

## **Kristen Rohanna (CA)**

Kristen Rohanna is a Senior Research Analyst and manager of the San Diego Census Data Center at the San Diego Association of Governments (SANDAG), a coordinating agency of the California State Data Center. Since joining SANDAG in 2003, she has been a part of the State Data Center network and works directly with local planners, population and transportation modelers, and the public to meet their data needs. Currently, she is the co-chair of the Transportation Research Board (TRB) Census Subcommittee of the Urban Data Committee. She is a University of Pittsburgh graduate and received her master's degree from University California Irvine in Demographic and Social Analysis.

### ***1. What do you think the primary role of the Steering Committee is or should be?***

The Steering Committee is the voice for the SDC program and its members. While those involved in the SDC program act as liaisons between their data communities and the Census Bureau by educating data users and helping the Census Bureau with planning activities, the Steering Committee represents those serving as liaisons. Their role is to inform the Census Bureau about the challenges and concerns that SDC members, and ultimately, data users face, in order to create better census data products.

### ***2. What would your primary goal(s) be as a member?***

In addition to serving as a voice for all SDC concerns, I would like to bring the local data user perspective to the committee. SANDAG is a Metropolitan Planning Agency (MPO) and uses census data for local regional planning, including population and transportation modeling. We also work with San Diego County and its cities to make sure they have the census data they need, as well as responding to public requests. This gives me the perspective of the data user "on the ground" and my goal would be to represent their concerns.

### ***3. What is your vision for the SDC network for 2015 and beyond?***

My vision is for the SDC network to continue on the path it is on. The network has done a wonderful job helping the Census Bureau create useful data products and educating the end data user, as well other SDC network members. The consistent stream of communication regarding the most recent census news or data has been invaluable. As data products continue to get more complicated (ACS and LEHD for example), it will become more and more difficult for data users to apply and interpret data correctly. The SDC network will need to continue communicating with one another and to find the most effective ways to educate end users.

### ***4. What do you think the SDC network can do to add value to Census data?***

I think the SDC network needs to continue communicating with those applying the data; and in turn, continue representing their needs to the Census Bureau. I believe the Census Bureau wants to create the most useful products. While change may not come quickly, I have noticed positive changes over the years – for example – changes to the ACS American FactFinder products and the recent switch to ACS controlling to subcounty estimates. By continuing to voice data concerns, along with a willingness of the Census Bureau to listen, I believe products will continue to improve.