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STATE DATA CENTER
STEERING COMMITTEE**

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*Representing a Network of 1,800
SDC/BIDC Data Centers and Affiliates Nationwide*

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

**State Data Center (SDC) Steering Committee Meeting
June 15-17, 2011 – Suitland, MD**

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Wednesday, June 15, 2011

Welcome, Introductions, and Safety/Emergency Procedures – Kendall Johnson – Chief, Customer Liaison and Marketing Services Office (CLMSO) and Enrique Lamas, Chief, Population Division (POP)

Opening Remarks from the Steering Committee Chairs – Angelo Falcon, Census Information Center (CIC), Linda Gage, Federal-State Cooperative for Population Estimates (FSCPE), and Pam Schenker (SDC)

- CIC Steering Committee is working on reorganizing, data mapping, using meetings more for planning purposes and not presentations, and are also working on race and Hispanic questions for the 2020 Census.
- FSCPE Steering Committee is evaluating estimates, how they have been done over the decade and how they can be improved and will share this information with the SDCs and CICs.
- SDC Steering Committee - interaction between the three groups is important. Looking towards products, analysis and training such as having more webinars with issue specific items.

Summary File 1 and 2 (SF1) and (SF2) – Questions & Answer- Janice Valdisera (POP), Robert Chestnut, Decennial Systems and Contracts Management Office (DSCMO), Vince Osier, Geography (GEO), and James Whitehorne, Redistricting Office (RDO) (handouts)

- The data embargo is Tuesdays for media and SDC Leads and then data is released on Thursday.
- A Revised At-A-Glance document is available as well as a description of 2010 Census Standard Data Products. (These handouts were provided during the meeting).
- For SF1, header row is on data file.
- A question was raised as to why there is not a Microsoft Access template for the SF1 data. A template was available for the Redistricting data. The Census Bureau's initial thought was to not create an Access file. James Whitehorne from RDO is working on an Access template and will test it next week. July 4th is target date to have that Access file available.
- John Blodgett with the Missouri SDC is creating SAS files for SF1.
- A comment was raised regarding the extensions of data file, a naming convention issue. Many data users have to rename/resave files to a text extension. The Census Bureau is checking into using alternative naming conventions.
- The SF1 technical document is now online. Document is online only and will not be printed.
- The Census Bureau does have hard copies of the Redistricting technical document available.
- The first releases of files are where the Census Bureau finds the most issues with data such as technical issues. Right now there is only a one week look ahead on releases; states know a week in advance when the data will be released. The Census Bureau has thought about expanding that look ahead after the first couple releases of the SF1 file.
- For the thresholds on SF2, there must be at least 100 people for a statistic to be published for a geography. Will be repeating a lot of the SF1 tables for race groups for SF2. For example, there needs to be at least 100 people of a certain race within a geography for that statistic to be published.
- A SF1 profile is being produced by a SDC workgroup. A SAS file has been coded and will be converted to SPSS code. The code will be available on the SDC Clearinghouse website and the SDC Steering Committee will also survey states to see which ones will generate profiles and will provide links to those profiles.
- The SDC Steering Committee is accepting comments on the SF1 profile. A couple of comments: for PCT1, why is it called Native Americans, should be American Indian/Alaska Native? PCT8 should include a Native Hawaiian in universe heading. These changes will be made. Comments should be sent directly to Julie Hoang of the California SDC. Population Division will also look at the profile. Julie will send latest copy of profile to Frank Ambrose for distribution in the Census Bureau.

- What about SF1 profile templates for Access and Excel? Right now, only code will be available to generate data. *Post meeting – Access templates were developed and posted.*
- Demographic Profile, SF1, and SF2 are run from the same Microdata file.

