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

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## SDC Mid-Year Meeting March 27-28, 2006

The 2006 Mid-Year Meeting was held at the Westin Bonaventure in Los Angeles, California. The meeting opened with a welcome from Renee Jefferson-Copeland and introductions by all attendees.

### **MEDIA TRAINING**

Jacque Mason, Assistant to the Associate Director of Communications, introduced core messaging as a technique for effective communication with the media. Core messaging can be summarized as  $A = Q + MP$  where A is the answer to the question you pick (Q) with message points (MP). Have three message points prepared, or at hand, to give media a clear, concise, and organized response. The Census Bureau will be providing message points with each media release to assist the SDC network in this task.

Tips for controlling the interview:

- 1) find out reporter's deadline, name, contact information, and the purpose of the interview
- 2) figure out what you are going to say
- 3) call back as soon as possible and when you are prepared, but no less than one hour before the stated deadline

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### **DEMOGRAPHIC PROGRAMS UPDATE**

Associate Director for Demographic Programs, Howard Hogan, provided an overview of recent personnel changes. David Johnson, from the Bureau of Labor Statistics, has been hired as the new head of HHES. Enrique Lamas will be starting soon as the head of population division and International Migration is now lead by Dean Judson. Cheryl Landman is the new chief of the Demographic Surveys Division.

### **Upcoming data products**

The National Survey of Recent College Graduates and the Report of Domestic Migration will be released soon. Also, in progress are population estimates for metropolitan and micropolitan areas, special population estimates for areas affected by hurricanes Katrina and Rita, and a Census Atlas.

### **Survey of Income and Program Participation (SIPP)**

In light of current budget constraints and with the development of the American Community Survey (ACS), the need for a review of SIPP became apparent. The official poverty figures have always been collected under the Current Population Survey (CPS). SIPP filled the gap for in-depth policy analysis at high-levels of geography. Data collection will continue through September 2006. In 2007, with data from full-implementation of the ACS and the use of administrative records there is the potential for a re-engineered longitudinal program that will meet most of the needs of SIPP users at less cost to the Bureau.

## **GEOGRAPHIC PROGRAMS UPDATE**

Robert LaMacchia, Chief of the Geography Division, briefed the group on geographic programs.

### **MAF/TIGER**

The Accuracy Improvement Project is mid-contract. At the time of the meeting, 55% (1,798) counties were complete. A current status map is available at: [http://www2.census.gov/geo/maps/mtaip\\_status/production.pdf](http://www2.census.gov/geo/maps/mtaip_status/production.pdf). 2005 Second Edition TIGER/Line files are expected to be released in May 2006.

### **Local Update of Census Addresses (LUCA)**

- Survey of 2,000 participant and non-participants conducted. Only 8% of respondents indicated that they would not participate in LUCA. Responses also suggest that participation is problematic in smaller communities.
- A state-level LUCA pilot took place for a small number of localities in Indiana and Wisconsin.
- LUCA training materials will be available in early 2007.
- Advance letters for the LUCA Dress Rehearsal were sent to localities in January. Formal invitations will be sent out soon. (Note: These were mailed to localities on April 6). In addition, letters will be sent to the two Governors who will, if they participate, use the same materials prepared for the localities. States will be offered only the electronic option.
- 2010 LUCA promotional materials will be available Fall/Winter 2006 with invitation letters in Spring 2007. Responses required no later the March 2008. Improvements include improved training, more advanced notice, and a longer review period (4 months).
- A personal computer-based geographic update tool is under development, though it will not be available in time for the dress rehearsal.

### **Boundary and Annexation Survey (BAS)**

The 2010 Decennial boundaries will be based on responses received by April 1, 2010, and effective as of January 1, 2010. Boundaries for ACS and population estimates are based on responses received by April 1 of each year and are reflective of the boundaries in place as of January 1.

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## **2010 DECENNIAL PROGRAM UPDATE**

Jay Waite, Associate Director for Decennial Census, presented an update on the ACS and preparations for the 2010 Census.

