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NATIONAL STATE DATA CENTER STEERING COMMITTEE

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

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Amy Bittner (WY)
Mary Craigle (MT)
Todd Graham (MN)
Pam Schenker (FL)

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

State Data Center (SDC) Steering Committee Meeting, April 13-15, 2015 Census Bureau Headquarters, Suitland Maryland

Agenda and presentations archived at <http://www.census.gov/sdc/15apriscmtg.html>

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Day 1 Morning: Joint Meeting with Census Information Centers (CIC) Steering Committee

Monday, April 13, 2015

Welcome

Kendall Johnson, 2020 Integrated Communications Program Manager

Rob Chestnut, Acting Chief, Customer Liaison and Marketing Services Office (CLMSO)

- Kendall is leaving CLMSO for a position as 2020 Integrated Communications Program Manager.
- Rob Chestnut is the new acting chief of CLMSO.
- CLMSO realignment has doubled in staff to 100 employees in 6 branches (formerly 3), with two Deputies. CLMSO now includes advisory committees, partnership specialists, and the Data Dissemination Branch, which includes 8 people at headquarters and 42 in the field.
- Remarks from SDC & CIC Steering Committee chairs. Momi Fernandez (CIC chair) - networking important, benefit of face-to-face meetings. Bob Coats (SDC Chair) – what do the networks need to do to move forward?
- Kendall: Based on all of the budget conversations I have had, I'm confident that we are on track for an in-person meeting for the networks next year. Not just next year, but continuously.

Conversation with the Director

John Thompson, Director

Lisa Blumerman, Associate Director for Decennial Programs

- Lisa Blumerman is the new Associate Director for the 2020 Census.
- The FY16 budget is a good budget. We didn't get everything we wanted in the FY15 budget, but we got enough to keep the 2020 Census on schedule.
- There is funding in the budget for the Census Bureau to be a clearinghouse for administrative records.
- CEDCAP is an enterprise system to incorporate census programs. We will not build a special system for 2020 census.
- Director Thompson will report to the Secretary of Commerce on ACS content review in September.
- Commerce Secretary Pritzker recently spoke with the Appropriations Committee. The first thing that she talked about was 2020. We realize there are concerns about the ACS on the Appropriations Committee.
- Director Thompson has a hearing with the Senate Oversight Committee on April 20.

- One thing that we could use local help is with getting SNAP & WIC data, because it is state specific data.
- Lisa Blumerman: FY15 funding for the 2020 Census was about \$100 million short of the request, so the Bureau had to move some 2020 activities to FY16. ACS decreased funding brought about the proposal to eliminate the 3-year data product. The Bureau had to make a decision in a short amount of time regarding the ACS. Geographic programs -the Boundary and Annexation Survey (BAS) was brought back, but only in a digital format.
- The 2020 Census will be done at a reduced cost. We are looking at a potential savings of \$5 billion compared with doing the same things as in 2010. Key cost drivers to the decennial are Non-response follow-up (NRFU) and address canvassing.
- We are looking to optimize self-response with the internet and new technology, including tablets and mobile devices. One way this will be accomplished is by non-ID processing, which is being tested in Savannah right now. Administrative records may be used to remove vacant housing units from NRFU. We will use technology for address canvassing so we do not have to walk every block. Technology will also help enumerators. Adaptive design will provide more information to managers.
- We will be releasing an operational plan for 2020 by the end of 2015.
- Later this year, there will be a large 1.2 million case national sample test.
- There will be an RFP for geographic information, supplemented with commercial data. We will finish address refinement in 2019.
- We will be putting out a Federal Register notice regarding residence rules.
- We are gearing up to start our state capitol visits for the redistricting program. James Whitehorne will be overseeing this.

Census Bureau Communication Strategies

Jeannie Shiffer, Associate Director for Communications

Stephen Buckner, Assistant Director for Communications

René Muñoz, Chief, Office of Congressional and Intergovernmental Affairs

- Jeannie Shiffer: We are web casting meetings, including advisory meetings.
- The language in the Federal Register is not conducive to public consumption, so we are also publicizing opportunities for comments in other ways.
- Suggestions for different templates for press releases, one size does not fit all.
- Rene Munoz: We have our work cut out for us. This week alone, we have meetings with 15 members of Congress.
- A shout out to Minnesotans for the ACS.

