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We Bring Value-Added Census Data and Education to the User

**2010 State Data Center (SDC) Training Conference
October 13-15, 2010 – Suitland, MD**

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PowerPoint presentations and handouts are located on the SDC website,
<http://www.census.gov/sdc/10octmtg.html>

Wednesday, October 13, 2010

Welcome and Introductions – *Barbara Harris – Chief, Customer Liaison and Marketing Services Office (CLMSO) and Pam Schenker, SDC Steering Committee Chair*

Census Bureau Safety, and Emergency Procedures – *George Barnett, Human Resources Division (HRD)*

Swear-in Process – *Vicki Davis, Security Office (SEC)*. SDCs were sworn-in to receive Special Sworn Status.

2010 Census Update - *Arnold Jackson, Associate Director for Decennial Census* (PowerPoint presentation)

- Extent of the 2010 Census: approximately 309 million people, 134 million housing units, 235,000 Group Quarters (GQs), 39,000 jurisdictions, 9 million census blocks, 12 Regional Census Centers (RCCs), 494 Local Census Offices (LCOs), and 1.4 million temporary census positions.
- The 2010 Census data products are on schedule.
- The 2010 Census finished on schedule and under budget. The Census Bureau will return an estimated \$1.9 billion of total \$14 billion budget for the 2010 Census.
- Field operations are over.
- The Census Bureau is currently scrubbing the information that was collected to make sure it is ready for the apportionment counts.
- Research and testing for 2020 in 2012.
- Pre-enumeration activities: Local Update of Census Addresses (LUCA), address canvassing, GQ validation, early LCOs. 38 million addresses were added via LUCA.
- In the future, the hope is to do an annual address canvassing or targeted address canvassing, dependent on budget.
- Resources were directed towards populations with low participation rates in 2000. Census tracts with high concentrations of Asian, Black, and Hispanic housing units had low response rates. Resources were directed to these areas, Designated Marketing Areas (DMAs).
- Post enumeration activities included Field Verification operation, Coverage Follow-Up, data capture of forms and review of GQs. Data capture centers are closing in November. Regional Census Centers will close in December and LCOs will be closed by November 30.
- Census Coverage Measurement (CCM) will measure how well the Census Bureau did in getting the actual population count. Results will be available by September 2012.
- 2010 Census Program for Evaluations and Experiments (CPEX): measures the effectiveness and impact on data quality of the 2010 Census operations, systems, and processes. It provides an overview of the quality aspects of census operations. CPEX includes evaluations, experiments, assessments, and quality profiles.
- A question was raised regarding the Participation Rate, which it is misleading in areas that were designated as Update/Leave because there are no undeliverables in this type of enumeration area.

Update on 2010 Census Products – *Louisa Miller, Population Division (POP)* (handouts)

- The Demographic profile will come out in May 2011.
- The Summary File will be released on a flow basis in summer 2011. A DVD with user-friendly software will come out after all states' data are released.
- There will be more tables on all children.
- New summary levels: school districts and state legislative districts.
- There is no date yet on the release of the data dictionary. In 2000, the dictionary was released before the data came out.
- December 2011 – April 2012: Summary File 2 (SF2) will go out on a flow basis. For particular demographic groups there has to be a 7,000 national population threshold for that group to be included in SF2.
- New summary levels: Zip Code Tabulation Areas (ZCTAs), state legislative districts, Congressional districts for SF2.

- PUMS 10% sample only, released December 2012- March 2013 on a flow basis.
- Special products for release in May 2011: Advanced GQ product available via FTP only. Table 42 of Summary File 1 (SF1) and 7 major GQ types down to the block level. Will only be downloaded on American FactFinder (AFF). Same sex households by presence of own children, November 2011.
- Decennial comparison profiles will not be produced.

SF1 profile – *Jane Traynham, SDC Steering Committee* (PowerPoint presentation and handout)

- In 2000, the SDCs created SF1 profiles for decennial census data. During the summer, a survey was sent to SDC Leads to see if a standard profile should be developed. The survey responses indicated that a SF1 profile should be created for 2010 data.
- Steering Committee members have been working on a plan to create SF1 profiles for 2010 Census data and are looking for volunteers to help with the effort. Jane Traynham and Julie Hoang have been spearheading this project.
- Julie compared the SF1 profile for 2000 to the 2010 Census SF1 and created a 9-page profile. A handout of this profile was provided.
- Excel seems to be the most popular choice for generating profiles.
- Census 2000: 49 profiles could be generated. A full set of Census 2000 SF1 profiles are available on the SDC Clearinghouse website.
- In 2000, other states created a website where interactive profiles could be downloaded.
- The 2010 SF1 profile could be potentially 50 pages, depends on diversity of state.
- Help is needed to review the template and begin programming layouts in SAS and SPSS.
- Testing a data set is also something that needs to be discussed.

