

# Update on Census Bureau Field Activities

New Jersey State Data Center  
Network Meeting

Jeff T. Behler, New York Regional Director  
June 19, 2013

# The Need for Change

- Budgets will be severely constrained and may well decline over the coming years, while field challenges increase
- Our survey sponsors are demanding lower costs, improved efficiency, and increased responsiveness
- Over time, the Census Bureau's share of Federally-sponsored survey work has declined even though reimbursable work accounts for over 20% of our total budget
- Survey organizations increasingly use real-time administrative information to create leaner infrastructures
- Our regional office structure has been substantially unchanged for 50 years
- Hence, the survival of our survey business requires changes at HQ and in the field

# Two Elements of Change

- A Change in the Number of Offices
- A Change in the Management of Data Collection

**The two are linked!**

# A Change in the Number of Regional Offices

6 Regional Offices Option  
Announced June 29, 2011

# 6 Regional Office Structure

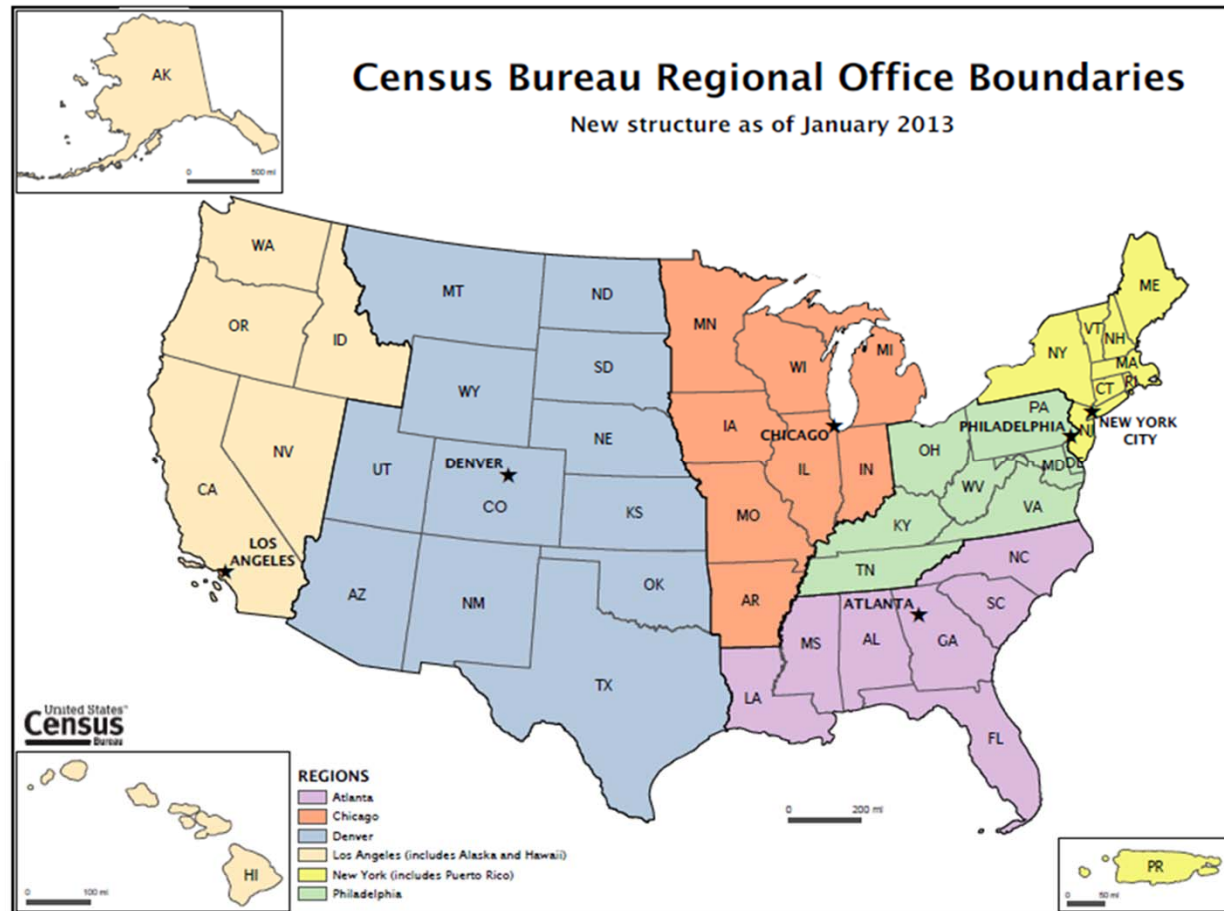
These offices remain open

- New York, NY
- Philadelphia, PA
- Atlanta, GA
- Chicago, IL
- Denver, CO
- Los Angeles, CA

These offices closed in  
December 2012

- Boston, MA
- Charlotte, NC
- Detroit, MI
- Kansas City, KS
- Dallas, TX
- Seattle, WA

