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State Data Center (SDC)/Census Information Center (CIC) Programs
Annual Training Conference
October 8-10, 2008
Census Bureau Headquarters

Wednesday, October 8, 2008

Welcome and Introductions
Barbara Harris, Chief, Customer Liaison and Marketing Services Office (CLMSO)
Barbara Harris opened the meeting and welcomed everyone to the training conference. She invited everyone to introduce themselves, as there were many new people in attendance. The group went around the room and introduced themselves (name, state, SDC/CIC/Regional Office/etc.).   During the meetings this week the group was also celebrating the 30th anniversary of the SDC network. She thanked the group for all their work over the years. In 1978, Barbara worked in the office that announced the Federal Register notices, and when she saw the notice for the establishment of the SDC, she thought that it would be great to work in this program. David Donovan & Gary Chappell head up the two units for the groups in attendance (SDCs and CICs, respectively). She thanked all the staff for their hard work in bringing about this meeting, and also Susan Schechter for all the work and efforts that went in to developing the full-day of training on ACS that will be held tomorrow, and she also thanked the Regional Staff for their attendance.

Dan Veroff (SDC Chair) and Saigiridhair Mullapudi (CIC Chair)
The chairs for the 2 groups, Dan Veroff and Saigiridhair Mullapudi welcomed the group and thanked everyone for their efforts in bringing about the very informative meeting that will be held over the next 2 ½ days.

Remarks from the Director
Dr. Steve Murdock, Director, US Census Bureau
Dr. Murdock welcomed the group and congratulated the SDC network on their 30th anniversary. He thanked the group for being important in teaching and helping data users. He then highlighted a number of programs within the Bureau.

Decennial Census: The decennial census is making excellent progress as Regional Census Offices are open and the Local Census Offices are getting ready to open. The Bureau has received a lot of applicants for the local office positions. The Internet will be an option over the next few years for household surveys including ACS and for the 2020 decennial census. If the Bureau had started early in the decade, they may have been able to include the Internet as an option for the 2010 Census. There will be

fingerprinting for temporary employees for the 2010 Census, but the process should be streamlined to accommodate the large number of applicants that need to be processed.

Staffing: Tom Messenbourg –As of October 7, 2008, Tom Messenbourg is no longer in an acting role, but he is now the Deputy Director of the Census Bureau. Tom has been at the Bureau for 36 years. Tom previously served as Associate Director for Economic Programs. These programs will continue to be in the news and he will continue to keep people informed about these statistics.

Economic Census: The Director remembers when both the SDC (State Data Center) and BIDC (Business Information Data Center) programs were formed. The BIDC helped with promotion of the 1987 Economic Census. In February 2009 the advance report from the 2007 economic census will be available. The Survey of Business Owners is currently underway and will first sample employers, then nonemployers.

Remarks from the Deputy Director
Tom Messenbourg, Deputy Director and Chief Operating Officer
Budget: On September 30th, the President signed the continuing resolution. The Bureau received an anomaly on the budget; which means that they can continue to spend as if they received the President's budget. The continuing resolution is in place until March 6, 2009, but there may be a budget before then. If there is no budget by then and the continuing resolution remains in place, then two Census programs would be impacted, SIPP (Survey of Income and Program Participation) and CPS (Current Population Survey). For both SIPP and CPS the issue will be continuing to fund the surveys with their current sample sizes after March 6th. For SIPP a new sample was implemented in September 2008.

2010 Census Update (http://www.census.gov/sdc/www/arnoldjackson.ppt)
Arnold Jackson, Associate Director for the Decennial Census
Arnold Jackson gave an update on the 2010 Census and explained that more details regarding the preparations for the 2010 Census will be discussed by other presenters later today. As technology has changed over the years and expectations for the Census have also changed.   Mr. Jackson highlighted some of the 2010 Census preparations that are underway.

Address Canvassing: The Bureau is on track for the 2010 Census and on the doorstep of starting to canvass for address validation. This process will commence in April 2009. The Bureau has opened Early Census Local Offices and has started hiring for these offices.

MAF/TIGER: MAF/TIGER has been enhanced in 3,232 counties through the MAF/TIGER Accuracy Improvement Project. This project has been completed.

Dress Rehearsal: A list of completed and not yet completed activities for the 2008 dress rehearsal were highlighted and are in the handout. The Bureau has completed down-scoping some of the operations related to the hand-held devices.

LUCA: LUCA (Local Update of Census Addresses) edited submissions have been totally integrated.

Field Automation: ELCO (Early Local Census Offices) are in the process of opening and should be completed in December 2008. There are just a few of the 150 ELCOs that have difficulties in getting the lease signed, build-out completed, etc

2010 Census Questionnaire Wording: Questionnaire wording has been tested throughout the decade. Final wording was announced in January 2007. There will also be additional tests planned as part of the 2010 Census Alternative Questionnaire Experiment.

Field Data Collection Activities: Field data collection activities encountered some hurdles with the contractor (Harris) that made the Bureau relook at the contract and processes for the 2010 Census. The Bureau concluded negations on the redefined contract last week. The contractor will be more focused on address canvassing. Some changes that were determined were the use of paper questionnaires for the enumerator follow-up, in lieu of using the hand-held devices.

