

Bob Coats (NC), *Chair*
Dan Veroff (WI), *Vice Chair*
Suzan Reagan (NM), *Co-Secretary*
Charles Rynerson (OR), *Co-Secretary*

NATIONAL STATE DATA CENTER STEERING COMMITTEE

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

Allen Barnes (AZ)
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, October 19-21, 2015 Virtual Meeting via WebEx, Ustream, and Conference Call

Agenda and presentations will be archived at <http://www.census.gov/sdc/confpres.html>

Monday, October 19, 2015	2
<i>Geographic Updates Partnership Software (GUPS).....</i>	<i>2</i>
<i>Redistricting.....</i>	<i>2</i>
<i>CEDSCI Update.....</i>	<i>2</i>
<i>Clearinghouse Issues – Maintenance and Migration</i>	<i>3</i>
Tuesday, October 20, 2015	4
<i>City SDK “City Software Development Kit” – A new tool to make the Bureau’s API easier to use</i>	<i>4</i>
<i>Governors’ Liaison Program</i>	<i>5</i>
<i>Budgets, Censuses, and Partnerships</i>	<i>5</i>
Wednesday, October 21, 2015: Joint Meeting with CIC Steering Committee	6
<i>American Community Survey.....</i>	<i>6</i>
<i>Microdata Analysis System (MAS).....</i>	<i>6</i>
<i>2020 Decennial Census</i>	<i>7</i>

Monday, October 19, 2015

Geographic Updates Partnership Software (GUPS)

Ryan Short and Patrick Jurgens, Geography Division

- Patrick did a demo of GUPS, as he explained this new partnership tool replaces MAF/TIGER Partnership Software (MTPS).
- MTPS is currently being used for the school district review program. This is its last use, and the new GUPS tool will be unveiled in December.
- GUPS is community based, open source, QGIS.
- GUPS will be used for the Block Boundary Suggestion Program (BBSP), the Boundary and Annexation Survey (BAS), and the Local Update of Census Addresses (LUCA). State or county officials can enter boundary changes, and fix missing or misaligned features.
- Prototype 2020 census blocks have been delineated, and will be in the tool. The number of blocks has dropped back down to the 2000 level, about 8 million, from the 11 million in 2010.
- Amy asked whether the 2020 blocks were based on the 2010 blocks, and whether training will be available. Training will be largely in the form of webinars, but there may be some in-person training as needed.

Redistricting

James Whitehorne, Redistricting Office

- The PowerPoint presentation outlined the steps and timeline of redistricting data.
- Technical training may be provided if a state Redistricting Liaison requests it.
- Currently, James is the only staff member in the office, but other staff will be added.

CEDSCI Update

Robert Chestnut, Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

- The PowerPoint presentation included slides that explain and illustrate "What is CEDSCI?"
- The Alpha release is coming soon, in November. Testing will be gradually expanded from the SDC Steering Committee to more SDCs during three phases of the Alpha release period. They will come to us with leading questions to get feedback, and to help promote CEDSCI.
- Beta release will begin in July 2016; CEDSCI will operate parallel to American FactFinder (AFF) for one year; in June 2017 AFF will be retired.
- Currently have 1990 data in the API. No discussion on archiving data. Migration of data -may not bring over all of the data in AFF currently such as Geographic Comparison Table (GCT) summary data. Question on including narrative profiles and others etc. Narrative tools are in

Data Ferret. Doing an inventory of all the tools. The only tool going away is AFF because of the contract. The other tools will remain.

- Amy asked if something other than CEDSCI will be the eventual name. Nothing has been decided.
- Some discussion on Margin of Error (MOE) toggle set to off as the default. Details on specifics of the Alpha Phase I, II & III. Preview of what the tool will look like. Search will be integrated and show information on say income. Filtering instead of showing too many tables. The preview table, Explore the Data. Updating to the ARCGIS mapping. Out of the box ESRI maps. My Locker - personalization, name will change, but can save search results.
- Data users will be able to build their own tools from the CEDSCI platform.

