



# Census Bureau

## Mission Statement

The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.

**T**he U.S. Census Bureau's mission is built around its large-scale surveys and censuses. This involves the full range of activities required to produce data, including survey and questionnaire design and data collection, processing, and dissemination. Research and data analysis will directly support the Census Bureau's capabilities to conduct large-scale surveys and censuses. Through strategic planning, the Census Bureau evaluates how best to accomplish this mission. The strategic plan provides a framework for articulating program goals and builds these goals through consensus. The planning process promotes synergy, innovation, and efficiency, and represents a better way of doing business.

The goal of the Census Bureau is to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The data provided by the Census Bureau shape important policy decisions that help improve the nation's social and economic conditions:

- Census data are used to distribute hundreds of billions of dollars in federal funding.
- Census data provide the basis for estimating the gross domestic product (GDP) and leading economic indicators.
- Census data determine the apportionment of congressional seats, as mandated in the Constitution.
- Census data inform about education, income, poverty, and health insurance coverage.
- National, state, and local governments use Census data to formulate policy.
- Large corporations and local businesses use Census data to devise their business plans.

To accomplish its mission, the Census Bureau depends on activities that:

- Provide the U.S. official measures on monthly unemployment, income, poverty, and health insurance coverage, as well as economic indicators that include housing starts, retail and wholesale trade sales; international trade; manufacturers' shipments, orders, and inventories, and quarterly estimates of corporate profits.
- Provide the statistical foundation and benchmark measures against which most data-based decisions and activities take place.

- Re-engineer the 2010 Decennial Census of Population to improve the relevance and timeliness of census long-form data, reduce operational risk, improve the accuracy of census coverage, and contain costs.
- Invest in statistical methodological research and new technologies to improve current operations and prepare for the future.
- Continue to provide strict security of census information, address privacy issues, and foster program goals while maintaining confidentiality of census information.

## Priorities/Management Challenges

To deliver the most value, the Census Bureau must target measurement on those trends and segments of the population and economy most critical to continued U.S. success and prosperity. During FY 2003, the Census Bureau focused activities in these areas through a variety of priority program efforts that continue and improve ongoing statistical programs. They included distributing Census 2000 data, planning the 2010 Census, obtaining cyclical economic data through the Economic Census and the Census of Governments, and distribution of data from the 2002 American Community Survey (ACS).

Changing priorities and goals became an issue in FY 2003. Working with its congressional committee, the Census Bureau was commissioned to provide, and carried out, an extensive test on the ACS. The resources needed to complete this test were obtained by shifting resources from activities contributing to the original performance goal of completing three evaluation reports by September 30, 2003. The Census Bureau focused on conducting and evaluating the test instead of work on three evaluation reports. The test was successfully completed and the results were reported to Congress.

Last year's report cited several management challenges, including: concerns from the public about the perceived intrusiveness of data collection efforts, continued decline in trust of government, sensitivity to the confidentiality of data, and a greater demand for quality, which have complicated the Census Bureau's data gathering efforts and ability to maintain or increase response rates. These challenges continue to be of concern, and are being addressed in concert with an added emphasis in the Census Bureau's mission statement to "honor privacy, protect confidentiality, ... and conduct the Census Bureau's work openly." To this end, the Census Bureau has enunciated privacy principles, conducted privacy impact assessments, begun to assess employee awareness, and is developing an external communications plan. Each of these components helps to ensure that the Census Bureau is continually demonstrating its commitment to ensuring the quality, accessibility, and security of its data, and its ongoing sensitivity to privacy.

Business events in the last two years, the recession and slow recovery, and businesses' growing objection to paperwork burden contributed significantly to difficulties in gathering business data. This resulted in missing the target response rate on the Economic Census. The Census Bureau took some innovative and aggressive promotional and respondent contact steps that may have prevented the response rate from declining even further. The Census Bureau will continue to actively work towards maintaining targeted response rates.

In addition, the Census Bureau must use state-of-the-art technology to stay ahead of the demand from policymakers for accurate and timely information on emerging economic and societal trends. The current emphasis includes significant efforts for the fiscal year 2004 Decennial Census test to study both the benefits and security concerns to transmitting potentially sensitive data on mobile computing devices and the Internet.

### *FY 2003 Performance*

In FY 2003, the Census Bureau had four goals, 14 measures, and 19 targets. The Census Bureau met or exceeded 16 of the targets.

The performance measures focused on providing and improving current measures of the U.S. population, economy, and governments; timely release of Decennial Census products; and the implementation of the 2010 Decennial Census. These measures promote the use of information in preserving and protecting the American public's interests through the following:

- Provided statistics that were critical to understanding current conditions in the U.S. economy, including principal federal economic indicators.
- Produced economic statistics that provided 75 percent of the source data used in preparing gross domestic product estimates, one of the nation's most important barometers of current economic activity.
- Provided information on the labor, capital, and material inputs to, as well as the outputs of, the nation's manufacturing, mining, and construction industries.
- Conducted company-based surveys for the collection of financial data, including data on capital investment, income, payroll, assets, and expenditures.
- Collected, processed, and compiled statistical data relating to U.S. merchandise trade (exports, imports, and transportation) with foreign countries and Puerto Rico and the Virgin Islands; detailed trade information is available on both a monthly and annual basis for 17,000 import commodities and 10,000 export commodities.
- Conducted annual sample surveys of state and local government finances and employment, and produced quarterly measures of taxes and government assets.
- Conducted surveys for other government agencies related to federal, state, and local government activities.
- Undertook reimbursable activities (surveys and special tabulations) that take advantage of the economic program's processing infrastructure and core competencies.

These economic conditions drive the interest rates of the United States, thus affecting consumer buying, confidence, and day-to-day living.

During FY 2003, the Census Bureau's demographic statistics program successfully developed and implemented plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. Other surveys that measured housing characteristics (such as home ownership), income, poverty, family composition, and the socioeconomic characteristics of race and ethnic groups were successfully completed. These surveys provide information on home ownership, income levels, poverty and health insurance coverage. Federal agencies, the Congress, and the states use these statistics as they consider modifying programs such as Social Security, Medicare, and Medicaid.

The 2002 Economic Census provided a significant expansion to content and coverage, as well as an accelerated release schedule. New for the 2002 Economic Census content includes information on e-commerce and leased employees, first-time service product data for 65 service industries, and supply chain information from manufacturing, retail, wholesale, and some service industries. Ensuring that coverage and release data are accurate and timely affects the daily lives of millions of Americans in their financial capabilities.

# Targets and Performance Summary

See individual Performance Goal section for further description of each measure.

