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

Susana Guerra Privett
Data Dissemination Specialist
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 helps identify information quickly.

- Star Wars: The Force Awakens movie metadata

- Budget: $200 million
- Length: 135 minutes
- Actors: 53
- 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 Negotations
- 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.
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
Interactive Visualizations

2016 American Community Survey
Total population

Select one of the characteristics below to display:
- Total population
- Median age
- Median home value ($)
- Median household income ($)
- Below poverty (%)
- Foreign born (%)
- High school graduate or higher (%)
- Without health insurance (%)
- Households with a broadband internet subscription (%)

Sortable State List

<table>
<thead>
<tr>
<th>State</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>4,863,300</td>
</tr>
<tr>
<td>Alaska</td>
<td>741,994</td>
</tr>
<tr>
<td>Arizona</td>
<td>6,931,071</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,988,248</td>
</tr>
<tr>
<td>California</td>
<td>5,540,545</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,376,452</td>
</tr>
<tr>
<td>Connecticut</td>
<td>3,576,452</td>
</tr>
<tr>
<td>Delaware</td>
<td>952,065</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>681,170</td>
</tr>
<tr>
<td>Florida</td>
<td>20,612,439</td>
</tr>
<tr>
<td>Georgia</td>
<td>10,310,371</td>
</tr>
<tr>
<td>Hawaii</td>
<td>1,428,557</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,603,140</td>
</tr>
<tr>
<td>Illinois</td>
<td>12,801,539</td>
</tr>
</tbody>
</table>

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

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

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

Source: Census Business Builder
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.
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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