

TAKING THE CENSUS ONLINE

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OVERVIEW

- What is a census?
- The Census from 3 Perspectives
 - Citizen
 - Census Taker
 - Administration
- The paper-based census
- The Online Census

WHAT IS A CENSUS

- A census is the procedure of systematically acquiring and recording information about the members of a given population. It is a regularly occurring and official count of that population
 - Source: Wikipedia

WHO CONDUCTS A CENSUS?

- Statistics Canada conducts a federal census every 5 years
- Alberta, Saskatchewan, Nunavut and Yukon all have legislation that empowers them to conduct a census
- Since 2006, Alberta is the only Province/Territory where local municipalities conducted a census
- Most Alberta municipalities conduct a census to maximize population based grant potential resulting from population growth

THE PAPER-BASED CENSUS - CITIZEN



THE PAPER-BASED CENSUS - SUMMARY

Administration

- Resource intensive
- Lacks ability to track census actual progress
- Lacks ability to monitor enumerator performance
- Many opportunities for errors to occur

Enumeration

- Requires skill to manage completion status of paper forms
- Requires skill to properly fill out paper forms
- Many opportunities for errors to occur

Residents are required to answer their door to complete the census

THE ONLINE CENSUS - DEFINITION

- A census in which dwelling responses, collected either by an enumerator or resident, are entered directly into a secure online system via a computer or other web-enabled device.
- Key to success of an Online Census
 - Keep it simple

THE ONLINE CENSUS - CITIZEN

- Citizens now have options:
 - Complete in the privacy of their own home
 - Complete it with an enumerator
 - Complete it over the phone
- Makes the census much less intrusive
- Turns the census into a citizen engagement activity
- The more online responses the fewer dwellings have to be visited by enumerators

THE ONLINE CENSUS - ENUMERATOR

- Enumerators are provided with a mobile device (i.e iPad)
- System indicates which addresses are incomplete
- Only have to visit incomplete addresses
- System controls the structure of the questions
- Minimal training is required
- No data is stored on mobile device
- Optional – web-based maps for progress and navigation

THE ONLINE CENSUS - ADMINISTRATION

- System manages core census activities
 - Manage enumerators and their access to the system
 - Generate secure access codes for each address
 - Ability to manage questions and response options
 - Ability to see dwelling responses
 - Live status reports
 - Provide quality assurance measures
 - Enable end of census reporting
 - Optional – web-based maps for monitoring progress

THE ONLINE CENSUS – ADDITIONAL BENEFITS

- 40% reduction in enumerators
- 75% reduction in administrative resources
- 99% paperless
- Ability to track LIVE status of census priceless
- Efficiencies increase with technological advancements

THE ONLINE CENSUS – SUMMARY

Administration

- Streamlines census business processes
- Reduces resource requirements
- Nearly eliminates the use of paper
- Enumerator
 - System removes administrative burden
 - System structures data collection and reduces errors
 - iPads get positive responses from residents
- Citizens
 - Convenient and Easy



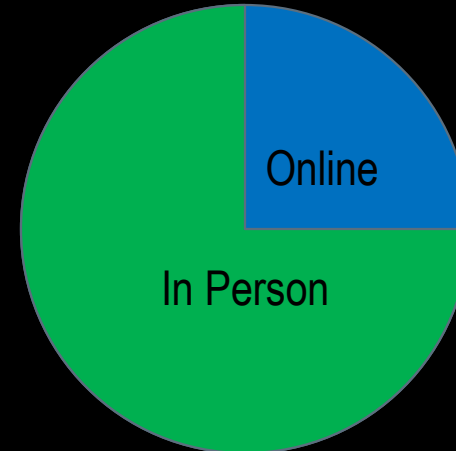
THE ONLINE CENSUS – RESULTS

Airdrie's Online Response Rates

- Year 1 – 5%
- Year 2 – 49%
- Years 3 – 6 – >50%

Our Customer's Online Response rates

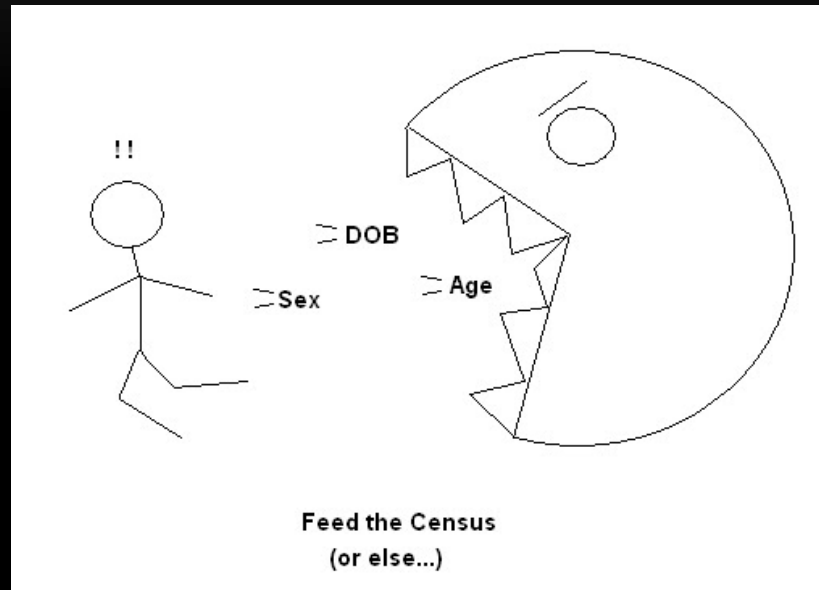
- Minimum 24%
- Maximum 39%



ONLINE CENSUS HOSTING

- The City of Airdrie has been offering the Online Census as a hosted service for the past 4 years.
- 2012
 - City of Fort Saskatchewan
 - City of Cold Lake
 - Town of Sundre
 - Town of Vegreville
 - Regional Municipality of Wood Buffalo

THANK YOU



For more information regarding this presentation or Airdrie's hosted services please contact:

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