



A Sea Change for Public Data

Association of Public Data Users Annual Conference
September 16 – 17, 2013
George Washington University, Washington, DC

For the producers and users of public data, these are not times for “business as usual.” Founded almost 40 years ago when computer media was just beginning to transform the data world, APDU has remained at the cutting edge of data dissemination and user processing. This conference offers insights about data collection, design and delivery technologies, strategies for addressing data quality concerns, and creative applications of public and private data tools.

PRELIMINARY Agenda

Monday, September 16, 2013

8:00 AM - 8:30 AM

Breakfast

Continental Ballroom

8:45 AM - 9:00 AM

Welcome Speakers

Grand Ballroom

Speakers:

Warren Brown, Senior Research Associate, Cornell Institute for Social and Economic Research, Cornell University, President, APDU

Garry Young, Interim Director, George Washington Institute of Public Policy

9:00 AM - 10:15 AM

Using Open Data for Local Policy and Planning

Grand Ballroom

Data scientists are working on creative new data mining, machine learning, big data, and data tools with the goal of having social impact. This session will focus on new ways of using public data – available in local, state, and federal agencies – can be used to support local policymaking and planning.

Speakers:

Virginia Carlson, Director of Research, Public Policy Forum

Elizabeth Accetta, Section Chief, Census Bureau

Jonathan Auerbach, Legislative Financial Analyst, New York City Council

10:15 AM - 10:45 AM

Morning Break

Continental Ballroom

10:45 AM - 12:00 PM

Social Media Data as a Public Data Resource
Grand Ballroom

Social media is transforming the way people interact and communicate. Now it is becoming an important information resource for a wide variety of topics—health, communications, economic activity and many other questions. As the lines blur between public data, “big data,” crowd sourced data, and other non-traditional data collection techniques, this session explores basic questions about the usefulness, accuracy, quality, and impact of social media-derived data.

Speakers:

Michael Paul, Doctoral candidate, Department of Computer Science, Johns Hopkins University

Paul Hitlin, Senior Researcher, Pew Research Center, Project for Excellence in Journalism

Thomas Levine, Data Scientist, Instructor, Zipfian Academy

Mark Silverberg, Cofounder and Lead Engineer, Social Health Insights

12:00 PM - 12:45 PM

Networking Break/Lunch
Continental Ballroom

12:45 PM - 1:20 PM

Keynote Lunch Presenter: Big Data, Public Data, and the Democratization of Analytics
Grand Ballroom

At the intersection of Big Data and Public Data, are exciting opportunities in data analytics. Blending high quality government statistics with organic Big Data can add value to decision-making. Data users must learn new skill sets in data analytics and business intelligence beyond those skills required for traditional data scientists. Learn more about how approaches to data dissemination, partnership development, and tools must respond to new analytic consumerism.

Introductions:

Joan Naymark, Director, Minnesotans for the American Community Survey MACS

Dean Stoecker, Chairman and CEO, Alteryx

Breakout Sessions

1:30 - 2:45 PM

1. **Housing Data Breakout: Understanding Housing and Mortgage Markets**
Room 307

Policy analysts, researchers and practitioners need quality data to monitor the pace and nature of the housing recovery. Several federal data sources examine different sectors of the housing markets and how different populations and geographic areas are affected. The session features a new Location Affordability Index from HUD that encompasses housing and transportation costs for neighborhoods across the nation; updates about the Home Mortgage Disclosure Act data on mortgage loans and borrowers; and the forthcoming National Mortgage Database that for the first time tracks mortgage performance over time linked to borrower information.

Moderator:

Susan Ockert, President, SO Consulting

Speakers:

Ren Essene, Senior Policy Analyst, Consumer Financial Protection Bureau

Jessica Russell, Research Analyst, Consumer Financial Protection Bureau

Natalie Wowk, Presidential Management Fellow, HUBZone Program, Small Business Administration

Robert B. Avery, Project Director, National Mortgage Database, Federal Housing Finance Agency

2. **Health Care Breakout: Understanding the Impacts of Health Care Spending**
Room 308

The health care sector has become a sizable part of the U.S. economy. Understanding data available on health care spending can be critical for policymakers and economic analysts. What new or emerging data can help economists, policy makers and the public understand the implications of health care sector growth?

Moderator:

Erin Holve, Senior Director, Academy Health

Speakers:

Edward Salsberg, Director, National Center for Health Workforce Analysis

Herbert Wong, Senior Economist, Agency for Healthcare Research and Quality

Cathy A. Cowan, Economist, Office of the Actuary, Centers for Medicare and Medicaid Services

2:45 PM - 3:15 PM

Afternoon Break
Continental Ballroom

Breakout Sessions

3:15 PM - 4:45 PM

1. **Research Methods Breakout: Adapting Surveys Designs in a Rapidly Changing World**
Room 307

“Adaptive design” may be a key to success for managing survey operations in a rapidly changing world. What exactly does “adaptive design” mean and how will it affect Census Bureau surveys in the future, especially for the 2020 Census? Learn lessons from the National Survey of College Graduates about the promise this method holds in making surveys more cost effective while maintaining accuracy as well as about the technical and organizational challenges.

