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Census Information Centers (CIC) /
State Data Center (SDC) / Business and Industry Data Center (BIDC)
2006 Annual National Training Conference
October 11-13, 2006
Hilton Alexandria Mark Center Hotel, Alexandria, VA

MEETING MINUTES

<u>Wednesday, October 11, 2006</u>

Welcome and Introductions
> Jeri Green, Acting Chief, Customer Liaison Office (CLO)
> Melany de la Cruz-Viesca, Chair, CIC Steering Committee
> Xan Wedel, Chair SDC Steering Committee
> All three took turns welcoming everyone and expressing enthusiasm for a good meeting and exchange of ideas and information. Jeri thanked Stan Rolark for his dedication to the Customer Liaison Office and congratulated him on his new job. She hoped that the agenda reflected the current issues / concerns that the groups had as observed in the recent exchanges on the list serves.
> Melany emphasized the importance of Census data in helping to address policy gaps.
> Xan also extended a welcome to the group and reiterated the importance of the meeting and that the topics and presentations should be very informative to everyone.

Greetings from the Office of the Director
> Hermann Habermann, Deputy Director and Chief Operating Officer
> Hermann reviewed recent Bureau activities and also outlined new staff restructuring. He also addressed that there is no definitive answer on the budget. Currently the House targeted budget would not be ample to incorporate handheld devices, while the Senate budget would most likely create a problem in the economic programs. The continuing resolution environment is also problematic since it would not provide ample funds to ramp up for 2010.

Communications Directorate Update
> Jay Keller, Assistant to the Associate Director for Communications
> Jay has been in this position since April of this year and he has a new boss, Ruth Cymber. He outlined her background and discussed the plans for the Bureau's communications campaign for 2010. Jay reiterated that key personnel at the Census Bureau come and go, but the SDC and CIC programs remain strong and active. Jay discussed the communication campaign for the 2010 Census, the upward trend of response rates, changes in the media industry. The draft RFP is available at http://www.census.gov/procur/www/index.html. Jay also talked about the largest

office in the Directorate, Public Information Office (PIO), and the continuing goal to improve relationship with SDC and CIC programs. He thanked both groups for their assistance.

2010 Decennial Census Program Update
> Jay Waite, Associate Director for Decennial Census
> Jay discussed the timeline for the upcoming 2010 Census, including the 2005 test and the 2008 dress rehearsals. He discussed the security that will be used, the use of Handhelds and the technology of transmitting information once an interview was completed. The 2005 test looked at race and ethnicity and the results showed that the modified version of the control worked a bit better than the control. He also discussed the contracts that have been let to Lockheed and Harris for Decennial Response Integration System (DRIS) and Field Data Collection Automation. (FDCA), respectively. Presentation available at
> http://www.census.gov/sdc/www/06annualmtg.html.

American Community Survey Update
> Lisa Blumerman, Deputy Chief, American Community Survey Office
> Lisa summarized the history of the ACS and reviewed the procedures for the ACS; mail, phone, personal visit. She explained that the survey is mailed only in English except in Puerto Rico and that the telephone follow-up (call centers are bilingual – English and Spanish) last about 4 weeks. The ACS 2006 will have group quarters implementation and that the 2005 data was released in 4 phases: social and demographic; economic; housing; and selected population profiles. They also did a special Gulf Coast area release in response to the need for information for the areas affected by Hurricanes Katrina and Rita. (AL, MS, LA, TX). Lisa also reviewed the overview of data products for ACS and the geographies covered. In addition, she emphasized the different user guides and training materials that are available on the website. Presentation available at http://www.census.gov/sdc/www/lisa.ppt.

ACS Statistical Significance
> Alfredo Navarro, Assistant Division Chief, American Community Survey Statistical Design
> Tony Tersine, Jr. Chief, ACS Variance Estimation and Statistical Support Branch
> Tony very carefully reviewed the procedures for estimating margin of error when combining or comparing two data elements. It is important to note that the margin of error that is used by the Bureau for the ACS estimates is 90 percent. Presentation available at
> http://www.census.gov/sdc/www/tony.ppt.