Redistricting Data Program Update – *Cathy McCully, Chief, Redistricting Data Office* (PowerPoint presentation)

- SDCs are official recipients of the Redistricting data, so SDCs need to make sure delivery addresses are correct.
- American Community Survey (ACS) 5-year data will contain demographics for current state and Congressional districts. Block group data will be released on FTP site only after 5-year release. This will be the first time new data will be available for these districts since they have been drawn.
- Early 2011 Citizenship by Voting Age by Population (CVAP) is a special tabulation that was requested by the Department of Justice (DOJ). This same tabulation was done in 2000. Currently, this will only come out once, but that could change. The release will probably occur in early 2011.
- For the Redistricting data, there will be 5 mail-outs. Tiger/Line and geographic files will be going out in November on a state-to-state flow basis on DVD. School district maps will be a new product.
- The P.L. 94-171 file will going out beginning in early February 2011 on a state-to-state flow basis. This will be the third shipment. Data must be delivered to the states by March 31, 2011. Louisiana, Mississippi, Virginia, and New Jersey data will go out first because they have off-year elections.
- Block assignment files are new for 2010: Congressional, state legislative, voting, and school districts.
- Data delivery: Currently, the Redistricting Office is collecting home and district addresses for delivery to official recipients including governors and legislative leaders.
- Notification of Redistricting data delivery will be sent to federally recognized tribes.
- Shipments will occur Monday-Thursday. After delivery confirmation from all state recipients, data will be released on AFF. FTP will be released shortly after.
- The Redistricting Office will call SDCs to say that the data is coming. The Redistricting Office is also working with the Public Information Office (PIO) on a press release.
- The Advanced GQ file will be released May 2011. This data will also help with Redistricting and the Count Question Resolution (CQR) program.
- NAACP handbook on Redistricting is a helpful product.
- The Redistricting Office is working with DOJ on using 5-year estimates from the 2005-2009 ACS for the Voting Rights Act (VRA).

- Phase 4 of Redistricting – States submit post-2010 Census Redistricting plans in 2012-2013. There will be a tabulation of 2010 Census data for the new districts, which will be released via DVD and AFF.
- Phase 5 - Evaluation and recommendations for the 2020 Census.

Afternoon: Steering Committee members met with their respective Tree States and conducted a focus group session and states also participated in hands-on training for the new AFF. Participants received a training manual for the new AFF.

Thursday, October 14, 2010

Remarks from the Census Bureau Director - Dr. Robert Groves

- There have been declining responses to surveys over the decade and this has been an issue worldwide.
- In today's world, people want data immediately and it seems as though for some people having a bad number in quick time is sometimes perceived as better than obtaining an accurate number that takes a little longer to get.
- There is competition for the information that the Census Bureau produces.
- In regards to sampling, there is a reluctance of people who fall into the sample to give accurate information.
- Technological advances offer promises of more efficient measurement.
- Research designs are changing which offer more chances to obtain better data. It is a period of relative rapid innovation.
- There is a perception that the Census Bureau is irrelevant by people who use data because people could potentially go elsewhere for the data.
- The Census Bureau has implemented a new program that seeks innovative ideas from Census Bureau staff. Staff suggest ideas that would help the Census Bureau save money.
- Employees sent proposals directly to Dr. Groves and Tom Mesenbourg. They received 675 proposals, 400 came from Field interviewers. Several proposals have already been funded.
- Every budget at the Census Bureau will be cut 1% every year without a change in output. Cost efficiencies are a part of innovation.
- There has been an issue at the Census Bureau of Directorates being isolated; each group is in its own silo. Directorates have acted as their own entity, that they do not need the larger organization. This needs to change because it weakens the entire organization.
- A variety of anti-silo measures have been implemented: (3 measures) moving executives around, institute corporate hiring process, and IT integration. In the past, entry level people were hired by one unit and do not get a sense of the full organization. To move up, Census Bureau staff will have to move around to different units. Currently, 70% of Census Bureau staff have worked in the same directorate for their whole career. Now, when a person is seeking a position with the Census Bureau, they will be interviewed by a board that is cross-directorate, they will be interviewed by multiple divisions. This sends a very clear and written message to Census Bureau staff that they have to move around, cannot just stay for a long period of time to get their boss' job.
- The Australian Bureau of Statistics implemented these same measures in the 1980s, which transformed it into a successful organization.
- Three structural changes are going to occur at the Census Bureau: 1) Reestablishment of Research Directorate. The Census Bureau should be at the forefront of research. A Research Directorate that creates solutions to problems and works to implement these solutions. The Center for Economic Studies moved to the Research Directorate from Economic Directorate and moved Administration Records to Research Directorate. There are three new research centers: Research Design, Measurement, Center for Disclosure Issues, and Risk Management Office. There is a new Directorate for the 2020 Census. Why? IT integration: Server use: (a silo issue), each directorate has their own server, which creates a lot of redundancy and duplicate files. Massive IT group in directorate. Cost estimates have been heavily criticized, the Decennial greatly overrun or under-run. A fixed cost scheme for 2020 planning, the Research Directorate should be used for this.