Discussion with the Director – Dr. Robert Groves

- Update since February: FY11 budget, launching American Community Survey (ACS) sample expansion which is a risk because the Census Bureau does not know what the FY12 budget will be or how Congress feels about ACS.
- There was a \$145 million budget cut, but the impact was not as hard because of the 2010 budget. But, those savings are gone now. FY12 proposed cuts include the Statistical Abstract.
- The Director has heard comments from areas that have not been pleased with Census counts.
- ACS: the Census Bureau is assembling stories about how the ACS is being used, how it helps with important decision-making. One new video includes a Houston local official talking about how ACS data helped with job creation. The Census Bureau is looking for these ACS stories. If a state has a good ACS story, they should contact Burton Reist in the Communications office. The Census Bureau is also doing an educational campaign for Congressional staffers.
- The Census Bureau is close to announcing grantees of the National Science Foundation (NSF) researchers' network. It is a national competition targeted at universities. The purpose is to expand the research footprint of the Census Bureau by forming collaboration with researchers to innovate and revitalize the Research Directorate.
- The Census Bureau needs input from data users on American FactFinder 2 (AFF2), solutions to problems.
- A suggestion was made about having a version of AFF2 for experienced data users and a version for casual data users.
- The Census Bureau is attempting to reach and educate a wide audience on ACS, such as the benefits of ACS. This is why the stories of real-life use are so important to find.
- A suggestion was made about linking the questions on the ACS survey to videos. This would show why it is so important to fill out the ACS questionnaire.
- Another suggestion: Have more conversations with groups about other ways the data will be used. The Census Bureau designs products based on a specific data use, but they should look beyond just one type of data users. Maybe have input forums.

Conversation with the Assistant Director for Communications – Burton Reist, Assistant Director for Communications (PowerPoint presentation)

- The Census Bureau is looking towards digital outreach and re-vamping the census.gov site. Also looking towards mobile access.
- Updating the website is challenging due to the number of URLs, sub-domains, and internal data disseminators.
- The Census Bureau has measured website use by type of user and found that it took many mouse clicks to get to the information. There are also navigation issues due to a lack of consistent tools and that there are multiple websites providing similar data.
- There are thematic teams in Communications Directorate for thematic mapping to display data.
- Mount strong campaign around Census geography.
- Suggestion: one place the Census Bureau could start with is updating the census.gov homepage to have a 2010 Census link from Census homepage. *Post meeting: a link is now available on the Census Bureau's home page.*
- Stephen Buckner is leading effort to revamp website.
- The PowerPoint presentation outlines where the Census Bureau is on website redesign. Navigation enhancements include topics organized by themes.
- Other ideas the Census Bureau is looking at include slider concept to website and economic dashboard. The Census Bureau has to do a better job giving data users information. Right now,

the Census website reflects the organizational chart of the Census Bureau, not the topics data users are searching for.

- Current system is de-centralized and it has many people posting to the website.
- New ideas: Show a stat of the day, graphic of the day. Something that draws people in.
- Want feedback on things that the Census Bureau develops.
- Future of the web is mobile. It is predicted that in 5 years mobile users will outnumber desktop internet users. Mobile phone usage may be a way to reach hard-to-count populations. The Census Bureau should create a website built specially for mobile devices which is unique to desktop website.
- If the Census Bureau does not lead the effort, people will be searching internet search engines such as Google for information.
- The Census Bureau is also focusing efforts on data visualization including interactive maps and social media.
- Data product releases go through the Public Information Office (PIO).

SDC, CIC, and FSCPE Lunch Discussion

- What projects can the groups collaborate on?
- Types of projects that the groups are working on that can be shared across networks? The SF1 profile is one.

Geographic Support Systems (GSS) including MAF and Tiger – Deirdre Dalpiaz Bishop (GEO) (PowerPoint presentation and handout)

- The GSS Initiative is a program of improved address coverage; continual spatial feature updates and enhanced quality assessment and measurement. All activities contribute to improvement of the Master Address File (MAF) and TIGER database.
- Congress approved GSS Initiative. FY11 focuses on research and development.
- There are 10 working groups.
- Focus on rural addresses and Group Quarters (GQ).
- Partnership programs to collect spatial data.
- Quality measurement and metrics: looking at data from partners and commercial address lists.
- GSS is looking towards a targeted address canvassing versus complete canvassing.
- Address coverage and sources: An address summit will be held in September, inviting address experts. SDCs could supply them with names of address experts.
- The U.S. Postal Service (USPS) Delivery Sequence File (DSF) contributes 1 million new addresses every year.
- How to get to a targeted address canvassing? The Census Bureau is talking a lot about Title 13.
- Relying on expert reports.
- Develop criteria for determining how good addresses are, census tract level. Work closely with partners and ask them what they envision is an acceptable address list. Targeted address canvassing would target areas within a city or town.
- One thing states can do to help is to update the GIS inventory www.gisinventory.net
- The Census Bureau needs to make a decision by 2015 if targeted address canvassing will occur.
- Will be doing a Local Update of Census Addresses (LUCA) survey, LUCA assessment, and new construction assessment.
- What about a survey of groups?
- What is the role of the networks in this initiative? Spread the word, submit names of address experts.
- Count Review participants are experts in using parcel data, the Census Bureau should look to these participants for help.