Clearinghouse Issues – Maintenance and Migration

SDC Steering Committee

- The SDC Clearinghouse website is currently on a free WordPress account.
- Amy: We need a determination on the purpose of the Clearinghouse
- Bob: What would it cost to move to a new platform?
- Mary has offered to cover the cost of an upgraded web solution.
- The Census Bureau's SDC site is not updated very often.
- Toni: The new Census SDC site is still pretty much what was shown at the Steering Committee meeting in April. There are certain things that have been moved around and a little confusion on the process and what goes where. Progress has been slow.
- We should maintain what is currently on the Clearinghouse site. What kind of content should go on the Clearinghouse vs. other platforms such as social media?
- Bob: These are questions for an SDC network communications committee to take on.
- Todd: There is a list of people who have volunteered for such a committee. It includes 10 or 12 names.
- Amy: Is there a problem with the Census Bureau's web site linking to the Clearinghouse site?
- Toni: It's been cleared.
- Bob: We can make more decisions about the Clearinghouse in November when Mary is on the monthly conference call.

Tuesday, October 20, 2015

City SDK “City Software Development Kit” – A new tool to make the Bureau’s API easier to use

Gerson Vasquez, Data Dissemination Specialist, CLMSO

- Introduction from Bob: The Census Bureau opened up the code for events in some metro areas to partner with local developers creating new applications using census data. Now they want to partner with states. North Carolina is a pilot project.
- Gerson: The Census Bureau has participated in the National Day of Civic Hacking, but we were just one of the agencies participating. The SDK is specifically a Census Bureau project. [see <https://uscensusbureau.github.io/citysdk/>]
- Government datasets are moving to be more open for use by the public in developing applications, e.g. emergency management.
- Our API is a bit cumbersome, because the public doesn’t understand our variables. That is where the SDCs and other experts on census data can help.
- Developers often don’t know what data is available from census datasets, so there is a role for experts to share information.
- We have worked in large metro areas and places where there are concentrations of developers, such as the Research Triangle in NC, but we want to spread to smaller markets and maybe even rural areas. Developers may have good ideas regardless of where they are.
- An example of a smaller area is the site of the upcoming North Carolina Emergency Management Hackshop at UNC Wilmington. [see <http://technologytank.org/2015/10/16/emergency-management-hackshop-wilmington-nov-6-7/>] It is on the coast, where hurricanes are a concern.
- The SDC role in these events can be to connect subject matter experts with the hackers. Bob’s experience in NC was that there was an investment of his time but no investment in costs to his agency. There was a benefit of being there to see and hear what different groups are looking at and what the issues are.
- Bob: The host at the first event that we had in NC was a private firm that provided food and beverages. Of course, if it is held at a university or government office beverages would not include alcohol.
- In addition to a theme, it helps to provide examples in the form of problem statements. Give them something to shoot for to get their creative juices flowing.
- Pam: Is the Census Bureau keeping track of apps that have been developed using their data? Gerson referred us to the page at <http://census.gov/data/developers/app-gallery.html> that has an invitation to developers to have their apps listed.

- The Data Dissemination Specialists (DDSs) have been tasked with working with developers. There are 42 of them, and Gerson is inviting SDCs to contact him if they want to get in touch with a DDS regarding SDK.
- We have asked for a shared calendar and it has been promised, but haven't seen anything yet. Question about the quarterly Regional Office meetings. Lakiva responded that they will resume/begin in January.

Governors' Liaison Program

Steve Boutwell, Office of Congressional and Intergovernmental Affairs

- Bob: The SDCs should know who the Census Bureau's partners are in their state, including the Federal-State Cooperative for Population Estimates (FSCPE) contact, the Redistricting Liaison (RL), and the Governor's Liaison (GL).
- When the GL program was first conceived, it focused on the decennial operation. Now it is being expanded to include multiple programs, such as the Economic Census, etc.
- The GLs are invited to workshops and training sessions, and they can request training sessions.
- What are the roles and expectations of the GLs? They are the point of contact between the Census Bureau and the administration. There are open lines of communication between the GLs and the Census Bureau about what would be helpful or beneficial to the state.
- There are several states that have not responded to the request to designate a GL.
- The Bureau asks states each year, around January, for confirmation of who the GL is.
- Bob: Three takeaways are that we need a play book, more collaboration with the SDC network, and monthly or quarterly meetings.

