

# Moving Forward at the US Census Bureau: What's on the Horizon?

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# 10 Change Principles

1. Metadata, metadata, metadata
2. Keep it simple(r)
3. Go digital and paperless
4. Be adaptable
5. Let research take the wheel
6. Follow the data
7. Embrace the best advice, regardless of the source
8. Data must flow
9. Use ALL the data, not just ours
10. Organize by function, manage by program



# Metadata 101

**METADATA  
AWAKENS**

Right **ON**

Metadata helps identify information quickly.  
\*Star Wars: The Force Awakens movie metadata

\*Budget — **\$200 MILLION**

**135 MINUTES** — \*Length

\*Actors — **53**

**11** — \*Sets

The poster features a black background with a starry space pattern. The title 'METADATA AWAKENS' is written in a large, yellow, outlined font. Below it, the word 'Right' is followed by a yellow 'ON' button with a white play icon. The text 'Metadata helps identify information quickly.' is in white, with a small asterisked note below it. The metadata is presented in yellow text with white lines indicating the values: Budget (\$200 MILLION), Length (135 MINUTES), Actors (53), and Sets (11).



# Agile 101

## Agile Cheat Sheet

### Agile:

Product development in short timeframes to provide “working software” sooner and driven by collaboration between developers and customers.

### Agile Manifesto

#### Waterfall Approach

Processes  
and Tools

Comprehensive  
Documentation

Contract  
Negotiations

Following  
a Plan

#### Agile Approach

Individuals and  
Interactions

Working  
Software

Customer  
Collaboration

Responding  
to Change

While there is value on the items on the left,  
we value the items on the right more.



# Agile Approach

## Value of Agile



### Adaptable

Responsive to change, reduce cost and unnecessary effort



### Research Driven

Early feedback to validate research



### Collaborative

More reviews and input from cross-functional teams

## Benefits



Customer-focused products



More transparency



Lower risk

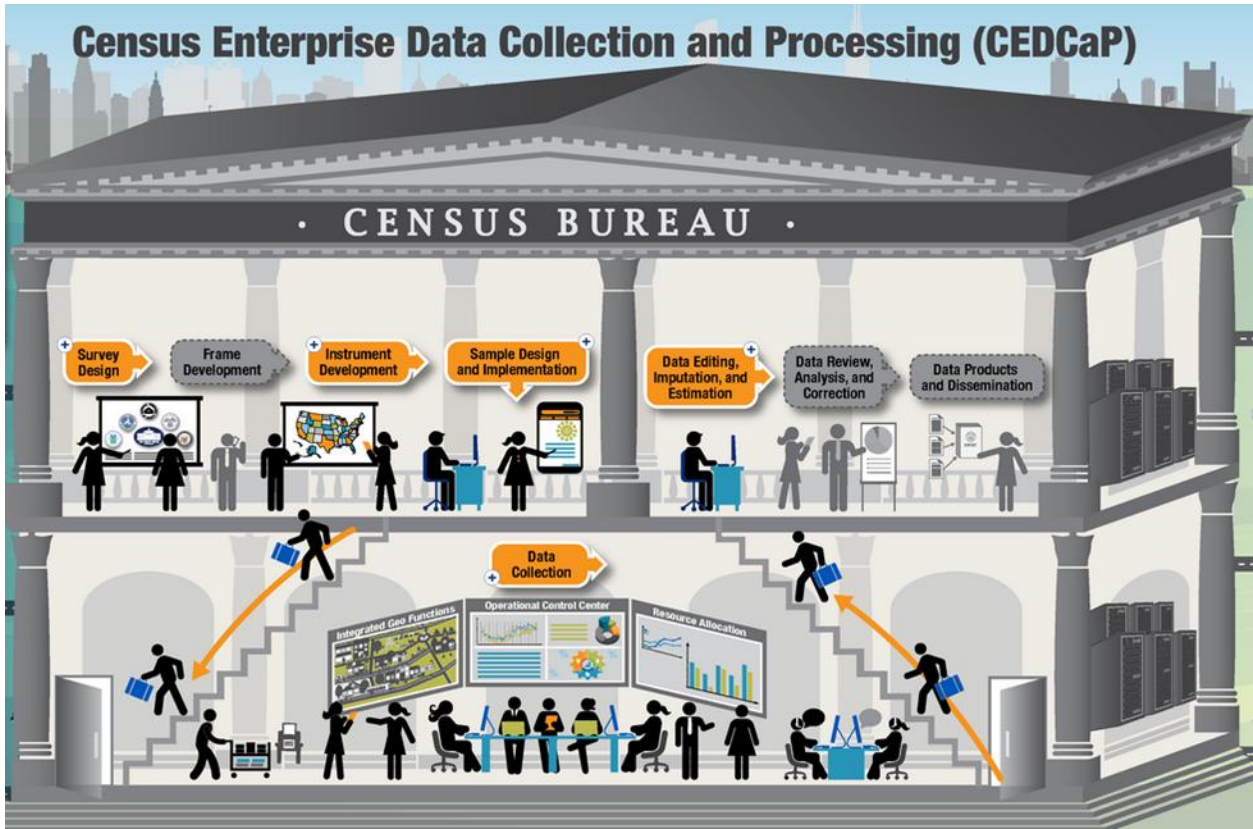
Discover more about the future path of Census  
**Visit the Future On hub.**