ACS and Other Federal Agencies – Information that is Needed for Data User Communities – *James Treat, Chief, American Community Survey Office (ACSO)* (PowerPoint presentation)

- Working on a program review of the ACS, identified 8 topics (see PowerPoint presentation for review elements).
- One aspect of the review includes interviewing federal data users about how they use ACS data, will be conducting Federal workshops.
- Increase sample size from 2.9 million addresses to 3.54 million. Sample increase began in June.
- There will be another internet test in November 2011. First test was in April 2011.
- For Content Test, there are 2 new topics and 5 revised topics. Final reports are due at the end of 2011. Will implement new and revised content in January 2013 or later.
- Content Re-Interview Survey involves re-interview of all ACS questions. It will help identify questions that need modification. Will implement for 1 year starting January 2012.
- Also testing size of questionnaire, 28 pages versus 36.

Plans for 2010 ACS – *Tori Velkoff, Assistant Division Chief for Population Estimates and Projections (POP)* (PowerPoint presentation)

- There is a difference between postcensal and intercensal estimates. Postcensal is built off the last census and is usually identified by Vintage year. Intercensal is based on two consecutive censuses and postcensal estimates. The intercensal will be adjusting postcensal with the new 2010 census count.
- 2010 ACS will be controlled to intercensal estimates.
- 2011 ACS data products will have county and sub-county controls based on intercensal estimates and Vintage 2011 population estimates.

ACS – Status of SDC/FSCPE Data Review Project - *Scott Boggess, Housing and Household Economic Statistics (HHES)*

- The SDCs and FSCPEs participated in an ACS Review Pilot project, which involved looking at unresolved ACS measures. The input received from ACS Review Project has been loaded into a database. This information will be available for ACS analysts to view.
- Currently, resources are not available to expand this project, but there is a plan to send out a file with 2010 unresolved ACS measures for SDCs and FSCPEs to review and will accept e-mails with feedback information.

ACS New Products: Selected Population/AIAN Tables – *Karen Humes, Assistant Division Chief for Special Population Statistics (POP)* (PowerPoint presentation)

- Proposal for 2 new ACS data products: Selected Population tables and American Indian and Alaska Native (AIAN) tables. Taking the same tables from 5-year ACS and iterating them for selected population groups to provide detailed social, economic, and housing data for selected race, tribal, Hispanic, and ancestry populations.
- The products will be similar to the Census 2000 Summary File and AIAN Summary File. The goal is to produce the file once every 5 years.
- Expecting the first version of these products to be 2006-2010 ACS data available in 2012. Data will be available via AFF, DVD, and FTP site.
- Question: what about waiting for the redefined Core Based Statistical Areas (CBSAs)? The reason for accelerating the data now is to fill a need.

Cross-Survey Discussion of Poverty Data – Trudi Renwick (HHES) (handouts)

- The Census Bureau produces poverty data collected from several different surveys including the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC), ACS, and Small Area Income and Poverty Estimates (SAIPE).
- Which source of poverty data should be utilized by data users? Handouts were provided that describe each poverty data source and when to use particular poverty data. For example, if a data user wants a single-year estimate of poverty for all counties then use SAIPE.
- ASEC is the official source of national poverty estimates.
- ACS is preferred for sub-national data and detailed demographic characteristics.