- The Census Bureau is under intense pressure to reduce the cost of the 2020 Census. The Census Bureau is going to respond to this pressure by how they plan for the 2020 Census. They will exploit ACS, use ACS as test vehicle for production software. The ACS Office (ACSO) will go into the 2020 Census Directorate.
- The Census Bureau needs the help of the SDCs because in December there will be three major data releases. The first will be the Demographic Analysis (DA) estimates, which is the first time DA will be released before the decennial census data. The reason for this is because the information will be ready before the decennial data. The next data release will be the 5-year ACS estimates. SDCs can work to help people understand the difference between these different data sets. Finally, the 2010 Census state population totals will be released. One helpful difference about these different data is that DA and the decennial are about 2010, ACS is not. Time, geographical detail, and richness of data distinguish the three data sets. This situation has never occurred before.
- Questions: It is important that SDCs regain their embargo status. State contacts should also be listed on press releases.
- There will be an internet option for the 2020 Census; the Census Bureau is testing an internet short-form.
- Administrative Records could help reduce the cost of the decennial census. (For 2010, there were 600,000 enumerators, which cost \$1 billion per day). These records would be used as a supplementary tool. It needs to be determined how good they are and if it is legal to use them. Is the use of Administrative Records in the definitional framework of an actual enumeration? Use Administrative Records when they make logical sense. There are varying public perceptions in the use of Administrative Records. One reaction is that the Census Bureau should be more efficient in using the records they already have. And, on the other end of the spectrum, the public does not want their personal records used, want the Federal government to stay out of their business. Congress should give guidance on how these issues should be addressed. What does this mean? The FY 2011 budget has a proposal to create an infrastructure for the use of Administrative Records.
- The Census Bureau is facing a credibility issue and have thought about ways in which to address this by engaging external partners to reduce anxiety about quality data. There is pressure to get data out in timely manner, but is it quality data? Trust in government is also a concern as well as the quantitative literacy of society. Census in the Schools could help to build a literate society.

ACS Update – *Sharon Stern, ACSO* (A binder with ACS information was provided to meeting participants).

- An ACS release schedule is on the internet site: 2009 1-year PUMS in November 2010. Field of Bachelor's degree is new topic for the 2009 ACS. The 2009 weighting methodology included sub-county controls. For 2008, the health insurance topic was introduced on the questionnaire. Errata have been released on the internet. The 2009 data incorporates all corrections to procedures.
- There is a new ACS website e-tutorial. ACSO is currently developing an ACS table look-up, where a person can find a comparable table for Census 2000 or reverse.

Sub-county population controls - *Freddie Navarro, Decennial Statistical Studies Division (DSSD)*

- Looked at differences in ACS estimates and population estimates for population and housing units for places and controls. Estimates differed by 5% or more. For larger places, the ACS estimate on population tended to be lower.
- Findings: using housing unit and population controls is best.
- Differences in ACS with and without using county population controls were not that significant.
- Sub-county controls were used in weighting for the first time in 2009, will also be used for 5-year and 3-year estimates.

ACS Errata

- Errata were issued for the 2008 ACS data due to data processing errors, Errata numbers 56-61 errata notes.
- The processing errors included an overestimate of the Vietnamese population and people who reported Samoan were computed as "Don't know."

- Corrected data is being used in multi-year data, but the Census Bureau cannot fully correct the Asian data. Data for Vietnamese population is affected by two errors. Vietnamese in combo or alone were also affected.

ACS Questions:

- There is a concern about the ACS estimates when there are major revisions to the population estimates. This was seen in areas such as Denver, CO and Omaha, NE. ACS answer: The distribution of characteristics typically will not be that different when the population estimates have been revised.
- Data review: Look at characteristic data from year-to-year. Sub-county controls might have a big change from one-year to another at the place level, but didn't find anything. Not anything to suggest big changes in characteristic distributions.
- There is a concern about the responses amongst immigrant populations.
- Will Island Areas receive the ACS questionnaire? Right now, the Island Areas receive long-form questionnaire and not ACS.

