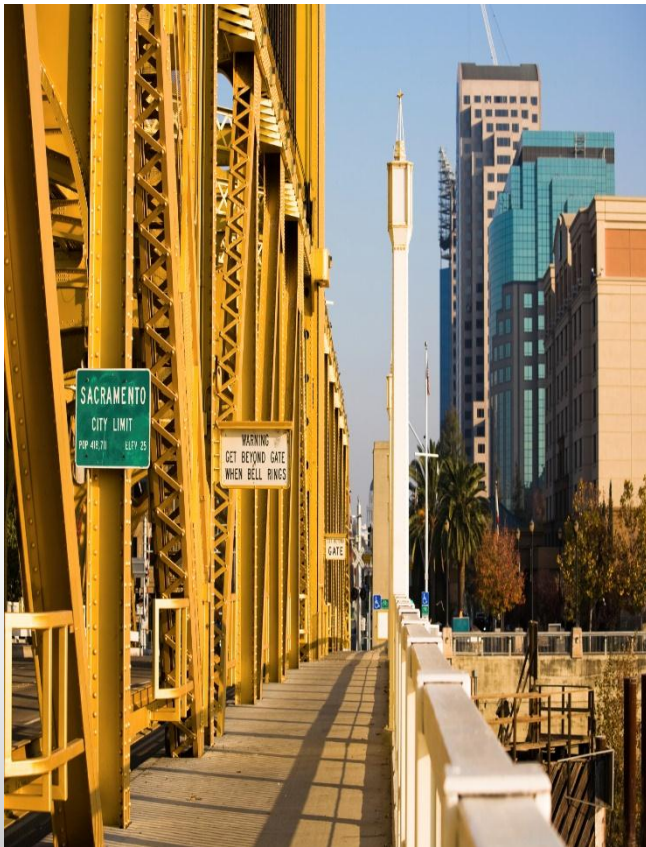




American Community Survey Updates

**California Department of Finance
State Data Center Affiliates Meeting
October 8, 2014**

**Lia Bolden
Data Dissemination Specialist
Customer Liaison Marketing Services Office
Data Dissemination Branch**



TOPICS

- American Community Survey --Content Review and Agility in Action
- Microdata Analysis System Status
- CEDSCI- Future of Data Dissemination &
- American Factfinder's Transition

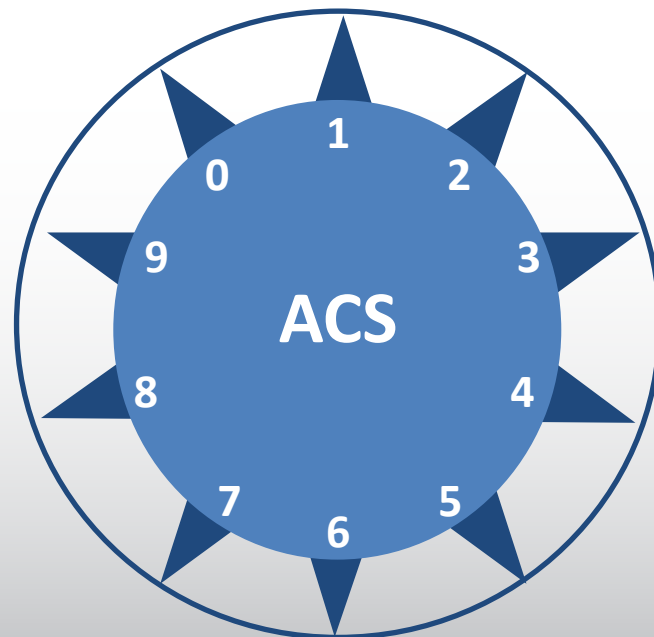


American Community Survey

Beginning in 2005, the Census Bureau started conducting the American Community Survey (ACS):

- The ACS **replaced the decennial census long form** and responses to the ACS are **mandatory**—all responses are **confidential**.
- ACS is the **authoritative source of annual demographic, socioeconomic, and housing information** for all communities.
- The advantage of ACS is providing an annual, consistent source of data for states, counties/cities, census tracts—small area data.
- ACS is the only source of data for most rural communities.

