# Process for Preparing for 2010 Census

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**Industry Day** 

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# **2010 Census**

# Preparing for the 2010 Census starts with looking at Census 2000

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# The Census 2000 was an operational and data quality success

All major operations were completed on time and under budget

- Overall coverage was improved
- Differential coverage was improved for all minority groups and for children

This was truly great news to all of us

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 It was a good Census
 Thanks to everyone involved, maybe even a great Census
 But it was not a perfect Census

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# 2000 Census

# The Census was a success

But ...

High cost

High risk

Insufficient early planning

Lack of agreement on a design

◆Just in time delivery

Insufficient staff to thoroughly analyze and develop design and procedures

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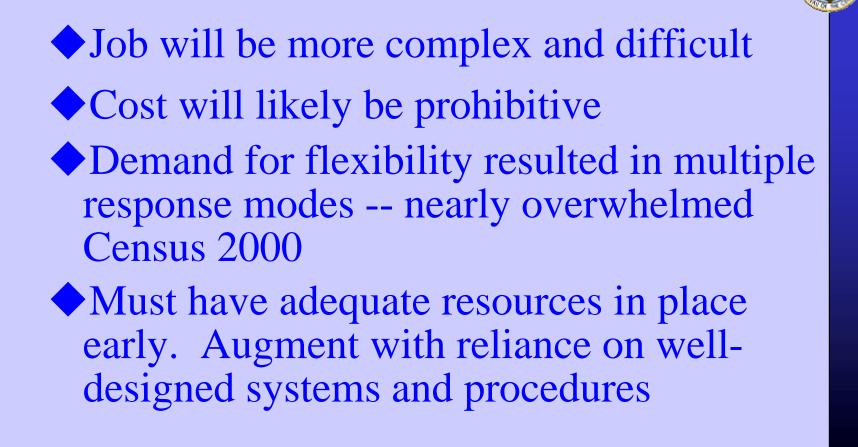
# Like previous censuses we were criticized for having

Outdated data
Too much burden
Costly data collecting process

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# The risk of failure for Census 2010 will dramatically increase unless something changes

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### U S C E N S U S B U R E A U

# **Strategy involves:**

Improving
Simplifying
Innovating
Integrating
Partnering

### U S C E N S U S B U R E A U

# **Our strategy has two parts:**

1. Develop a successful and flexible infrastructure that will allow us to deal directly with the issues of coverage and inclusion.

 Work to understand the results of our evaluations and recommend options for an even better census.

Strategy for 2010 Census (A three legged stool)

 Significantly enhanced and improved Master Address File (MAF)/TIGER

- Long form data collected and tabulated every year by the ACS
- Reengineered short-form only census that takes advantage of the other two legs

Enhanced Master Address File (MAF) and Geographic Database (TIGER) through Modernization Initiatives

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The addresses and other geographic products are the life blood of the census

A modern census needs a modern MAF/TIGER

◆ Web-based system

• Global Positioning System (GPS)

On-going LUCA

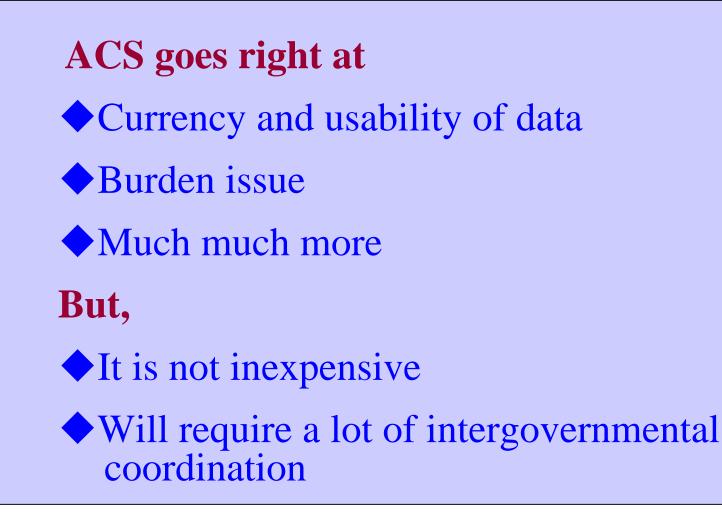
### U S C E N S U S B U R E A U

# Without this leg the stool is no good

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# No Long Form -- American Community Survey (ACS) will supply continuous long-form data

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# Without this leg the stool is no good

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Reengineer the 2010 Census process through <u>early planning</u>, taking into account opportunities afforded by no long form and enhanced MAF

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- A reengineered 2010 short-form only census provides the cost savings to implement the other two legs of our plan while focusing the census on congressionally mandated tasks
- We believe that this leg offers savings potential that will more than offset the costs of the other two legs
- Here we use technology and a short-form only census to make our processes and people more efficient

### U S C E N S U S B U R E A U

# Without this leg the stool is no good

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# So we have a three legged stool

# 1. ACS Will expand our ability to target Will simplify the 2010 process allowing us to focus on coverage Will provide long form data on a flow basis

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## So we have a three legged stool

# 2. MAF TIGER

- Will enhance LUCA
- Will directly attack the issues of a complete and unduplicated address list
- Will facilitate automation and electronic collection

### U S C E N S U S B U R E A U

# So we have a three legged stool

## 3. 2010 PLANNING

- Will establish a flexible cost effective infrastructure that will facilitate coverage improvement
- Will set up a data flow design to allow for efficiencies to the process
- Will establish a foundation upon which the "perfect census" can be built

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