Language Program: The Bureau is making a tremendous effort to reach the population of the United States, realizing the diversity of the population. They do not want language to become a barrier to participation in the 2010 Census. The Bureau will mail bilingual forms to tracts with a high concentration of "Spanish Assistance" households and will also have the 2010 Census form available in 5 languages – Spanish, Chinese, Korean, Vietnamese, and Russian. Also, language assistance guides available in 50 languages (Albanian, Amharic, Arabic, Armenian, Bengali, Bulgarian, Burmese, Cambodian, Chinese-Simplified, Chinese-Traditional, Croatian, Czech, Dari, Dinka, Dutch, Farsi, French, German, Greek, Haitian Creole, Hebrew, Hindi, Hmong, Hungarian, Ilocano, Italian, Japanese, Korean, sLaotian, Lithuanian, Malayalam, Navajo, Nepali, Panjabi, Polish, Portuguese, Romanian, Russian, Serbian, Somali, Spanish, Swahili, Tagalog, Thai, Tigrinya, Turkish, Ukrainian, Urdu, Vietnamese, and Yiddish) via the Internet and in 22 languages(Amharic, Arabic, Armenian, Chinese-Simplified, Chinese-Traditional, Dari, Farsi, French, German, Haitian Creole, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Russian, Somali, Spanish, Tagalog, Tigrinya and Vietnamese) by calling the Telephone Questionnaire Assistance line. In addition, the guides will also be printed in Braille and large print.

Service-Based Enumeration: Service-based enumeration will be conducted over three days; March 26-28, 2010. On March 26 the Bureau plans to enumerate shelters for people experiencing homelessness; March 27 is dedicated for the enumeration of soup kitchens and regularly scheduled mobile food vans; while on March 28 the plan is to enumerate targeted non-sheltered outdoor locations. The Bureau does not tabulate homeless as a separate category.

A question was asked about the race category of "Black or African American". Currently the Bureau does not let respondents indicate more detail under this category as it does with other race categories. The Bureau does plan to continue to test the race / ethnicity question throughout the next decade.

The Planning Database (http://www.census.gov/sdc/www/erinlove.ppt)
Erin Love and Guinevere Mills, Decennial Management Division and J. Gregory Robinson and Antonio Bruce, Population Division

J. Gregory Robinson and Antonio Bruce, Population Division
The planning database (PDB) was developed back in 1990; used in 2000; and will be enhanced for the 2010 Census. The PDB can be used to systematically identify areas that are hard-to-enumerate based on a "hard-to-count" (HTC) score. After 2000, the PDB was updated to include Census 2000 data. The factors that define barriers to enumeration include factors relating to housing characteristics and social and demographic characteristics. On pages 7-9 of the handout is a list of the variables that were used in the Census 2000 PDB. Some of the limitations of the PDB were highlighted, including: the data are based on the last decennial census and can become out-of-date; the PDB assumes that the appropriate causal variables have been included; and the standard errors and confidence intervals are not provided, so the results are qualitative and descriptive. The Hard-to-Count (HTC) scores are grouped into 3

categories, 60 or more, 30-59, less than 30. More affluent areas typically have a lower hard to count score, and higher response rates. The handout shows the relationship between the HTC scores in 1990 and 2000 response rates. The HTC score will be a good indicator of the areas with low response rates in 2010.

The Bureau also focused on tracts where 15 percent of the households were linguistically isolated (LI). They used the HTC scores in the PDB to determine if the LI households are clustered in areas that exhibit characteristics associated with barriers to enumeration. In 6 states (CA, NY, TX, IL, FL, and NJ) about three-quarters of LI tracts had HTC scores of 60 or more. This information can be used to determine where to put resources. The Bureau plans on more integration of the PDB in 2010 Census operations.

Erin Love and Guinevere Mills, Decennial Management Division
The enhanced PDB version contains data at the national level, covering all 50 states and the District of Columbia and Puerto Rico. The enhanced version also included 2006 ACS for places of 65,000, PUMAs, and congressional districts. The enhanced PDB uses a single sign-on with a web interface and enables the user to organize personal portal pages containing only the needed information. Other enhancements include pre-defined reports and graphs, exportability to Excel and geospatial mapping capabilities. Later iterations will include more ACS and reduce the population thresholds.

They showed the login screen, customized home page (selection of reports and geography).   The Bureau will develop a tract level public database version. Development will be in early Fiscal year 2009 and the release should be no later than summer 2009.

A question was asked about the difference between the PDB that is out on the web currently and the enhanced PDB with regard to Census 2000 data. The current web version does not have the mail response rates incorporated into it. The meeting attendees also expressed an interest in being able to obtain the PDB at the block group level. The disclosure review board would need to determine if these data can be released at the block group level.

The ACS data reports will not have a HTC score. The reports for ACS in this system will be for areas of 65,000 or more population.

Redistricting Data Program Update
Cathy McCully, Chief, Census Redistricting Data Office
Cathy McCully discussed the history of the SDC and her role. John Rowe headed up the section and Cathy assisted him. She discussed the successes that the SDCs have done and how the program has evolved and congratulated the SDC on their anniversary.

On St. Patrick's Day, the Bureau mailed out the pilot county that each state would use for the 2nd phase of the voter district program. For 2010, the block boundary suggestion program and the voter district (precinct) program have been combined. For the pilot county, the Bureau mailed the MAF/TIGER partnership software, the county data, and procedures. Regional district office staff called and setup training meetings in each state. Geography Division discovered that there were a set of counties that were processed earlier/later and they were reprocessed.   Staff within Geography Division were able to develop a software program that improve some of the line work in these files.   For Phase 2 balance of the state, some counties will be in great shape and others will be questionable. Since the Bureau identified these counties that needed to be reprocessed, the Bureau will redeliver the counties that were problematic in January 2009. A strategy will be to process the counties that were not "questionable" then review those that are "questionable" as the data may be useable in their current

form. 2000 Block Equivalency function was added to the MAF/TIGER partnership software to streamline the efforts when the files are received. Deadlines are 120 days from the day of receipt for those that are received in October and the due date will be extended for those areas that are redelivered. Alaska, Connecticut, Delaware, Tennessee will be redelivered in their entirety. The states where there will be no counties that will be redelivered are: District of Columbia, Massachusetts, Nebraska, North Dakota, New Hampshire, New Jersey, Rhode Island, and Vermont. The only county that can be resubmitted is the pilot county, but not before the other areas start.

