What’s New & Upcoming in 2017

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New Jersey State Data Center Affiliate Meeting
June 14, 2017
Overview

• NYRO/NYRCC
• 2020 Census Updates
  • 2020 Census Readiness
  • Census Tests
  • 2020 Geographic Partnership Programs
• American Community Survey Updates
  • Agility in Action
  • Current & Future Activities
  • Data Products – Data Releases
• 2017 Economic Census
NYRO/NYRCC – Financial Square Bldg, 32 Old Slip

- New York Regional Office
  - Current Surveys & ACS
  - NYC Housing & Vacancy Survey
  - American Housing Survey
- New York Regional Census Center
  - 2018 End To End Test
  - Partnership
  - Geography
2020 Census Readiness
Where Are We Today?

Road to the 2020 Census
Three Years Until Census Day

Program Updates
Current Updates

Key Census activities start in 2015 and continue through 2021:
- Estimate on the ground workloads and define operations and systems needed for the Census
- Develop and award major contracts for the systems that will support the Census
- Put field infrastructure and offices in place throughout the country
- 2018 End-to-End Census Test
- On the ground address canvassing when necessary
- April 1: Census Day
- December 31: Deliver apportionment counts
- March 31: Complete delivering Redistricting Summary Files to all states (PL 94-171)

A cost-effective Census with up to $5.2 billion in cost avoidance and high-quality data

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Census Readiness
Submission of Planned Subjects for 2020 Census

Title 13 requires that the U.S. Census Bureau deliver to Congress:

• Subjects proposed for the decennial census program by **March 31, 2017, delivered March 28, 2017**

• Questions proposed for the decennial census program by March 31, 2018
2020 Census Readiness
Device as a Service vs. Bring Your Own Device

• Device as a Service
  Used in 2010 Census
  Standardization of hardware & software

• Bring Your Own Device (BYOD)
  Hardware cost savings
  Enumerator familiarity with device
  Wide range of providers & operating systems
  create logistical problems
2020 Census Tests

2017 Census Test

- April 1, 2017 Census Day
- Nationwide self response test of 80,000 housing units
  - Test the integration of operations and systems for self-response
  - Test the feasibility of collecting tribal enrollment information
- Census Questionnaire Assistance
- Paper Data Capture

### National Sample: 80,000 housing units

- Housing units in mailable areas
- Remove housing units from recent decennial tests and the American Community Survey
- Stratified to oversample housing units in:
  - Alaska
  - Areas with relatively higher populations of American Indian and Alaska Natives
  - Areas with lower propensity to respond online

### Reinterview: 15,000 housing units

- Conducted by phone
- Heavy oversample:
  - Alaska
  - People who identify as American Indian and Alaska Native
  - People who indicate they are enrolled in a tribe
  - People responding initially without a Census ID
2020 Census Tests
2018 Census End-to-End Test

April 1, 2018 Census Day

Goals:

• Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
• Test and validate major operational threads, procedures, systems and infrastructure (IT & non IT) together to ensure proper integration and conformance with functional and nonfunctional requirements
• Produce a prototype of geographic and data products
• Conduct Early Nonresponse Followup operation
2020 Census Tests
2018 Census End-to-End Test

Early Nonresponse (NRFU) Followup:
- Capture NRFU responses from students in likely areas of off-campus rental properties
# 2020 Census Readiness

## Schedule

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>Begin 2020 Census Program</td>
<td>November 18, 2011</td>
</tr>
<tr>
<td>Deliver 2020 Census Operational Plan</td>
<td>September 30, 2015</td>
</tr>
<tr>
<td>Conduct the Second Round of Tribal Consultations</td>
<td>September – November 2016</td>
</tr>
<tr>
<td>Begin Local Update of Census Addresses (LUCA) Program (including Appeals Process)</td>
<td>January 2017</td>
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<tr>
<td>Deliver 2020 Census Topics to Congress</td>
<td>March 28, 2017</td>
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<tr>
<td>Conduct the Block Boundary Suggestion Program</td>
<td>December 2015 – May 2017</td>
</tr>
<tr>
<td>Deliver 2020 Census Questions to Congress</td>
<td>By March 31, 2018</td>
</tr>
<tr>
<td>2020 Census Day</td>
<td>April 1, 2020</td>
</tr>
<tr>
<td>Deliver Apportionment Counts to the President</td>
<td>By December 31, 2020</td>
</tr>
<tr>
<td>Complete Delivery of Redistricting Counts to the States</td>
<td>By March 31, 2021</td>
</tr>
<tr>
<td>Complete 2020 Census Program</td>
<td>September 29, 2023</td>
</tr>
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Detailed 2020 Census Operational Plan available at:
2020 Geographic Partnership Programs
Local Update of Census Addresses (LUCA)

High Level Schedule

January 2017 – Completed advance notice mailing
  - Opened LUCA Geographic Programs Support Desk (Nat’l Processing Center)
  - Posted address block count lists on the LUCA website

