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
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.
- They 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
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
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:

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<th>Telephone Service</th>
<th>Journey to Work: Time Leave for Work</th>
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<td>Number of Weeks Worked</td>
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<td>Relationship</td>
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<td>Hispanic Origin and Race</td>
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<td>Health Insurance</td>
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<tr>
<td>Journey to Work: Commute Mode</td>
<td>Health Insurance Premium and Subsidies</td>
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# Projects Addressing Respondent Concerns and Reducing Respondent Burden

<table>
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<tr>
<th>Projects</th>
<th>Fiscal Year 2015</th>
<th>Fiscal Year 2016</th>
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<td>Envelope Mandatory Messaging Test</td>
<td>Q2</td>
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<td>Additional Testing of Mandatory Messaging</td>
<td>Q2</td>
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<td>Reducing Personal Visit Contact Attempts</td>
<td>Q2</td>
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<tr>
<td>Matrix Sampling: Operational and Statistical Assessment</td>
<td>Q2</td>
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<tr>
<td>Field Test of Question Wording Changes Recommended by Federal Agencies</td>
<td>Q2</td>
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<tr>
<td>Testing Changes to Question Wording to Reduce Difficulty and Sensitivity</td>
<td>Q2</td>
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<tr>
<td>Matching Coverage and Quality Assessments of Administrative Records</td>
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<tr>
<td>External Expert Consultations</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
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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
- 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 CEDCSI 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.

- **Grow our Audience**
  - Building an enhanced digital platform will better serve the American people to help grow the Census audience.

- **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.

- **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.

1. Plan and Align
   - Define the AFF transition strategy to position it for success

2. Establish Prototype
   - Define a future state vision
   - Identify process changes
   - Evaluate program area impacts

3. Refine Platform
   - Deploy modernized data dissemination platform
   - Run parallel operations to mitigate risk and minimize change
   - Engage stakeholders and collect customer feedback

4. Complete Transition
   - Retire legacy AFF system
   - Incorporate customer feedback to improve the platform on a continuous basis

Proof of Concept 1
Completed – 2014

Proof of Concept 2
Completed – Aug 2015

Ongoing releases to incorporate continuous customer feedback

Alpha Release – November 2015
Beta Release - July 2016
Production Release - June 2017
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):
Workshop Information and Data Questions

Lia Bolden
Data Dissemination Specialist
Customer Liaison Marketing Services Office
Data Dissemination Branch
U.S. Census Bureau
Elaine.lia.bolden@census.gov
Mobile: 206-799-9868

Los Angeles Regional Office
818-267-1725 or 888-806-6389 (toll-free)