Regional offices have been trained on the software and how to review the counties. The Bureau will ask the regions to give feedback to the states regarding the pilot counties. If you have not heard from the regional office, then there were probably no problems in the processing of the files. Verification will happen in the fall/winter of 2009.

Cathy passed around 2 handouts that showed the data summaries and geography. Prototype products will be delivered in April 2009 mirroring the data product for March 2011. The Bureau will also produce maps in PDF files primarily, but the maps will be on a different timeline. The TIGER/LINE files will also be available in early 2009. Prototype products will be centered around San Moteen County, CA and will also be centered around school districts. The Bureau will be going from 20 to 80 summary tables and they will be adding housing units back into the PL file.

This is the first time that the Bureau has 100% participation in this program, with contacts in every state, the District of Columbia, and Puerto Rico.

2010 Census Integrated Communications Campaign Update
This session was split into two parts – first a presentation by Tasha Boone and then a SDC/CIC panel addressing how to conduct 2010 Census promotional activities with varying size budgets.

Tasha Boone, C2PO - Census 2000 Publicity Office (http://www.census.gov/sdc/www/tashaboone.ppt) The communications campaign for the 2010 Census was built on the successes in 2000. The campaign has three goals: increase mail response; improve accuracy and reduce the differential undercount; and improve cooperation with enumerators. The final plan was delivered by Draftfcb and accepted by the Census Bureau. The plan is about 300 pages, so a synopsis was also developed (about 20 pages). Both of these documents are being finalized and will be posted to the web. The 2010 Census campaign is grounded in research and the CBAMS (Census Barriers and Motivators Survey) research was done to assess knowledge and attitudes about the Census; barriers to response, etc. The report with results from this survey will be made available to the SDCs and CICs.

The first phase of materials was for promotion and the next phase will be for nonresponse follow-up. Ads will be released between December and February. The 2010 Census recruitment website went live on October 2, 2008 (www.2010CensusJobs.gov).

The Bureau has to ensure that the campaign reaches everyone. For everyone, there will be a mass media campaign, electronic materials for Census in the Schools, and National Partnerships and Public Relations. For the middle and hardest to count, there will be Regional Partnerships, targeted advertising, and Census in Schools printed materials.

Draftfcb has hired Scholastics as a contractor for Census in Schools (CIS). Scholastics also worked on CIS for Census 2000. The focus is on HTC schools and the Bureau is in the process of identifying these schools using Census data and Scholastics information. The Census tract may not be hard to count, but

the school population may represent this HTC community. There will be printed materials in English and Spanish for HTC schools; both public and private schools.

Integration means that people will hear about the Census in multiple venues. For example classified ad for canvassing, through church, from children bring home the CIS message, advertisement, etc.

Testing of the media begins in early 2009, production is set for April 2009 along with upfront media buys. Ways that the CICs and SDCs can help is in forming and assisting Complete Count Committees (CCCs), identify state and local agencies to get involved, help develop partnerships, work on strategies to reach HTC areas, identify languages that materials are needed in, and help with Be Counted and QAC (Questionnaire Assistance Centers) program.

New for 2010 Census are templates for CIS, something that did not exist for Census 2000. Logos and templates will be available on the Census Bureau's website.

SDC/CIC Panel
Jan Nakamoto – Hawaii Department of Business, Economic Development & Tourism
(http://www.census.gov/sdc/www/jannakamoto.ppt)
Jan indicated that Hawaii spent the least amount of money in the nation for promoting the 2000 Census. They had no state money, little experience, difficult geography, and a large minority and foreign born population. The state had only one CCC that was at the state government level, so Census Bureau Partnership Specialists had to cover the islands. In total they spent about $1,000 in funds and about $700,000 in-kind services. They had good committee participation and fairly good coverage.   It was still disappointing that the response rate was still low, about 60%.

In 2000 the state had about 80,000 state and county employees, so they put out a Census message with state payroll. Each agency did outreach to groups based on mailing lists that were available to the agency. Branch libraries also gave out a lot of information to the public. They put a census message on metered mail. In addition Hawaii had a 2000 millennium program, so they piggy-backed on this program by using the logo and adding the word Census. They made an 11x17 version of the larger Census Bureau Poster for Asian and Pacific Islanders, as this smaller size poster was better for putting in merchant windows. On March 4th, the state had a Census kickoff event.

For 2010, Hawaii is planning on forming a Complete County Committee and this time they hope to have more than one. They also plan to work with the CIC and hope that the Bureau will continue to do in kind products that are targeted to different audiences. Hawaii would like the Bureau to assist in estimating the amount of federal dollars that come into the state. They plan on using the HTC data as Hawaii did not incorporate the information for 2000.

Ryan Dolan, Minnesota State Demographic Center
The state of Minnesota hired Ryan in August 2008 to work on the 2010 Census, along with Barbara Ronningen and the Census Partnership Specialist. Minnesota has been doing a lot of minority organizing; statewide Asian and Pacific Islander and Chicano CCCs have already been formed; and they will be forming the Black and African American CCC soon in addition to city complete count committees. They plan on forming other group specific complete count committees, such as: youth, nonprofit organizations, etc. They had a Census round-table last month with four congressional staffers and representatives from state government agencies. Minnesota tied Iowa with the highest response rate in 2000 and they want to increase the rate to 80% or higher. To accomplish this, they plan on putting together talking points for state legislators for the summer of 2009.

Minnesota has started to develop promotional tokens – ruler, button, etc. They plan on using touch screen monitors with multiple languages to get the message out. They have started working with the media and have been on Public Radio and in the press. They are currently developing a website and want to direct people to this site. Minnesota will be conducting a 25 event tour of the state and want to cover all of the counties.

Robert Scardamalia, New York State Data Center
New York plans to target former New Yorkers that now reside in other states, like Florida. They do not want to lose representation in congress to Florida or other states. They did not do a lot in 2000; but worked with agencies that had contact with the public. For 2000, New York had a little bit of money that was funded to Regional Affiliates.

