What's New & Upcoming in 2016

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Regional Director, New York Regional Office
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New Jersey State Data Center Affiliates Meeting
June 15, 2016

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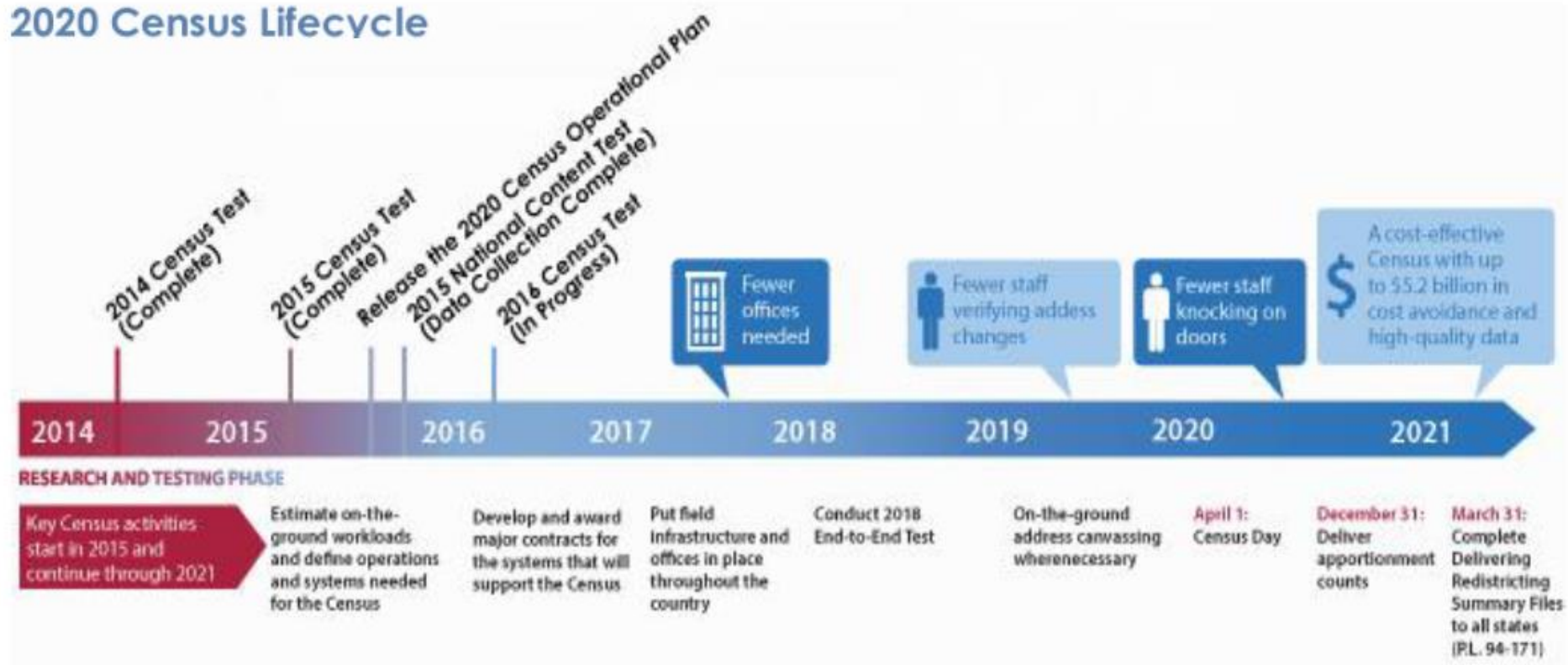*census.gov*

United States
Census
2020

Overview

- 2020 Census Updates
  - 2020 Census Readiness
  - 2020 Geographic Partnership Programs
- American Community Survey Updates
  - 2016 Decisions
  - Data Products Redesign
  - Agility in Action – Key Action Areas
- CEDSCI/American Fact Finder Updates
  - CEDSCI Alpha Testing
  - AFF Mapping

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2020 Census Readiness
Where Are We Today?

