

## Attachment A: AIES Pilot Study Phase I Respondent Contact Materials

**Document:** Recruitment email

**Timing:** November-December 2020

**Purpose:** This email will be sent to no more than 300 companies, inviting them to schedule a day and time to talk about the pilot. We find that having respondents schedule contact with the Census Bureau leads to higher participation rates and stronger rapport.

**Subject:** Action Requested: Schedule a Phone Call with the U.S. Census Bureau

Dear {CONTACT\_NAME}:

My name is Melissa Cidade, and I am a survey researcher with the U.S. Census Bureau. I am contacting you because your name is listed as the point of contact for one or more of the Census Bureau's annual surveys. I would like to schedule a **20 minute telephone call** with you to discuss the roll-out of the 2022 Annual Integrated Economic Survey (AIES) Pilot Study.

In 2018, the National Academies of Sciences documented the need to streamline data collection efforts at the Census Bureau. This report (available here: <https://www.nap.edu/catalog/25098/reengineering-the-census-bureaus-annual-economic-surveys>) outlined the redundancies, inefficiencies, and issues with the annual economic surveys, and provided recommendations for improvement. Since then, Census Bureau staff have conducted research on the best ways to integrate the annual surveys into one efficient system.

We are ready to have selected companies participate in a pilot of the survey. **Your company has been identified for participation for this year.** We would like to talk with you about what this pilot survey may entail.

To make scheduling a 20 minute phone conversations easier, you can choose the day and time in the next week that works best with your schedule by clicking the link below:

**{//SurveyLink =Schedule a Phone Call}**

You can also copy and paste this link into your browser window: \${!://SurveyURL}

Once you select a time, we will send you an email confirming your appointment and outlining next steps. Should you have any questions or concerns, please feel free to contact me via email or phone at (301) 763-8325.

Thank you for your help!

Melissa

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**Melissa A. Cidade, Ph.D.**, Survey Methodologist  
Economic Management Division, Office of the Division Chief  
U.S. Census Bureau  
301-763-8325  
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)

**Document:** Welcome email

**Timing:** January 2022

**Purpose:** This email will be sent to up to 100 companies that have agreed to participate in the pilot survey. It will provide not only information on the pilot research, but also survey access information like their passwords.

**Subject:** Welcome to the Annual Integrated Economic Survey

UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau Official Correspondence

## **2022 ANNUAL INTEGRATED ECONOMIC SURVEY PILOT**

*Check our email address – it's official if it ends in @census.gov*

<Company Name1>

<Company Name2>

Dear {CONTACT\_NAME}:

We request your participation 2022 Annual Integrated Economic Survey Pilot (AIES) Pilot. Data compiled from this survey contribute to the official statistics used to measure economic performance in the United States, and provide the nation's policymakers and business leaders like you with measures of the economy.

**Authentication Code:** {PASSWORD}

**Due Date:** May 15, 2022

1. **Access** the following website: {URL}
2. **Add** your authentication code.
3. **Report** by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete the survey.

**YOUR RESPONSE IS REQUIRED BY LAW** and will be kept strictly **CONFIDENTIAL**. Information about the authority, confidentiality, and burden of this data collection can be found below in this letter.

For assistance with completing this survey, contact placeholderemail@census.gov and a member of our research staff will contact you.

**Thank you** in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Respectfully,

Lisa Donaldson  
Chief, Economic Management Division  
U.S. Census Bureau

Office of Management and Budget Number: xxxx-xxxx  
Expires: xx/xx/20xx

**Document:** First follow-up email

**Timing:** February 2022

**Purpose:** This email will be sent to all non-responding pilot cases on this date. The purpose is to remind respondents to complete the survey. This messaging will relate to the social benefit of response.

**Subject:** Reminder: Annual Integrated Economic Survey

UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau Official Correspondence

**ANNUAL INTEGRATED ECONOMIC SURVEY PILOT**  
**Survey Reminder**

*Check our email address – it's official if it ends in @census.gov*

<Company Name1>

<Company Name2>

A few weeks ago, we emailed you an invitation to participate in the Annual Integrated Economic Survey. We would like to gently remind you that the survey is due on **May 15, 2022**. We are counting on you to complete the survey in order to produce valuable information about the nation's economy.

**{SurveyLink = Access the Survey}**

Need to learn more before you participate, have a question, or having an issue with the survey? Log in to the survey to browse FAQs and download a PDF of the survey questions. Have additional questions? Email placeholderemail@census.gov.

**Thank you** in advance for your time and participation.

Respectfully,

Lisa Donaldson  
Chief, Economic Management Division  
U.S. Census Bureau

Office of Management and Budget Number: xxxx-xxxx  
Expires: xx/xx/20xx

**Document:** Second follow-up email

**Timing:** March 2022

**Purpose:** This email will be sent to all non-responding pilot cases on this date. The purpose is to remind respondents to complete the survey. This message will emphasize the usefulness of the data.