ACS has been evolving, but there is **increasing pressure to adapt.**



Content Review Background

- The ACS Content Review builds upon earlier efforts begun during the comprehensive 2012 ACS Program Review to...
 - Examine and confirm the value of each ACS question – 24 Housing questions/48 Person questions
 - Confirm and update the legal basis for questions
 - Gather input from federal agencies and other data users
 - Analyze data using pre-specified criteria established by the ACS Subcommittee of the Interagency Council on Statistical Policy (ICSP)
 - Develop recommendations for ACS content that will provide the most useful information with the least amount of burden to the public

2016 Content Decisions

(approved by OMB 6/30/15)

Changes resulting from the 2014 ACS Content Review:

- Remove the question concerning business or medical office on property

Changes resulting from recent survey improvement research:

- Remove the question about flush toilets
- Reword the questions on computer and internet usage
- Streamline our mailing procedures

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

U.S. Census Bureau
American Community Survey Office

Revised August 2015

Key Action Areas

- Identifying and using data collected by other federal agencies
- Reducing in-person follow-up attempts
- Designing new survey mail package messages
- Evaluating changes to survey questions
- Evaluating methods to ask questions less frequently or of fewer respondents
- Communicating with respondents on why we ask questions
- Increasing our awareness on ACS data uses
- Obtaining expert guidance
- Leveraging the Respondent Advocate to resolve respondent concerns
- Communicating strategically

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2016 ACS Content Test

The 2016 ACS Content Test is designed to explore the “difficulty of questions” while improving data quality.

Project Update:

- Conduct fieldwork using a separate sample from production during March-June 2016
- Data analysis and stakeholder briefings in 2017

List of Topics Being Tested:

Telephone Service	Journey to Work: Time Leave for Work
Computer and Internet	Number of Weeks Worked
Relationship	Class of Worker
Hispanic Origin and Race	Industry and Occupation
Health Insurance	Retirement Income
Journey to Work: Commute Mode	Health Insurance Premium and Subsidies

Projects Addressing Respondent Concerns and Reducing Respondent Burden

Projects	Fiscal Year 2015			Fiscal Year 2016				Comments
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Envelope Mandatory Messaging Test								Possible implementation in 2016
Additional Testing of Mandatory Messaging								Possible implementation in 2016
Reducing Personal Visit Contact Attempts								Conduct pilot in August 2015, and implement in Spring 2016
Matrix Sampling: Operational and Statistical Assessment								Initial assessment complete in September 2015
Field Test of Question Wording Changes Recommended by Federal Agencies								To assess question changes proposed for 2017 and 2019
Testing Changes to Question Wording to Reduce Difficulty and Sensitivity								Qualitative testing ongoing starting in 2015, and implement some changes in 2017
Matching Coverage and Quality Assessments of Administrative Records								Coverage and quality assessments completed by September 2016
External Expert Consultations								Providing input on reducing respondent concerns in general, and specific projects above

The Microdata Analysis System (MAS): ACS Pilot

Microdata Analysis System

What is it?

- Successor to Advanced Query System (AQS) developed after Census 2000
- Web-based tool for creating customized tables and other data products
- Estimates will be based on the full, internal microdata
- Estimates will be consistent with production estimates

Capabilities

- Dynamic creation of user-defined estimates and tabulations
- Dynamic application of disclosure avoidance methodology
- User-defined geographies, as aggregated from smaller allowed geographies
- Dynamic Calculations of MOE from Internal Microdata

Microdata Analysis System Pilot

Planned January 2016 Beta Release

- Publicly available pilot is under development
- Custom hot report in DataWeb
- Introduces the customization features and provide an opportunity for public comment
- Will use ACS 5-year microdata

PILOT LIMITATIONS

- Real-time disclosure avoidance will not be a part of the pilot
- All created estimates will be already published explicitly or by derivation
- Estimates will be limited to one- or two-way tables of five ACS variables

Beta Release--ACS 5-year Microdata

- **Variables**

Age, Sex, Race, Hispanic origin and marital status

- **Geographic Areas**

Nation, State, County and Census Tract

Pilot Review Plans

- Development – almost complete
- Internal review
- Limited Access Beta release for external review –January 2016
- Staged in multiple releases as further development occurs
- Release to the public

CEDSCI

Center for Enterprise Dissemination Services and Consumer Innovation

Status Update & AFF Transition

Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

“CEDSCI is an innovative effort to transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers.”

CEDSCI Goals & Benefits

CEDSCI is an innovative effort to transform and expand the dissemination of Census content to seize the digital opportunity and better serve our internal and external customers.

Improve Customer Satisfaction

The CEDSCI program allows for increased customer satisfaction through standardizing and normalizing Census content.



Personalized Experience

The U.S. Census has an opportunity to drive a personalized customer experience, providing customers with access to improved web features, self-service data capabilities, and omni-channel integration.



Public Perception

Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.



Reduce IT Costs

The consolidation of data dissemination systems, processes, and tools saves costs by eliminating duplicate systems and processes while using existing tools better and by making the workplace more efficient and effective.



