

Highlights of New Public Data Products

Association of Public Data Users
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Agenda

- **American Community Survey Redesign**
 - Short and Long Term Data Product Changes
 - Filtering and Threshold Research
 - Data User Engagement
- **New Dissemination Method – CEDSCI**
 - Vision and Goals
 - Implementation Plan
 - Iterative Approach

Short- & Long-Term Product Changes

- Short-term plan:
 - Modify existing tables or add limited sets of new tables
 - Fill gaps in existing product line
 - Additional ACS datasets to API
- Long-term plan:
 - Make decisions based on end user feedback and capabilities provided by CEDSCI
 - Continue to engage users to assess new product ideas

Product Redesign Goals – End User Focus

- Strategy for adding, modifying, and removing tables
 - Current process vs. future customer-centric approach
 - Develop a process to centralize data user feedback
 - Establish criteria guidelines to prioritize improvements

Release of Supplemental Estimates

- Released on July 21, 2016 in American FactFinder (AFF) and in the Application Programming Interface (API)
- 58 simplified detailed tables using ACS 1-year data
- Mainly univariate or bi-variate tables focused on key topics
- Uses 2014 1-year data for areas with 20,000+ population
 - 15,000 geographies compared with 7,800 geographies with the 65,000+ population threshold
- 2015 1-year supplemental estimates release on October 20th (and every October thereafter)

Release of Variance Replicate Estimates

- Variance replicate estimates for 107 2010-2014 5-year detailed tables that feed into Data Profiles
- Intended for advanced users who want to generate Margins of Error (MOE) that would match internally calculated MOE
- Can be used to aggregate/collapse existing tables or create custom geographies
- Released on July 21, 2016 on FTP site in CSV format for 11 heavily used geographic summary levels
- 2011-2015 ACS 5-Year Variance Replicate Estimates release on January 19, 2017 with 5-Year PUMS

Thresholds & Filtering

- Data user requested changes to 1-year data thresholds and filtering
- Current thresholds and filtering are viewed as restrictive
- Continuous focus on improving data products and meeting data users' needs
- Goal of increasing published estimates while achieving an acceptable level of reliability

Thresholds & Filtering

- Research and analysis plan
 - Three areas of research
 - Minimal population publication thresholds
 - Data reliability filtering rules
 - ACS data product redesign
 - Working assumption for the research
 - 1-year microdata to produce proposed data counts
 - Population threshold of 20,000.

Threshold & Filtering

- Four filtering options
 1. No filtering - similar to rules for the ACS 5-year data products
 2. The current filtering rules applied
 3. Filtering Rule I - Tables filtered out if median CV of table's non-zero estimates is greater than 0.61
 4. Alternative Filtering Rule II - Tables filtered out if more than 75% of all estimates have CVs greater than 0.61

Data User Engagement

- Critical to elicit and incorporate user feedback into data product redesign
- Structured effort to engage with data users and key stakeholder groups
- Ongoing two-way dialog using current and new communication channels
- Formation of the external Data Product Redesign Group (DPRG)

Goals for the DPRG

- Creation of small, informal, non-advisory group for initial vetting and feedback
- Assist the Census Bureau in understanding the needs of our data users
- Provide an initial source of feedback on ACS data products and dissemination channels from data users representing a wide range of skill levels and interest areas in the use of ACS products
- Interact with the Census Bureau to develop innovative data products and dissemination channels that best meet our data users' needs

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CEDSCI Background

- February 2012, the Data Dissemination Task Force (DDTF) was convened to develop a new vision for data and content dissemination
- July 2013, DDTF released its Data Dissemination Road map outlining future capabilities and areas of transformation
- Census Bureau formed the Center of Dissemination Services and Consumer Innovation (CEDSCI) to implement its new strategy

CEDSCI Vision

Business Challenge

Census dissemination has evolved over time into multiple disparate systems and processes that often do not talk to each other or work across data sets.

- **Over 100 applications** to prepare and release data
- **Lack of standardization** and consistency across dissemination processes
- **Complex** for users to find data and create insights

Addressing the Challenge

CEDSCI is an innovative effort to transform and expand the dissemination of Census content and better serve our internal and external customers.

- Enable data to be easily **discovered**, **accessed**, and **consumed** via Census.gov
- Make data useful for a **diverse set of customer needs**
- Take advantage of **digital opportunities**
- **Centralize and standardize** the metadata

CEDSCI Goals and Objectives

- CEDSCI will establish a modernized technology platform that leverages existing innovations to provide a set of shared data dissemination services that enable consumers to do more with the massive amounts of valuable content we publish year round
- The CEDSCI vision aligns with the core principles of the Federal Digital Strategy, the goals of the U.S. Census Bureau strategic plan, and the priorities set forth in the Department of Commerce strategic plan
- The CEDSCI initiative aims to create long-term operational and cost efficiencies through consolidation of dissemination tools and systems

CEDSCI Timeline

- December 2015: CEDSCI Alpha releases
 - Multiple iterations of alpha
 - Obtain external user feedback
- Fall 2016: CEDSCI Beta phase
 - Technology preview with multiple releases
 - Increasing functionality and datasets
 - Broader user feedback
- Transition to Production (2016 – 2017):
 - Series releases with increasing functionality and data
 - Parallel operations with current dissemination systems until full production

Useful Links

Data Product Redesign Plan:

<http://www.census.gov/programs-surveys/acs/operations-and-administration/2015-16-survey-enhancements/data-products-redesign.html>

Links to the 2014 & 2015 Supplemental Products Release Page:

<http://www.census.gov/programs-surveys/acs/news/data-releases/2015/release.html>

<http://www.census.gov/programs-surveys/acs/news/data-releases/2014/release.html>

Link to video on CEDCaP and CEDSCI: Modernizing the way the Census Bureau Does Business:

http://www.census.gov/library/video/cedcap_cedsci.html

Questions?