United States  
**Census**  
Bureau

**FUTURE ON**  
Activating Change.



# CEDCaP



# CEDSCI 101

## Why CEDSCI?

Streamlining how  
we disseminate data.

### How it works

CEDSCI is a suite of services and supporting infrastructure to handle data dissemination for the nearly 100 surveys and three Censuses within the Census Bureau.





# CEDSCI

## Benefits



Improved  
Customer Satisfaction

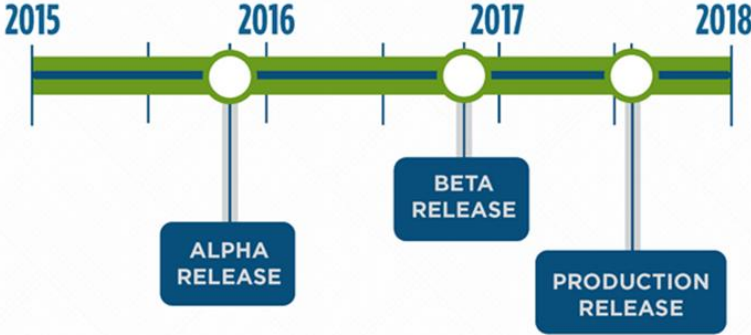


Personalized  
Customer Experience

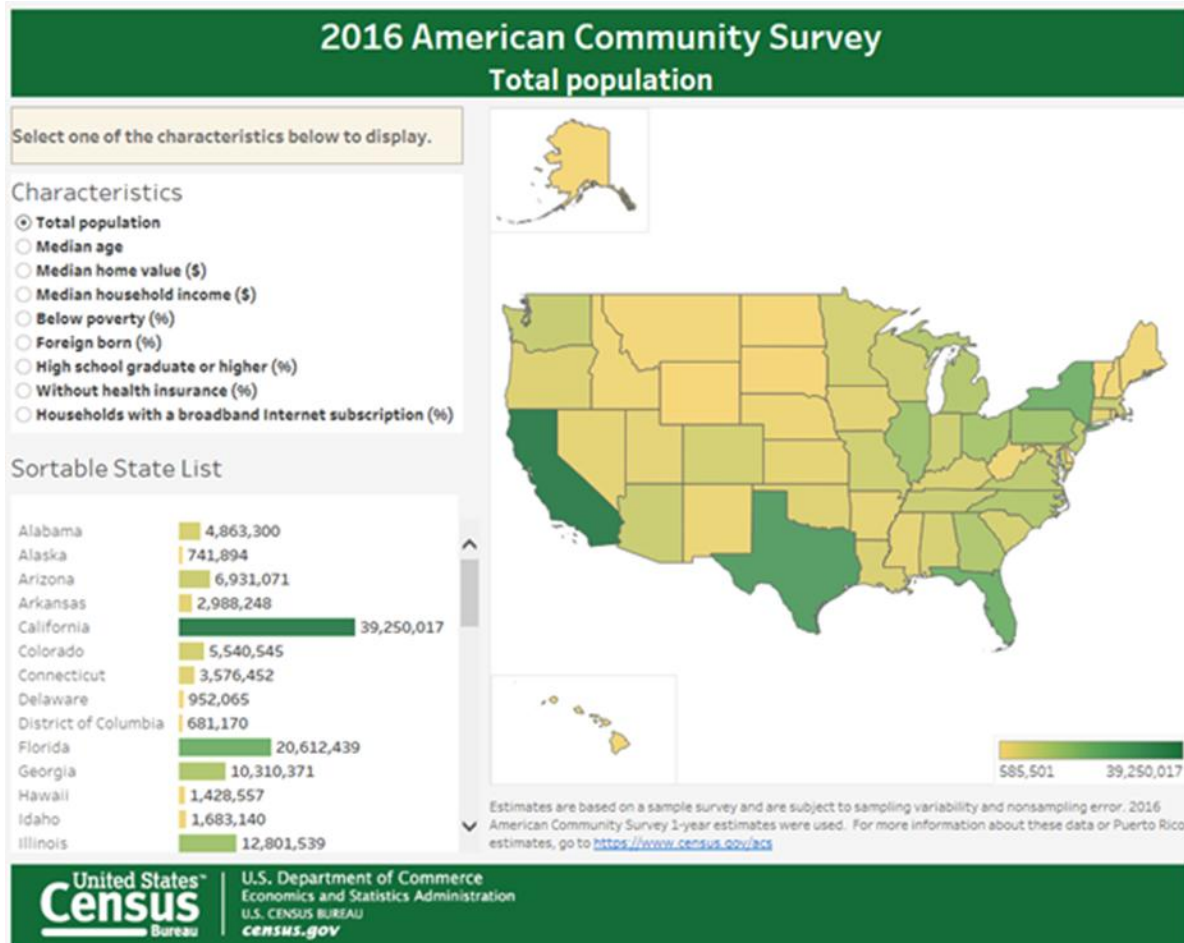


Efficient  
Operations

## Timeline



# Interactive Visualizations



# Interactive

 **PEOPLE**

**Population**

-  **Population estimates, July 1, 2016, (V2016)**  
**UNITED STATES: 323,127,513**
-  **Population estimates base, April 1, 2010, (V2016)**  
**UNITED STATES: 308,758,105**
-  **Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)**  
**UNITED STATES: 4.7%**
-  **Population, Census, April 1, 2010**  
**UNITED STATES: 308,745,538**



# Visual Data

Category	Examples	Functionality	Difficulty
Productivity software	Microsoft Excel, OpenOffice	Creating simple visuals	Low
Dedicated visualization tools	Tableau, WEAVE	Creating more complex visuals	Intermediate
Data analysis	Stata, R	Data processing and analysis	Advanced
Graphics design	Adobe Illustrator, Inkscape	Producing and finalizing graphics	Advanced
Cartography	ArcGIS, QGIS	Map making and geospatial data	Advanced
Web development	D3, Leaflet	Building interactive Web visuals	Advanced

Note: Many of the examples provided in this table are advanced tools that require extensive training and experience to become a professional user.  
Source: U.S. Census Bureau.