Looking at LUCA experience, New York plans to work at the lowest level of government in order to reach all citizens and they believe that this is the best way to get the biggest bang for the buck. New York is modeling the 2010 outreach after their experience with LUCA and is currently contracting with county and regional planning organizations to begin the outreach in the fiscal year that starts in March 2009. They will also do outreach at the state level again, but they plan to put their focus in getting the information out to the local governments.

New York has $200,000 for this year and hopes to obtain at least the same if not more funding for the next fiscal year. They plan on spending the money on printing information to go out the agencies. New York will be forming a state CCC and plan to host a large statewide kick-off meeting in March 2009 and broadcast the meeting throughout the state.   They also hope to be able to have a grant program to be given to local governments that may need the funds for printing, etc.

Overall, the Census Bureau partnership staff and the states need to work together. This was not done effectively for the 2000 Census.

Melanie Dela Cruz-Viesca, Asian Pacific American Community Development Data Center
(http://www.census.gov/sdc/www/melany.ppt)
California is also trying not to lose a seat as a result of the 2010 Census. The CICs need to work with the SDCs and Regional Office staff. The chair of the CA Assembly Select Committee on the Census held a meeting in LA in April 2008. The promotional flyer showed the relationship between population and federal dollars that could be lost due to an undercount.

Melanie outlined what the California did to promote the 2000 Census; and that there were five phase of Census Bureau outreach that extended from March 4 – June 7, 2000. It is important that the state work with the Bureau to not duplicate efforts and resources and there is a need to ensure that the message is consistent, through training, etc. There should be strategies and outreach to different communities, as there is not one flyer or message that fits all. For example, the Pacific Islanders Community Council developed a flyer in 2000 that showed intergenerational families.

Mark Holman, Sitting Bull College Census Information Center
Mark is putting together a communications plan to work with the tribes, the Regional Office and the State to make this the best Census ever. He will be shifting gears from data dissemination to the data collection. For many of the CICs, this is their first Census and the CICs need to work together to reach across the aisle. There is a CIC blog to share knowledge regarding what everyone is doing for 2010 and with Census data.

Regional Office Partnership Program Update
Tim Olson, Assistant Division Chief of ACS & Partnership, Field Division
Tim Olson presented an overview of current Regional Office partnership activities for the 2010 Census.

Hiring: Currently the regions are partnership staff, about 144 hires (12 per each of the 12 regions). Some of these hires occurred in May 2008 while others were in September 2008, to come onboard after the current fiscal year. In January 2009, the Bureau will increase to 680 partnership staff (hope to have them onboard on January 5th, the start of a new pay period, and then they will be trained). The partnership staff will reach out to the groups where they have their expertise.

Complete Count Committees: The Bureau is getting ready to mail Complete Count Committee Guides to about 39,000 local, state, county, tribal governments. Prior to the actual mailing, the Bureau will send the electronic copy to the SDCs/CICs and they will also let us know when the guides are expected to be mailed. The guide is about 20-25 pages, incorporating best practices from 2000 and has been streamlined to fit different size communities and different budgets. There are suggested timelines and suggested taglines for getting the word out.

Current Regional Partnership Activities: The Bureau is actively recruiting for partnership staff. SDCs and CICs can help get the word out about these positions. The Bureau is currently putting together their plan and fine tuning the training that staff has received and identifying hard to count areas using both the partnership staff and regional office staff knowledge. At the end of the month, headquarters (HQ) and Regional Office (RO) staff will meet to review all of the plans including peer reviews of the plans. There will be a document that will be shared with the SDCs and CICs that outlines the plans for the regions. Each region is recruiting key partners at this time and the regions cannot wait until they are fully staffed to commence this activity.

As they open the 150 ECLOs, this month through mid-December, the Bureau is looking for Census management people. These individuals must be driven, get the big picture, focus on the details, and work well in stressful environments.

How can SDCs/CICs be part of the Partnership Program: Tim suggested that the networks use their organizational strengths and the existing PDB to assist CCCs that are being formed in identifying the tracts that could be troublesome or hardest to count. The networks can crunch the data for the state, counties, communities, and be prepared to get the word out to these areas that need targeting. The enhanced PDB will have some bells and whistles, with some updated data, but what is available now will be a good starting point and can be used as a first stab to identify HTC areas and populations.

He recommended that the SDCs/CICs use the networks that we have formed and either go behind or ahead of the Bureau to encourage local governments to fully understand and take the Census CCC efforts seriously. The local governments have the best reason to get the count right, since the data are used for a decade for their community.   Another way that the SDCs / CICs can help is with the training of CCCs. The Bureau is in the process of preparing a guide.

Through Draftfcb there will be monthly email pushes; monthly updates to partners. As the Bureau gets these updates and forwards to the SDCs/CICs, the SDCs/CICs should then forward them to the network and constituents.   The SDCs/CICs should point people to the 2010 Census website. The Bureau

launched the temporary job website on October 1st. The Bureau will need to find 700,000 applicants for the address canvassing phase for 2009.

There is no direct funding for CCCs, but there will be a partner support program for community-based organizations in hard-to-count areas. The Bureau will either purchase materials or products needed for these groups. The funding will not exceed $2,499 per area and the program will run from the summer of 2009 into the fall of 2009 (across 2 federal fiscal years). The Population Reference Bureau has received money from the Bill and Melinda Gates Foundation to do a variety of activities with grant makers. The Bureau has encouraged them to help fund CCCs.

The SDCs made a request that there be coordinated training between state and affiliates and Regional partnership staff. The SDC's would like to get a list of the areas where the RCC have has contacts. There is no data being collected on the demographic characteristics (race/ethnicity) of the applicant pool and the hires within. However for the Bureau hires at the local level, so the enumerators will represent the population being enumerated.