American FactFinder (AFF) – Robert Chestnut (DSCMO)

- A question was asked as to whether SDCs or CICs will be able to beta test some of the new aspects of AFF2. The answer is no.
- AFF2 will have some new features such as functionality for charting and printing. The plan is to hold a webinar about these new features.
- Will users be able to create new geographies by combining existing geographies?
- In AFF2, a data user cannot create a custom table anymore.
- Will the user be able to create medians? It is still in design.
- There will be Count Question Resolution (CQR) notation in tables.
- It would be helpful if a timeline and phases schedule could be produced and available to SDCs.
- Release 2 is in August and will provide schedule. AFF2 is ready for ACS narrative profiles.
- Release 2 and 3 are combined into one and then goes into release 4, which will occur in April 2012.
Is there a timeline of migration of data into AFF2? What about archived data, where will it be? September 30 is deadline to get everything over to AFF2.
- The Census Bureau is following business rules for archiving. There will be FTP files. On AFF, it will include current decennial census plus one past decennial, therefore, 1990 decennial will be archived and not on AFF2.
- In AFF2, a data user can get a search result for archived data and a link will take them to the FTP site.
- Is AFF moving towards mobile? The Census Bureau is thinking about it in the long-term.
- The Census Bureau needs feedback about response time. Submit via feedback button on AFF2.
- System response times – please send feedback if users run into a problem.

Thursday, June 16, 2011

SDCs and the Public Use Microdata Areas (PUMA) Delineation Process – Dierdre Bevington Attardi (GEO) (PowerPoint presentation and handout)

- GEO received some comments on the PUMA criteria, which included four responses opposing the criteria of not using incorporated places as building blocks.
- Only 17 PUMAs are place-based.
- PUMA criteria include one level only, 5% sample, place-of-work and migration PUMAs, minimum population of 100,000 must be maintained throughout the decade, and must be contiguous. PUMAs should not contain more than 200,000 people.
- For 2010 PUMAs, incorporated places and Minor Civil Divisions (MCDs) cannot be used as building blocks.
- A new feature includes the option of naming PUMAs. A handout was provided with guidelines for naming PUMAs.
- The timeframe for PUMA Delineation is October-December 2011. A software demonstration and Q & A session will occur during the October 2011 meeting. There will also be a training webinar in mid-September 2011.

- PUMA materials will be provided to SDCs in early September.
- SDCs will use specific software provided by the Census Bureau for Delineation. It will be the MAF/Tiger Partnership Software (MTPS). Similar to the software that was produced for the LUCA program and Participant Statistical Areas Program (PSAP).
- The Census Bureau will send an e-mail with webinar information a few weeks before event. It is up to the SDCs to distribute e-mail information to persons interested in the training.
- Question: will the webinar be recorded? GEO will look into it. *Post meeting update: the webinar will be archived so participants in the program can view it at their convenience.*
- MTPS for PUMA will be different from the version used in LUCA and PSAP. For the PUMA version, the speed is faster and it will be easy to use.
- SDCs must use the 2010 PUMA MTPS for all PUMA Delineation.
- All Delineation materials will be provided via web. There will be an option of having the PUMA MTPS mailed to SDCs.
- There is an option of importing work files, i.e. GIS into MTPS.
- Appeal of the PUMA MTPS is that it has checks built in.
- Password for downloading software is same password for state. There will be different passwords for download and upload. The Census Bureau will contact each SDC via phone to provide the password.
- If a PUMA drops below 100,000 population threshold, it will be merged with another PUMA. Will GEO consult SDCs about the merging of areas? GEO will look into it.
- If SDC cannot perform PUMA Delineation, who will do it? Most likely it will be performed at Census Bureau headquarters.