- Stephen Buckner: We feel like the 2020 cycle is 2-3 years ahead of the previous cycles.
- The customer is important. What are our customers doing with our data, and what are their needs? We are creating a Customer Experience Management Tool. We have call centers around the Bureau, but none of them were coding their calls the same way.
- Regarding CEDSCI, we are incorporating requirements from various customers. The IT folks are working on the back end stuff that fulfills both internal (Bureau) and external (Communications) needs.
- We will send you a list of our oversight committee [*follow up : Tom Edwards sent links on April 27th. House: <http://oversight.house.gov/subcommittee/full-committee/>, Senate: <http://www.hsgac.senate.gov/about>].*
- We'd like to know who are our top customers, who are our top stakeholders, what are the top state issues? What are the biggest issues in your state? Send us examples of local use of ACS data.

American Community Survey

Gary Chappell, American Community Survey Office

- Jim Treat is currently visiting the Tucson call center, so he could not be here today.
- The current FY15 budget is \$231 million, the same as FY14, and \$15 million below the requested budget.
- Cuts: The Census Bureau had to make rapid decision on eliminating the 3-year ACS product. A round table has been added to the ACS data users' conference in May to discuss the 3-year product.
- We just sent a link to a survey on govdelivery requesting feedback on the ACS, and there is also a survey going to the ACS Data Users Group. We want feedback, so forward the survey to your networks.
- Cuts: Summary Level 070, Place within County Subdivision, is being scaled back to include fewer tables.
- Cuts: There will be no 5-year Comparison Profiles this year. We still hope to do it next year (comparing '11-'15 with '06-'10).
- Additions: In FY 2017, we may produce monthly rolling estimates for the nation, regions, and states. Research on how that will look is ongoing.
- Additions: Looking at beefing up methods panel; an innovation test panel with a sample of 50,000.
- "Census Business Development Tool." You will see more of this. There is a push for businesses to use ACS data.

- “Value of the ACS” report is being developed by the Commerce Department, describing how the ACS is being used.
- Content review – there was a 60 day period for public input on five questions related to three topics: business on property, marital history, field of degree. These questions were identified for potential removal. In the Federal Register notice the Bureau primarily received comments on the survey itself and research uses. Almost 1,700 separate individuals and organizations submitted comments. “In the history of the ACS, we’ve never seen anything like this.” The majority of comments, 80%, mentioned marital history.
- The next step will be a 30-day notice stating what they decided. OMB will review those comments and then make a decision. It is still in review. “I regret I can’t reveal the big news.” The content reviews will be available on the library site. [*Information on the ACS Content Review was posted on April 30th at http://www.census.gov/acs/www/about_the_survey/acs_content_review/.*]
- Content review opened the door to looking at how to streamline the survey, not eliminate stuff. Maybe using administrative records to replace questions? Are there different ways to ask the questions? Matrix sampling, not asking all questions every year, is a possibility.
- Reduce respondent burden - Internet data collection, reducing telephone interviews and personal visits, revising mail package materials.
- Respondent Advocate is now David Waddington, replacing Tim Olson.
- ACS data user’s conference - 35 presentations, hands-on workshops
- Ways to collaborate with SDCs: send ACS use examples. Ability to upload to extranet site. This would require creating a password, but it would be open to external users. There was a suggestion to schedule a demo of this extranet site at the June virtual meeting.

Day 1 Afternoon: State Data Center Steering Committee

Collaborating with the SDCs

Tomás Encarnación, Chief, Data Dissemination Branch, CLMSO

- Tomás Encarnación is a sociologist, who worked for the Washington D.C. Parks and Recreation Department before coming to the Census Bureau, and has worked in the Philadelphia Regional Office, the ACS Office, and Demographic Surveys Division.
- There are 42 data dissemination staff members in the regions. Each region has 6 Data Dissemination Specialists (DDSs) and one DDA. They have different skill sets, and different regional coverage.
- DDSs now report to CLMSO. They previously reported to the Field Division.

- We are developing consistent performance metrics for 2016 at the geographic and individual DDS level, instead of at the Regional Office level. We are developing a chart of skill sets of the DDSs.
- Discussion of what works and what doesn't. Collaboration with SDC on presentations and workshops. Letting SDCs know when a DDS is coming to an area.