Strategic Planning

A unified, analytics-driven, actionable and highly understandable model that provides insights into customer behavior and supports more effective strategic decision-making.



Grow our Audience

Building an enhanced digital platform will better serve the American people to help grow the Census audience.



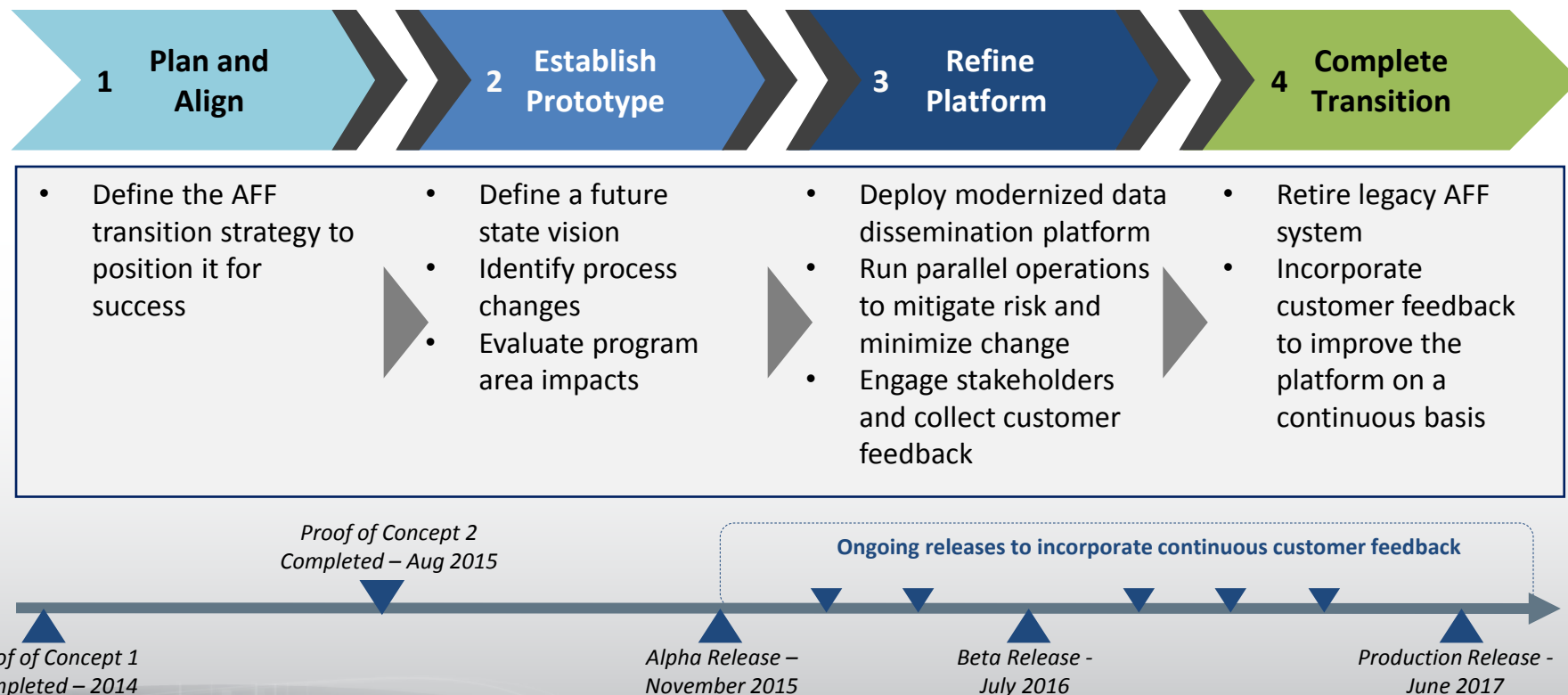
Efficient Operations

A shared service operating model for enterprise-wide dissemination provides operational efficiencies.



AFF Transition Plan

Our approach for the transition will occur in phases to minimize operational risk while maximizing our ability to leverage existing services, processes, and investments in the new CEDSCI platform.



Key Milestones

- Alpha Release – November 2015
- Beta Release – July 2016
- Parallel Operations – July 2016 to June 2017
- Production Release – June 2017
- AFF Retired – June 2017

American Community Survey



(800) 923-8282 or (301) 763-1405



Sign up for and manage alerts at

<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>

More information and ways to access detailed ACS data:

<http://www.census.gov/programs-surveys/acs/>

“Agility in Action: A Snapshot of Enhancements to the American Community Survey” (August 2015):

<http://www.census.gov/programs-surveys/acs/operations-and-administration/2015-16-survey-enhancements/agility-in-action.html>

Workshop Information and Data Questions

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