## Performance Goal 1: Meet the Needs of Policymakers, Businesses and Non-Profit Organizations, and the Public for Current Measures of the U.S. Population, Economy, and Governments<sup>1</sup>

Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2003 Met	FY 2003 Not Met
(1) Household response rate for the Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS)	100%	100%	100%	(1) 90%	(1) 91%	X	
(2) Response rate for the National Health Interview Survey				(2) 87%	(2) 88%	X	
(3) Response rate for the Survey of Income and Program Participation (SIPP) <sup>2</sup>				(3) 62%	(3) 70%	X	
(1) Release data products from the Survey of Income and Program Participation (SIPP)	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	(1) Two data products by 9/30/03.	(1) One data product was released by 9/30/03.		X
(2) Release Data Products from the Survey of Program Dynamics				(2) One data product by 9/30/03.	(2) One data product released on 4/30/03.	X	
Release principal economic indicators	New	New	100% on time	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.	All principal economic indicators were released according to their pre-announced time schedule.	X	
Unit response rates for annual economic surveys used to benchmark data during intercensal years (includes Annual Survey of Manufacturers, the Annual Trade Survey (ATS), the Annual Retail Trade Survey, and the Service Annual Survey (SAS) <sup>3</sup>	New	New	New	New	New	N/A	N/A

**Performance Goal 2: Support the Economic and Political Foundations of the United States by Producing Benchmark Measures of the Economy and Population for the Administration and Equitable Funding of Federal, State, and Local Programs<sup>4</sup>**

Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2003 Met	FY 2003 Not Met
Implementation of electronic reporting and 24/7 Internet help desk for the Economic Census	New	New	New	2002 Economic Census 24/7 Internet help desk is operational by 12/20/02.	On 11/15/02 the 24/7 Internet/Help Desk was established. To date the site has received more than nine million hits, over 300,000 visits, and close to 100,000 requests for extensions, remails, and additional forms.	X	
Conduct the Economic Census and Census of Governments	New	New	New	(1) Complete initial mailing for the finance phase of the Census of Governments by 10/31/02 and five million Economic Census forms by 12/20/02.	Initial mailing for the finance phase of the Census of Governments was completed in October. By 12/20/02 some five million Economic Census forms had been mailed.	X	
				(2) Complete initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/2003.	Initial mailing for the 2002 Survey of Business Owners forms to 1 million businesses with paid employees was completed on 9/10/2003.	X	
Response rate for the Economic Census	New	New	New	84%	82%		X
(1) Release Decennial Census products	New	100% of scheduled releases	100% of scheduled releases	(1) Four data products by 9/30/03.	(1) 5 data products were released by 9/30/03.	X	
(2) Release Census of Governments products				(2) Two data products by 9/30/03.	(2) Product number 1-Government Counts from the Organization Survey was released 1/03, almost 6 months ahead of schedule. Product number 2-State by State Organization Report is being released on a flow basis beginning 9/03, with all states being released by 12/03.	X	
(3) Release Economic Census products				(3) None	(3) None	X	
Conduct an evaluation program to measure the effectiveness of Census operations and survey procedures	New	New	New	Release eight evaluation topic reports by 9/30/03.	Released 14 Census 2000 evaluation topic reports by 9/30/03.	X	

**Performance Goal 3: Meet Constitutional and Legislative Mandates by Implementing a Re-Engineered 2010 Census that is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, and Reduces Operational Risk<sup>5</sup>**

Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2003 Met	FY 2003 Not Met
Implement the American Community Survey (ACS)	New	New	Completed field activities supporting the release of 2001 data from the long form transitional database in summer of 2002.	Release three evaluation reports on the continuous measurement program by 9/30/03.	Evaluation reports not released.		X
Implement Master Address File (MAF)/ Topologically Integrated Geographic Encoding and Referencing system (TIGER) modernization	New	New	Prepared plan and systems by end of FY 2002 to measure housing unit coverage of the address list; list is at least as complete as it was for Census 2000, as measured by the accuracy and coverage evaluation.	Complete map feature and housing unit location corrections of 250 counties by 9/30/03. <sup>6</sup>	Completed map feature corrections of 250 counties by 9/30/03.		X
Conduct early 2010 Census planning, development and testing	New	New	New	Select 2004 Census test sites by 12/31/02.  Develop and document design requirements for 2004 Census test by 12/31/02.  Develop detailed operational schedule for the 2004 Census test in April 2004 by 9/30/03.	Selected 2004 Census test sites by 12/31/02.  Developed and documented design requirements for 2004 Census Test by 12/31/02.  Developed detailed operational schedule for the 2004 Census Test by 9/30/03.		X

**Performance Goal 4: Foster an Environment that Supports Innovation, Reduces Respondent Burden, and Ensures Individual Privacy<sup>7</sup>**

Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2003 Met	FY 2003 Not Met
Response to the annual Boundary and Annexation Survey (BAS)	New	New	New	83%	88%	X	
Meet milestone dates for Web-enabled portal technology demonstration project and for prototype imaging technology research project	New	New	New	100%	100%	X	
Segment score for overall customer satisfaction on the American Customer Satisfaction Index <sup>8</sup>	New	New	New	New	New	N/A	N/A

<sup>1</sup> This goal has been reworded since the publication of the FY 2001 Annual Program Performance Report (APPR) and FY 2003 Annual Performance Plan (APP). This goal was previously worded as: "Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public."

<sup>2</sup> Prior to FY 2003 this measure was worded as "Percentage of household surveys with initial response rates greater than 90 percent." The Census Bureau met 100 percent of the stated target by obtaining response rates better than 90 percent for FY 1999 through 2002. For FY 2003, this measure was separated into three components. The first component included response rates for the CPS, the NCVS, and the AHS.

<sup>3</sup> This was not a reported measure in the FY 2001 APPR and FY 2003 APP. This is a new measure that will be reported in the FY 2004 APP.

<sup>4</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policymakers, federal, state, and local governmental agencies, businesses and the public."

<sup>5</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates."

<sup>6</sup> This measure was reworded with the publication of the FY 2004 APP to read: "TIGER features are within five meters of true GPS location for 7.7 percent of the nation's counties by 9/30/03". The Census Bureau is reporting against the measure as published in the FY 2003 APP and FY 2001 APPR.

<sup>7</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates."

<sup>8</sup> This is not reported as a measure in FY 2003. This is reported as a new measure starting with the FY 2004 APP.

# Resource Requirements Summary

(Dollars In Millions. Funding Amounts Reflect Total Obligations.)

## Information Technology (IT)

### Full-Time Equivalent (FTE)

#### Performance Goal 1: Meet the Needs of Policymakers, Businesses and Non-Profit Organizations, and the Public for Current Measures of the U.S. Population, Economy, and Governments<sup>1</sup>

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual
Salaries and Expenses				
Current Economic Statistics	88.9	102.7	111.3	122.9
Current Demographic Statistics	47.5	49.8	53.5	54.4
Survey Development and Data Services	3.5	3.8	4.1	N/A
Mandatory				
Survey of Program Dynamics	9.9	10.0	9.9	9.9
Children's Health Insurance Program	10.0	10.0	10.0	10.0
Periodic Censuses and Programs				
Economic Censuses	47.5	41.4	52.1	N/A
Census of Governments	3.6	3.1	5.7	N/A
Intercensal Demographic	5.4	5.7	6.3	N/A
Continuous Measurement	19.9	21.2	26.4	N/A
Demographic Surveys Sample Redesign	5.1	7.9	12.4	N/A
Electronic Information Collection	5.4	6.1	6.2	N/A
Geographic Support	6.5	13.9	18.6	N/A
Data Processing Systems	11.4	11.8	11.6	N/A
Suitland Federal Center	0.0	0.1	1.2	N/A
Reimbursable Obligations	170.7	205.2	226.9	223.5
Total Funding	435.3	492.7	556.2	420.7
IT Funding <sup>5</sup>	100.0	100.1	157.6	41.7
FTE	5,462	5,931	6,457	4,626



**Performance Goal 2: Support the Economic and Political Foundations of the United States by Producing Benchmark Measures of the Economy and Population for the Administration and Equitable Funding of Federal, State, and Local Programs <sup>2</sup>**