2020 Census Lifecycle

2014 Census Test (Complete)

2015 Census Test (Complete)

Release the 2020 Census Operational Plan

2015 National Content Test (Data Collection Complete)

2016 Census Test (In Progress)

Fewer offices needed

Fewer staff verifying address changes

Fewer staff knocking on doors

A cost-effective Census with up to $5.2 billion in cost avoidance and high-quality data

2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021

RESEARCH AND TESTING PHASE

Key Census activities start in 2015 and continue through 2021

Estimate on-the-ground workloads and define operations and systems needed for the Census

Develop and award major contracts for the systems that will support the Census

Put field Infrastructure and offices in place throughout the country

Conduct 2018 End-to-End Test

On-the-ground address canvassing where necessary

April 1: Census Day

December 31: Deliver apportionment counts

March 31: Complete Delivering Redistricting Summary Files to all states (P.L. 94-171)

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2020 Census Readiness
2016 Census Test

- Purpose: Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

- April 1, 2016 Census Day

- A site test in parts of Los Angeles County, CA and Harris County, TX
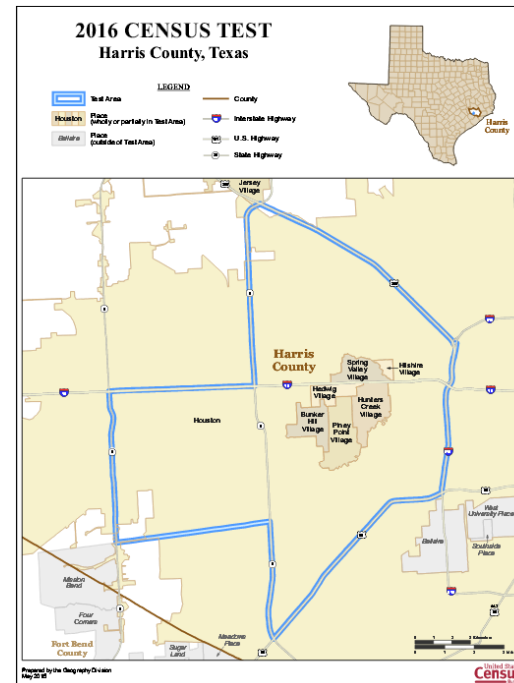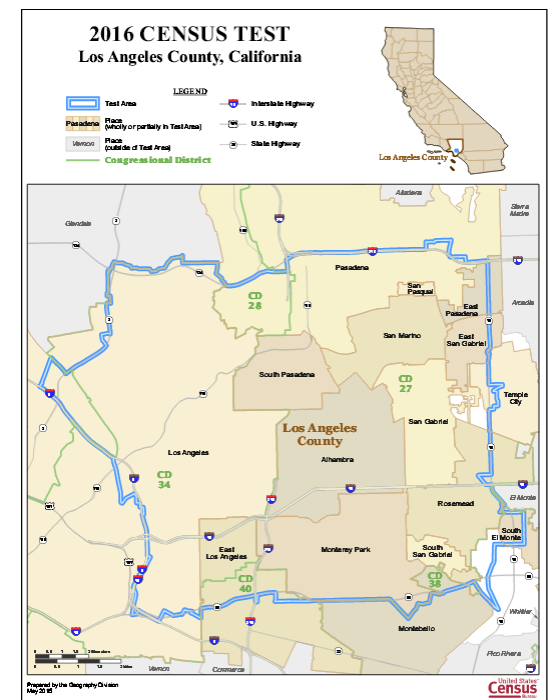
Language diversity