# Regional Boundaries in 2013

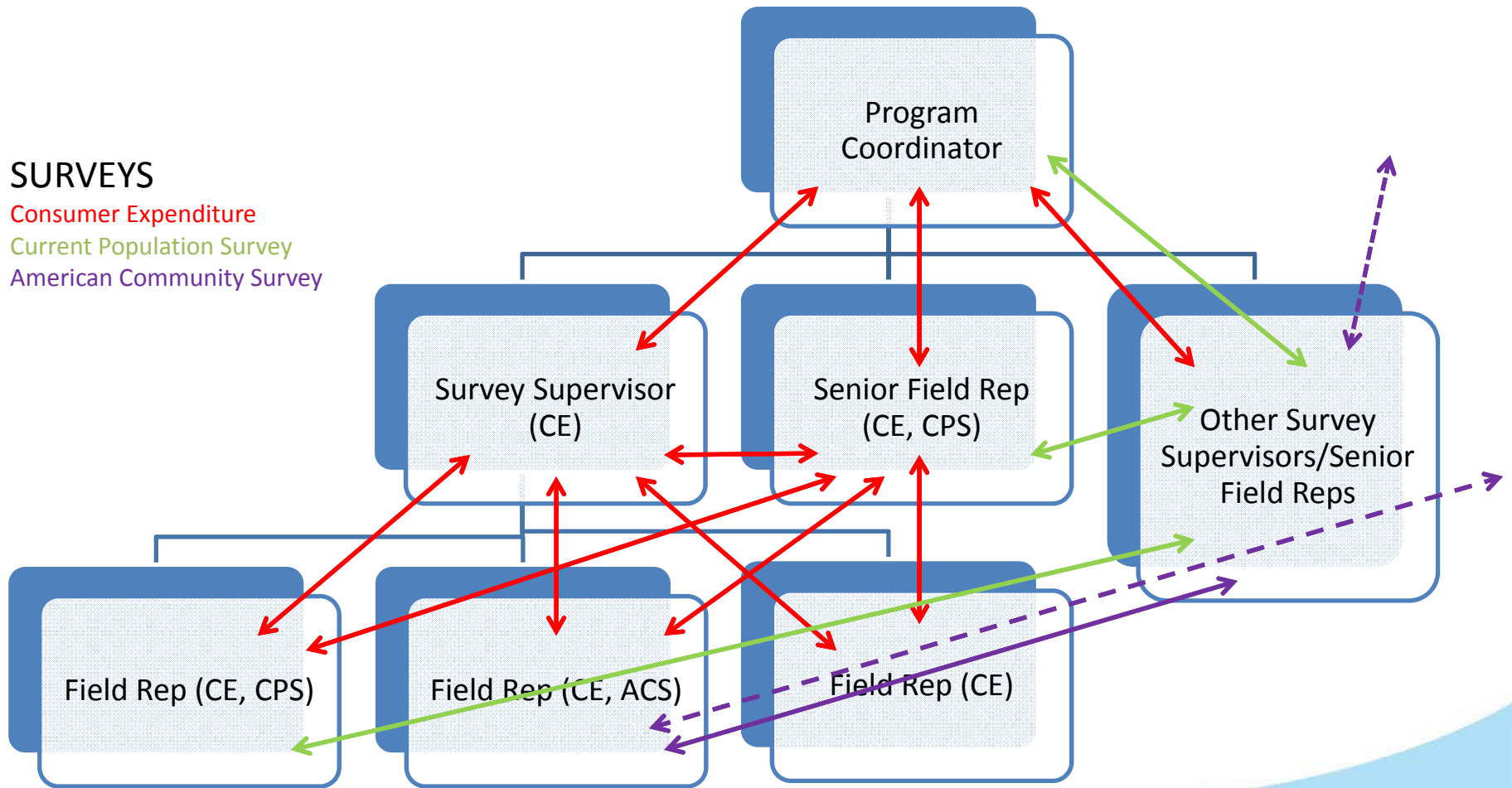


# A Change in the Management