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual
Periodic Censuses and Programs				
Economic Censuses	New	New	New	86.4
Census of Governments	New	New	New	6.5
Intercensal Demographic Estimates	New	New	New	9.3
2000 Decennial Census	4,116.5	441.5	147.9	82.9
Demographic Surveys Sample Redesign	New	New	New	12.1
Electronic Information Collection	0.6	0.0	0.0	N/A
Geographic Support	26.0	20.9	5.6	N/A
Data Processing Systems	11.3	11.7	11.5	N/A
Suitland Federal Center	0.0	0.2	0.9	N/A
Total Funding	4,154.4	474.3	165.9	197.2
IT Funding <sup>5</sup>	322.5	199.9	89.1	90.2
FTE	80,937	4,449	1,243	1,665

**Performance Goal 3: Meet Constitutional and Legislative Mandates by Implementing a Re-Engineered 2010 Census that is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, and Reduces Operational Risk <sup>3</sup>**

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual
Periodic Censuses and Programs				
2010 Decennial Census	New	New	64.3	144.7
Geographic Support	New	New	13.0	N/A
Total Funding	New	New	77.4	144.7
IT Funding <sup>5</sup>	New	New	44.7	79.8
FTE	New	New	598	1,076

**Performance Goal 4: Foster an Environment that Supports Innovation, Reduces Respondent Burden, and Ensures Individual Privacy <sup>4</sup>**

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual
Salaries and Expenses				
Survey Development and Data Services	New	New	New	4.3
Periodic Censuses and Programs	New	New	New	New
Electronic Information Collection	New	New	New	6.2
Geographic Support	New	New	New	37.6
Data Processing System	New	New	New	23.5
Suitland Federal Center Reconstruction	New	New	New	1.5
Total Funding	New	New	New	73.1
IT Funding <sup>5</sup>	New	New	New	29.7
FTE	New	New	New	398

Grand Total	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual
Salaries And Expenses	139.9	156.3	168.9	181.6
Periodic Censuses And Programs	4,259.0	585.5	383.8	410.7
Mandatory Programs	19.9	20.0	19.9	19.9
Total Funding <sup>7</sup>	4,589.5	967.0	799.5	835.7
Direct	4,418.8	761.8	572.6	612.2
Reimbursable <sup>6</sup>	170.7	205.2	226.9	223.5
IT Funding <sup>5</sup>	470.0	347.4	291.4	241.4
FTE	86,399	10,380	8,420	7,766

<sup>1</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public."

<sup>2</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policymakers, federal, state, and local governmental agencies, businesses and the public."

<sup>3</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates."

<sup>4</sup> This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Provide mission critical support for tools and capabilities that improve processes, products and services for the Census Bureau's surveys and censuses."

<sup>5</sup> IT Funding included in Total Funding.

<sup>6</sup> Reimbursable Funding included in Total Funding.

<sup>7</sup> Total obligations in this table exclude Working Capital Fund obligations financed by other Census Bureau funds and already reflected in the results for the other funds.

**Skills Summary:**

Survey statisticians, mathematical statisticians, large-scale census and survey specialists, economists, geographers, demographers, program and management analysts, and information technology specialists.

# FY 2003 Performance Goals

## Performance Goal 1: Meet the Needs of Policymakers, Businesses and Non-Profit Organizations, and the Public for Current Measures of the U.S. Population, Economy, and Governments

*(This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 Annual Performance Plan (APP). This goal was previously worded as: "Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public.")*

### Corresponding Strategic Goal

Strategic Goal 1: Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers and consumers.

### Rationale for Performance Goal

#### Demographic Statistics:

The Census Bureau's demographic statistics program is responsible for:

- Developing plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. The Census Bureau undertakes analytical research on emerging issues and trends, such as the condition of children and the elderly, the employment of disabled individuals, and the characteristics of immigrants.
- Directing and coordinating technical and developmental work on the collection and analysis of data by race, Hispanic origin, and ancestry are major responsibilities.
- Providing official statistics on income, poverty, and health insurance coverage, as well as longitudinal data on income and program participation that federal agencies use to develop, modify, and monitor income transfer programs, come from demographic programs. These data determine the impact of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, often called welfare reform.
- Conducting the foundational analysis and research underlying the U.S. Office of Management and Budget's (OMB) decisions on national statistical standards on topics such as occupational classifications, metropolitan areas, and race and ethnicity.
- Planning and conducting surveys and special censuses funded by other federal agencies that focus on topics of national importance, such as unemployment, crime, health, housing, education, and consumer expenditures.

## Economic Statistics:

The Census Bureau's economic statistics program is responsible for:

- Conducting more than 100 separate surveys monthly, quarterly, and annually, including principal economic indicators.
- Producing voluminous merchandise export and import statistics monthly.
- Accomplishing extensive compilations of administrative records.
- Undertaking numerous research and technical studies.
- Conducting a number of surveys under reimbursable agreements with other federal agencies.

### *FY 2003 Performance*

The FY 2003 performance levels for most measures were achieved. During FY 2003, the Census Bureau's demographic statistics program staff successfully achieved most of the specified targets. The Census Bureau's demographic statistics program staff successfully developed and implemented plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. Other surveys that measured housing characteristics, such as home ownership, income, poverty, family composition, and the socioeconomic characteristics of race and ethnic groups were successfully completed.

For the FY 2003 budget cycle, the Census Bureau underwent its first Program Assessment Rating Tool (PART) process. This process is still ongoing; however, initial reaction from the OMB has been generally positive. OMB assessed three areas in the demographic statistics program, using the PART process:

- Demographic Surveys Sample Redesign
- Intercensal Demographic Estimates
- Current Demographic Statistics

Formal recommendations resulting from the PART process will be reflected in the Census Bureau's APP.

During FY 2003, the Census Bureau's economic statistics program staff successfully:

- Provided statistics that were critical to understanding current conditions in the U.S. economy, including principal federal economic indicators.
- Produced economic statistics that provided 75 percent of the source data used in preparing GDP estimates, one of the nation's most important barometers of current economic activity.
- Provided information on the labor, capital, and material inputs to, as well as the outputs of, the nation's manufacturing, mining, and construction industries.
- Conducted company-based surveys for the collection of financial data, including data on capital investment, income, payroll, assets, and expenditures.

- Collected, processed, and compiled statistical data relating to U.S. merchandise trade (exports, imports, and transportation) with foreign countries and Puerto Rico and the Virgin Islands; detailed trade information is available on both a monthly and annual basis for 17,000 import commodities and 10,000 export commodities.
- Conducted annual sample surveys of state and local government finances and employment and produced quarterly measures of taxes and government assets.
- Conducted surveys for other government agencies related to federal, state, and local government activities.
- Undertook reimbursable activities (surveys and special tabulations) that take advantage of the economic program's processing infrastructure and core competencies.