March 2017 – LUCA Promotional Workshops begin

July 2017 – Invitation letter and registration forms mailed

August 2017 – Training Workshops begin, self-training aids and webinars will be available online at LUCA website

February 2018 – Begin mailing participation materials to all registered participants

March – September 2018 – Census Bureau processes LUCA submissions

August – September 2019 - Feedback materials offered to participants with the validation results
2020 Geographic Partnership Programs
Participant Statistical Areas Program (PSAP)

Opportunity for designated representatives to review and update statistical geographies for 2020 Census data tabulation

Tentative Schedule

- “Pre-SAP”: Winter 2016 – Summer 2017
- Program Invitation: July 2018
- Materials Available: Winter 2018
- Promotional Outreach: Mar-May 2018
- PSAP Verification: Fall/Winter 2019

Standard Statistical Geographies:

Tribal Statistical Geographies:

GUPS Geographic Update Partnership Software

or

Paper Maps
American Community Survey Updates

Agility In Action

Key Action Areas

• Reduce follow-up contacts
• Improve survey materials and the way we ask questions
• Obtain data from other sources
• Remove questions or ask questions less frequently
• Updated and published version 1.2 on September 19, 2016
• Agility 2.0 will be published Spring 2017
Current Agility In Action 2.0 Research:

- CATI Cell Phone Test – January 2017 test completed; analyzing results
- Cognitive Testing of Modified Income series – February 2017 testing completed
- GQ Student Housing Definition Test – In field, February through April 2017
- Focus groups to measure perceptions of burden by ACS respondents – March and April, 2017
- Simulation of Housing Variables using Administrative Records – In progress

Future Agility In Action 2.0 Activities:

- Pressure Sealed Test – May 2017 test
- 2017 Mail Design Test – August 2017 test
  - Softened revised design – (similar to Reingold test in 2015)
  - Partial Redesign – (similar to Reingold but new questionnaire)
  - Full Redesign – (Revised letters and new questionnaire)
- Adaptive strategy for targeting Internet vs. paper questionnaire in the first mailing – Oct 2017 test
American Community Survey Updates

New Products

• Supplemental Estimates
  – 58 simplified detailed tables for same summary as 1-year estimates
  – Uses 1-year estimates for areas with 20,000 or greater population
  – ACS 1-year supplemental estimates released every October

• Variance Replicate Estimates
  – Intended for advanced users to generate Margins of Error to match internal MoE

• Statistical Testing Spreadsheet
  – Assist users conducting their own statistical testing
  – Designed to be intuitive/easy to use
American Community Survey Updates
2016 Data Release Schedule

- 2016 ACS 1-Year Estimates, Summary File
  Release date – September 14, 2017
- 2016 ACS 1-Year Supplemental Estimates
  & 1-Year Public Use Microdata Sample (PUMS) File
  Release date – October 19, 2017
- 2016 ACS 5-Year Estimates, Summary File, Narrative Profiles
  Release date – December 7, 2017
- 2016 1-Year and 5-Year Spanish Version of Puerto Rico Community Survey, 5-Year Public Use Microdata Sample (PUMS) File, 5-Year Variance Replicate Estimates
  Release date – January 18, 2018
• Purpose:
  • Improve understanding of the value and utility of ACS data.
  • Promote information sharing among data users about key ACS data issues and applications
• Membership is free and open to all interested ACS data users
• 2017 ACS Data Users Conference, May 11-12
• Webinars and special sessions at professional meetings planned
• Users group website and online community
  • acsdatacommunity.prb.org
2017 Economic Census

Economic Census Timeline

RESEARCH AND TESTING PHASE

- 2015: Conduct research to determine new content and support 100 percent electronic collection (Complete)
- 2016: Develop collection strategy (Complete)
- 2017: Develop electronic instrument (In Progress)
- 2018: Finalize content, Submit for OMB approval, Begin respondent outreach, Begin electronic collection

BENEFITS OF RESEARCH

- Provide businesses with the right tools to make data-driven decisions.
- Disseminate data for use by policy-makers.

- December 2018: Release Advance Report
- May 2019: Release economy-wise business statistics for the United States and all states
- June 2019–April 2020: Release Geographic Area Statistics for all industries and places with population of 2,500+
2017 Economic Census

Elements of an Efficient Economic Census

1. Move to 100 percent Internet collection to reduce cost and increase efficiency.
2. Reduce respondent burden by relying more on existing business records.
3. Automate operations to increase productivity.
4. Improve data products to reflect our ever-changing U.S. economy.

More Timely + More Relevant
Best Picture of Our Economy

Check here for information regarding the 2017 Economic Census:
https://www.census.gov/programs-surveys/economic-census.html
Contact Information

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(212) 584-3400 or (800) 991-2520

Data Dissemination Branch
(212) 584-3440

Geography Department
(212) 584-3430

http://www.census.gov/regions/new_york/