Discussion about the SDC Program

- The Steering Committee should promote the use of the SDC Clearinghouse website. An e-mail should be sent out every time something gets posted to the website.
- Could also try and send notices to FSCPE and CIC list serve.
- Are SDCs using the Clearinghouse website?
- The Steering Committee needs to update SDC expert list. How? Should it be topic based? Tools? Coordinate with Tree States. Additional topics to expert list include Local Employment Dynamics (LED), On the Map, Economic data, Data Ferrett, and Microsoft Access and Excel.
- Clean up list and e-mail it to Tree States and they can get information from their affiliates.
- Maybe update some features on Clearinghouse website such as a Webinar tag, Tools.
- Get feedback from the network about what they would like to see on the Clearinghouse website.
- Should the Steering Committee put up guidelines on how to use the website?
- The SDC Memorandum of Agreement (MOA) is set to expire in December and a new one needs to be in place before January.
- The embargo section of the MOA will be completely revamped for the new MOA.
- Julie Hoang provided a handout with a list of comments regarding changes to the MOA.
- The Steering Committee provided comments and suggestions to CLMSO for the new MOA.
- Steering Committee elections are coming up. Bob Coats volunteered to coordinate the elections. There will be three positions open. Two current Steering Committee members are eligible to run again. Julie Hoang is term-limited.
- Pam will send an e-mail to SDC Leads to gather feedback on potential by-law changes. One topic that recently came up is whether a by-law change should be made regarding the issue if two people from the same state could serve on the Steering Committee.
- Fall meeting topics: PUMA Delineation training, SDC show-n-tell, Economic Census, update on 2010 Census products, and intercensal estimates. Currently, the plan is to in-advance provide presentations to SDC attendees. A list of discussion points should be put together and sent out to the SDC network before the meeting.
- Joint project with CICs could include data dissemination and show-n-tell.

ACS Video and Census Bureau Website Discussion – Stephen Buckner (PowerPoint presentation)

- The Census Bureau has produced videos of people that have used and benefited from ACS data. Real-life stories. One of the videos was shown during the session.
- The ACS videos will be on the website. The purpose of the ACS videos is for use in training Congressional staff and field staff.
- The Census Bureau is looking for additional ACS stories to tell. If network members have ideas, submit to Communications Office.
- What about going beyond just ACS for videos? For example, incorporating other Census Bureau data sets, such as economic data for economic development, jobs, also talk about Economic Census, LED.
- Interactive maps: SDCs put data into context, why the data shows that.
- What about a training webinar on how to create widgets?
- The Census Bureau is also developing a university partnership which includes Demography programs.
- What about organizing a summit with SDCs, CICs, and PIO and include people who have done innovative things with data.
- CICs are establishing a workgroup on open data, data visualization, and dc.gov for open data sets.
- In 90 days will have an economic statistics plan, how to market economic statistics over the next decade.

Boundary and Annexation Survey (BAS) – Laura Waggoner (GEO)

- There are two BAS deadlines, March 1 and May 1.
- This last time, GEO did not achieve a good response rate for BAS.
- Local governments seemed less interested in responding to BAS. They were more interested in getting their 2010 Census counts and the Count Question Resolution (CQR) program.
- It was more difficult getting smaller entities to respond to BAS.
- GEO will hold BAS workshops again. The workshops run about 6 hours and they like to have a minimum of 20 people participate. In the past, they have had workshops with 100 people. The local workshops provide the opportunity for people to bring their own materials.
- BAS pilot project: local governments got an Advanced Response letter, could see BAS maps, and then send an e-mail about whether they needed materials or if there are no changes.
- CQR boundary changes go into BAS. GEO is following the same process for CQR boundary updates as BAS processing.
- SDCs can get information on who has reported boundary changes for 2011. GEO can pull data and give it to CLMSO to send the SDCs. Information will be available around September. It will include feature updates, boundary updates, and annexations.
- GEO will send a list of BAS certifying officials to CLMSO for posting to the SDC secure site.
- Working to have more agreements with local areas, partnerships. Current state partnerships include Maine, Massachusetts, Alaska, Kentucky, and Puerto Rico. GEO has a special BAS agreement with Georgia.
- There is spatial quality on features, but no spatial quality on boundaries.
- A 85% response rate is mandatory for year one. For areas with a population of 5,000 or greater, functioning MCDs, and tribal governments, the response rate was 67%.
- Local governments can sign in and enter their information. The Username: bas11, password: basforms
- Process boundary updates in cycle one, feature updates go into cycle 2.

Count Question Resolution (CQR) – Sharon Boyer, Chief CQR Branch (PowerPoint presentation)

- As of June 15, fourteen challenges have been submitted. DMD caseworker training has been completed.