In FY 2003, work was also begun to improve the relevancy of the Census Bureau's economic statistics. This was as a result of the \$10.7 million in addition to funding Congress provided in FY 2003 for the "Improved Measurement of Services" and the "e-business" initiatives. Products that will come from these initiatives include:

- A new principal economic indicator series, the Quarterly Services Survey. Data collection for this new quarterly economic indicator, the first to be introduced by the Census Bureau in over 40 years and the first by any federal agency in 30 years, will begin in April 2004. Currently, the only measures of service industry activity are available annually, 9-10 months after the reference period.
- Additional service industry product detail that will be added incrementally to the Services Annual Survey (SAS). This program component will provide new annual data on service industry products (i.e., breakdowns of service receipts by industry). These data will be used by the Bureau of Economic Analysis (BEA), the Bureau of Labor Standards (BLS), and others to improve measures of economic growth, real output, prices, and U.S. productivity statistics, helping to improve BEA's national and industry accounts and BLS' industry productivity measures. FY 2003 funding provides for services product detail being added incrementally to SAS over a three-year period.
- New purchase services data that will be added incrementally to the SAS. This program enhancement provides new annual data on purchased services by industry, permitting BEA and the Federal Reserve Board to compute economic value added by particular service industries. The FY 2003 funding increase added the purchased services categories described above to the SAS over a two-year period. Data collection occurred in January following the end of the reference year with dissemination no later than 12 months following the end of the reference year.
- Expansion of the Annual Trade Survey (ATS) to include manufacturers' sales branches and offices (MSBO). MSBO's of large manufacturing companies have and are using e-business processes to change the way they do business. These changing practices have resulted in consolidation and changing inventory levels and practices, yet these businesses are only surveyed once every five years in the Economic Census. FY 2003 funds will expand the 2003 ATS by covering MSBOs annually. The 2003 ATS will include a sample of about 1,600 MSBOs and will be mailed in early 2004 to collect data on total sales, e-commerce sales, and inventory where relevant. Providing BEA with annual coverage of MSBOs will address a long-standing BEA priority to obtain accurate enumerations of \$50 billion in wholesale inventories that they have had to estimate annually because these data are only collected in the Economic Census. Receiving these data from the Census Bureau annually, instead of only once every five years, will enable BEA to improve its GDP estimates since inventory change is a key component of GDP estimates.

- Expansion of the Annual Capital Expenditures Survey (ACES) to include information on information technology (IT) and related expenditures. The Census Bureau’s plan is to collect comprehensive and detailed annual data on economy-wide business expenditures for the information and communication technology (ICT) portion of the e-business infrastructure. Collected data will include all business spending, whether capitalized or expensed, associated with creating and maintaining the ICT infrastructure. The Census Bureau currently collects selected capitalized and expensed ICT data for various industries but most of these collections are limited to specific sectors of the economy and are not collected annually. Such data gaps and lack of consistency among data collections create problems for data users. In some sectors, the total cannot be calculated because the expensed data are not collected. In others, the total cannot be calculated because the capitalized and expensed data are collected in different years. In addition to these inconsistencies and gaps among collections, the current ACES excludes expenditures for IT equipment that businesses expense but that economists consider investment. Excluding these expenses is consistent with the ACES mission to collect capitalized expenditures only, but without data on these key ICT expenditures, the gap between the business and economic concept is difficult to assess. Collection of the ICT infrastructure data started with the 2003 ACES.

**Measure 1a: (1) Household response rate for the Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS) (2) Response rate for the National Health Interview Survey NHIS) (3) Household response rate for the Survey of Income and Program Participation (SIPP)**

	FY 2000	FY 2001	FY 2002	FY 2003
Target <sup>1</sup>	100%	100%	100%	(1) 90% (2) 87% (3) 62%
Actual	100%	100%	100%	(1) 91% (2) 88% (3) 70%
Met/Not Met	Met	Met	Met	Met

<sup>1</sup> Prior to FY 2003 this measure was worded as "Percentage of household surveys with initial response rates greater than 90 percent." The Census Bureau met 100 percent of the stated target by obtaining response rates better than 90 percent for FY 1999 through 2002. For FY 2003, this measure was separated into three components. The first component included response rates for the Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS).

## Explanation of Measure

Maintaining a high response rate for household surveys ensures that the Bureau’s survey information is always reliable, comparable, and widely accepted by customers over the longer term. Since the sample design, interview content, length, and respondent rules vary by survey and are correlated with response rates, the Census Bureau’s target measures are different for: (1) The Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS). These households have rotating address-based panels and are usually contacted by a Field Representative (FR) in person when they first enter the sample and remain in sample for repeated visits over a prescribed period of time. The rotating design also ensures that there is a mix of new and returning households, which serves to stabilize response rates over time. FRs can make subsequent contacts by appointment and by telephone if the respondent wishes. Households that move are not followed; the new occupants are eligible for the interview. This methodology, coupled with an interview lasting from 10-40 minutes depending on the household size, is conducive to maximizing response rates. However, response rates across all surveys, regardless of design and content, have been declining in recent years as the Census Bureau competes with

other surveys and demands on the public’s time. (2) The National Health Interview Survey (NHIS) uses a different design in that a household is in the sample only once, the FR has a short interval of time to conduct the interview, and the average interview length is 60 minutes, hence the lower target response rate of 87 percent. (3) The Survey of Income and Program Participation (SIPP) is on average a 60-minute household interview and collects information on income, assets, transfer program participation, and various other socio-economic topics. Since 1996, the SIPP has had “abutting” rather than overlapping panels, which means that at any given time, all households have been in sample for the same time period, i.e., there is no replenishment of sample as in the CPS, NCVS, and AHS designs. In addition, respondents are interviewed every four months, are encouraged to consult their records and to report their social security number to ensure accurate data, and are followed to new locations if they move during the life of the panel, which is usually three to four years. These design features, particularly the requirement to follow original household members, have contributed to sharp declines in panel response rates in recent years. The Census Bureau has taken several steps to maximize response such as monetary incentives, redesigned introductory letters and materials, and enhanced FR training. The target response rates consider the age of the panel in the appropriate year. The SIPP has a household response rate target of 62 percent.

Beginning in FY 2003 this measure was expanded to include longitudinal surveys (such as SIPP and Survey of Program Dynamics (SPD)) for which the high response rates are difficult to maintain over time.

**FY 2003 Performance**

With the exception of one data product from SIPP, the FY 2003 performance level for this measure was achieved. The Census Bureau was able to achieve a response rate of 90 percent or greater for the its cross-sectional household surveys. This measure excludes household expenditure surveys. These response rates are developed during the data collection phase of the survey.

**Measure 1b: (1) Release Data Products from the Survey of Income and Program Participation (SIPP) and (2) the Survey of Program Dynamics (SPD) (see the “Explanation of Measure” Section for Data Products List)**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved	(1) Two data products by 9/30/03. (2) One data product by 9/30/03.
Actual	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	Maintained FY 1999 actual time achieved	(1) One data product was released by 9/30/03. (2) One data product released on 4/30/03.
Met/Not Met	Met	Met	Met	Not Met/Met <sup>1</sup>

<sup>1</sup> There are two product measurements. This first was not met and the second was met.

**Explanation of Measure**

The Census Bureau has achieved optimal release times for many long-standing household surveys. For example, the Bureau releases data from the AHS nine months after collection. Other household surveys have different schedules based on their designs. This measure addresses newer surveys and survey supplements, such as SIPP and the SPD.

SIPP collects a “core” of data items on detailed income, program participation, and work experience at four-month intervals from a cohort of households that are in the sample for approximately three years. Each four-month interval is referred to as a “wave” of interviewing and, in addition to the core items, questions measuring other aspects of household economic and social well-being are included as “topical modules” during each wave. The core data supplies longitudinal (studies in which variables relating to an individual or group of individuals are assessed over a period of time) measures over the life of the panel while the topical module data supplies cross-sectional (studies that focus on phenomena that occur during a precise time interval, such as a calendar year) measures at one or more points in time.