### **American Community Survey (ACS)**

The 2005 data collection is complete. This was the first-time the ACS was in every county in the U.S. and marked the first-time data were collected in Puerto Rico. Collection of data in group quarters started in January 2006. Data collection was a challenge in the gulf coast areas affected by hurricanes Katrina and Rita. Early summer 2006 a special product on the affected gulf coast counties will be released. This product will look at the 8-months prior to the hurricanes and 4-months after the hurricanes.

### **2004-2008 Census Tests**

Evaluation of the 2004 census test is complete. The use of hand-held computers was surprisingly successful. The 2005 census test will focus more on content with approximately 20 questionnaire panels going out to around 420,000 households. Specific features to be tested include the questions on Hispanic origin, race, and ancestry, as well as, revised instruction on answering the race and ethnicity questions. Testing in 2006 will be conducted in Travis County, Texas and on the Cheyenne River Reservation in South Dakota. The 2006 test will include automation for non-response follow-up. The 2008 Dress Rehearsal will take place in San Joaquin County, California and the area around Fayetteville, North Carolina.

### **IT Contracts**

Several IT Contracts are in the works. The Decennial Response Integration System (DRIS) was awarded to Lockheed Martin in October 2005. The objective for this contract is to design and implement a system to capture and integrate census data collected by mail, telephone, and mobile computing equipment. The Field

Data Collection Automation (FDCA) contract is expected to be awarded by April 2006. The Data Access and Dissemination System II (DADSII) contract is still a work in progress.

Several items around the 2010 Census are still being discussed. These include a post-census local review, counting prisoners and citizens, and a planning database.

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#### **UPDATE FROM THE DIRECTOR**

Census Bureau Director, Louis Kinnannon, was unable to attend the Mid-Year meeting. In his absence, Jay Waite presented an update of census programs.

The number one priority for the Census Bureau is the re-engineered census. The three components of the re-engineered census are the American Community Survey (ACS), MAF/TIGER, and the 2010 (short-form) Census. Other goals of the Bureau include integration of ACS, a testing program for the Census, and a new approach for SIPP. The Census and Census testing programs have strong support in terms of the federal budget.

Counting U.S. citizens who live overseas has been tested, but had a poor response rate. One, they are hard to locate, and two, this is costly, so it is not likely for this to move forward for the 2010 Census.

A study on changing the procedure to count prisoners was conducted and presented to Congress. Several concerns arose from this study and the Census Bureau is not recommending implementation of this change.

Thanks and appreciation were extended on behalf of the Director to the SDC and FSCPE networks for continued assistance and participation.

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#### **AMERICAN COMMUNITY SURVEY**

##### **OPERATIONS, RESEARCH AND EVALUATIONS, AND USER MATERIALS** update from Deborah Griffin

The 2005 ACS was conducted in every county in the U.S. and municipio in Puerto Rico. There were challenges in the Gulf Coast area that altered follow-up procedures. The 2006 ACS has new translated materials in five languages and group quarters sampling. Cognitive testing is being conducted on translated materials.

A special data product will be produced from the 2005 ACS in the Gulf Coast area. This special release will include two products; one with data from the first 8 months of 2005 and the other on the last 4 months of 2005. Further details on this special product were presented in the data products update from Doug Hillmer.

Content testing is ongoing to investigate the re-wording of several population and housing topics. New topics for content testing include health insurance, marital history, and service connected disability.

Improvement of mail responses is dependent on 2007 funding of the methods panel activities. Testing additional mailings in areas with low response rates to improve mail response and mailing a multilingual brochure to encourage respondents needing translated materials to call the language assistance lines.

Residence rules for the ACS use the concept of "current residence". This differs from "usual residence" used in population controls. Evaluation will take place to estimate the number of areas with large differences in these populations. Preliminary data on this is expected to be available in Fall 2006.

The ACS Design and Methodology Report is expected to be ready for release in May 2006. This report will be detailed documentation on the methods used in collecting the ACS during 2005-2006. An initial set of training materials are also expected to be released in May. These materials will consist of a set of PowerPoint presentations on:

- Overview of the ACS
- Data Products (including a schedule of release)
- How to access ACS data (akin to an American FactFinder tutorial)
- Future Products

The intention is for additional modules including a short brochure or manual for quick reference and a detailed guide on the interpretation of multi-year estimates. Suggestions for additional modules are welcome, please let CLO know your specific needs.