ACS Sample Stratification (copies of memos)

- The ACS sample design used the size of geographic areas based on the estimates of occupied housing units.
- A recommendation was made by the National Academies of Science Committee on National Statistics that the Census Bureau should identify ways to increase the precision of ACS estimates for small areas by reallocation of sample and an overall increase in sample size.
- To ensure that ACS estimates have the desired level of reliability, areas with smaller populations must be sampled at higher rates relative to those areas with larger populations.
- Previously, 7 sampling strata were used. Every block in the country and Puerto Rico are assigned to one of these strata.
- ACSO used a 10% person poverty rate estimate as a benchmark for estimates.
- Implemented a new sample stratification using 16 sampling strata. The larger areas have sampling rates that are lower than the current sampling rate, which will result in small area estimates with equal reliability to larger areas.
- A request was made to increase the ACS sample size in the FY 2011 budget, but the FY 2011 budget has not been passed yet, so ACSO will maintain the current sample size for the first few months of 2011.
- Rate for the smallest governmental units is fixed at 15%, next largest 10%, and then 7%. Trying to increase the reliability of estimates for these smallest government units.
- Also looked at increasing the reliability of estimates without changing sample. There will be a 100% Computer Assisted Personal Interview (CAPI) follow-up of these small areas due to the un-mailability of questionnaires, such as in remote Alaska.
- This new sample stratification will be implemented in the 2011 ACS sample.

ACS Methods Panel – *Tony Tersine, DSSD*

- An Ongoing research program that serves as a vehicle for testing changes to ACS data collection methods and content, but it is not an ongoing panel.
- Discussed six tests: two are completed, two are in the Field, and two are in the planning stages.
- The 2009 additional mailing test was used to determine whether we can increase ACS mail response by sending an additional mailing to mail non-respondents for whom we do not have a telephone number (cannot be included in the Computer Assisted Telephone Interviewing, CATI, operation). Two types of mailing were tested: a postcard and another questionnaire. Will implement the postcard in January 2011.
- The 2009 multi-lingual brochure test was used to determine if we can assist non-English speaking households in responding to the ACS during the mail data collection phase by mailing a brochure in

5 languages. Will add a sixth language to the brochure and start using the brochure in ACS production mailing in early 2011.

- Current field tests: 2010 messaging - a new letter and envelopes to distinguish ACS from the 2010 Census. The 2010 ACS content test – test new and revised questions such as computer ownership and internet usage, parent place-of-birth, veterans, food stamps, and public assistance.
- Planning tests- ACS internet response mode and ACS content re-interview study.

ACS Group Quarters Small Area Estimation – Michael Beaghan, DSSD (PowerPoint presentation)

- The ACS GQ sample is designed to produce state level estimates of the GQ population. There are 27 specific types of GQs in the ACS, which are grouped into 7 major categories. A consequence of the GQ sample is the lack of representation for small areas and an over representation in others.
- The solution to this is to impute GQ person records to not-in sample GQs.
- The goal is to have the evaluations completed this fall and implement for the 2006-2010, 2008-2010, and 2010 ACS estimates.
- What has been accomplished with this new GQ estimation? New estimation detail: large and small strata. For the larger stratum, GQ population 16 or more, small 15 or less.
- Which GQs to impute? – all large stratum, not-in sample GQs, select small stratum GQs to provide tract by major GQ type representation for 5-year estimates.
- How many GQ person records are being imputed to each GQ? Large stratum 2.5% of GQs expected population. Small stratum, expected population divided by 5 if selected to give tract by major GQ types representation for the 5-year estimates and expected population if selected to give county by major GQ types representation for 2010 estimates.
- Rules for selecting donors: 1) Period estimates – choose donors from same year that are imputed and 2) Expanding search – select donors by geography and GQ type.
- Evaluations based on simulations with Census 2000 data.
- In late 2010 will conduct the imputation and in winter 2010-2011 census experts will review the ACS GQ data with the imputations.
- Questions: Will there be any imputation for ACS GQs for population deployed overseas? No.

Rural Statistical Areas (RSAs) – Nancy Torrieri, ACSO

- Several years ago the Census Bureau created a Joint Project Agreement (JPA) with the SDCs to explore usability of ACS data for rural areas.
- For the third year of the RSA project, an issue was found with the JPA.
- The Census Bureau has been working to develop a new Joint Agreement that will be sent out to participating states.
- For the third year of the project, a report of 3 pages is required and also thematic maps.
- March 31, 2011 is the due date for report.
- ACSO will be e-mailing or posting examples of previously submitted reports that they believe meet the requirements for the JPA. More information will be available by early February. It is important that each state that participates in the project and accepts a special tabulation of data for their state provide that report to the Census Bureau.

Incorporating a Statistical Calculator into AFF or Data Ferrett for ACS - Doug Hillmer, Independent Consultant (PowerPoint presentation)

- An embedded web based statistical calculator could help data users assess the quality of the estimates and derive statistical information from the estimates. The tool could relieve the data user of the computation burden.
- The New York SDC created a spreadsheet calculator for ACS Margin of Errors (MOEs).
- With the proposed web-based statistical calculator, users will be able to create new estimates geography and can check if areas should be combined, like tracts.
- The web based application can help prevent a user from doing something they shouldn't.
- Source of numerator and denominator.