The SPD is a follow-on survey conducted with SIPP respondents from the 1992 and 1993 panels who were last interviewed in 1995 and 1996, respectively, to comply with the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, commonly known as the 1996 Welfare Reform Act.

***FY 2003 Performance***

While SIPP successfully produced the 2001 waves 1 through 4 longitudinal files planned for FY 2003, the 2001 waves 1 and 2 topical module files were not completed during FY 2003. These topical modules provide extensive demographic histories of the participants and require new disclosure avoidance procedures beyond those previously employed in order to respond to the rapid growth in personally identified information available through the Internet. New disclosure protocols are being developed to address these issues. As a result, the 2001 waves 1 and 2 topical module files are expected to be released by the end of calendar year 2003.

<b>Measure 1c: Release Principal Economic Indicators</b>				
	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>
Target	New	New	100% on time	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.
Actual			100% on time	100% on time
Met/Not Met			Met	Met

**Explanation of Measure**

The Census Bureau provides statistics that are critical to understanding current conditions in the economy. These statistics include the principal federal economic indicators that drive national monetary policy, federal economic policy-making and investment, and business decisions. These principal economic indicators include the:

- Advance Retail Sales
- Manufacturing and Trade: Inventories and Sales
- Monthly Wholesale Trade
- Advanced Report on Durable Goods, Manufacturers’ Shipments, Inventories, and Orders
- Construction Put in Place
- Quarterly Financial Report (QFR): Manufacturing, Mining, and Wholesale Trade



- New Residential Construction
- New Residential Sales
- QFR: Retail
- Housing Vacancies
- The U.S. International Trade in Goods and Services—jointly released with the BEA<sup>1</sup>

OMB Statistical Directive No. 3 requires that data for Census Bureau principal economic indicators be released within prescribed time periods. For most monthly indicators this means that they must be made available within one month of the end of the reference period, and for the quarterly indicators within two and a half months. Release dates for these indicators are available online at [www.census.gov/epcd/econ/www/indijun.htm](http://www.census.gov/epcd/econ/www/indijun.htm). The Census Bureau's goal is to release all 116 monthly and quarterly principal economic indicators on time.

### ***FY 2003 Performance***

During FY 2003, all principal economic indicators were released on time. The Census Bureau's principal economic indicators are among some of the most important and closely followed statistics generated by the federal statistical system. These indicators provide government policymakers and private decisionmakers with timely information about the current performance of the U.S. economy.

## **Program Evaluation**

The Census Bureau's statistical program evaluations are numerous and ongoing. One measure the Bureau uses to determine data reliability is response rates. Another measure the Bureau uses to determine timeliness is the elapsed time from data collection to data release.

## **Demographic Statistics**

The Census Bureau regularly generates quality profiles and management reports for both reimbursable and Bureau-sponsored demographic surveys. These profiles and reports provide statistical measures of reliability and note compliance with or accomplishment of project tasks.

## **Economic Statistics**

Regular evaluations of programs by the economic statistics staff have led to better measures of capital expenditures by U.S. companies, improved the Bureau's ability to capture data on e-commerce activities, and clarified the information companies can provide on their pollution abatement activities. Also, every three years, as required by statistical directive no. 3, the Census Bureau prepares a report for OMB on the compilation, release, and evaluation of the principal economic indicators that the Bureau produces. The evaluation component assesses the accuracy and reliability of the published data.

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<sup>1</sup> Previously, the U.S. International Trade in Goods and Services measure was reported in the BEA's APPR and APP with reference to the Census Bureau's data collection and processing responsibilities.

## Performance Goal 2: Support the Economic and Political Foundations of the United States by Producing Benchmark Measures of the Economy and Population for the Administration and Equitable Funding of Federal, State, and Local Programs

*(This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: “Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policymakers, federal, state, and local governmental agencies, businesses and the public.” )*

### Corresponding Strategic Goal

Strategic Goal 1: Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers.

### Rationale for Performance Goal

The Census Bureau’s benchmark programs are a major source of baseline information upon which most data-based decisions and activities take place. Whether gathered through the Decennial Census of Population and Housing, the Economic Census, the Census of Governments, or the Intercensal Demographic Estimates that provide baseline demographic information in between the decennial censuses, the Census Bureau’s benchmark programs are where everyone turns to for information.

The demographic programs provide the data used by the states and other agencies to:

- Allocate nearly \$200 billion dollars in federal funds each year.
- Conduct the analyses that underlie the statistical definitions and standards used by the entire Federal Government in policy decisions.
- Establish the baseline sample units that underlie virtually every survey conducted in the United States by both private and public sectors.

The economic statistics programs count and profile U.S. businesses and government organizations in a rapidly evolving economic environment. They include conducting an Economic Census and a Census of Governments every five years. The Economic Census covers all nonagricultural sectors of the economy, publishes data on the activities of more than 22 million businesses and more than 1,100 industries, and provides detailed geographic information.

As a complement to the sectoral Economic Census program components, the Census Bureau also conducts a series of related programs to collect information on topics of special interest—for example, minority and women-owned businesses, the characteristics of the nation’s trucking fleet; business expenses; the flow of commodities; and the economies of Puerto Rico, Guam, the Virgin Islands, American Samoa, and the Northern Mariana Islands.

The Census of Governments represents the primary source of facts about the structure and function of the public sector of the U.S. economy. It provides essential information to Congress and federal agencies for planning and evaluating programs that involve intergovernmental relationships. The census contributes an important element for constructing composite national economic measures, such as GDP, BEA’s input-output tables that measure market sectors, and the Federal Reserve Board’s

flow of funds accounts that provide time-series data of financial flows in the economy. The Census of Governments' findings supply vital analytical tools for a wide variety of data users. Among the most prominent are state and local government officials, educational organizations, criminal justice organizations, public interest groups, private industry, economic research agencies, and the media.

The Census Bureau's Performance Goal 2 focuses on the major conduct and dissemination milestones for the 2002 Economic and Government Censuses and providing improved demographic intercensal estimates. Specific performance goals and measures related to these activities include

- Publishing and disseminating data from the 2002 Economic Census and the 2002 Census of Governments on a timely, scheduled basis.
- Mailing Survey of Business Owners forms for the 2002 Economic Census.

***FY 2003 Performance***

Primary activities concentrated on collecting and processing data for the Economic Census and Census of Governments. The 2002 Economic Census provided a significant expansion to content and coverage, as well as an accelerated release schedule. New for the 2002 Economic Census content includes information on e-commerce and leased employees, first-time service product data for 65 service industries, and supply chain information from manufacturing, retail, wholesale, and some service industries. This included the mailing of more than five million Economic Census forms to businesses. Except for Measure 2c (obtain an 84 percent response rate for the Economic Census), all performance targets were met during FY 2003. The Economic Census data provides detailed information on the structure of the economy. Some data uses include:

- *Public sector* — benchmarking, tracking economic change, assisting business development, and attracting new businesses.
- *Private sector* — study your industry (market share, product trends, and strategic planning), study business markets, and evaluate investments.