Demographic diversity

High vacancy rates

Varying level of Internet usage

Multiple locations across different time zones

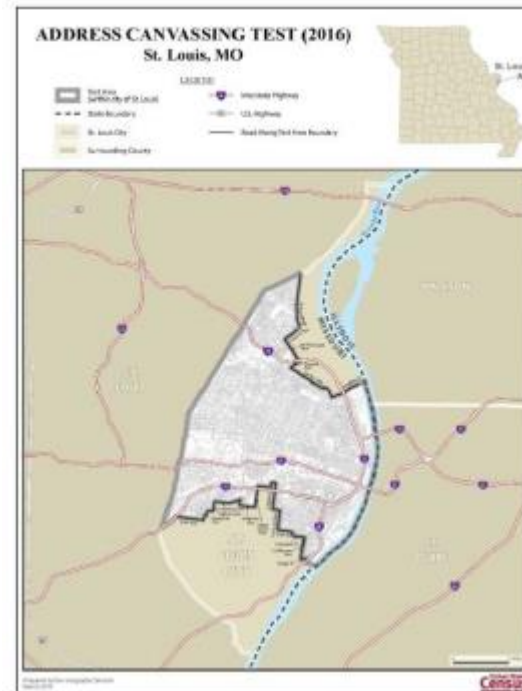Approximately 225,000 housing units in each test area

2016 CENSUS TEST
Los Angeles County, California

2016 CENSUS TEST
Harris County, Texas

2020 Census Readiness
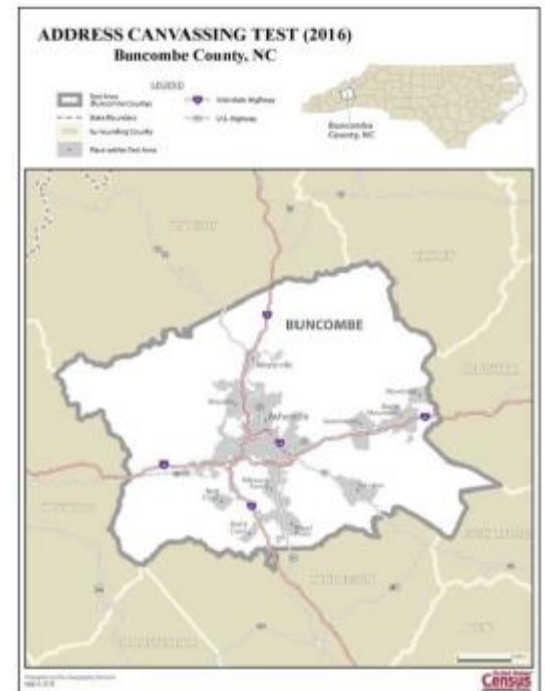## 2016 Address Canvassing Test

- Fall, 2016

- Two contiguous sites, approximately 12,600 blocks in total

One site is a mix of urban, suburban and rural territories
- Buncombe Co, NC

One site is a principal city of a metropolitan statistical area
- St. Louis City, MO

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2020 Census Readiness
2017 Census Tests

2017 CENSUS TEST
Standing Rock Reservation

2017 CENSUS TEST
Colville Reservation and
Off-Reservation Trust Land (ORTL)

- 2017 Census Test - April 1, 2017 Census Day

Colville IR, WA and Standing Rock IR, ND-SD

A site test on tribal lands and in areas with Update Enumerate style addresses

Additional testing through a nationwide self-response test

2017 PUERTO RICO CENSUS TEST
Carolina, Loiza, and Trujillo Alto Municipios

- 2017 Puerto Rico Census Test - April 1, 2017 Census Day

Cluster of three *municipios,* Carolina, Loíza & Trujillo Alto
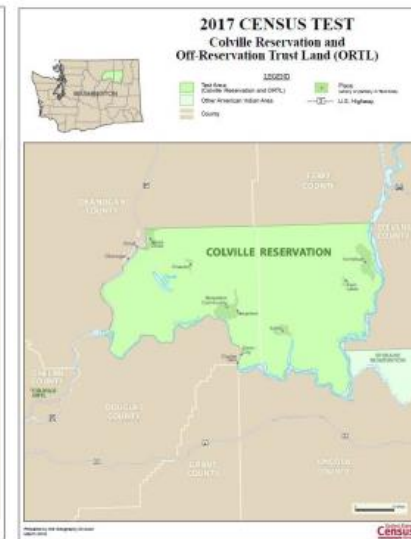
2020 Census Readiness
2018 Census End-to-End Test

