Process for Preparing for 2010 Census

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Industry Day

2010 Census

Preparing for the 2010 Census starts with looking at Census 2000

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

◆It was a good Census

◆Thanks to everyone involved, maybe even a great Census

◆But it was not a perfect Census

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

Like previous censuses we were criticized for having

◆Outdated data

◆Too much burden

◆Costly data collecting process

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

◆Job will be more complex and difficult

◆Cost will likely be prohibitive

◆Demand for flexibility resulted in multiple response modes -- nearly overwhelmed Census 2000

◆Must have adequate resources in place early. Augment with reliance on well-designed systems and procedures

Strategy involves:

◆ Improving

◆ Simplifying

◆ Innovating

◆ Integrating

◆ Partnering

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.

2. 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

Strategy for 2010 Census

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

Strategy for 2010 Census

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

Without this leg the stool is no good

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Strategy for 2010 Census

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

Strategy for 2010 Census

ACS goes right at

- Currency and usability of data

- Burden issue

- Much much more

But,

- It is not inexpensive

- Will require a lot of intergovernmental coordination

Without this leg the stool is no good

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Strategy for 2010 Census

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

Strategy for 2010 Census

◆ 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

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

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

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