**Measure 2a: Implementation of Electronic Reporting and 24/7 Internet Help Desk for the Economic Census**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	2002 Economic Census 24/7 Internet Help Desk is operational by 12/20/02.
Actual				On 11/15/02, more than a month ahead of schedule, the 24/7 Internet/Help Desk was established to expedite the handling of respondents' information requests.
Met / Not Met				Met

## Explanation of Measure

This is a new performance measure for FY 2003. For the Economic Census, the Census Bureau followed a strategy that maximized response and minimized reporting burden. In order to do this, it is absolutely critical that the electronic reporting option and customer relations management programs be rolled out in a timely manner.

Over the past decade the Census Bureau has introduced a number of initiatives aimed at automating the collection and dissemination of economic statistics. These initiatives have been driven by external demand for services, available technology, requirements of the Paperwork Reduction Act and Government Paperwork Elimination Act, and efforts to facilitate and simplify reporting, improve quality, and reduce data collection costs. The overall electronic reporting strategy has been to focus on the most burdensome surveys, provide respondents with functionality that facilitates and simplifies reporting without requiring the programming or data processing expertise, and is cost beneficial to the Census Bureau.

The 1987 Economic Census was the first census to permit a limited number of large companies to report economic census data on magnetic tape. In response to demands from large companies, the Census Bureau broadened the magnetic tape reporting program in the 1992 Economic Census and developed an Electronic Data Interchange capability for use by large retailers. Electronic reporting initiatives for the 1997 Economic Census, like previous censuses, focused on large, homogeneous retail enterprises. For retail companies the Census Bureau developed a computerized self-administered questionnaire that covered 27 different economic census report forms. The Census Bureau received more than 200,000 retail establishment forms electronically, but because of timing and resource constraints it did not fully revamp the Census Bureau's processing systems. While non-retail establishments were permitted to file using a standard spreadsheet format, most companies did not follow the instructions and this resulted in significant processing problems.

The Census Bureau's experience has demonstrated that implementing an electronic reporting capability, if done effectively, demands substantial Bureau resources and significant changes to existing processing systems. An ambitious electronic reporting capability was introduced for the 2002 Economic Census. The Census Bureau's plan offered Web-based reporting to all 3.5 million participating businesses. If successful, the Census Bureau expects that both respondent burden and Census Bureau data processing costs will be reduced.

Also, as part of the Census Bureau's strategy to exploit the Web, a 24/7 Internet site was established to provide assistance to 2002 Economic Census respondents. The site provided the user with functionality, including the ability to get replacement forms, file extensions, download and submit electronic versions of the census, and to inactively ask and receive answers to questions. The effectiveness of the site will be part of the post-census evaluation. The evaluation will be based on the results of a customer satisfaction survey and the more traditional metrics such as number of hits, visits, downloads, etc.

### *FY 2003 Performance*

On November 15, 2002, more than a month ahead of schedule, the 24/7 Internet Help Desk was established to expedite the handling of respondents' information requests. To date, the site has received more than nine million hits, over 300,000 visits, and responded to more than 100,000 requests for extension, re-mails, and additional forms. With the 2002 Economic Census a major milestone in collecting data from companies was achieved by offering more than 3.5 million businesses the opportunity to file electronically via the Internet. Almost 440,000 establishments filed their reports electronically. This represents about 12 percent of the total reports filed. In fact, three out of four responses by our nation's largest companies were submitted electronically.

**Measure 2b: Conduct the Economic Census and Census of Governments**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	(1) Complete initial mailing for the Finance Phase of the 2002 Census of Governments by 10/31/02 and five million 2002 Economic Census forms by 12/20/02.  (2) Complete initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/2003.
Actual				(1) Initial mailout for the finance phase of the Census of Governments was completed in October 2002. By 12/20/02 some five million Economic Census forms had been mailed.  (2) Initial mailing for the 2002 Survey of Business Owners forms to 1 million businesses with paid employees on 9/10/2003.
Met / Not Met				Met

**Explanation of Measure**

This is a new performance measure for FY 2003. FY 2003 is the data collection and processing year for the Economic Census. The first two years were devoted to planning, forms design, mail list development, and the building of an infrastructure to support and process the Censuses. The Census of Governments has three phases – organization, employment and finance. The organization phase establishes the universe of state and local governments. The employment phase collects information on the number of employees and payrolls of state and local government employees. The finance phase collects information on the revenues, expenditures, debt and financial assets of state and local governments.

The complete and timely mailing of report forms to the more than five million business establishments and state and local governments is critical to the success of the Censuses. All future deadlines are predicated of the successful completion of these mailings.

***FY 2003 Performance***

The initial mailout for the finance phase of the Census of Governments was completed in October 2002. By December 20, 2002, five million Economic Census forms had been mailed. The meeting of these targets was critical to the successful completion of these programs. All future deadlines were predicated upon the completion of the activities by the dates identified.

The Census of Governments represents the primary source of facts about the structure and function of the public sector of the U.S. economy. It provides essential information to the Congress and federal agencies, for planning and evaluating programs involving intergovernmental relationships. The census contributes an important element for constructing composite national economic measures such as the GDP, which quantifies economic output, and the Federal Reserve Board’s Flow of Funds Accounts that provide time-series data of financial flows in the economy.

The Economic Census provides the nation with comprehensive, detailed, and authoritative facts about the structure of the U.S. economy. Every five years, the economic census profiles the United States economy from the national to the local level. It provides official measures of output for industries and geographic areas. Economic policymakers in federal, state, and local governments use economic census data to project trends, guide economic development, and assess the impact of economic policy. The data help build the foundation for the GDP and other indicators of economic performance.

**Measure 2c: Response Rate for the Economic Census**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	84%
Actual				82%
Met / Not Met				Not Met

**Explanation of Measure**

Maintaining response rates consistent with previous censuses is critical to the Census Bureau's mission. Stakeholders rely on Census Bureau data to accurately portray the structure of the economy. High response rates are crucial to the reliability of these data.

***FY 2003 Performance***

As of the end of FY 2003, the response rate for the 2002 Economic Census was 82 percent. While the target was missed, had some innovative and aggressive promotion and respondent contact steps not been taken, the response rate may have declined even more. Business events in the last two years, the recession and slow recovery, and businesses' growing objection to paperwork burden likely contributed to the lower response rate. At the time it became clear to the Census Bureau that the goal would not be met, despite implementing all planned activities, a follow-up plan of action was developed.

Additional activities were initiated to further increase the response rate. Actions, beyond those initially planned, included increased and more targeted follow-up mailings, a stepped up telephone follow-up program, and a special campaign informing firms of the penalties for not responding. These actions, as well as others, constituted the multi-dimensional plan used by the Census Bureau to address response issues. The plan is outlined below:

- An account manager program for the top 1,000 companies. Reports from these companies ultimately provide data for close to 500,000 locations.
- Three form follow-ups to two million single-location companies and to all small and medium-sized multi-location companies.
- An extensive promotion and outreach program.
- A 24/7 Internet help site and toll-free telephone assistance.
- Offering an electronic reporting option to all 3.5 million business locations participating in the census.

Actions taken to mitigate the decline in response rate included:

- Having staff at the Census Bureau's National Processing Center call non-responding medium-sized companies in July.
- Having account managers call their non-responding companies in June and July.
- Sending a letter, signed by Under Secretary Cooper, to the largest 39 noncompliant companies informing them of their legal obligation to comply.

- Sending 40,000 non-responding single location companies a priority-mail letter from the Department of Commerce’s Office of General Counsel informing them of their legal obligation, to comply and potential penalties for non-compliance.