ACS Estimates
> Signe Wetrogan,
> Signe has changed positions and is now the Senior Demographic Advisor to Chief, Population Division. Her replacement is Victoria Velkoff. Signe reviewed some of the studies that are underway to look at improvements in the population estimates. She discussed the use of looking at the change in foreign born from the ACS, using IRS tax returns for domestic migration and Medicare. She also mentioned that the differential coverage accounted for most of the difference between the 2000 Census and the population estimate, with the remainder due to international migration. There will be a complete evaluation of the estimates based on the 2010 Census.

ACS Quality Measures
> Debbie Griffin, Assistant to the Assistant Director for American Community
> Survey and Decennial Census
> Debbie explained the difference between a reduction in sample size versus response rate. She also explained that the ACS language program is different than what was done in the 2000 Census. The ACS survey form is mailed in English only with Spanish upon request. The call centers employ people fluent in other languages and they want to increase the languages

covered by the call centers in order to reduce noninterview/sample reduction. Presentation available at http://www.census.gov/sdc/www/debbieone.ppt.

ACS Weighting

Alfredo Navarro, Assistant Division Chief, American Community Survey Statistical Design, DSSD
Alfredo stated that the quality measurement website will be available by the end of October 2006. He also reminded the group that the user guide http://www.census.gov/acs/www/Products/users_guide/index.htm and PowerPoint http://www.census.gov/acs/www/Products/users_guide/acs_data_user_training.htm on the websites are very useful and provides simple explanations on how to use ACS weighting and how to evaluate the data. He also discussed the research that is underway on family equalization which they plan to incorporate into the 2006 ACS data. Alfredo also discussed the difference in using person and household weights when looking at aggregate income and he mentioned that the Bureau is looking at alternative ways to apply weights below the state level.

ACS PUMS (Public Use Microdata)

Alfredo Navarro, Assistant Division Chief, American Community Survey Statistical Design, DSSD
Alfredo discussed that every year the Bureau will be releasing ACS 1% PUMS data. Next year the Bureau will provide information on how to combine PUMS data across years, but the Census Bureau will not be combining multiple PUMS data.
Presentation available at http://www.census.gov/sdc/www/fred.ppt.

2005 ACS – Census 2000 Comparisons

Debbie Griffin, Assistant to the Assistant Director for American Community
Survey and Decennial Census
Debbie reviewed the differences between the 2005 ACS and Census 2000. Overall, the major differences are the interview and residence rules of the target population and the time period and reference period of the data. The 2005 ACS universe is the housing unit population of the US and PR and this survey collects data on current residents (2 months or more) where as Census 2000 included group quarters and used a usual place of residence rule. The ACS uses the interview date as the single reference point, or as the end of a reference period which is similar to Census 2000, except for income, migration, and agricultural sales. Overall, it is acceptable to compare the two datasets if the target populations are the same or similar. Presentation available at http://www.census.gov/sdc/www/debbie.ppt.

Data Products

Doug Hilmer, Assistant Division Chief for Data Products
Doug wanted to invite the meeting attendees to provide comments on the first ever ACS Summary File specifications. Comments must be received by **October 31, 2006**. The document in the "document download" section of the "Guide to the ACS Data Products" page that is accessible from the Census Bureau's ACS website http://www.census.gov/acs/www/Products/users_guide/index.htm. Doug also discussed ACS data release rules and ways to access ACS data. He mentioned that the "comparison year profiles" will resume in 2008 after a number of years of group quarters data have been collected and incorporated into the product. There was a reminder to look at ACS PUMS in Data Ferret and a notice that there will be no data from ACS in Advanced Query. Presentation available at http://www.census.gov/sdc/www/doug.ppt.