Small Area Health Insurance Estimates – 2005 Release (http://www.census.gov/sdc/www/lucinda.ppt)
Lucinda P. Daizell, Data Integration Division
The SAHIE (Small Area Health Insurance Estimates) program produces a consistent set of estimate of health insurance coverage for all counties. The 2005 county estimates that were developed will be of people with and without health insurance coverage by age group, sex, income and below 200 and 250 percent of poverty. These estimates were a result of a reimbursable project, of which a major sponsor is Center for Disease Control (CDC).   The goal was to develop model-based county low-income estimates of uninsured women by age. The data inputs that were used for these models were: CPS ASEC (Current Population Survey – Annual Social and Economic Supplement), Census 2000, Population Estimates, Aggregated Administrative records from IRS tax returns, food stamp program participation, County Business patterns, Medicaid, state children's health insurance program participation.

On October 9, 2008 the Bureau will release county estimates of people with and without health insurance coverage by age, sex, and income. There will also be state level estimates of people with and without health insurance coverage by age, sex, race/Hispanic origin, and income. For county data, the website will have drop down boxes for state, age, sex, and income level; while for state data, the system will have drop down boxes for race/Hispanic Origin, age, sex, and income level . The table will display the number insured, MOE for number insured, number uninsured, MOE for number uninsured, number in demographic group, percent uninsured, MOE for percent uninsured. The demographic group is NOT income level driven; therefore the percent is not a true percent for that income level. Also, the Bureau does NOT recommend subtracting the 40-64 from the 18-64 to get 18-39, because the MOE will not be accurate.

The 2008 ACS (American Community Survey) asks about health insurance coverage. Next year there will be one-year estimates for all counties of 65,000 or more. In 2013, there will be 5-year estimates for all counties.

Census Geographic Programs Update (http://www.census.gov/sdc/www/lindafranz.ppt)
Linda Franz, Assistant Division Chief, Geography Division
Linda Franz presented an update on a range of geographic programs at the Census Bureau

2008 TIGER/Line Shapefiles: The 2nd release of TIGER data in shape file format will be released in the next month or two. This upcoming release will be the first to reflect the realignment project.

BAS: The 2009 BAS (boundary and annexation survey) will include all legal entities. There are a number of response modes for the BAS – paper and color pencils; custom software – MAF/TIGER Partnership software (MTPS); digital BAS – shape files that the Bureau uses to update their database; internet to collect forms data; and web BAS (starting in 2009) – available to a limited number of partners on a pilot basis. There is no pre-notice or opt out for 2009. The deadline has been moved up to March 1 from April 1 – (in order to be guaranteed to be incorporated into ACS and population estimates). The SDCs have assisted with nonresponse follow-up for the BAS and the Bureau encourages the SDCs to continue to talk up the importance of the BAS.

In the map files, there are kinks or distorted shapes, especially where they do not follow visible features. The Bureau has hoped that the local governments would help get the distorted boundaries into better shape, but that has not really happened. The Bureau will undertake a review of boundaries for all legal areas while they are updating the maps with the input from the results of the BAS. In this way the corrections should be included in the 2010 BAS.

LUCA: LUCA (Local Update of Census Addresses) was done for the 2000 Census and was made possible by legislation that passed congress in 1994. The objective is to update the housing unit address list to make it the most up-to-date for the decennial census. For the 2010 Census, the LUCA program received updates from 8,525 (of the 39,000) participating governments. There were about 11,000 areas that signed up so the follow-through rate was 78.7%.   The Bureau is wrapping-up the update process to the MAF/TIGER database. The next step will be to do address canvassing starting in the spring of 2009. After the processing of the address canvassing, detailed feedback will be sent to the participating local government. There will be up to four listings of feedback depending upon the LUCA participation option and the types of updates provided, in addition to maps and shapefiles.

There were about 500 participants that provided map only updates and there will be no feedback for those participants. Option 3 participants will receive summary feedback and maps only. GQ (group quarter) validation results will not be reflected and block suffixes will change between the initial review and feedback materials.

The LUCA Appeals review process will be put out in the Federal Register, probably toward the end of the year. The types of addresses that will most likely be appealed are addresses that were not accepted; any addresses that are missing from the block that was challenged; and addresses that were on the list, but were deleted during address canvassing. Likely requirements for filing an appeal will be to identify an address and its location; provide documentary evidence that supports the existence of addresses; and responses will be due back within 30 days.

A decision has not been made whether to include map points on the feedback materials. Once the Federal Register notice comes out, opinions on this could be forwarded in response to the register notice.

PSAP: The Census Participant Statistical Area Program (PSAP) allows regional and county governments to work with the Bureau to identify tracts, BG (block groups), CDPs (census designated places), and CCDs (census county divisions). SDCs will assist in areas where there is not a local person/entity to do the delineation. Participants will have 120 days for review and distribution of materials should begin the end of October 2008.

The focus of the PSAP is not on updating features but to update area delineation. During address canvassing the field operation will update the features/boundaries (roads) using the handhelds. During PSAP the entity can update roads if they are using them for delineation of split census tracts.

There is a parallel effort going on to identify tracts and block groups on reservations / trust lands for federally recognized tribes. The final criteria will be published in the Federal Register notice that will be coming out soon.

ACS Update on Rural Statistical Areas (RSA) (http://www.census.gov/sdc/www/nancytorrieri.ppt)
Nancy Torrieri, American Community Survey Office
Nineteen states were involved in phase 1, and 23 states have joined in for phase 2. This is a pilot project where the Census Bureau provided states with special tabulations of data in exchange for research and feedback. There were four questions that were responded to by the states; three of which related to the geographies and the fourth asked if this provided data that was not readily available for your state.

The results of the analysis differed dramatically from state-to-state. Some states made suggestions for other configurations including: tract level configurations, grouping noncontiguous counties, and combining different levels of geography, while others expressed concerns over MOE. There was no overwhelming theme but participants agreed that the data were useful.