SDC Business Meeting

- Election of officers: Bob re-elected Chair; Dan elected Vice Chair; Charles re-elected co-secretary; Suzan elected co-secretary; Allen re-elected CIC Liaison.
- Reorganization of Tree States. [*The new tree state list is posted at <https://sdcclearinghouse.files.wordpress.com/2009/01/tree-states-april-2015.pdf>*].
- Discussion of Strategic Plan: It may be necessary to revisit the Plan and align it with the Bureau's Communications Directorate Strategic Plan.
- Copies of strategic plans from the Census Bureau were provided.
- Discussion of annual report: Data is being taken from reports from specific states for meetings with members of Congress. Discussion of annual report not being complete. Data may not seem accurate, not complete. How is the annual report being used? Are the right questions being asked?
- There are more than twenty SDC Leads who are new since the last Boot Camp was held.
- Social Media working report: Todd has chaired this working group. The Steering Committee voted to adopt its recommendations. One of the recommendations was for this working group to sunset. Work that was done by this group might lead into a future Communications working group.

Day 2 Morning: State Data Center Steering Committee

Tuesday, April 14, 2015

Geographic Programs

Brian Timko, Chief, Tribal and Local Geographic Partnerships Branch

Laura Waggoner, Chief, Boundary and Annexation Survey (BAS)

- "High Level Schedule" [*in slide 4 of the presentation*] summarizes geographic programs and dates leading up to the 2020 Census.

State Agreements

- The Geography Division (GEO) has state agreements, MOUs, under which states provide all boundary updates. *[A list of states with agreements is in slide 6 of the presentation, and some of the benefits of the agreements for the Bureau and for states are listed in slide 7].*
- There are three options for BAS MOUs *[slide 8]*. The Bureau's preference is number 2, "provide the geospatial changes in the TIGER Partnership file."

Geographic Update Partnership Software (GUPS)

- GUPS replaces the MTPS software that was used in 2010. MTPS was not built to work in a 64 bit environment. GUPS supports updates to boundaries and addresses. It will support updates to many geographic programs (see list in PPT).
- The GUPS stand alone will be available in December 2015 with training occurring in September 2015
- There was a discussion about school district boundaries. GEO will send a list of school district boundary contacts.

Local Update of Census Addresses (LUCA) and Geographic Support System Initiative (GSSI)

- 2020 LUCA Improvement Research - Looking back on 2010, Geographic Support System Initiative (GSSI) impact, reengineered address canvassing, focus groups.
- LUCA recommendations *[slides 18-20]*: continue 120-day review, 6-month advance notice on registration, only have one address list option (eliminating other options that were available in 2010 LUCA), reduce cost burden of processing address validation, reduce complexity of LUCA, provide more address formats, use GSSI to validate LUCA submissions, eliminate block count challenge.
- Current Activities/Next Steps: In-office validation processes will include determining whether administrative records can be used to validate LUCA submitted addresses.
- Current Activities/Next Steps: Reengineered address canvassing will impact LUCA - only 20% of addresses will be canvassed.
- There is a LUCA Assessment report detailing participation by state. GEO will send a link to this report.
- Attempting to teach local governments the difference between LUCA & GSSI

Community TIGER

- There is a beta version of Community TIGER being released to partners.
- It is an address and spatial tool, with no boundary functionality or topography.
- "It is the Census Bureau's first venture into a cloud." Local governments that don't have GIS can log into it.
- They will have an initial test of about 20-25 users, and then expand to 200.

Boundary and Annexation Survey (BAS) and Boundary Quality Assessment and Reconciliation Project (BQARP)

- After a hiatus in 2014, BAS is back with digital only updates and submission. Going digital only for 2015 BAS was due to budget issues. As of March 2015, GEO received 900 digital submissions.
- Boundary updates must be submitted by March 1 to be in ACS and population estimates. May 31 is the deadline for information to be reflected in the 2016 BAS materials.
- There are BAS training videos available on website.
- SDC Leads were asked to help with BAS follow-up. This involves contacting entities that hadn't responded to the BAS and encouraging them to submit their BAS materials. Amy Bittner asked if GEO could provide a response rate prior to the SDCs helping and then after. This would be another metric showing the value of the SDC program.
- GEO is using the call center for the first time for BAS follow-up. What is the cost per call? This could show cost savings to Bureau when SDCs help.
- The BAS schedule never changes; the only thing that changes is the year.
- There will be a Federal register notice about redesigning BAS forms.
- Arkansas has passed a state law making their GIS department responsible for maintaining boundaries, in partnership with their Secretary of State office. Utah and Kentucky had previously passed similar laws.
- BQARP: review spatial data resources and legal documents and descriptions to assess MAF/TIGER Database (MTDB) corrections. Compare local data to census boundaries and adjust if necessary.
- BQARP updates have been completed for Montana and Utah.
- BQARP will be the subject of a Federal Register notice

