What’s New & Upcoming in 2015

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U.S. Census Bureau

New Jersey State Data Center Affiliates Meeting
June 17, 2015
Overview

- 2020 Census Updates
  - 2015 Census Tests
  - 2020 Geographic Partnership Programs
- American Community Survey Updates
- American Fact Finder
- Economic Census Releases
2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. The Census Bureau is conducting research in order to inform key design decisions by the end of FY 2015.
2020 Census Operational Research and Development Efforts

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records
- Reengineering Field Operations

Up to $5 Billion in Savings Through:
2015 Testing Activities

Address Validation Test

- Informing the performance of the methods and models that will help us develop the address list
- Testing the use of aerial imagery for change detection
- Assisting in the delineation of the Reengineered Address Canvassing workloads
- Full-Block Canvass: 10,100 blocks
- Partial-Block Canvass: 600-1000 blocks

2020 Census Address Canvassing – Proposed View
2015 Testing Activities

2015 Optimizing Self-Response Test

- April 1, 2015 Census Day
- A site test conducted in the Savannah, Georgia area, including neighboring counties in South Carolina that constitute the media market for Savannah
- Continue testing pre-registration and “Non-ID” response to determine if we can optimize self and Internet response rates
  - Further refine the procedures for pre-registration in the Census
  - Study the feasibility of implementing real-time processing for the “Non-ID” response option
- Research how advertising, outreach, and promotion can engage and motivate respondents for action
2015 Testing Activities

2015 Census Test

- April 1, 2015 Census Day
- Like the 2014 Census Test, this will be a site test and conducted in portions of Maricopa County, Arizona – 165,000 housing units in sample
- Reengineer the roles, responsibilities, and infrastructure for the field
- Evaluate the feasibility of fully utilizing the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations
- Automate training for enumerators and managers
- Test and implement routing and/or navigation
- Reengineer the approach to case management
- Continue to research uses of administrative records to reduce and manage fieldwork
2015 Testing Activities

2015 National Content Test

- Will be a nationally representative sample, with oversampling of key sub-population groups – 1.2 million housing units in sample
- September 1, 2015 Census Day
- Conduct content testing
  - Race and Hispanic origin
  - Introduction of a Middle Eastern and North African category
  - Relationship
  - Introduction of same-sex relationship categories
  - Within-household coverage questions
2020 Census: What’s Next?

Re-engineering the Census: Prototype, Test, Build, Integrate

Interactive Testing of All Components Needed to Conduct the Census

- **2015**
  - Small-Scale Individual Tests
  - Prototype IT Systems & Procedures

- **2016**
  - Build IT Systems & Procedures
  - Refined Individual Tests

- **2017**
  - Integrated Tests
  - Field Test Refined IT Systems & Procedures

- **2018**
  - Large-Scale End-to-End Test of Census Operations and Systems

- **2019**
  - Census Begins: Early Operations

- **2020**
  - Census: Count the People
  - Tabulate Results

- **2012 to 2014** Identify major cost drivers of the 2010 Census, and develop new, innovative methodologies to reengineer the operations.

- **2015**
  - April 1: Deliver 2020 Census Topics to Congress

- **2018**
  - April 1: Deliver question wording to Congress

- **2019**
  - April 1: Census Day
  - December 31: Deliver Apportionment Counts to President

★ = Legally mandated deadline

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Geographic Partnership Programs

Redistricting Block Boundary Suggestion Project (BBSP)
- Materials available to states in December 2015 – Verification in December 2016

Redistricting Voting District Project (VTD)
- Materials available to states in December 2017 – Verification in December 2018

Local Update of Census Addresses (LUCA) Program
- Invitation Fall of 2017 – Materials available Winter 2018 – Feedback shipped Summer 2019

Participant Statistical Areas Program (PSAP) & Tribal Statistical Areas Program (TSAP)
- In planning – Materials available in December 2018

Boundary and Annexation Survey (BAS)
- Annual response in December and January of each year – Submit material through May

Boundary Validation Program (BVP)
- Highest Elected Official initial notification January 2020
- Final review of BAS 2020 May or June 2020
American Community Survey

Product Changes of Note

- Discontinuation of the ACS 3-Year Estimates
  - 2013 3-Year will be that last release – no 2014 3-Year release
  - Budgetary reasons
  - Rely on 5-Year Estimates for communities < 65,000

- Block Group Data Added to American Fact Finder
  - Previously only available through the ACS Summary File.