Nancy outlined the timeline for phase 2. If you are a participating state and have some thoughts on the guidance, please forward that to the Bureau.

To formalize these regions for ACS data tabulations, the SDC network would need to prepare a letter to the Director, including thresholds and building blocks. Then the Bureau will consider the request in context of its schedule and resources.

October 9, 2008
Training Workshop for the SDC/CIC Networks on the ACS

Welcome and Introductory Remarks
Daniel Weinberg, Assistant Director for ACS and Decennial Census
Dan Weinberg welcomed the group and gave an introduction to today's session and thanked the workgroup (SDC and CIC members) who helped to scope and develop today's training.

Cynthia Davis Hollingsworth of the American Community Survey Office moderated the day's sessions. Electronic copies of the presentations will be shared with the SDCs/CICs including talking points/scripts. This full day session was dedicated to a train-the-trainer for ACS.

American Community Survey Overview
Nancy Torrieri, American Community Survey Office
Nancy started the full day session with an overview of the American Community Survey. The presentation details what the American Community Survey is, content, survey methodology, data products, and how it differs from long-form census.

After the presentation a residence rule discussion ensued. Debbie Griffin explained why the residence rule was more than 2 months. The group that looked at determining a rule tried to include people that were there a fair amount of time and would thereby be a part of the community. ACS is reviewing the

data to evaluate the decision, whether it should have been 3 months or 4 months or if there should be no limit at all.

Discussion also centered around how students are counted with the residence rule. If someone is at a residence for 2 months or less, then the unit is considered vacant. The discussion then moved to how to accurately compare Census 2000 and ACS 2006-2007. The MOE for Census 2000 would be helpful in order to make a more accurate comparison. The Bureau did release the standard of errors for Census 2000, but not the MOE (Margin of Error).

Also, it was suggested that when mentioning the ACS vs. decennial Census long-form, it would be advantageous to have the percentages that are sampled. A question was also asked as to whether group quarters are included in per capita income.

Status of the ACS in Individual States
Enid Santana, American Community Survey Office
Enid Santana discussed the state specific overview – A Roadmap to the 2007 ACS Estimates: How We Get There – that details the background of the ACS and collection mechanisms. Please review the profile and pass feedback to the Bureau soon, since these profiles will be finalized in the next 2 weeks.

Some comments on the draft 4-page report were:
- Definitions should be on the front.
- Response rate map may be useful as well.
- Helpful if where the report showed the percentage of addresses (housing units) the number of housing units were also displayed
- It was suggested that the Bureau add the number of persons interviewed.
- Add clarification to the pie graph that shows response rate so there is less confusion as to what the response rate is.

Things That May Affect the Estimates ... and What To Do About It
Michael Starsinic, Decennial Statistical Studies Division
This presentation discusses understanding the difference between the measures associated with sampling error and what sampling error is. These include margin of error (MOE), standard error (SE), confidence intervals (CI), and coefficient of variation (CV). The presentation details definitions, examples of the terms, and how to interpret the measures. The presentation also explains how the measures of sampling error are used and looked at a case study. In addition, the presentation explains non-sampling error and the types of non-sampling error. The presentation also mentions how population controls are used in ACS to reduce the coverage error.

After the presentation a suggestion was made that the SE (standard error) calculation be shown, not just as a function of MOE, especially since MOE is shown as a function of SE. However since the Bureau is publishing the MOE, then the simple calculation of SE from MOE should also be shown.

A question was raised about the variation of the confidence interval graph on slide 17. One possible suggestion was that 2005 and prior data do not include group quarters.

A suggestion was made to use color coding on tables that could be compared, caution that should be applied, etc. An online calculator for the SE and MOE comparisons would be extremely helpful. These

are something that the Bureau is aware of and is researching ways to add these functionalities. The New York SDC website has a calculator for calculating MOE.

It was also suggested that the case study example be changed or added to show a difference that does overlap in order to demonstrate why you would want to calculate the other measures. Additional documentation regarding CVs will be prepared, but a general rule of thumb is always run the test.

Response rates are published for the ACS. In 2007 the response rates were published at the county level, while in prior years it was at the US and state levels. There is a Bureau wide standard that response rates must be above 70%, however there are some exceptions to this rule.

ACS Compass Products
Debbie Griffin, American Community Survey Office
Debbie Griffin discussed the ACS compass products. There are three types of products that are included in the ACS compass products. The foundation product is a set of user specific handbooks. The Bureau contracted with 10 teams of individuals that work in different fields to prepare handbooks for 10 different audiences. There were a set of guidelines and the handbooks were to include examples and understanding of concepts. There were also peer reviews contracted with individuals from these user groups to determine whether the handbook would be helpful to the user group. There is a set of technical appendices in each of the handbooks. There was also internal review and the Bureau is ready to start releasing on a flow basis. Two will be released next week – on October 24th, the Bureau released the handbook for "general data users" and for "business users". The twelve audiences are: general data users; business community; federal agencies; media; high school teachers; congress; university researchers; state and local governments; PUMS users; rural areas; general audience for Puerto Rico; and users of American Indian and Alaskan Native data. The Bureau will be releasing the handbooks as PDFs and will probably only print the general data users guide. The documents will be dynamic, so the Bureau will not be printing most of these. The goal is have the first 10 out before the December release of multi-year estimates. They are planning to release six in October and four in November.

Understanding Multiyear estimates in the American Community Survey
Mark Asiala and Michael Beaghen, Decennial Statistical Studies Division
This presentation helps to answer the following questions in addition to showing an example of using multiyear estimates:

  What are the multiyear estimates?
  When should I use multiyear estimates?
  What should I be aware of when using multiyear estimates?
  How can I use multiyear estimates to make comparisons?