Data User Support for Economic Surveys

Erika Becker-Medina, Chief, Data User Outreach and Education

- The Economic Directorate has been reorganized; the Economy-wide Statistics Division now includes both the Economic Census and the Census of Governments.
- Using Twitter for releasing economic data and also blogging.
- Using web analytics to determine success of outreach.
- Agriculture, forestry, fishing and public administration are not included in the Economic Census. For the Economic Census, construction sector data is not available at a local level, only state and national. Data for the construction sector comes from other surveys.

- If you are interested in conducting a webinar, let us know. In the past we have done webinars for SDCs that are tailored to their state.
- My office works as triage for economic data. We forward questions to the appropriate subject matter expert.
- In the Census of Governments, individual unit responses are available, because unlike private firm data, it is public information.
- There was a request for more data templates for economic statistics.

The 2017 Economic Census

Charles Brady, Chief, Respondent Outreach and Promotion Branch

Andy Hait, Economic Data Product and Data User Liaison

Census Business Development Tool

- The Census Business Development Tool [*see handout, Appendix A*] was originally called Open for Business, but that name can't be used because it is trademarked.
- The tool uses 2012 vintage 5-year ACS and 2012 Economic Census data. It is set for a June 12th release and will initially include data at the county and place level.
- It includes consumer spending data purchased from ESRI.
- There are 30 statistics chosen from the ACS included in the reports.
- There will be a Chamber of Commerce edition which will allow aggregation of areas in August 2015.
- Andy has the ability to come out to attend and present at 15 training conferences/meetings. If a SDC wants him at their annual meeting, contact him ASAP.

2017 Economic Census

- Research on promoting response for 2017 Economic Census is ongoing, with the help of grafik.com [*see handout, Appendix B*].
- The 2017 Data Product Group has just kicked off. Congressional District data will be published. Local area data for the construction industry is a possibility.
- Props to Arizona for helping with 2012 Economic Census outreach. It helped in bumping up the response rate. Can we get that response rates? They could help to show how important the SDCs are to the Census Bureau. What about publishing response rates by geography for Economic Census? This hasn't been done before. Why? Decennial publishes response rates. Nothing is off the table.

Day 2 Afternoon: Joint Meeting with CIC Steering Committee

Communication Planning with PIO

Michael Cook, Chief, Public Information Office

Jennifer Smits, Chief, Media Relations, Public Information Office

[Stephen Buckner, Assistant Director for Communications, not on the agenda, also participated]

- What about a template for Tweets? They could provide that.
- Earlier in the meeting the Steering Committee had a discussion about the Census Bureau providing multiple press release templates for data releases. This was suggested since one size does not fit well for all geographic areas.
- Stephen Buckner: If we know big priorities across the SDC and CIC networks, we can organize around them.
- Mary Craigle suggests sending a survey to the network about what are the top three stories in their state.
- Stephen Buckner: We'd like to develop more of a Speaker's Bureau. We don't know who is authorized to speak with the media and what their expertise is.
- May 21st is the release date for city and town estimates. They will be embargoed on May 19th.

The Future of Data Dissemination

Rebecca Blash, Chief, Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

Marc Perry, Assistant Division Chief, Population Division

- Open discussion about what we would like to have for a data dissemination tool.
- SDC Steering Committee mentioned that there is a lot more input available outside this room, the entire SDC network should be surveyed for input. Questions will be sent to CLMSO to ask SDCs for their input about a new data dissemination tool.
- A team is in place working on a prototype, with plans to release in 2016.