2007 Economic Census Update

C. Harvey Monk, Jr., Assistant Director for Economic Programs
Harvey briefed the group on the plans for the 2007 Economic Census. The economic census is the benchmark for all economic indicators including GDP and all BEA surveys. Some changes for 2007 will be an expanded detail on service products and purchased services with the collection

of data for 2200 products covering all service industries (North American Product Classification System) and the inclusion of pension and health care questions on the Business Expenses Survey. The 2007 Economic Census will be distributed only through the AFF (American FactFinder), no PDF, CD/DVD, or printed publications. Presentation available at http://www.census.gov/sdc/www/monk.ppt.

Advances in Technology and Tools
Colleen Flannery, Marketing Services Office
Colleen communicated with the group through remote meeting and she and Barbara LaFleur displayed the features of the system. Colleen briefed the group on the current status of the LEHD On-the-Map program, demonstrated the system, and showed the Data Ferret Hot Reports on the Internet via the remote meeting hookup. Presentation available at http://www.census.gov/sdc/www/colleen.ppt.

Thursday, October 12, 2006

Welcoming Remarks
Renee Jefferson-Copeland, Program Administrator State and Governmental Programs, CLO
With the first breakout session where the CICs were separated from the SDCs/BIDs, Renee took time to go around the room and allow everyone to introduce themselves. She also thanked her staff for their support during the transition/move into the new building and thanked the Regional Office staff for their support of the network.

Geographic Programs Update
Bob LaMacchia, Chief, Geography Division
Bob gave an overview of the MTAIP products and status. He mentioned that there will be a complete realignment of TIGER street centerline before 2010. BAS in 2007 will expand to cover places with population of 2,500 or more and in 2008 all government units will be included in a coordinated effort with the LUCA project. The MAF/TIGER partnership tool will be available via a PC application and BAS will have an internet-based tool as well. A link to the status update of the Harris Corporation Awarded Contract for U.S. Census Bureau's MAF/TIGER Accuracy Improvement Project is at http://www.census.gov/geo/mod/maftiger.html with a map at http://ftp2.census.gov/geo/maps/mtaip_status/completed_production_102306.pdf.
 Bob also informed the group that this is the end of TIGER/Line – the new products will be shape files, GML, and web services.

Lessons Learned on LUCA State Pilot and Evaluation
Linda Franz, Geography Division
Linda reviewed some of the changes in the LUCA program relative to 2000. The review process will last 120 days instead of 90 days and there are 3 ways that an area can participate: Option 1 - Full Address List Review, which requires the entity to sign a confidentiality agreement; Option 2 - Provide your local address list (only city-style addresses) for Census Bureau matching and feedback (requires the entity to sign a confidentiality agreement); Option 3 - Provide your local address list (only city-style addresses) for Census Bureau matching but no feedback (no Title 13 confidentiality agreement) will be provided.

LUCA software will be provided to view list, update map, and submit changes. This software will be used for other programs too. The Bureau will invite state governments to participate for better coverage and there will be much improved training, including computer-based integrated training for the software. The tentative timeline for LUCA is shown below:

Time Frame	Activity
January 2007	LUCA Advance notice letters mailed to the highest elected official and other contacts in all active functioning governments.
July 2007	LUCA invitation letters and registration materials mailed to the highest elected official and other contacts of each government.
July 2007 to January 2008	Invited governments register for LUCA and the Census Bureau ships the LUCA review materials to each participating government.
August 2007 to March 2008	LUCA participants review and update the address list and return their comments to the Census Bureau's Regional Office.
April 2008 to October 2008	Census Bureau reviews the participant's LUCA submission and updates the Master Address File and the TIGER geographic database.
November 2008 to May 2009	Census Bureau prepares for and conducts the Address Canvassing Operation using GPS equipped hand-held computers.
June 2009 to October 2009	Census Bureau ships feedback materials to the LUCA participants showing how we processed each government's LUCA submissions.
September 2009 to December 2009	LUCA participants review their LUCA feedback and have the opportunity to appeal the results to the LUCA Appeals Office.
September 2009 to January 2010	LUCA Appeals Office reviews and adjudicates the appeals