- Table shells
- Options for MOE, 90%, 99%.
- There is a capability like this in Data Ferrett.
- Next steps: Comments on draft paper by November 7, 2010. On November 30, 2010 will hand over final document to the Census Bureau. It will probably be a year before something like this can be put into AFF.
- Application could also be utilized for other sample surveys. ACS has put a tool like this at the forefront.

Geography Programs Update – *Tim Trainor, Chief, Geography Division (GEO)* (PowerPoint presentation and handout)

- In preparation for the 2010 Census, to validate address list, the Census Bureau conducted operations for address canvassing and GQ Validation.
- Master Address File (MAF) results are still being processed and different studies on the MAF will be conducted.
- Sources for address updates: LUCA, United States Postal Service (USPS) Delivery Sequence File, and field updates from censuses and surveys.
- For FY 2011 and forward, the Census Bureau will be looking for additional sources from government partners and commercial groups.
- Geographic Support System (GSS) Initiative – is an initiative before Congress that asks for an increase in funding to improve addresses in the MAF.
- GSS is a response to recommendations to update and maintain address lists with a focus on rural areas, GQs, and Puerto Rico. It is a program for improved address coverage and quality assessment.
- The major players are federal, state, local, and tribal governments.
- There will be a shift from complete address canvassing to a targeted one. This depends on establishing an acceptable address list for each level of government. Acceptable will be defined by partnership collaboration between the Census Bureau and government partners.
- MAF challenges – there is not a national address system, lack of addressing standards, delivery updates are limited (USPS, LUCA, census field operations), constraints in working with partners (need close collaboration with USPS, tribal governments, Title 13 issues), not all addresses are in USPS file, and not all address in USPS file can be geocoded.
- Quality improvements – address and spatial data, IT processes, geographic products.
- Boundary improvements – continue to develop state and county level partnerships.
- By 2015, the Census Bureau needs to decide if a targeted address canvassing can be done for the 2020 Census.
- Ongoing work through contracting research and development – outside experts.
- Success will be determined by partnerships and working relationships.
- Questions: Do other census surveys use MAF? Can't say which ones do. Is Geography working collaboratively with U.S. Geological Survey (USGS)?

Post 2010 Geographic areas – *Mike Ratcliffe, GEO* (PowerPoint presentation)

- There will be standard Public Use Microdata Areas (PUMAs), Place-of-Work PUMAs, and Migration PUMAs.
- PUMAs proposed criteria – state based, a minimum population of 100,000 or more, counties and standard census tracts will be used as building blocks, and must be contiguous. Incorporated places will not be used as building blocks.
- Minimum population threshold must be maintained throughout the decade.
- PUMA draft schedule - November 2010: draft of criteria, August 2011: materials sent to SDCs for Delineation, Fall 2011: hands-on training using MAF/Tiger Partnership Software (MTPS), January 3, 2012: return deadline for submissions.
- ZCTAs will be 5 digits only, census blocks will be building blocks, defined for areas with residential zip codes. ZCTAs will not cover nation in entirety.

- ZCTA Delineation schedule: November 2010 – March 2011: Delineation and April 2011: ZCTA/Tiger/Line Shapefiles.
- Urban and rural classification: There are two types of urban areas – 1) Urbanized areas of 50,000 or more people and 2) Urban clusters of at least 2,500 and less than 50,000 people.
- There is a table in PowerPoint presentation of the proposed Urban Areas criteria differences between 2000 and 2010.
- Urban Areas criteria: In the first quarter of 2011 final criteria published in the Federal Register, March – December 2011: Delineation, and spring 2012: Federal Register listing Urban Areas and Urban/Rural Tiger/Line Shapefiles.
- Other geographies will include Traffic Analysis Zones. The primary participants in this delineation are Metropolitan Planning Organizations (MPOs) and State Departments of Transportation (DOTs).
- Question: What about developing names for PUMAs? This is a good suggestion and GEO will look into it.