Customer Relationship Discussion – Data Tool Requirements

Megan Peterman, Accenture (Center for New Media and Promotions)

Rob Chestnut, Acting-Chief, Customer Liaison and Marketing Services Office

- CEDSCI is an Enterprise wide solution.
- CEDSCI is not a data dissemination tool; rather it is a concept responsible for orchestrating all dissemination activities. Some of the goals of CEDSCI are to have customer focused and

cost effective data dissemination and promote whatever data dissemination tools are available in the future.

- The key to developing a future data dissemination tool is to engage early and often with stakeholders.
- Benefits include cost savings by not having duplicate systems, innovation, meeting customer needs, Microdata Analysis System (MAS) capability.
- What are people doing next, after they get the data?
- Potentially use third party data for analysis.

Overview of Census Tests

Mary Chapin, Decennial Management Division

- The 2020 Census needs to be conducted at a reduced cost (\$5 billion in savings, compared with doing things the same way as in 2010). This will be accomplished through reengineering address canvassing, optimizing self-response, using administrative records, and reengineering field operations.
- A Federal Register notice on 2020 residence rules will be posted. There will be a 60 day period for response.
- Non-ID processing – a unique ID is not tied to the form; a similar concept to the Be Counted forms in 2010.
- Use new technology to conduct and manage 2020 fieldwork.
- The 2015 test includes a “Bring Your Own Device” component for enumerators.
- The 2020 Census operational plan will be released later this year.
- The 2016 address canvassing test will take place in the office and in the field.

Day 3 Morning: State Data Center Steering Committee

Wednesday, April 15, 2015

Update on Microdata Analysis System (MAS)

Amy Lauger, Survey Statistician, Research and Methodology

Tiffany Julian, Math Statistician, Research and Methodology

- MAS is the successor to the old Advanced Query System (AQ). It’s a web based tool used to create custom tabulations.
- The estimates from MAS will be consistent with “production estimates” [e.g. the summary file], because it will use the full sample [unlike PUMS, which is a partial sample].

- Disclosure avoidance will be done in real time.
- We have been working on pilot that will be publicly available, developed as a Hot Report in DataWeb. The pilot will use 5 variables from already published 5-year ACS estimates, limited to one- or two-way tables.
- Development is almost complete and then there will be an internal review. There will be a limited release for the external review and then it will be publicly released.
- The tool was demonstrated.
- It may be 6 months until the external review.

SDC Business Meeting

- State budgets for the next two years are being set in the next few months. Messages about programs that may require state funds need to be communicated sooner rather than later.
- Improving communications - What is the benefit of being a SDC? Benefits include “having the ear” of the Bureau, providing feedback to the Bureau, being involved in product design, being involved in customized news releases, peer conversations, embargo data, training, and networking.
- Tom Edwards offered an example of SDC feedback being heard by the Bureau: Gary Chappell made a list of 10 action items from the Steering Committee’s comments during our session with him.
- SDC Leads need to be cc’d on letters to Governors Liaisons.
- Tomás Encarnación: SDCs need to know what is happening in the Regional Offices.
- Tom Edwards: Tomás and I are going to sit down after this meeting and figure out how to make this communication happen.
- The dates for the virtual meeting are June 1st-3rd. Does the network know this information? These dates need to be sent out to the network ASAP. *[Bob sent a message on April 20th.]*
- Discussion of ideas about improving the annual meeting virtual experience, such as shorter sessions, or a series of webinars. On the other hand, the annual meeting should be in person.
- Discussion of developing another working group for communications, building on the work of the Social Media Working Group.
- In previous discussions, it was suggested that the Steering Committee could use Survey Monkey to periodically survey the network. What about using it for questions that arose during the meeting sessions such as what would SDCs like in a data dissemination tool. Stephen Buckner also posed some questions to the network: What are the issues in your state? Who is allowed to speak to media and what is their expertise? Maybe survey the network quarterly.

- We need to survey network members about how they want to receive communications.
- We might have to move the May conference call due to the ACS data user's conference occurring at the same time, because Census staff may not be available for the call. [*The call was moved to May 6th*].
- The role of libraries in the 2020 Census might be different than in the past. During previous decennials, the libraries were a place for people to go and pick up a Be Counted form. For 2020, it might be they place where people complete their form utilizing technology.
- Follow-up on Gustafson award. A subcommittee has been formed and will review the nominations.
- CLMSO demonstrated the new SDC webpage that will go up on Census Bureau's website in the future. It includes a link to the SDC Clearinghouse website.