What are the multiyear estimates? This section discusses the differences between point estimates, period estimates, and multiyear estimates. It also shows population thresholds for ACS estimates; how to label multiyear estimates; and a brief overview of how multiyear estimates are constructed.

When should I use multiyear estimates? This section discusses the difference between currency and reliability in the different estimates.

What should I be aware of when using multiyear estimates? This section discusses issues that the user should be aware of when using ACS estimates such as: inflation adjustment; geographic boundaries; and population controls (uses the most recent vintage).

How can I use multiyear estimates to make comparisons? This section discusses rules for comparing ACS across geographies, comparing across time periods (same geography), and when to ACS data with Census 2000 data.

The example in the presentation looks at a hypothetical geography to track social change and focuses on what time period to select for comparison of geographies over time based on the data that are available.

In summary, multiyear estimates are period estimates; multiyear estimates should be interpreted and labeled as period estimates; data users should consider the tradeoffs of currency versus reliability; comparisons between estimates of different geographies should be based on ACS data from the same time periods; and it is not recommended to compare estimates from nonoverlapping periods.

Discussion following the presentation focused on how to refer to multiyear income data since it is for the 12 months prior, which varies throughout the year. Also mentioned was the same issue that looks at where you lived 12 months prior. The Bureau has discussed not publishing overlapping year data, but then there is a loss of flexibility to the user with regard as to which nonoverlapping years they would like to use based on their needs. The Bureau has not discussed using 7 or 9 year estimates. The PUMS data will not let you get down to small areas, but can allow you to study characteristics of small population groups by accumulating data over time.

Also a request has been made to discuss contextual issues regarding multiyear poverty estimates.

A question was raised regarding whether the Bureau will be adjusting weights based on the results of the 2010 Census. The Bureau will continue to use the population controls from the population estimates group.

Using Data Products from the ACS
Cynthia Hollingsworth and Anna Owens, American Community Survey Office
This presentation discusses and illustrates the wide variety of ACS data products and how to access these products via American FactFinder (AFF). Products include: data profiles, narrative profiles, selected population profiles, ranking tables, subject tables, geographic comparison tables, thematic maps, custom tables, summary file, and Public Use Microdata Samples (PUMS). The products are illustrated as optimal ways to respond to situational data requests. The presentation highlights the features and constraints of the different products.

Discussion centered on the timing of Census products – 5-year estimates will be out the end of 2010. The Bureau releases ZCTAs (zip code tabulation areas) which differ from zip codes, but they will be based on 2000. A question was raised regarding when will multiyear estimates first be available in 2010 geography.   The geography is based on the last year of data.

Friday, October 10, 2008

DADS II Overview
Marian Brady, Data Access and Dissemination
Veronica Burton and a team from IBM
The DADS II contract was awarded in September 2007 to IBM for the time period of October 1, 2007 through June 30, 2016. The purpose of the contract is to modernize American FactFinder infrastructure and software and to produce a modernized decennial census tabulation system. In order to do this

DADS II will preserve legacy functions and add enhancements such as: table manipulation capabilities; embargo capabilities; reuse of session information; improved search, navigation and overall usability; standardized features and functions; and use commercial off-the-shelf software. The option to incorporate and improve Advanced Query was not exercised, but the system will fully support the Population Estimates Program.

The 2007 Economic Census will be deployed using the current legacy system, as the DADS II system is still in the design phase.

There have been 3 core pathways identified and the presentation focused on two of these. The three pathways are: simplified perspectives pathway – easy access to users that are less familiar with census data (profiles, fact sheets); detailed analysis pathway – similar to data finder system and will provide users with an easy way to access the data; and offline access pathway – designed for the expert users, for downloads, export capabilities, etc. The presentation shows the conceptual and then the visual workflows of the new system.

In the current system there are so many different approaches that it difficult for users to determine how to find what they need. One overall goal is to provide access in a much more simplified manner. The system will be redesigned around a task approach. There will be three core conceptual pathways (primary): facts and trends; data finder; and download center. There will also be content and context (secondary) – containing metadata that is currently in FactFinder in addition to site utilities and support.

Download Center
The current system does not allow the user to select data from more than one dataset at a time and one table at a time.   The new system will be developed as a cascade within a single page. There is an interaction model, and the user will visually see a map of the area that they are downloading. Once a user finishes a step, then the selection will be compressed / hidden and locked down and the user will move on to the next selection step on the same page. Everything will be contextual, so it will be dependent upon the selections that you have made. Users will be able to select all tables or use the custom table selection and search for tables based on subject or keyword and also select by characteristics iterations. The system will be adaptive and not have limitations. Flexibility will be built in allowing users to add to a download, and the system will prepare the download table sets. Currently there is a 20 minute timeout on the system (for example if you go to lunch) and they are looking at ways of eliminating this.

Data Finder
This process will improve on the limitations and frustrations with the current FactFinder today. The system will define a large swath of data and then filter that search to match what the user is looking for. The system will start with broad parameters and then allow the user to refine the search. Once the user identifies the products that they are looking for the system will allow the user to work with the products in a variety of different formats and ways from tables to maps to graphs.

For geography, the user will be able to enter terms without going through a complex selection process; terms can include the place name or level and the system will return choices. The system will also allow a user to select geographies by address, from a map, or a list. The symbol (i) will provide access to metadata throughout the system. As the user adds geographies, the list will be customized to any thematic map that has that id. "My Searches" and "My Products" will allow access to anything related to what the user has selected in that session (metadata, etc.). There will be simple and advanced

selection tools to identify the products for the user. The system will determine dynamically the number of products that are available based on the selections and there will be constant feedback to the user.

The system will eliminate some of the program boundaries and allow users to find the information that meets their needs. There will be tabs on the product results table that will allow users to view, bookmark (allows user to capture in their workspace), compare, and download the information.

The user will also be able to select or deselect elements. Flexibility will be incorporated into the system, allowing the user to either go back to beginning and start over or modify selections throughout the collection properties section.