Dan Veroff, Wisconsin SDC
Dan addressed some procedures that were tested and lessons that were learned with a pilot that was done statewide for 5 counties in WI. Wisconsin used a county parcel data base and only sent additions, not deletions to the Bureau for consideration. Some of the lessons that Dan shared were: get MAF layout now; develop a plan in collaboration with state partners; aim for statewide address list; use multiple data sources; have adequate staff and technical resources. Overall, the approach that they used worked, but statewide should be last resort, since local knowledge is better. This process made them better prepared to be a resource for the locals with the LUCA program.

 More information about LUCA available at
http://www.census.gov/geo/www/luca2010/luca.html.

Statistical Areas Update
Michael Ratcliffe, Geography Division
Michael discussed the changes that will be coming in regard to geography. He stressed that consistency is important and comparability and if they merge areas they will preserve outer boundaries; similarly if they split areas they will keep old outer boundaries. He discussed that block group data will be available for ACS and that new CDP areas will be used for 2010 and beyond. The proposed criteria for CDPs will be published in late 2006 or early 2007 in the Federal Register. Presentation available at
http://www.census.gov/sdc/www/06annualmtg.html.

Media/Communications Training
David McMahon, Public Information Officer
Megan Kindelan, Public Information Officer
David and Megan presented strategies and tips to conducting more effective interviews. As part of their presentation, they had videos of bloopers and had the attendees break into groups to

discuss difficult experiences with the press / presentations. They also focused on the importance of getting your message out quickly into a sound bite and to have only a few key messages that you want to get across. Presentation available at http://www.census.gov/sdc/www/dave.ppt.

CIC/SDC Network Show and Tell
>Dr. Tim Ready, Inter-University for Latino Research, Notre Dame University
>>Latino Contribution to Economic and Social Well-Being: Using Census Data to Inform Policy Makers http://www.census.gov/sdc/www/ready.ppt.
>Dr. Richard Rathge, North Dakota State Data Center
>>Cases Studies in North Dakota - Understanding the Data http://www.census.gov/sdc/www/rich.pdf.
>Dr. Rudy Wilson, Norfolk State University
>>Development of web-based system to view county profiles on how Blacks have changed in the past 50 years
>Dr. Leonard Gaines, New York State Data Center
>>Response to Question from State Agency 'Children and Parent's Employment Status' – Using PUMS http://www.census.gov/sdc/www/lenny.ppt
>John Blodgett, Missouri State Data Center
>>Collection of items on Website – using SAS, Data Extractor, etc.
>>http://mcdc2.missouri.edu/cgi-bin/browse?/pub/data/acspums/Tools/application_povrates_bycollege.sas@
>>http://mcdc2.missouri.edu/cgi-bin/browse?/pub/data/acspums/Tools/application_povrates_bycollege.log@
>>http://mcdc2.missouri.edu/cgi-bin/browse?/pub/data/acspums/Tools/application_povrates_bycollege.lst@
>>http://mcdc2.missouri.edu/cgi-bin/browse?/pub/data/acspums/Tools/application_povrates_bycollege.html@ (alternative to the lst file with output in html format).
>Trib Choudhary, The Navajo Nation
>>The Navajo Nation – An Overview http://www.census.gov/sdc/www/trib.zip

The case studies listed above were all very interesting and showed how Census data can be used to enhance an understanding of demographic groups. Also exhibited different ways of analyzing and presenting information.

Update on Census 2010 Redistricting Data Program
>Cathy McCully, Chief, Census Redistricting Data Office
>Cathy presented an overview of the timeline for the redistricting data. They have collected state legislative plans and retabulated SF1 / SF3 for state legislative districts. District profiles will be out on DVD and in AFF. The reauthorization of voting rights requires a special tabulation twice per decade to determine which counties need to offer bilingual voting machines, etc. The first listing will be out in January/February 2012 for fall elections and then in 2017 using the 5-year ACS estimates. She also mentioned that there will be Dress Rehearsal Prototype Redistricting Data products. http://www.census.gov/rdo/www/.