#### **WEIGHTING AND ESTIMATION** update from Alfredo Navarro

The annual weighting process has three major components; initial weights reflect the probability of the selection, adjusting the weights of interviewed households to account for non-interviews, and adjust weights to independent housing unit and population estimate controls from the population estimates division.

Both the single-year and multi-year estimates are period estimates. The single-year estimates are based on interviews conducted over 12 months, the three-year estimates over 36 months, and the five-year estimates are estimates from data collected over 60 months. Multi-year estimates are a result of combining or “pooling” the data. The population controls are a simple average of the most recent population estimates over the period of the multi-year estimate. Boundary changes that occur during the multi-year period are planned to be handled by tabulating the data based on the geography for the most recent year in the multi-year estimate. Multi-year estimates will be adjusted for inflation. Dollar value items will be adjusted, using the Consumer Price Index, to the most recent year of the estimate period. Medians used in the multi-year estimates are produced by combining the data records from all years, NOT by averaging each year’s median.

ACS Research is underway on the weighting and estimation of the multi-year estimates, family equalization, and the use of alternative population estimates as ACS controls. Multi-year estimates are being produced for the ACS test sites from 1999 to 2005 to assess the stability and comparability of the estimates, as well as, gaining insight for the development and enhancement of user materials. Research is also taking place on modifying the weighting procedures to ensure consistency in the estimates of households and householders, householders and spouses/unmarried partners in married/unmarried couple households, and subfamily householders and subfamily spouses. The quality of the national and state population estimates is generally accepted and the benefits of using these controls from the population estimates division are well documented and understood. However, the quality of the county-level estimates, in particular the estimates of detailed demographics groups, is not known.

#### **DATA PRODUCTS** update from Doug Hillmer

ACS data products are released on a yearly cycle. The data collection from the previous year is wrapped up early in the start of each calendar year. Single- and multi-year data products will begin to be available in the summer of the same year and continue to be released over several months. Single-year estimates will be available this year for areas with population of 65,000 or more. 2008 will see the introduction of three-year estimates for all areas with 20,000 or more people and the five-year estimates will begin in 2010. The five-year estimates will be produced for all areas down to the census tract and block group level. The 2005 ACS release schedule will be divided into four thematic releases; demographic and social topics (mid-August), economic topics (end of August), housing topics (October), and selected population profiles for race, Hispanic origin, and ancestry groups (November).

The release of data is limited to avoid disclosure and to ensure statistical reliability. The Census Bureau’s Disclosure Review Board (DRB) must clear all data products before release to the public. Statistical reliability is assured by population thresholds of data products and the testing and subsequent collapsing of tables that fail testing based on a pre-determined coefficient of variation.

ACS data products including detailed tables, data profiles, ranking tables, subject tables, and selected population profiles were discussed in detail. Detailed tables will be the foundation upon which other data

products are built. The basic distribution of characteristics in the detailed tables will be similar to the summary file 3 detailed tables from Census 2000. Data profiles will be a set of estimates of selected summary characteristics. The four sets of characteristics for the data profiles will be general demographic, social, economic, and housing. Ranking tables are currently available for over 80 subjects and are limited to state-level data. Subject tables will be derived from the detailed tables and contain more detail than is available in the profiles. The selected population profiles are intended to be a quick report on a population or housing group of interest. The first selected population profiles were published in January 2006 for over 100 different race, Hispanic origin, and ancestry groups. These race and ancestry groups were developed starting with the list from summary file 4, but then limited by reliability and population thresholds.

There will also be narrative profiles, multi-year profiles, and public use microdata sample (PUMS) files. Special tabulations will be done on a reimbursable basis similar to the special tabulations produced from the 2000 Census. The PUMS data will be created each year from the full ACS sample. The size will be approximately 1% of the total sampling universe and will use Census 2000 PUMAs. The first release of data for PUMAs is expected later this summer.

Special 2005 ACS product for Gulf Coast areas will not be subject to the data release variance rules as the estimates from the September – December interviews have larger variance due to the devastating impact of hurricanes Katrina and Rita. Data will be released for the group of 117 FEMA designated counties, individual counties (subject to population threshold), group of designated counties by state and balance of state, and groups of counties for those not meeting the population threshold.