In addition to the actions outlined above, an intensive telephone follow-up effort is being conducted by senior-level Census Bureau staff.

**Measure 2d: (1) Release Decennial Census Products (2) Release Census of Governments Products (3) Release Economic Census Products**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	100% of scheduled releases	100% of scheduled releases	1) Four data products by 9/30/03. 2) One data product by 9/30/03. 3) none
Actual		100% of scheduled releases	100% of scheduled releases	1) Five data products were released by 9/30/03. 2) Product number 1-Government Counts from the Organization Survey was released 1/03, almost six months ahead of schedule. Product number 2-State by State Organization Report is being released on a flow basis beginning 9/03, with all states being released by 12/03. 3) N/A
Met / Not Met		Met	Met	1) Met 2) Met 3) N/A

## Explanation of Measure

### *Decennial Census*

In FY 2003, the Census Bureau completed release and dissemination of all scheduled Census 2000 data products. Providing releases of Census 2000 data products on schedule is critical to the institutions and individuals that are responsible for managing or evaluating federal programs. The Federal Government distributes federal dollars that support schools, employment services, housing assistance, highway construction, hospital services, programs for the elderly, and more based on census data. For example, 22 of the 25 largest federal funding grant programs in FY 1998 were responsible for \$162 billion being distributed to state, local, and tribal governments. About half of this money was distributed using formulas that involved Census population data, according to the General Accounting Office. The Census Bureau expects that nearly \$200 billion will be distributed annually based on formulas that use Census 2000 data.

### *Census of Governments*

The Preliminary State and Local Governments Data from the organization phase of the Census of Governments was released in December 2002. The organization phase establishes the universe of state and local governments that will be covered in the census. This preliminary data release provided the initial counts of state and local governments by type of government, that is, for counties, municipalities, townships, school districts, and special districts. In addition to these preliminary data, the final dataset in the organization phase will supply an historical dimension for counts of governments, characteristics of governments by population size and activities, and detailed descriptions of governmental organization within each state. These data are currently being released to the Internet on a flow basis. The final data set is scheduled for completion by January 2004.

**FY 2003 Performance**

During FY 2003, all measures for this goal were successfully met. During FY 2003, the Census Bureau completed production and delivery of data products from Census 2000. These included release of:

- PHC-2 — summary social, economic, and housing characteristics for all places in the country.
- Summary File 4 (SF4) — Tract level population and housing characteristics (similar to SF3) iterated for many detailed race and Hispanic or Latino categories, American Indian and Alaska Native tribes, and ancestry groups.
- Quick Tables — Table shells with population and housing characteristics where the user can specify a geographic area and a population group.
- Public Use Microdata Sample Files — One percent sample files (information for states, and for substate areas except for Alaska, Delaware, Washington DC, North Dakota, South Dakota, Vermont, and Wyoming since they do not meet the minimum size requirement for substate areas).
- Congressional District Data Summary File — Tract level 100-percent and sample data for each of the redistricted 108th Congress Districts.

All of these data products provide, for the entire nation, detailed social and economic characteristics of the population collected during Census 2000. They will be used for a wide variety of purposes over the rest of this decade by many types of users, including federal, state, local, and tribal governments, the private sector, public and private researchers, schools and libraries, and private citizens.

**Measure 2e: Conduct an Evaluation Program to Measure the Effectiveness of Census 2000 Operations and Survey Procedures**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	Release eight Census 2000 evaluation topic reports by 9/30/03.
Actual				Released fourteen Census 2000 evaluation topic reports by 9/30/03.
Met / Not Met				Met

**Explanation of Measure**

The Census 2000 evaluation program will measure the effectiveness of the Census 2000 design, operations, systems, and processes and will provide information about new survey procedures applied in a census environment. All work will undergo an extensive quality assurance process to ensure high-quality reports. Results will build the foundation for making early informed decisions about the Census 2010 design and provide information useful for developing the ACS, the Master Address File (MAF) Updating System, and other censuses and surveys. A series of Topic Reports will compile data from across the entire evaluation, experimental and research programs, and analyze the data to answer the fundamental questions on how well the Census achieved its goals. This is a new measure for FY 2003.



### ***FY 2003 Performance***

In FY 2003 the Census Bureau achieved its goal for releasing the Census 2000 Evaluation Topic Reports. The completed topic reports included:

- Address List Development
- Automation of Census Processes
- Content and Data Quality
- Coverage Improvement
- Coverage Measurement
- Data Capture
- Data Collection
- Data Processing
- Partnerships and Marketing
- Privacy
- Puerto Rico
- Race and Ethnicity
- Response Rates and Behavior Analysis
- Special Places and Group Quarters

By pulling together findings from multiple studies, these reports will provide a more integrated and effective assessment of Census 2000 results.

### **Program Evaluation**

The continued dissemination of data products to federal, state, local and tribal governments, as well as to users in the private and public sectors make them available for countless applications. Some uses of the data include the resolution of population and boundary issues, and the distribution of federal dollars to states and localities to meet their needs. The completion of the Census 2000 evaluation report, particularly the Topic Reports, will provide both internal and external audiences useful information for planning and developing all components of the re-engineered 2010 Census program.

## Performance Goal 3: Meet Constitutional and Legislative Mandates by Implementing a Re-Engineered 2010 Census that is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, and Reduces Operational Risk

*(This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates.")*

### Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably.

### Rationale for Performance Goal

This is a continuation of a performance goal established for FY 2002. Census 2000 was an operational and data quality success: all operations were completed on time and within overall budget; overall coverage was improved; and differential undercount was improved for all minority groups and for children. However, Census 2000 was conducted with high cost and at great operational risk.

In response, and in striving to better meet this nation's ever-expanding needs for social, demographic, and geographic information, the Department of Commerce and the Census Bureau have developed a multi-year effort to completely modernize and re-engineer the Decennial Census program.

This re-engineering effort for the 2010 Decennial Census has four major performance outcomes:

- Improve the relevance and timeliness of census long-form data,
- Reduce operational risk,
- Improve the accuracy of census coverage, and
- Contain costs.

The re-engineered 2010 Decennial Census program consists of three highly integrated activities designed to take advantage of opportunities for innovations made possible through the expanded use of technology, major changes in the Census Bureau's business process for data collection, and the use of focused coverage improvement procedures:

- Collect and tabulate long-form data every year throughout the decade using a large household survey (the ACS). Besides improving the timeliness of these detailed socio-economic data for federal programs and other data users, this will allow the 2010 Census to focus solely on short-form data collection and coverage.

- Conduct a multi-year effort to enhance and improve the Census Bureau’s MAF and geographic database, TIGER, by bringing them into alignment with global positioning system (GPS) coordinates and by converting the Census Bureau’s home-grown processing environment into one based on commercial off-the-shelf and geographic information system (GIS) software products. In addition to the great benefits of these improvements to the nation’s geographic information infrastructure, this will allow the 2010 Census to utilize GPS-equipped mobile computing devices. This in turn will allow the Census Bureau to make major improvements in its business process for data collection.
- Conduct a multi-year program of integrated planning, development, and testing to completely restructure the management and conduct of a short-form only census in 2010. This effort encompasses time-critical major field tests under census-like conditions in 2004 and 2006, and a full Dress Rehearsal in 2008.