Regional Office Partnership and Data Services Update
>Timothy Olson, Assistant Division Chief, Field Division Partnership & Data Services/American Community Survey
>Timothy discussed the challenges ahead for the 2010 Census. He discussed how changing demographics make the 2010 Census challenging in addition to the goals, objectives, and PDS (Partnership & Data Services) program strategies for the 2010 Census. During 2007, PDS plans to consult with Tribal Government Leaders, hire regional PDS coordinators, develop regional PDS plans, and to reach out to large city/county governments. Tim's presentation is available at http://www.census.gov/sdc/www/tim.ppt.

Friday, October 13, 2006

Opening Remarks
>Renee Jefferson-Copeland

Federal Agency Topic Tables
>Immigration, Barbara Ronningen, Minnesota State Data Center
>http://www.census.gov/sdc/www/barbron.doc

>HUD (U.S. Dept. of Housing and Urban Development), Richard Rathge, North Dakota State Data Center   Visit ND SDC web site at
>http://www.ndsu.edu/sdc/data/housingneedsassessment.htm for more information.

>Bureau of Economic Analysis (BEA), Jerry Deichert, Nebraska State Data Center (sitting in for Carol Rogers)

>The topic table discussions were very interesting and allowed attendees to share ideas on data uses and sources. It was a great mechanism for attendees to be able to take advantage of the research and ground work that are done by their colleagues.

SDC Roundtable Discussions
>How to Manage a Data Center on Scarce Resources, Annette Watters, Alabama State Data Center
>http://www.census.gov/sdc/www/annette.doc

>How to Use ACS PUMS Data, John Blodgett, Missouri State Data Center

>Getting Ready for 2010 LUCA, Bob Scardamalia, New York State Data Center Visit NY's web site at http://www.empire.state.ny.us/nysdc/Census_2010/default.asp for more information.

>How to Justify the SDC Program to Local Administrators, Sue Copella, Pennsylvania State Data Center http://www.census.gov/sdc/www/suec.doc

>The roundtable discussions were also very interesting and allowed attendees to share ideas on the topics and exchange processes used in varying states and organizations.

>Both the topic tables and roundtable discussion sessions were very well received and attendees appeared to be engaged and thought that these types of topics should continue to be pursued at future meetings.

SDC/BIDC Business Meeting
>Renee Jefferson-Copeland
>Frank Ambrose
>Xan Wedel

>The business meeting centered on a review of the past year's activities by CLO and the network. Renee mentioned that the annual report may need to be tweaked in the future, as the focus of the some of the questions should be on leading technologies, not items that all states and affiliates have in place; and she asked the Steering Committee to look into the report questions for the coming year. Renee also requested that the network work through CLO when requesting Bureau staff to present at a conference, etc. in order to balance the relationship within the Bureau. She requested that the network let CLO know how they can assist the network in the

current environment of declining budgets and declining staff. Presentation available at http://www.census.gov/sdc/www/06annualmtg.html.

 Renee wanted re-emphasize the importance of completing the annual report and that leads need to let CLO know when there are affiliate changes that require password changes (to the embargo site, et.). A copy of the 2006 Annual Report is available at http://www.census.gov/sdc/www/06annualmtg.html.

Plaques were presented to Barbara Ronningen, Dan Veroff, and Bob Scardamalia for their past service on the steering committee with many thanks for their commitment and dedication.

The next meeting of the Steering Committee is February 21-23, 2007 and the Midyear meeting will be held in conjunction with the PAA meetings at the Marriott Marquis on March 26-27, 2007. The 2007 Annual Meeting will again be in October, but dates have not yet been set.

Wrap-up and Adjourn

If you are unable to access the presentations online, contact Barbara LaFleur at barbara.a.lafleur@census.gov.