- April 1, 2018 Census Day

- Purpose

  Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to insure proper integration and conformance with functional and non-functional requirements

  Produce a prototype of geographic and data products

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2020 Census Readiness
Device as a Service vs. Bring Your Own Device

- Device as a Service
  - Used in 2010 Census
  - Less than optimum results
  - Standardization of hardware & software

- Bring Your Own Device (BYOD)
  - Hardware cost savings
  - Enumerator familiarity with device
  - Wide range of providers & operating systems
    create logistical problems

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2020 Geographic Partnership Programs
Status of 2020 Programs

- Redistricting Data Program (RDP)

  2016 Block Boundary Suggestion Program

- Boundary & Annexation Survey (BAS)

  Conducted Annually Through 2021

- Local Update of Census Addresses (LUCA)

  Invitation – mid 2017, Partner Review – early 2018

- Participant Statistical Areas Program (PSAP)

  Materials available late 2018, Submissions due mid 2019

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The 2020 Census
Key Upcoming Activities*

2016
- 2016 Census Test (Census Day – 4/1)
- 2016 Address Canvassing Test
- Boundary and Annexation Survey
  Governmental entities receive their annual invitation to update their legal boundaries
- Award of Census Questionnaire Assistance Contract
- Award of Integrated Communications Contract

2017
- 2017 Census Test (Census Day – 4/1)
- Topics to Congress by March 31, 2017
- Local Update of Census Addresses
  Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018

2018
- 2018 End-to-End Test (Census Day – 4/1)
- Question Wording to Congress by March 31, 2018**

2019
- Partnership Program
  Launch of the partnership program
- Complete Count Committees
  Formation of committee's should be complete

2020
- Advertising
  Begins in early 2020
- Census Day – April 1, 2020
- Nonresponse Follow-up
  Begins in late April and continues until late June/early July
- Apportionment Counts to the President by December 31, 2020

2021
- Redistricting Counts to the States by March 31, 2021

*Topic and question wording for the American Community Survey will be delivered along with the topics and question wording for the 2020 Census

Detailed 2020 Census Operational Plan available at:
http://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020-oper-plan.pdf

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American Community Survey
2016 Decisions

- Changes resulting from the 2014 - 2015 ACS Content Review

  Remove the question concerning business or medical office on property

  All other questions were validated

- Changes resulting from recent survey improvement research

  Remove the question about flush toilets

  Reword the questions on computer and internet usage

  Streamline our mailing procedures

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American Community Survey
Data Products Redesign

- Current initiatives drive opportunity for a potential redesign of current data products

- Plan for a ground up review of all aspects of ACS dissemination

- Must include input from internal and external stakeholders

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American Community Survey
Data Products Redesign Components

- Overall data product package/redesign

    Short term & long term data product focus

- Thresholds and filtering

    Review current and evaluate potential changes

- Dissemination methods; work closely with the Center for Enterprise Dissemination Services and Customer Innovation (CEDSCI)

- 2020 Decennial Census Tabulation Testing

American Community Survey
Data Products Redesign Group

- Contract with the Population Reference Bureau

- Forming an informal, non-advisory group

- Core group, about 16-20 external people

- Gather feedback on ACS products (tables, suppression, filtering, etc.) new dissemination tools

- Novice and experienced ACS data users

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American Community Survey
Agility in Action – Key Action Areas

- Using administrative records

- Reducing follow-up contact attempts

- Testing messaging in mail materials

- Modifying survey questions

- Asking less frequently or of fewer respondents

Agility in Action: A Snapshot of Enhancements to the American Community Survey

U.S. Census Bureau
American Community Survey Office

Revised August 2015

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http://www.census.gov/programs-surveys/acs/operations-and-administration/2015-16-survey-enhancements.html

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American Community Survey
Agility in Action – Key Action Areas (cont.)