Modernization and Reengineering of the Census of Governments – Lisa Blumerman, Governments Division (PowerPoint presentation and handouts)

- The Governments Division's purpose is to provide socio-economic statistics about governments.
- Response to the survey is voluntary and there are no confidentiality restrictions.
- The importance of data: it tells a story of fiscal welfare of federal, state, and local governments. It is the only source of uniform statistics on government and the data helps policy makers with decisions.
- Census of Governments is conducted every 5 years.
- Modernization and reengineering of the Census of Governments: 2007 report issued by the Committee on National Statistics (CNStat) provided 21 suggestions. The Governments Division is working towards addressing these recommendations for the 2012 Census of Governments.
- Summary of recommendations: data quality, relevance, and utility; dissemination; and timeliness.
- Data quality, relevance, and utility recommendation: get feedback from users.
- Dissemination: facilitate wider dissemination of products by issuing press releases, add value to existing data by providing simple derived measures, and provide users with tools and documentation. Created an Outreach and Education Branch to support this recommendation.
- The Census of Governments website has been completely redesigned. There is a build-a-table component for accessing data on government employment.
- Timeliness: research benefits/costs of adopting earlier release procedures (releasing preliminary estimates or estimates as they are compiled). The release of quarterly retirement and state finance data has been moved up.
- Research program that was established in 2008 is new. Projects include sample design, dashboards, small area estimation, non-response bias studies, a Governments Division Report Series, and training and development of staff through conference attendance, seminars, and courses.
- Data user workshops, two per year planned for 2011, one focused on a technical topic and the other focused on product development.
- Next steps: continued involvement in user community, continuation of Quality Improvement Program.
- How can Governments Division and SDCs work together? Reengage in partnership efforts, increase state and local government response rates.
- Working to have the 2012 Census of Governments products released on AFF.
- Question: Is there Census of Governments data for Minor Civil Divisions (MCDs). No, data is at the place level, but not MCD.

Remarks from the Associate Director for Communications - Steve Jost, (PowerPoint presentation)

- In the coming months, there will be several releases of census data, ACS, DA, and decennial.
- There are new challenges for the Census Bureau. The demographics of the U.S. are changing and how people get information is changing, i.e. the internet.
- New research initiatives for in-depth research on the decennial census.

- The Census Bureau is preparing for the future. There is a lot that is done for the decennial, but what about the other 9 years? There needs to be an effort in expanding trust in the Census Bureau, re-thinking a data user, making data more accessible, leading innovation on data animation, visualization, and integration, and exploiting new communication mediums such as social media.
- Make the Census Bureau the first destination for getting information about the nation.
- The Census Bureau is close to enacting a new embargo status for the SDCs.
- There is a plan for future webinars.
- The Census Bureau needs to invest more in the SDC, CIC, and Federal-State Cooperative for Population Estimates (FSCPE) programs.

Partnerships with the U.S. Census Bureau

Boundary and Annexation Survey (BAS) – Jamie Rosenson, GEO (handouts)

- BAS is important to local officials and also ACS collection activities and data tabulation, Economic Census.
- Local governments have several different methods of response to BAS. The Census Bureau also hosts BAS workshops. A handout with dates and locations was provided.
- BAS delivers new annexation information to ACS.
- BAS certification was recently completed by the states. A list of certifying officials by state was provided.

Building Permits – Salenna Nickerson, Manufacturing and Construction Division (MCD) (handouts)

- The Building Permits Survey (BPS) is a voluntary survey.
- MCD sends files to SDCs to help with follow-up and update contact information. Files include both monthly and annual reporters.
- There was a low participation of SDCs last year for the BPS follow-up.
- One of the handouts included a schedule of follow-up activities for the SDCs. The first phase of BPS follow-up is to update contact information and the deadline for providing this information to the Census Bureau is November 30, 2010.

Local Employment Dynamics (LED) Update – Len Preston, NJ SDC (PowerPoint presentation) and Colleen Flannery, CLMSO (PowerPoint presentation)

- Some examples of uses of LED data: Nebraska – taxing commuters, Oklahoma – report on economy to state legislature, and New Jersey produces county fact books and workforce studies.
- The LED program continues to grow – OntheMap for Emergency Management, Data Visualization, race and ethnicity and educational attainment for OntheMap.
- New version of OntheMap (version 5) will be released in December. It will include eight years of data, additional states, race and ethnicity, and educational attainment.
- Training presentations are on LED website under Library link.
- LED data as surrogate for daytime population.
- Data Visualization: Government initiative.
- LED wants to raise product visibility and usability through training. In the past, LED has been about jobs data, but now the data is being used for economic development, transportation, emergency management, education, and Congressional districts.
- Potential uses for OntheMap for disasters: Gulf Oil Spill, floods, hurricanes.
- OntheMap for Emergency Management for Hurricanes is first product and hopefully there will be others. SDCs can look at this application and provide feedback. Using OntheMap for disasters like tornadoes may be problematic because they do not act the same way as a hurricane because there is not advanced notice on tornadoes.
- Planning for OntheMap, version 6 will begin in November 2010