The "My Workspace" component will be accessible through a number of different concepts throughout the site. The download center will have four different components: product views, search views, bulk downloads, and upload/manage. The user will be able to upload multiple workspaces and work with them in bulk, not necessarily one at a time.

Product Services Pathway
DADS II will allow users to bring products together in an integrated way. Everything will be focused on the distinct products that are available to the public. The system will also support the ability for integrated access to secondary sites. The "table view" will show dynamic breadcrumbs, product navigation bar, product details, product views access, and table actions bar. There are a number of ways that the user can come to the table. They will not lose the context of where they came from and can backup if so desired. The product navigation bar will facilitate the view of multiple products at one time. The user will be able to switch between different views: tables, maps, or charts. Thematic maps are overlays of data on a map. There will be a button for default view, to jump back from the customized changes that the user has done. There will also be instance settings that allow the system to capture the setting changes that the user has done (add a column, etc.).

Simplified Approach
In the current system, the population finder, topic profiles, and fact sheets were prepared to help someone pull basic information.   The new system will allow the user to select one-dimensional geography, summary information, and the underlying product or dataset.

In Summary
There will be a clickable prototype and the Bureau will see how they can allow access to the network. The public release is February 2011 and the data centers will be trained on internal systems prior to that.   The developers are currently focused on search and navigation. Later iterations will focus on what goes into the table, map, and chart.

Rollout of Revised SDC Website
Barbara LaFleur, Government Programs Liaison, State and Governmental Programs Branch, CLMSO
Barbara LaFleur presented what the new look and feel will be of the Census Bureau's SDC website. The header banner will have three pictures: construction workers with a computer in the field; a compass on a map; and a librarian. The colors have been assigned by the Census Bureau. The tabs are: SDC Main, About SDC, SDC Network, Events, Helpful Web Links, and SDC Members Only. On the left navigation there will be related links – Census.gov; AFF; ACS; Economics Division, Geography Division, and Regional Offices. The right navigation will have News and Updates including announcements and Archives. The site will only keep last two years of meeting notes/presentations on the events tab, information from prior meetings will be placed in the archives page.

There was a suggestion to add a logo and a tag line. Mona Reno will put out a request to the listserve and coordinate the responses for the network. Embargo data will still be on PIO and not on the SDC site. It has not yet been determined who will have access to the SDC Members Only tab.

Please pass comments to Barbara by October 31st. Barbara is working on acquiring a map to access the network that includes the islands and Puerto Rico. New procedures have been put in place that require more review by other departments before changes can be made to the website. For example, address changes may take 72 hours before they are visible.

Business Meeting
David Donovan, Branch Chief, State and Governmental Programs Branch, CLMSO
Donovan reviewed and highlighted the 2007 annual report. Below are some of the highlights from his presentation.

State Data Centers – 2007 Program Accomplishments
- 55 out of the 56 SDC leads reported
- $17.9 million was expended by the SDCs for personnel, equipment, travel, and supplies
- 1,430 full-time equivalent employees – 100 more than 2006
- 522,000 total data requests
- 122,000 in-depth data requests analysis
- 35,000 customized products were created – 1,000 more than 2006
- 3,300 speeches or presentations in support of 2010 Census (including LUCA) and ACS
- 2,400 workshops on various Census Bureau topics
- 95,000 people were in attendance at these workshops
- 163 media activities were held (600 less than 2006)
- 23,000 media questions were answered
- 2,000 newsletter articles and press releases were created
- 1,700 local governments were assisted in LUCA
- 715 training workshops were conducted
- 436 million hits websites (about 50 million less than 2006)
- 28 million interactive user sessions (about the same as 2006)
- 23 leads reported having an affiliate meeting

Please let the Bureau know if you are having an affiliate meeting. Some SDCs work directly with the Regional Office and CLMSO does not know that these events are occurring. CLMSO will send staff to attend your meetings if you so desire.

The SDCs worked with many areas and programs in the Bureau including: LUCA, BAS in Geography; Economic Directorate – Building Permits, 20007 Economic Census; ACS – including the rural statistical project; Field Division –coordinate Regional Office to help promote 2010 census; and population division – estimates and projections.

For 2009 SDCs will receive from CLMSO:
- Continued support and involvement of activities and programs that include: ACS, 2010 Census, Economic Census, Demographic and Geographic Programs.
- Continued support of the SDCs in affiliate meetings and training of their networks.

- Continued support for dissemination of Census Bureau data and products to the SDCs and local communities.

The annual report is due on May 15th and the Bureau asks that the states try to adhere to these deadlines.

Final Remarks
Dan Veroff, Chair, SDC Steering Committee
Dan thanked the Bureau for a very successful conference and he wished to extend thanks to all CLMSO staff for their efforts. The Reflections theme and the 30th anniversary dinner and celebration helped put into perspective the strengths and successes of the network.

On Tuesday, October 7th, some members of the steering committee met with the Census Bureau in a strategic planning session to discuss ways to formalize and expand the partnership activities. The steering committee will continue this strategic planning session with other areas of the Bureau over the coming year.

Also, the steering committee had intended to put forward a by-law change to the group however the wording still needs a bit of tweaking. The by-law language in question relates to what to do when a vacancy occurs on the steering committee. The change will clarify that the vacancy will be filled by the person from the most recent election that received the most votes. The revised language will be forwarded to the network for a vote.

Also, the steering committee surveyed the states, regarding the structure of the network. The steering committee wrote a letter to ask CLMSO to remove the cap regarding the number of affiliates. CLMSO responded that they will not remove the caps, but that they will allow flexibility and allow states to add up to 5 more affiliates on a case by case basis.

Mark Your Calendar
The next mid-year meeting will be April 27-29, 2009 in Detroit, while the next annual meeting will be October 14-16, 2009 at Census Bureau Headquarters.

The Meeting Adjourned at 12:30 pm.