- Leveraging a communications strategy

- Advocating for respondents

- Communicating with respondents

- Promoting awareness of data uses

- Engaging subject-matter experts

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2015 ACS Release Schedule

- 2015 ACS 1-Year Estimates

    Release date – September 15, 2016

- 2015 ACS 5-Year Estimates

    Release date – December 8, 2016

- 2014 ACS 1-Year Supplemental Estimates

    & ACS 5-Year Replicate Estimates

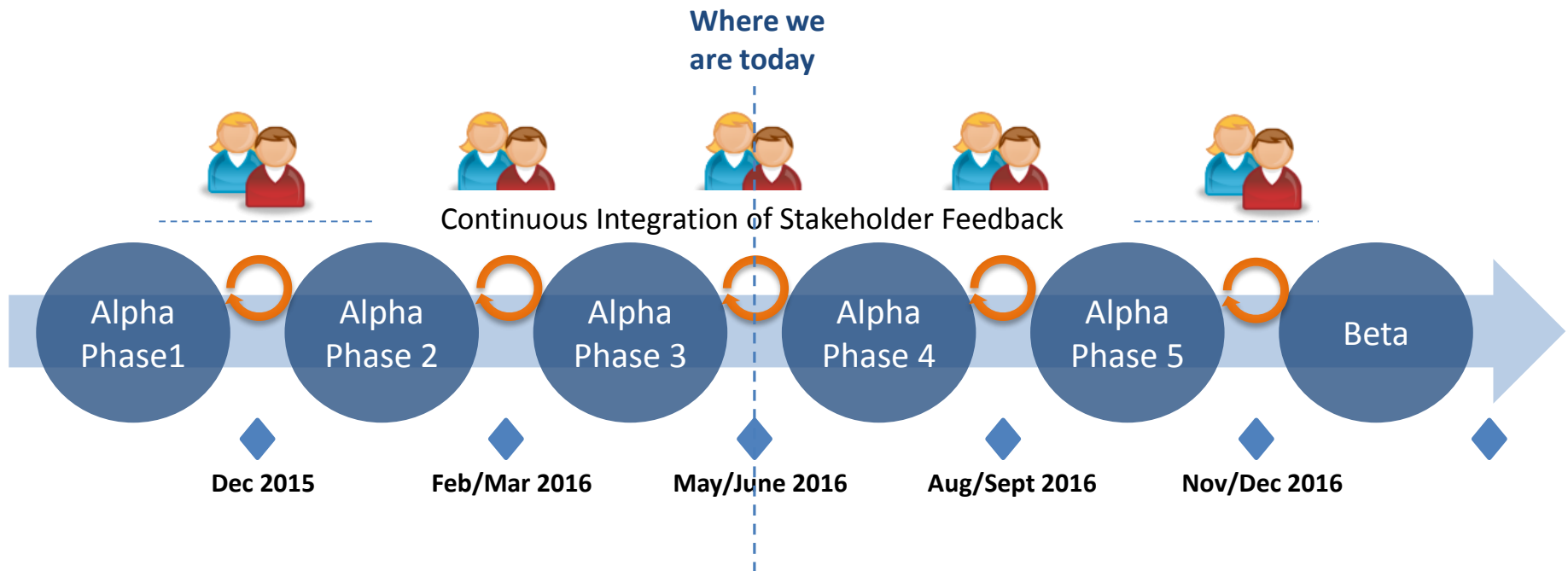   Release date – July 21, 2016

CEDSCI
What is CEDSCI?

CEDSCI will establish a modernized technology platform that leverages existing innovations to provide a set of shared data dissemination services that enable consumers to do more with the massive amounts of valuable content we publish year round.