# Economic Data



## Census Business Builder Now Updated!

Census Business Builder version 2.2 has several new updates including:

- New data on farms from the U.S. Department of Agriculture
- New international trade data from the U.S. Census Bureau
- Expanded and updated consumer spending data from Esri
- New map reference layering tool
- Customizable dashboards and reports

The screenshot shows the user interface of the Census Business Builder tool, divided into two main sections:

**1. What type of business do you want to research?**  
Select your type of business by either selecting from the "Most Popular" broad categories and then from the detailed list provided.

Categories shown with icons: Construction (wrench and hammer), Food Services (fork and knife), Healthcare (heart with pulse line), Personal Services (person icon), Prof & Bus Services (briefcase), and Retail (shopping cart).

Below the categories is a search bar: "or Search for your type of business" with a search icon and the text "Industry Title, Keyword, or NAICS Code".

**2. Where are you considering locating the business?**  
Select the proposed location for your business by either clicking on the My Location button or by searching for it.

Options shown: "My Location" button, "or" text, and a search bar "State, County, City/Town, or ZIP Code".

Buttons: "Go to Map" and "Create Report".

Additional text: "Click 'Go to Map' to browse the information about your potential customers and competitors for your proposed location and surrounding locations OR." and "Click 'Create Report' to go straight to the report for your type of businesses and location."

