91504

Dear Resident:

A U.S. Census Bureau employee may have recently contacted you to help you complete the **American Community Survey**. If you have responded, thank you. If you have not responded, we will contact you soon.

Please complete the survey today to avoid an in-person interview:

ONLINE

Go to: respond.census.gov/acs

Log in with your user ID:

12345-12345

Enter the user ID letters and numbers exactly as you see them above.

OR

BY PHONE

Call 1-800-354-7271

Monday-Friday: 9 a.m. to 9 p.m.

Saturday: 9 a.m. to 7 p.m.

Sunday: 11 a.m. to 9 p.m.

You are required by U.S. law to respond to this survey. The Census Bureau is required by law to keep your information confidential.

If a Census Bureau employee visits you, he or she will present a photo ID that includes their name, a Department of Commerce watermark, and an expiration date. He or she will have a laptop and will contact you between 9 a.m. and 9 p.m. You may also be contacted by phone.

The information from this survey helps identify needs such as affordable housing, job training, and emergency planning. Your response makes a difference! Thank you for helping your community prepare for a better future.

If you have any questions call us at 1-800-992-3530, Option 1. We are happy to help you.

Sincerely,

Julie Lam
Regional Director

Por favor complete la Encuesta sobre la Comunidad Estadounidense.

La encuesta está disponible en español.

Por internet: Vaya a respond.census.gov/acs. Haga clic en "Para completar en español, oprima aquí."

Por teléfono: Llame al 1-877-833-5625 para hablar en español con un empleado de la Oficina del Censo.

FOR OFFICE USE ONLY:

Control #:

census.gov/acs



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
2300 W. Empire Avenue, Suite 300
Burbank, CA 91504

OFFICIAL BUSINESS
Penalty for Private Use \$300

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

THE AMERICAN COMMUNITY SURVEY

**YOUR RESPONSE
IS PAST DUE**

ACS-INET LAROX-ROIL-T1(10-26-2021)

**Appendix D. Revised Regional Office Internet Letter with Your Response is
Required by Law and only Internet Option – Los Angeles Example**



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
Burbank, CA 91504

Dear Resident:

A U.S. Census Bureau employee may have recently contacted you to help you complete the **American Community Survey**. If you have responded, thank you. If you have not responded, we will contact you soon.

Please complete the survey today to avoid an in-person interview:



Go to: **respond.census.gov/acs**

Log in with your user ID:

Enter the user ID letters and numbers exactly as you see them above.

You are required by U.S. law to respond to this survey. The Census Bureau is required by law to keep your information confidential.

If a Census Bureau employee visits you, he or she will present a photo ID that includes their name, a Department of Commerce watermark, and an expiration date. He or she will have a laptop and will contact you between 9 a.m. and 9 p.m. You may also be contacted by phone.

The information from this survey helps identify needs such as affordable housing, job training, and emergency planning. Your response makes a difference! Thank you for helping your community prepare for a better future.

If you have any questions call us at 1-800-992-3530, Option 1. We are happy to help you.

Sincerely,

Julie Lam
Regional Director

Por favor complete la Encuesta sobre la Comunidad Estadounidense.

La encuesta está disponible en español.

Por internet: Vaya a respond.census.gov/acs. Haga clic en "Para completar en español, oprima aquí."

Por teléfono: Llame al 1-877-833-5625 para hablar en español con un empleado de la Oficina del Censo.

FOR OFFICE USE ONLY:

Control #:

census.gov/acs



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
2300 W. Empire Avenue, Suite 300
Burbank, CA 91504

OFFICIAL BUSINESS
Penalty for Private Use \$300

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

THE AMERICAN COMMUNITY SURVEY
**YOUR RESPONSE
IS REQUIRED BY LAW**

ACS-INET LAROX-ROIL-T2(10-26-2021)

Appendix E. Revised Regional Office Internet Letter with Your Response is Required by Law and TQA Response Option – Los Angeles Example



United States
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
Burbank, CA 91504

Dear Resident:

A U.S. Census Bureau employee may have recently contacted you to help you complete the **American Community Survey**. If you have responded, thank you. If you have not responded, we will contact you soon.

Please complete the survey today to avoid an in-person interview:

ONLINE

Go to: respond.census.gov/acs

Log in with your user ID:

12345-12345

Enter the user ID letters and numbers exactly as you see them above.

OR

BY PHONE

Call 1-800-354-7271

Monday-Friday: 9 a.m. to 9 p.m.

Saturday: 9 a.m. to 7 p.m.

Sunday: 11 a.m. to 9 p.m.

You are required by U.S. law to respond to this survey. The Census Bureau is required by law to keep your information confidential.

If a Census Bureau employee visits you, he or she will present a photo ID that includes their name, a Department of Commerce watermark, and an expiration date. He or she will have a laptop and will contact you between 9 a.m. and 9 p.m. You may also be contacted by phone.

The information from this survey helps identify needs such as affordable housing, job training, and emergency planning. Your response makes a difference! Thank you for helping your community prepare for a better future.

If you have any questions call us at 1-800-992-3530, Option 1. We are happy to help you.

Sincerely,

Julie Lam
Regional Director

Por favor complete la Encuesta sobre la Comunidad Estadounidense.

La encuesta está disponible en español.

Por internet: Vaya a respond.census.gov/acs. Haga clic en "Para completar en español, oprima aquí."

Por teléfono: Llame al 1-877-833-5625 para hablar en español con un empleado de la Oficina del Censo.

FOR OFFICE USE ONLY:

Control #:

census.gov/acs



United States[®]
Census
Bureau

U.S. Census Bureau
Los Angeles Regional Office
2300 W. Empire Avenue, Suite 300
Burbank, CA 91504

OFFICIAL BUSINESS
Penalty for Private Use \$300

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

THE AMERICAN COMMUNITY SURVEY
**YOUR RESPONSE
IS PAST DUE**

ACS-INET LAROX-ROIL-T3(10-26-2021)