Integration with Census.gov

Sophisticated User

Expert User

User Experience and User Interface

Metadata & Data Repository

Dissemination Services and Tools

Geo Services

Table Services

Visualizations

Technology Infrastructure and Support
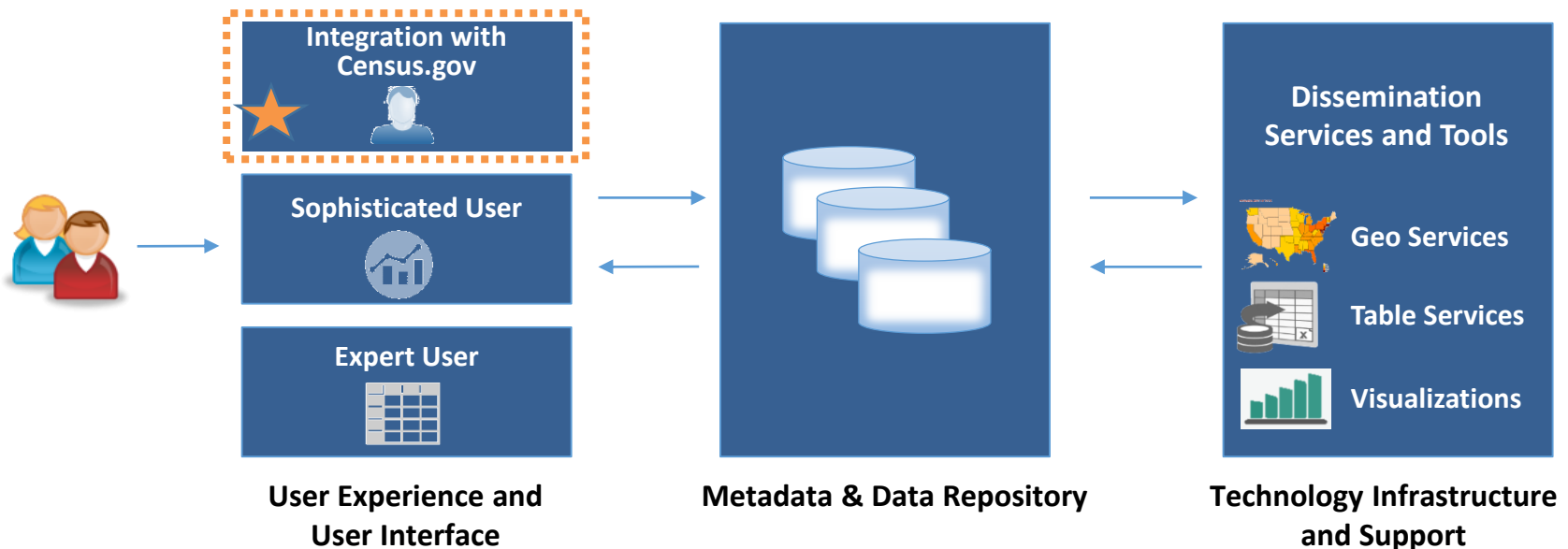
CEDSCI Initial Release

CEDSCI
Alpha Testing

Where we are today

Continuous Integration of Stakeholder Feedback

| Alpha Phase1 | Alpha Phase 2 | Alpha Phase 3 | Alpha Phase 4 | Alpha Phase 5 | Beta |

Dec 2015   Feb/Mar 2016   May/June 2016   Aug/Sept 2016   Nov/Dec 2016

CEDSCI
Alpha Phase 1 & 2 Key Features and Data

- Data Explorer

- Map as a Selection

- Faceted Filtering

- Table View

- Multi-select Geographies

- ACS 1, 3, & 5 Year Estimates

- Econ Census – EWKS (2012)