of Data Collection

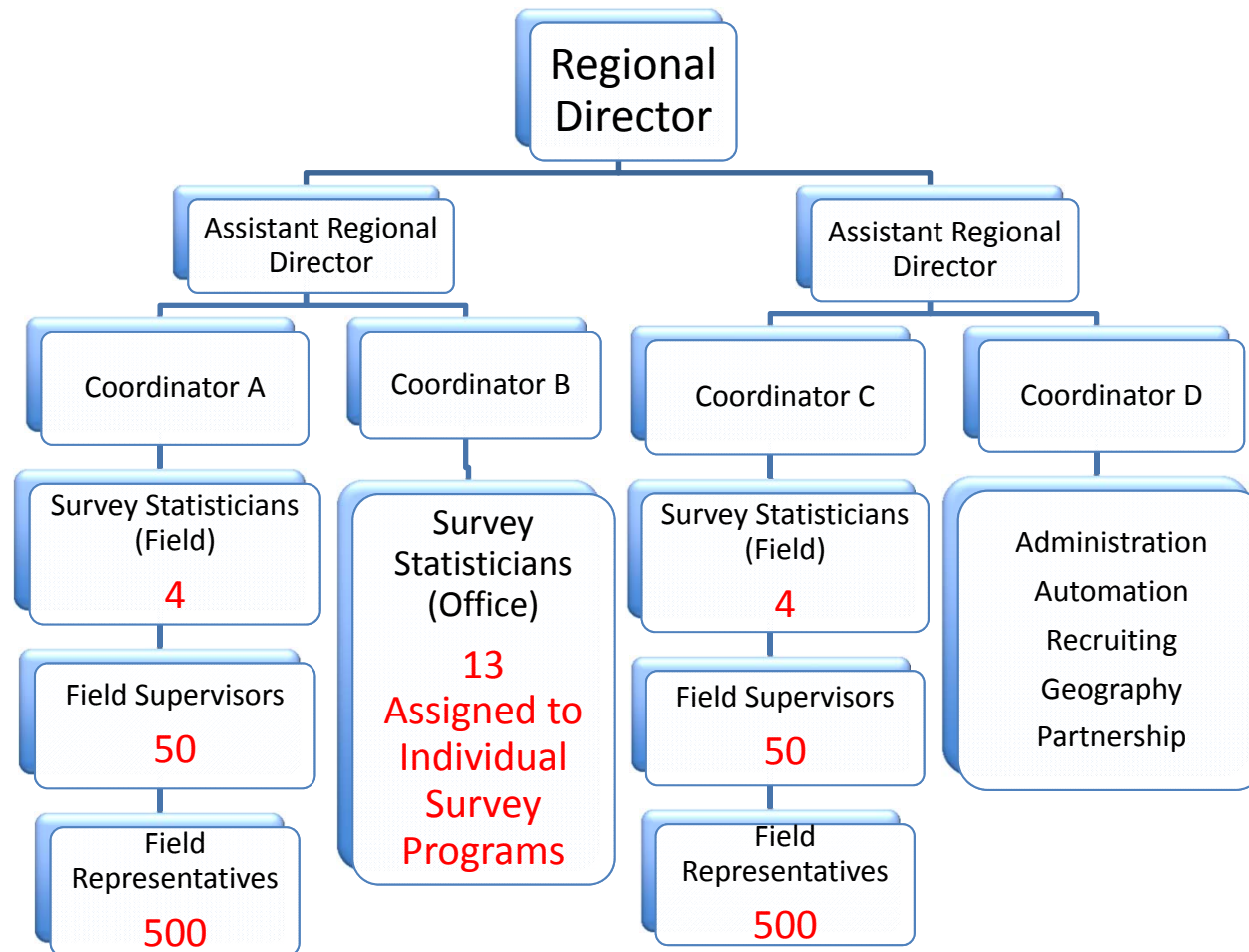
# A Quick Look at How Things Were Managed