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## **POPULATION ESTIMATES**

Signe Wetrogan provided an update from the population estimates division.

Population estimates for the nation, states, and Puerto Rico were released in December 2005. Estimates for counties and municipios in Puerto Rico were released in March. The schedule of releases for the remaining vintage 2005 population estimates are as follows:

- State and Puerto Rico population estimates by age and gender expected April/May 2006
- National demographic characteristics are expected April/May 2006
- State and County characteristics expected late July 2006
- Sub-county population estimates expected in early June 2006
- State and County housing units estimates to be released in July

Projections of the population of the nation and states are proposed to be released during fiscal year 2007.

All of the above estimates are estimates for July 1, 2005 and thus do not reflect any population impact of the Hurricanes Katrina and Rita. In an effort to provide information for users, the estimates area will be preparing and releasing unofficial population data for counties or aggregate groups of counties included in the impacted area identified by FEMA. These population data will include the population reflecting the cumulative impact up to January 1, 2006 and will be available around the end of April or early May.

The U.S. is expected to reach a population of 300 million in mid-October 2006. The Population Estimates Area is working with the Communications Directorate on informational releases around this landmark that will document the changes since 1967 when the U.S. reached the 200 million population mark.

The population estimates area continues to work on enhancements in population estimates programs. These improvements are focusing on better estimations of the foreign-born population and internal migration.

In addition, there is some concern that the conventional data sets and methodology used in the estimates program may not fully reflect the migration due to hurricanes Katrina and Rita in the Gulf Coast region used as input to the 2006 round of estimates. Additional administrative records data sets are being examined for their potential use in the estimates development.

## **BUILDING PARTNERSHIPS – UPDATE ON COOPERATIVE EFFORTS**

Whittona Burrell from the Philadelphia Regional Office presented information on the partnership & data services (PDS) cooperative efforts. PDS continue to offer training, technical assistance, data research, and data user assistance.

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## **SDC BUSINESS MEETING**

The SDC Business Meeting was moderated by Renee Jefferson-Copeland and SDC Steering Committee chair, Bob Scardamalia. Renee reported that most states have returned their MOA's. CLO is working on the annual report and asks all states to collect information from their coordinating and affiliate agencies and report the collective information using the new online annual report form as soon as possible.

### **MARK YOUR CALENDAR**

SDC Annual Meeting  
October 11-13, 2006

The Annual Meeting will be held October 11-13, 2006 in the D.C. area.

Due to construction of the new office and meeting facilities in Suitland, this year's meeting will be held off-site. A hotel has not yet been confirmed for this purpose. CLO will be able to provide funding for the lead, or lead designee, from each state. This funding will be contingent upon each state completing their MOA and Annual Report. The Annual Conference will

feature more train-the-trainer type sessions. If you have ideas for training topics you would like to see or would be willing to share your expertise, please send your ideas to CLO or the steering committee.

The evaluations for the Mid-Year meeting will be electronic for the first-time. Attendees will receive an email requesting their feedback immediately after the conference.

Bob Scardamalia brought attention to the common goals of the SDC and FSCPE. A protocol was recently developed for the of sharing information between networks for BAS follow-up.

Renee reminded the network that if you see or hear anything you would like to know more about please contact CLO or a Steering Committee member. Please let CLO know when you are holding affiliate meetings in your state and there may be the opportunity for CLO staff to attend.

Efforts to promote the 2010 Census locally are underway in New York. Bob Scardamalia introduced the importance of an accurate census in 2010 to the New York congressional affairs and congressional staff last September. New York is active in assisting the Census Bureau in improving the address file and also sent newsletters to congressional staffers, colleges and universities, and county and city managers to remind people of upcoming LUCA and it's impact on the 2010 Census. In sharing his experience, Bob stressed that it is not too late to start local efforts in other states, but added that efforts need to start soon.

The Census Bureau is developing a web portal around the 2010 Census to help with local promotional activities.

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## **SDC SERVICE CENTERS**

Three roundtable discussions were held. Alfredo Navarro hosted the discussion on Basic Statistics and Confidence Intervals, the Websites and Communications forum was lead by Barbara Ronningen and Dan Veroff, and the GIS discussion was directed by Cyndee Singer and Xan Wedel.