- County Business Patterns

- Non Employer Statistics

- SF1 2010

CEDSCI
Data Explorer Interface

Search by Location

Search by Topics

Show/Hide Map

Search by NAICS Codes

Search by Year

Search by Dataset

Get table results that match selected facets

Search by Program Areas

American Fact Finder
Mapping Interface
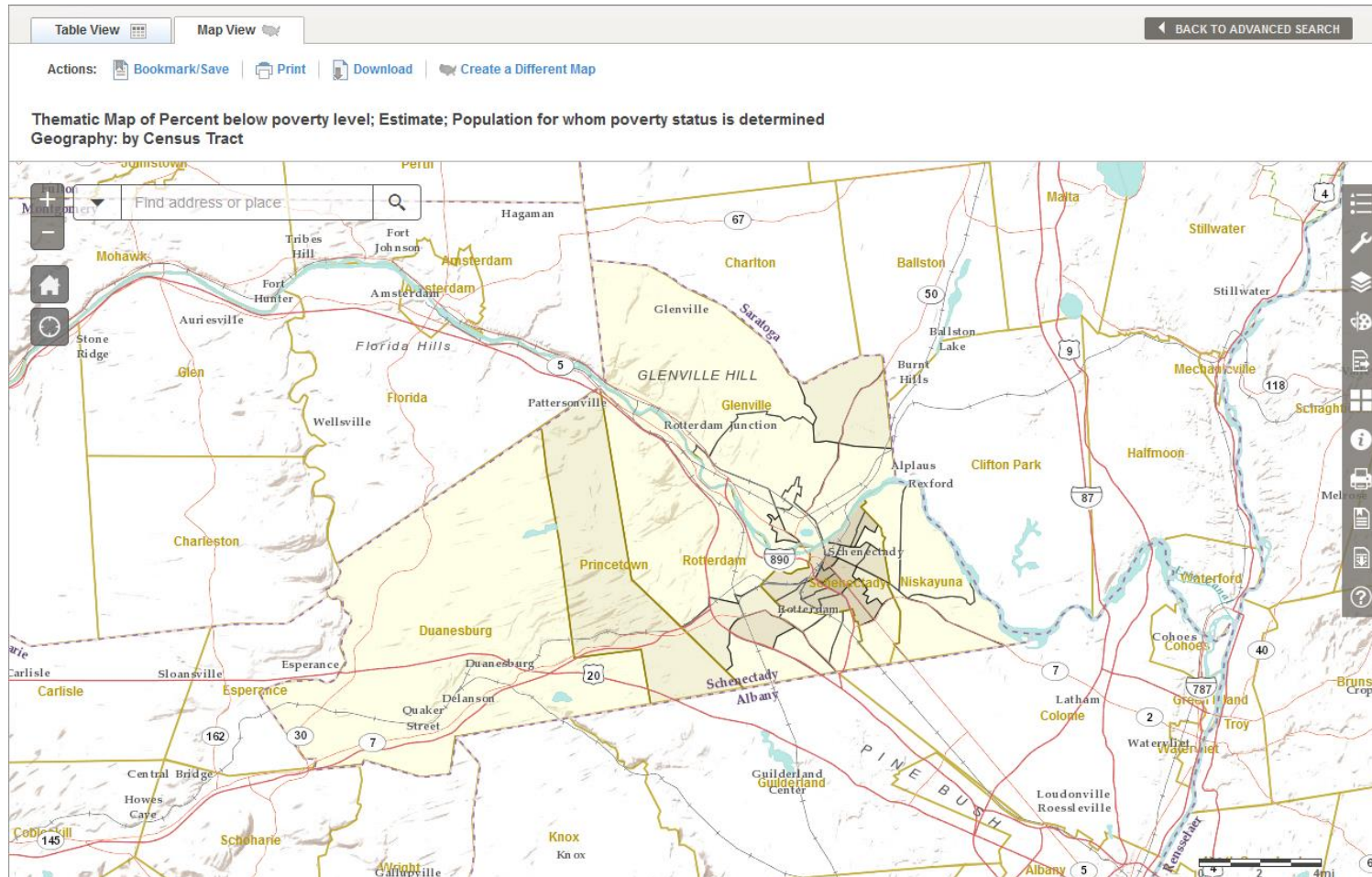
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