- Field Representatives worked for Survey Statisticians in the office
- Senior Field Representatives worked for Program Coordinators in the office, but also serve as “Team Leaders” for Field Representatives
- Survey Statisticians in the office were responsible for all aspects of a specific survey
  - Supervision of FRs (25 to 100, depending on survey)
  - Analysis of Data
  - Management of Budget
  - Administrative Responsibilities

# Previous Regional Office Organizational Chart and Communication Channels



# New Regional Office Organization Chart



# Field Representative Responsibilities

**FR responsibilities and staffing levels remain the same, including:**

- Receive assignments via laptop transmissions
- Contact sample addresses and establish relationships with respondents
- Conduct interviews and any required listing
- Keep track of hours, miles, expenses, and other administrative duties

# Field Supervisor Responsibilities

**Each FS will be assigned a geographic area with responsibility for approximately 10-12 FRs regardless of survey assignments**

- Provide feedback to the SSF on all survey and staff performance
- Manage surveys to meet response, quality and schedule standards
- FRs report to a single supervisor (the FS) regardless of the surveys they work on
- The FS will conduct FR payroll approvals, performance evaluations, and corrective action

# Survey Statistician (Field) Responsibilities

- 8 SSFs per region
- Each SSF is responsible for data collection in a specific geographic area
- SSFs work from a “virtual office” in their home and report to an RO Coordinator
- SSFs will manage a staff of approximately 12 FSs
- Gives us professional expertise in 48 places instead of 12

# Survey Statistician (Office)

- Survey expert located in RO
- Analyzes data results and survey paradata
- Assists the SSFs in identifying patterns, trends or inconsistencies that might need attention
- Manages the survey budget, resources, and quality
- Trains FRs throughout the region
- Works closely with HQ and sponsors to ensure that the most accurate data are collected within the survey budget

# No Negative Affect on Data Quality Within Realigned Areas from the Change in Supervisory Structure

- Production metrics, such as response rates and household refusals, similar to pre-realignment metrics
- Too early to determine if survey costs in realigned areas will be same or lower compared to traditional supervisory structure
- Analysis of data results shows no outliers from expected outcome

# Realignment Efforts Complete

- Fully realigned geographies in November 2012
- 6 Regional Offices closed in January 2013
- Expected savings of \$15-18 million per year starting in FY 2014
- Identifying issues, risks, mitigation strategies, and solutions

# Census Bureau – Current Status on Issues and Initiatives

- FY13 Budget
- FY14 Budget
- Adaptive Design
- Administrative Records
- Census only?
- American Community Survey (ACS)
- Data Dissemination

# Data Dissemination Contact Info

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# Q&A

Any questions?

Thank you!

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