- Discontinuation of the ACS Summary File Retrieval Tool
  - Since Block Group Data now available in AFF, this was deemed unnecessary
American Community Survey

2014 -2015 Content Review

- Candidates for Removal
  - Business or Medical Office on Property (H6)
  - Field of Degree (P12)
  - Marital History (P21, P22, P23)

- Changes for 2016 ACS
  - Remove Business or Medical Office on Property (H6)
  - Remove Flush Toilet section of Plumbing Facilities Question (H8)
  - Mailout procedures

2014 Data Products Release Schedule

- 1-Year products – September 17, 2015
- 1-Year PUMS – October 22, 2015
- 5-Year products – December 10, 2015
- 5-Year PUMS – January 21, 2016
Next ACS Content Review Update
- Webinar Tuesday, June 23 2015
  - http://www.census.gov/acs/www/events/

View the ACS Content Review Web Page
- Ongoing dialog and technical documentation
  - http://www.census.gov/acs/www/about_the_survey/acs_content_review/

ACS User Stories
- We want to hear from our users how you use our data
  - Email william.w.adams@census.gov
  - Email brunilda.sanchez@census.gov
American Fact Finder

AFF to be completely decommissioned by July, 2017*
- Original plan was to have AFF sunset by July, 2016
- From August, 2016 to July, 2017 AFF will run alongside replacement app*

AFF to be replaced by an As Yet Unnamed application
- Starting Nov-Dec 2015, password protected version for SDC testing*
  - Testing version for Microdata Analysis & Advanced Queries
- August 2016 – eventual replacement beta to run alongside AFF*

CEDSCI platform
- Cost savings through elimination of duplicate systems & processes
- Improved customer satisfaction through metadata standardization
- Mapping, visualization & mash-ups integrated into search & data

*Please be advised – all dates are subject to change
### State Release Order

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### 2012 Economic Census Release Schedule by Program and Series

#### Core Business Statistics
- Advance Report: March '14
- Enterprise Statistics: Feb '16
- Franchise: Feb '16
- Bridge: June '16
- Comparative: June '16
- Construction: Oct '14 - Dec '14
- Manufacturing: June '14 - Dec '14
- Retail: July '14 - Dec '14
- Services: July '14 - Jan '15
- Utilities and Finance: June '14 - Feb '15
- Wholesale: July '14 - Feb '15

#### Industry Series
- Construction: Feb '15 - Oct '15
- Manufacturing: Dec '14 - Feb '15
- Retail: Feb '15 - April '15
- Services: May '15 - Dec '15
- Utilities and Finance: Feb '15 - Nov '15
- Wholesale: Feb '15 - Oct '15

**Note:** All links in this table will lead to the search results page in ADF. Once in ADF, simply click on the link to view the table with its default parameters. To add more rows, return to the search results and use the census on the left-hand side of the page. For more information on how to use ADF, visit the ADF Help section.
2012 Economic Census – Geographic Area Series

New Places

- 2007 EC cutoff: 5,000+ Pop or Jobs; Now 2,500+
- Results in 89 New Places for NJ

### Added Places Continued

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### Dropped Places

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### Summary Information:

- No. Places in 2007: 408
- No. Places Added for 2012: 95
- No. Places Dropped for 2012: 7
- No. Places in 2012: 496
2012 Economic Census – Geographic Area Series

Graphic and Tabular Representations

- Maps & tables of coverage
- Metro area & place representation

2012 vs. 2007 Metro Areas and Their County Components - Master

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<tr>
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Contact Information

U.S. Census Bureau –
New York Regional Office
Data Dissemination Branch
(212) 584-3440
http://www.census.gov/regions/new_york/