Budgets, Censuses, and Partnerships

- Dan: It is important for the SDCs to build relationships throughout the Bureau, in addition to our relationship with CLMSO.
- Barb mentioned several key staff that do have a good working relationship with the SDCs, but added that there have been lots of retirements and reorganizations, and that some of the newer staff members have not been around long and don't have a history with the SDCs.
- CLMSO is working hard promoting the SDC program. How do we fix the breakdown in communication with upper management? Annual report discussion. Strategic Plan discussion. Little bit of history of the program.
- Rebranding the SDCs within the Census Bureau. Also, when the Census Bureau calls the SDC network we need to be responsive, too.

Wednesday, October 21, 2015: Joint Meeting with CIC Steering Committee

American Community Survey

Deborah Stempowski, Division Chief, American Community Survey

- The PowerPoint presentation describes a plan for the ACS called Agility in Action.
- Key action areas include using administrative records, reducing follow-up contact attempts, testing messaging in mail materials, modifying survey questions, asking less frequently or of fewer respondents, communicating with respondents, promoting awareness of data uses, engaging subject-matter experts, advocating for respondents, leveraging a communications strategy.
- “Reuse of data” means don’t ask about things that we already have, such as data from administrative records and from other surveys and programs.
- A pilot on reducing follow-up contact attempts has been done, and the plan will be implemented in spring 2016.
- The Census Bureau is forming a “Data Products Redesign Group.” It is critical for us to include members from the SDC and CIC networks. The application deadline is October 29.

Microdata Analysis System (MAS)

Jeff Sisson, Assistant Division Chief, American Community Survey Office

- The PowerPoint presentation summarizes the upcoming MAS pilot and next steps. MAS is a web-based tool for creating customized tables and other data products, based on the full, internal microdata.
- The target date for the pilot release is January 2016. The pilot will have limited access and functionality. It will include 5-year ACS microdata and national, state, county, and tract geographies.
- Question on MOE estimation, custom geographies, and confidential data.
- Charles: Disclosure avoidance will be an issue for crosstabs, but what about aggregating geographies or collapsing variables? Nearly all of the tables that we need are already published in FactFinder, but we often need to aggregate data and recompute MOEs. It would be unfortunate if that functionality is limited.
- Jeff: That is one direction that we could go. If disclosure avoidance is too big of a problem, we could go with established table formats with the ability to collapse, aggregate, and compute MOEs from the microdata.

Amy asked about who would be testing the pilot, and the timeframe for implementation. SDCs will have an opportunity to beta test MAS. Beta testing and collection of feedback data will take about six months. There is no definitive date on the release of the MAS product.

2020 Decennial Census

Shirin Ahmed, Assistant Director, Decennial Census Programs

Deirdre Bishop, Chief, Decennial Census Management Division

- Much of the presentation, which will be available on archived Ustream, centered on how cost savings will be achieved. The 2020 Census is estimated to cost \$12.5 billion, compared with \$17.8 billion (in 2020 dollars) that it would cost to replicate the 2010 operations in 2020.
- Address canvassing is being reengineered for the 2020 Census. All addresses were canvassed in the field in preparation for the 2010 Census, but only 25 percent will be canvassed in the field for 2020. Work will take place in the office to canvass all housing units, using administrative records and aerial photography.
- There will only be 250 field offices (known as Local Census Offices, or LCOs), compared with 494 in 2010.
- An internet self-response option will be provided.
- In 2010 there were 48 million non-responses. The Bureau knocked on 14 million doors, but discovered that 5 million of them were not occupied housing units under Census Bureau definitions. Administrative records could help to minimize the non-response follow-up.
- Suzan: Two questions. How do you plan to use the SDCs? How will you reach rural communities that have no internet service?
- Shirin: We will use the SDCs. Next week I will be in Kentucky and Tennessee meeting with SDCs.
- Deirdre: We will offer a telephone response option, and we will mail paper questionnaires to communities that we know have limited internet access.
- Bob: When can we count on hearing more from the Bureau about how we can support the 2020 Census?
- Shirin: Based on the President's budget, we are hoping to fund the communications contract by August 2016. We know that it is important to start publicizing the census as early as possible.
- We will be turning to the SDCs to help with our geographic programs.
- Amy: If I have a P.O. Box, what is the first way that I'll be contacted? For the first time ever, the Bureau will send informational postcards to P.O. Boxes.