Presenters:

Michael Thieme, Chief of the Center for Adaptive Design, U.S. Census Bureau

Peter Miller, Chief of the Center for Survey Measurement and Chief Scientist, Center for Adaptive Design, U.S. Census Bureau

Ben Reist, Survey Director for the National Survey of College Graduates, U.S. Census Bureau

2. **Transportation Breakout: New Sources of Transportation Data**
Room 308

Smart phones, traffic sensors/monitors and other technologies have the potential to transform the landscape for transportation data. This session will look at the big data available to support transportation planning and examine what is available, review how quality concerns are being addressed, and what can be learned from federal transportation data for other data fields.

Moderator:

Elaine R. Murakami, Community Planner, Federal Highway Administration

Speakers:

Rolf Schmitt, Deputy Director, Bureau of Transportation Statistics
Erika McEntarfer, LEHD Research, U.S. Census Bureau
Catherine T. Lawson, Associate Professor, State University of New York, Albany
Rich Taylor, Transportation Specialist, Federal Highway Administration

5:00 PM - 7:00 PM

Networking Happy Hour: Tonic Restaurant 2036 G Street NW (3rd floor lounge)

Tuesday, September 17, 2013

8:00 AM - 8:45 AM

Breakfast

Continental Ballroom

9:00 AM - 10:00 AM

Plenary Presentation: The American Community Survey: New Developments and Innovative Applications

Grand Ballroom

In partnership with the U.S. Census Bureau, the Population Reference Bureau (PRB) and Sabre Systems have created a new American Community Survey (ACS) Data Users Group. This session will provide a brief overview of that group's purpose, structure, and activities. The session will also review new, innovative applications of ACS data.

Moderator/Speaker:

Linda Jacobsen, V.P., Domestic Programs, Population Reference Bureau

Speakers:

James Treat, Chief, American Community Survey, U.S. Census Bureau

Dr. Christopher Emrich, Hazards and Vulnerability Research Institute, University of South Carolina

10:00 AM - 10:30 AM

Morning Break

Continental Ballroom

Breakout Sessions

10:30 AM - 11:30 AM

1. **Data User Breakout: ACS Discussion Board Demonstration**
Room 307

Learn how to join the new ACS Data Users Group. This session will showcase a number of resources (e.g., webinars, conferences, and presentations) designed to share information and provide feedback on ACS data.

Moderator:

Linda Jacobsen, V.P., Domestic Programs, Population Reference Bureau

Speaker:

Mark Mather, Associate V.P., Domestic Programs, Population Reference Bureau

Ed Spar, Principal Researcher, Sabre Systems

2. **Research Tools Breakout: Getting Behind the "Firewall": Accessing Restricted Public Data**
Room 308

Researchers are seeking increasingly to detailed data from micro-data versions of public use files. However, producers that provide such data must restrict access to protect respondent confidentiality pledges. While a stand-alone computer in a locked room offers data security it does not enhance access by researchers. In this session, we'll hear about innovative solutions that more effectively advance the dual goals of improved researcher access and enhanced respondent confidentiality.

Speakers:

Timothy Mulcahy, Principle Research Scientist, NORC at the University of Chicago

Bryan Beecher, Director, Computing & Network Services, Interuniversity Consortium for Political and Social Research

Warren Brown, Senior Research Associate, Cornell Institute for Social and Economic Research, Cornell University, President, APDU

11:45 AM – 12:30 PM

Keynote Speaker

Grand Ballroom

Speaker:

John H. Thompson, Director, U.S. Census Bureau

12:30 PM - 1:15 PM

Networking Lunch

Continental Ballroom

1:30 PM - 2:45 PM

The Road Ahead: The Challenges Faced by Federal Statistical Agencies

Grand Ballroom

In this session, senior leaders from five federal statistical agencies will discuss the issues and opportunities facing their agencies in light of the current policy environment, continual advances in information technology, and changes in social norms.

Moderator:

Andrew Reamer, Research Professor, George Washington Institute of Public Policy, George Washington University

Speakers:

John (Jack) Galvin, Deputy Commissioner, Bureau of Labor Statistics, U.S. Department of Labor

John Gawalt, Director, National Center for Science and Engineering Statistics, National Science Foundation

Patricia Hu, Associate Administrator and Director, Bureau of Transportation Statistics, U.S. Department of Transportation

Steven Landefeld, Director, Bureau of Economic Analysis, U.S. Department of Commerce

Nancy Potok, Deputy Director and Chief Operating Officer, Census Bureau, U.S. Department of Commerce

2:45 PM - 3:15 PM

Afternoon Break

Continental Ballroom

3:15 PM - 4:00 PM

Defining the Data User Advocacy Agenda

Grand Ballroom

Building from the previous session, APDU will ask audience members to divide into small group discussion sessions to review, discuss, and rank the most critical issues facing the data agencies. The groups will also be asked to identify best

practice approaches to engaging users, building collaborations, and educating policymakers. These ideas will be reported back for discussion to guide input and provide recommendations for action by the APDU's Board.

Facilitators:

Warren Brown, Senior Research Associate, Cornell Institute for Social and Economic Research, Cornell University,
President, APDU

Ken Poole, Chief of Staff, APDU