**Subject:** Reminder: Annual Integrated Economic Survey

UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau Official Correspondence

**ANNUAL INTEGRATED ECONOMIC SURVEY PILOT**  
**Survey Reminder**

*Check our email address – it's official if it ends in @census.gov*

<Company Name1>

<Company Name2>

A few weeks ago, we emailed you an invitation to participate in the Annual Integrated Economic Survey. We would like to gently remind you that the survey is due on **May 15, 2022**. Data compiled from this survey contribute to the official statistics used to measure economic performance in the United States, and provide the nation's policymakers and business leaders like you with measures of important economic activities.

**{SurveyLink = Access the Survey}**

Need to learn more before you participate, have a question, or having an issue with the survey? Log in to the survey to browse FAQs and download a PDF of the survey questions. Have additional questions? Email placeholderemail@census.gov.

**Thank you** in advance for your time and participation.

Respectfully,

Lisa Donaldson  
Chief, Economic Management Division  
U.S. Census Bureau

Office of Management and Budget Number: xxxx-xxxx  
Expires: xx/xx/20xx

**Document:** Due date reminder email

**Timing:** April 2022

**Purpose:** This email will be sent to all non-responding pilot cases on this date. The purpose is to remind respondents about the survey completion date, and to “bump it up” on their list of things to do. This correspondence emphasizes the mandatory nature of this survey.

**Subject:** Reminder: Annual Integrated Economic Survey

UNITED STATES DEPARTMENT OF COMMERCE

U.S. Census Bureau Official Correspondence

## **ANNUAL INTEGRATED ECONOMIC SURVEY PILOT**

### **Survey Reminder**

*Check our email address – it’s official if it ends in @census.gov*

<Company Name1>

<Company Name2>

Our records indicate that you have not yet completed the Annual Integrated Economic Survey. This survey is **mandatory** and requires your immediate attention. **Your required response is due on May 15, 2022.**

**{SurveyLink = Access the Survey}**

Need to learn more before you participate, have a question, or having an issue with the survey? Log in to the survey to browse FAQs and download a PDF of the survey questions. Have additional questions? Email placeholderemail@census.gov.

**Thank you** in advance for your time and participation.

Respectfully,

Lisa Donaldson  
Chief, Economic Management Division  
U.S. Census Bureau

Office of Management and Budget Number: xxxx-xxxx  
Expires: xx/xx/20xx

**Document:** Privacy, Confidentiality, and Consent Notice

**Timing:** January, 2022

**Purpose:** This form will be hosted online and emailed to respondents between phone recruitment and the welcome email.



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
**U.S. Census Bureau**  
Washington, DC 20233-0001

## **AUTHORITY AND CONFIDENTIALITY**

This collection is authorized under Title 13 U.S. Code, Sections 131 and 182. The U.S. Census Bureau is required by Section 9 of the same law to keep your information confidential and can use your responses only to produce statistics. Your privacy is protected by the Privacy Act, Title 5 U.S. Code, Section 552a. The uses of these data are limited to those identified in the Privacy Act System of Record Notice titled "COMMERCE/CENSUS-4, Economic Survey Collection." The Census Bureau is not permitted to publicly release your responses in a way that could identify you, your business, organization, or institution. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

## **BURDEN ESTIMATE**

We estimate that completing a debriefing survey will take 10 minutes on average, a debriefing interview will take no more than 60 minutes, and an in-depth interview will take no more than 2 hours. This includes time for reviewing instructions; searching existing data sources (if necessary); gathering and maintaining the data needed (if necessary); and completing and reviewing the collection of information. You may send comments regarding this estimate or any other aspect of this survey, including suggestions for reducing the time it takes to complete this survey to [placeholderemail@census.gov](mailto:placeholderemail@census.gov).

## **CONSENT TO PARTICIPATE**

While your participation in the online survey is mandatory, additional research activities are not. Please indicate below your consent to participate in each of the following additional research activities.

	<b>Yes</b>	<b>No</b>
I give my consent to be contacted with a short online survey about completing the survey, lasting no more than 10 minutes. I understand that I can revoke consent at any time and that this debriefing survey is not mandatory.	<input type="radio"/>	<input type="radio"/>
I give my consent to be contacted to participate in a debriefing phone interview about the survey, lasting no more than 60 minutes. I understand that I may not be selected to participate in an interview, that I can revoke consent at any time, and that a debriefing interview is not mandatory.	<input type="radio"/>	<input type="radio"/>
I give my consent to be contacted to participate in an in-depth interview about gathering and preparing the data to complete the survey, lasting no more than 2 hours. I understand that this interview may happen virtually or in-person depending on federal travel guidelines and availability.	<input type="radio"/>	<input type="radio"/>

I understand that I may not be selected to participate in an interview, that I can revoke consent at any time, and that a data gathering and preparation interview is not mandatory.		
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