Friday, October 15, 2010

2020 Census Planning – *Dan Weinberg, Assistant Director for ACS and Decennial Census* (PowerPoint presentation)

- The Census Bureau started the planning process for the 2020 Census two years ago.
- There is a real need to keep costs down for the next decennial. Potential solutions include expanding the number of self-response options and continuously updating the MAF, and reducing non-response through the use of Administrative Records. The Census Bureau needs to research all these avenues to see if they are feasible.
- The Census Bureau is also looking to change its approach to budgeting. Need to pay attention to management activities, connecting to budget and schedule.
- Eight investment areas and five main research tracks. The purpose of research is to determine how much change is possible. Major decisions on the design are required by 2015 to avoid problems that have occurred in the past. Investment is required early on to reduce costs as the decade progresses.
- Research for self-response modes: What technology will be available in 2020? It is difficult to tie e-mail to physical addresses, language services and technology, concern for privacy and confidentiality.
- There are three overriding problems with Administrative Records: technical (how good are they), legal (can we use them), and perception (how does the public feel about us using them).
- What role can SDCs have in planning for 2020? Give critical feedback. Feedback should be collected by the Steering Committee and put into a document.
- Surveys are being planned to give to partners for feedback on the 2010 Census, but I do not know exactly who will receive the survey, that is, if the SDCs are included.
- Methods of feedback: go to the Steering Committee, Steering Committee goes to CLMSO, and CLMSO sends the information to the Decennial Management Division.

Equal Employment Opportunity (EEO) Special Tabulation – *Jennifer Cheeseman Day, Housing and Household Economic Statistics (HHES)* (PowerPoint presentation)

- This is a special tabulation of the civilian labor force age 16 years and older, occupation by sex by race and ethnicity, and other characteristics for detailed geography. Used by federal agencies in enforcing civil rights laws and organizations for development and updates of affirmative action plans.
- There have been 50 years of EEO tabulations.
- The EEO tabulation will be based on ACS 2006-2010 5-year file and will include MOEs, 2010 population base, 2010 Standard Occupational Classification (SOC) categories, and citizenship (new variable). All tables will have occupation, sex, race/ethnicity, and citizenship.
- There will be three geographic types: residence, place-of-work, and work flow.
- Geographic levels: U.S., all states, and Core Based Statistical Areas (CBSAs) of 50,000 or more.
- Tabulation will be available in fall 2012 and tables will be on AFF.
- How often will EEO tabulations be updated? Don't know yet if it will be every 5 or 10 years.
- Thresholds for more detailed occupation sets? Still in planning stages, things still have to go through the Disclosure Review Board (DRB).

Commuting and Migration Products – *Brian McKenzie, HHES* (PowerPoint presentation)

- 3-year Census Transportation Planning Products (CTPP): coming out, based on 2006-2008 ACS. Previously, data was based on decennial. The data is tailored to the data needs of transportation planners.
- Accessing CTPP data: it is online and free, but have to register. Online tutorials are available. Search tables by keyword, click on map for geography.
- Commuting products: flow data 5-year ACS, 2006-2010.
- Migration flow: ACS state-to-state flow tables have been published since 2005, no characteristics are included. State-to-state migration tables that are available: 2008 and 2006-2008.

- The 2005-2009 ACS 5-year migration tables will be first time data for all counties has been published.
- Possible future 5-year products may include county-to-county migration flows by limited characteristics. May also produce, place-to-place, MCD-to-MCD.

SDC Business Meeting

- Items that the Steering Committee has been working on over the past year include reinstatement of embargo status, SDC calendar, and Stat USA subscription,
- SDC evaluation of the 2010 Census: Focus groups were held during the annual meeting to gather information and the Steering Committee will follow-up with a survey to SDCs regarding Census 2010 activities. This information will be compiled into a report.
- Ideas for how to improve the SDC Clearinghouse website: Restructure navigation, calendar on website with product release dates. For the Census Bureau it is sometimes difficult to put information on a calendar because release dates go through a formal process. A simple calendar without exact dates would be helpful. One thing that could make the Clearinghouse website more useful is to make things easier to find. Tip sheets that come from the Census Bureau could help provide general dates on product releases. Overlapping timeline.
- December 8, 2010: SDC webinar for 5-year ACS data.
- The Statistical Calculator for AFF has the full support of the SDCs. The Steering Committee will draft a letter in support of this project. And, the Steering Committee has shared the Statistical Calculator information with FSCPEs and CICs. An informational webinar will be conducted later today about the Statistical Calculator and information from that webinar will be available online.
- What about future webinars for the SDC network? Should the Steering Committee work on scheduling webinars on a quarterly basis? Potential webinar topics: Messaging and the media, LED.
- PIO is working on 5-year ACS talking points.
- Timing of the mid-year meeting could be problematic due to the release of the P.L. files.
- For the next fall meeting PUMA training and Delineation will be a big part of it. The location of the meeting could be different because a computer lab is needed for all participants to participate in PUMA Delineation.
- Bound copies of the SDC annual report are being sent to all Governors, Governor's Liaisons, and SDC affiliates.
- Steering Committee members would like to see a stronger relationship between the Association of Public Data Users (APDU) and SDCs.
- Minnesota has initiated an effort to have more detailed race categories on the census form and also to include a question about usual address, which helps the snowbird effort. Petitioning the Office of Management and Budget (OMB) on race categories.
- North Carolina: Issues with counting the deployed population. The use Administrative Records could help this endeavor. Looking towards having this implemented in the 2020 Census and ACS.
- SDCs could help with communicating to the public and data users about ACS. Sometimes SDCs can put a unique spin on the talking points.
- Should there be a subcommittee to evaluate presentations that should be posted on the Clearinghouse website?
- The Pennsylvania SDC (PASDC) has conducted a lot of training and workshops, SDCs should contact them if there are questions about how to conduct training, would be willing to help. PASDC does in-depth training on ACS.
- There are on-going talks with Census Bureau and federal agencies about how ACS data is going to be used. Housing and Urban Development (HUD) is one of the federal agencies that is far along in the process of how to use ACS data for their programs.
- Form a subcommittee how data is used or affected in State Legislature.
- Past annual meeting presentations are on Census Bureau's SDC website.