- There was a mailing in May to 39,000 Highest Elected Officials (HEOs) with a cover letter and brochures about CQR.
- June 23 is start date for internal GQ review, which includes correctional facilities, and college dorms.
- What can SDCs do to help? Spread the word about CQR.
- State can challenge a count for a local jurisdiction without local HEO designation. State has ultimate authority.
- How is the population re-tabulated if the CQR is a coverage issue i.e. housing units missed? Population counts would be imputed. Decennial Statistical Studies Division (DSSD) is supplying the model for imputation.
- SDCs are being copied on corrections in their respective states.
- A template for a challenge is online.
- The CQR program runs through December 2013. Hope to have all challenges completed by September 2013. The CQR program is fully funded for the entire timeframe.

ACS Summary File Discussion – J. Trent Alexander (ACSO) and other ACS staff

- Public Use Microdata Sample (PUMS) documentation: now it is purely web-based documentation. Not something that can be downloaded and printed out. There is a 700 page book available. SDCs comment that the documentation is difficult to use.
- Julie Hoang provided a handout with comments about the ACS PUMS documentation.
- There was also a suggestion made regarding the Census Bureau creating more collapsed tables of ACS data. Sometimes the level of detail for ACS estimates in tables is too much and the detailed estimates prevent the aggregation of ACS statistics. The Census Bureau has recommended that no more than four estimates be aggregated. In addition, aggregating data and recalculating MOEs is time consuming. Many times, data users are looking for basic data. For example, a table has data broken down by sex, but no total listed. To get the total, the sex data needs to be aggregated. It would be nice if totals were provided in addition to the breakdown by sex.
- SDCs could provide input to ACSO about the types of tables that data users are looking for.
- Design issue with Summary Files.

Friday, June 17, 2011

Census of Governments – Paul Villena (GOV), Kim Moore, ADC for Recurring Programs (GOV), and Brigitte Wehrs, Chief of Outreach and ED Branch (GOV) (PowerPoint presentation)

- Census of Governments provides uniform statistics about the fiscal condition of governments. There are 3 components for Census of Governments: organization, employment, and finance. Data allows the activities of governments to be followed over time.
- The 2012 Census of Governments is coming. The survey is conducted every 5 years for all state and local governments.
- Do not survey independent school districts.
- 77,000 governmental units get the survey. A postcard will be sent prior to the survey.
- Governments Division will accept data in any way.
- There are numerous data collection modes. For example, the collection of government finance data is through administrative records, direct collection, and joint Census Bureau-State Government data collection.
- There is a direct collection from all government retirement systems.
- Data visualization tools will be available online.
- Working on putting data in Data Ferrett, some tables on data.gov The 2012 Census of Governments will be in AFF2.
- Data user workshop is planned for September 13, 2011.
- Will send out a partnership binder to SDCs.

- Working on 2 different brochures: 2012 Census of Governments and another about government statistics.
- Governments Division will look into getting a list of government contacts for each state. Do the letters or information go to the HEO? Only the HEO? Governments Division will look into it.
- Right now Regional Offices are not involved.

SDC Business meeting

- There are Partnership positions open in the Regional Offices.
- PUMA training during the annual meeting, not the actual Delineation. The agenda should allot for two hours of training.
- There should be an Equal Employment Opportunity (EEO) Special Tabs session during the annual meeting. Also, Modified-Age-Race Sex (MARS) table.
- August 1 is when the administrative letter for annual meeting will go out.
- CLMSO is looking to improve and evaluate the metrics used to measure the SDC program. Are there other metrics that should be collected that help show the benefit of the SDC network?
- Annual report: Steering Committee should provide suggestions for improvement.
- Question: Does the Census Bureau send the SDCs too many e-mail notifications? SDCs like getting the notices, better to get them than not.
- For improved metrics, could the SDC Leads send quarterly metrics? Possibly, should inquire from entire network.
- One type of metric: the number of list serves hosted by SDCs. For example, how many e-mails go out through SDC list serves about census data?
- CLMSO could get feedback from other Census Bureau divisions about how the SDCs help them.
- Case studies – CLMSO has not received any yet. CLMSO sent out an e-mail to SDCs with a case-study template for SDCs to use to report interesting data requests/projects. CLMSO wants to put the information into a joint case studies document with CICs. The CICs had previously put out a case-studies document. Case studies could be a session for the annual meeting.
- Steering Committee members could help revise the case-study template.
- CICs are doing a data mapping webinar out of New York City (NYC) Regional Office.
- CLMSO has proposed a poster session for the SDC annual meeting.