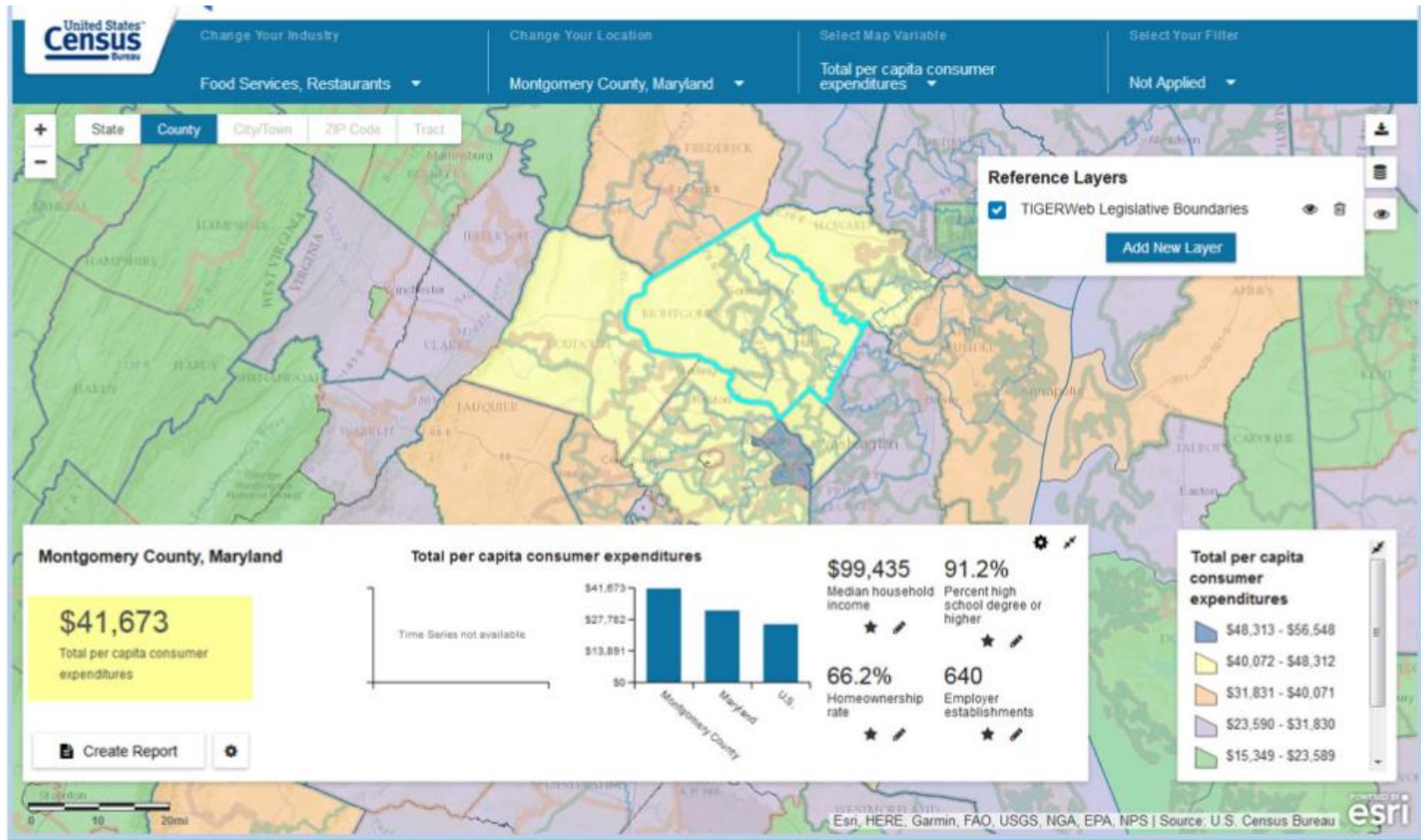
United States<sup>™</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: Census Business Builder  
[www.census.gov/data/data-tools/cbb.html](https://www.census.gov/data/data-tools/cbb.html)



# Census Business Builder



# Open Data Dissemination

## Change Principle #8

Open Data Dissemination Capabilities  
Strengthening the Power of Our Data



**The Census Bureau's mission is to do two things:**

1. Collect data vital to measuring America's population and economy
2. Make that data available to anyone, anywhere

**Accessibility is key.**

Open data dissemination capabilities allow us to share data in new ways our customers can understand.



# Goal 1

## OPEN DATA IS FUELED BY FOUR GOALS:

### 1. Improving Access

Enhancing how customers can find, access and use Census Bureau data to meet consumer demands driven by technology.

Before



After



# Goal 2 & 3

## 2. Technical Adaptability



Preserving the public's trust in the Census Bureau's work by demonstrating our innovation and adaptability, reducing the burden of response, and meeting budgets and deadlines.

## 3. Shared Services

Developing enterprise-wide services improves our efficiency and ability to innovate.



# Goal 4

## 4. Brand Awareness



Increasing survey participation and response rates by promoting public awareness about the value of Census Bureau data.

As one of the 10 Change Principles, Open Data Dissemination Capabilities brings the Census Bureau's transformation to light.



# Our Mission

Our mission remains the same ...

*The U.S. Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.*

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