Appendix – Additional questions from meeting

Question 1: Is there a master list of census liaison relations with states?

RESPONSE:

There is no master list maintained at the Census Bureau. The various programs and their respective program offices/divisions are:

1. State Data Center Program: Customer Liaison and Marketing Services Office (CLMSO)
<http://www.census.gov/sdc/network.html>
2. Governors' Liaison Program: Customer Liaison and Marketing Services Office (CLMSO)
<http://www.census.gov/sdc/governors.html>
3. Federal-State Cooperative for Population Estimates: Population Division (POP)
<http://www.census.gov/population/www/coop/fscpe.html>
4. Federal-State Cooperative for Population Projections: Population Division (POP)
<http://www.census.gov/population/www/fscpp/fscpp.html>
5. Redistricting Data Program: Redistricting Data Office
http://www.census.gov/rdo/program_phases/
6. Local Update of Census Addresses (LUCA) Program: Geography Division (GEO)
<http://www.census.gov/geo/www/luca2010/luca.html>
7. Boundary and Annexation Survey (BAS) Program: Geography Division (GEO)
<http://www.census.gov/geo/www/bas/bashome.html>
8. Tribal Program: Geography Division (GEO)
<http://www.census.gov/geo/www/tsap2010/tsap2010.html>

Question 2: Why are addresses which need not be tied to nor include personally identifiable information covered under Title 13? They represent an important resource for state and local governmental (think 911).

RESPONSE:

The Census Act (Title 13 of the United States Code) requires the Census Bureau to protect the confidentiality of the information that it collects pursuant to its authority. Title 13, United States Code, Section 8 (b) provides that the Secretary may only release “copies of tabulations and other statistical materials which do not disclose the information reported by or on behalf of, any particular respondent.” Under Section 9(a), no officer or employee of the Commerce Department may (1) use the information furnished under the provisions of Title 13 for any purpose other than the statistical purpose for which it is supplied; (2) make any publication whereby the data furnished by any particular establishment or individual can be identified; or (3) permit anyone other than the sworn officers and employees of the Commerce Department (or its bureaus or agencies) to examine the individual reports.

Confidentiality of address information collected for the Census Bureau has been legally challenged in the past, and the confidentiality of address information has been upheld. In the leading case addressing the Census Act’s confidentiality provisions, *Baldridge v. Shapiro*, the U.S. Supreme Court held that the Census Act protected the confidentiality of census information “by prohibiting the disclosure of raw census data reported by or on behalf of individuals.” This same case held that addresses were raw census data reported by or on behalf of individuals. This holding resulted from a suit filed by municipalities attempting to obtain address information under a Freedom of Information Act (FOIA) request and the Rules of Civil Procedure. The municipalities’ access to Census’ address lists was denied under both the FOIA and discovery requests.

In other words, the information is exempted from disclosure under FOIA and cannot be given as part of the discovery process during court proceedings, even if relevant to the proceedings and essential to the other party's claim. This holding shows that the Court determined that Title 13 specifically calls for nondisclosure of Census data, including address data. The Court did note that Congress could provide exceptions to this shield of confidentiality. Congress crafted a specific, limited exception to the Census Act's confidentiality protections in Section 16 of Title 13. This section states that addresses shared with census liaisons may not be used for any purpose other than developing a national address list, which is used for censuses and surveys. This section also specifically states that Census Bureau liaisons may have access to census address information only for the purpose of verifying the accuracy of the address information for censuses and survey purposes. Therefore, no other purpose is authorized or permitted by this Section. Additionally, census liaisons are subject to the penalties for unauthorized disclosure set forth in Title 13, U.S.C., Section 214.