Together, these three components are needed to achieve its long-range performance goals for the 2010 Census—maintaining or reducing net differential undercounts compared to Census 2000, increasing the mail response rate compared to Census 2000, and containing the full cycle costs. That is, while each of these components can yield great benefits on its own, the full overall benefit comes from the combination and integration of these activities into a fully re-engineered Decennial Census program.

***FY 2003 Performance***

During FY 2003, the Census Bureau successfully met four of the five measures for this goal. The Census Bureau completed selecting sites, developed a detailed operational schedule, and prepared design requirements for the 2004 Census Test—the first major field test in preparation for the 2010 Decennial Census. These were key accomplishments within the Census Bureau’s multi-year effort of planning, development, and testing to reengineer the conduct of a short form only 2010 Census. They will allow the Census Bureau to implement and evaluate the critical objectives and research questions of the 2004 Census Test, and then to use the results of that test to refine the Census Bureau’s development and testing objectives for the remainder of this multi-year effort. Overall, it keeps the Census Bureau on track to define final requirements by 2007 so that it can implement a dress rehearsal currently planned in 2008 of the actual methods and systems the Census Bureau plans to use for 2010. These successes also contribute to the overall 2010 Census goals of reducing risk, improving coverage, and containing costs. Census also met the MAF/TIGER Enhancements Program goal of bringing map features into GPS alignment for 250 counties. This is planned to be completed by 2008 for all 3,233 counties (and county equivalents) in the United States, Puerto Rico, and the Island Areas. Completion of this program also supports our overall 2010 goals relating to risk reduction, coverage improvement, and cost containment. It also is critical to implementation of the ACS, and the ACS is in turn critical to meeting the Census Bureau’s fourth overall goal for 2010—improving the timeliness and relevance of data.

<b>Measure 3a: Implement the American Community Survey (ACS)</b>				
	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>
Target	New	New	Complete field activities supporting the release of 2001 data from the Long Form Transitional Database in summer of 2002.	Release three evaluation reports on Continuous Measurement Program by 9/30/03.
Actual			Completed field activities supporting the release of 2001 data from the Long Form Transitional Database in summer of 2002.	Reports not released.
Met/Not Met			Met	Not Met

## Explanation of Measure

The ACS's methods of data collection involve three modes:

- Collecting data by mailing out forms and processing the completed responses.
- Contacting non-responding households by telephone in order to collect these data.
- Sampling households that have still not responded and attempting data collection by visiting these households and conducting interviews.

The overall weighted response rate reflects the contribution of all three modes of response. The FY 2004 budget proposed full implementation of the ACS beginning in the last quarter of FY 2004. Under full implementation, the ACS monthly sample will reach 250,000 households. The ACS will also assist data users to understand the quality of the published estimates by calculating and displaying the confidence interval for all estimates in the ACS data products. The Census Bureau conducted the Census 2000 Supplementary Survey, the 2001 Supplementary Survey, and the 2002 Supplementary Survey using ACS methods. These surveys collected the data for the Long Form Transitional Database. The data collection for the Long Form Transitional Database was conducted to study the operational feasibility of collecting long-form-type data using a different methodology than that used in the decennial census, to demonstrate the reliability and stability of state and large-area estimates over time, and to demonstrate the usability of multi-year estimates. Each of these surveys had a sample of approximately 700,000 residential addresses per year. Using a sample of this magnitude, data can be generated that will provide estimates for all states and essentially all counties of 250,000 people or more.

The success of the ACS is predicated on the ability to validate, as well as the willingness of data users to accept, the current expectation that the ACS will eliminate the need for the decennial census long form. To this end, the Census Bureau will conduct census tract-by-tract comparisons between the 1999-2001 ACS cumulated estimates and the Census 2000 long form in the 31 test sites. These comparisons are used to identify the causes of differences, ways to improve ACS design, and areas that require additional research. This analysis is a critical part of the transition to using data from the ACS as a national program. As currently planned ACS community profiles would be updated every year rather than every 10 years. These vastly improved data will enable the U.S. Government to distribute billions of dollars more efficiently and to more effectively evaluate federal programs.

By September 30, 2003, the following evaluations related to the program were scheduled for release:

- A comparison of the Census 2000 Supplementary Survey and the Census 2000 Short Form,
- A comparison of the Census 2000 Supplementary Survey and the Census 2000 Long Form (sample items) data, and
- A comparison of three-year averages from the ACS data from 31 sites.

### ***FY 2003 Performance***

For FY 2003, the Census Bureau did not meet its original performance goal for the ACS. This was due to a change in priorities and goals for this program for FY 2003. Working with the congressional committee, the Census Bureau was commissioned to, and carried out, an extensive test to assess the effect on mail response rates of changing the ACS from a mandatory to a voluntary survey. The methodological resources needed to complete this test were obtained by shifting resources from other

activities contributing to the Census Bureau's previously determined performance goal. Therefore, completion of this test and reporting of the results to the Congress became the Census Bureau's new focus for FY 2003. This test was accomplished and the results of the test are ready for presentation to the Congress.

### Measure 3b: Implement Master Address File (MAF)/ Topologically Integrated Geographic Encoding and Referencing System (TIGER) Modernization

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	Prepare plan and systems by the end of FY 2002 to measure housing unit coverage of the address list; List is at least as complete as it was for Census 2000, as measured by the Accuracy and Coverage Evaluation.	Conduct map feature and housing unit location corrections in 250 counties by 9/30/03. <sup>1</sup>
Actual			Prepared plan and systems by the end of FY 2002 to measure housing unit coverage of the address list; List is at least as complete as it was for Census 2000, as measured by the Accuracy and Coverage Evaluation.	Completed map feature corrections in 250 counties by 9/30/03.
Met/Not Met			Met	Met

<sup>1</sup> The original wording for this measure incorrectly included housing unit location corrections. The measure was reworded with the publication of the FY 2004 APP to read: "TIGER features are within 5 meters of true GPS location for 7.7 percent of the nation's counties by 9/30/03."

## Explanation of Measure

This was a new performance measure for FY 2003. Correctly locating every street and other map feature in the MAF/TIGER database is critical to providing geographic products and services that meet the accuracy expectations of the 2010 Census field data collection staff and the Census Bureau's data product customers. The Census Bureau's field staff members have reported extensive difficulties in completing address list updating and verification tasks, and in finding addresses and streets that required follow-up visits in Census 2000. Many local or tribal governments that participated in the Census 2000 geographic partnership programs and many potential customers for MAF/TIGER geographic products have told the Census Bureau that they would not consider future geographic partnership or use without substantial improvements in location accuracy. Investing in the identification and correct location of new housing units and streets or roads in small towns and rural areas will assure uniform address and street coverage in the MAF/TIGER database and in Census Bureau data products.

### FY 2003 Performance

In FY 2003, the Census Bureau met its goal of completing the MAF/TIGER alignment for 250 counties. This is part of a multi-year effort that is planned to be completed in FY 2008 with completion for all 3,233 counties (and county equivalents) in the United States, Puerto Rico, and the Island areas. Improving the geographic accuracy of the information in these two key databases is a vital, multi-year program that supports the Census Bureau's overall 2010 goals relating to risk reduction, coverage improvement, and cost containment. It also is critical to implementation of the ACS, and the ACS is, in turn, essential to meeting the Census Bureau's fourth overall goal for 2010—improving the timeliness and relevance of data.

**Measure 3c: Conduct Early 2010 Census Planning and Testing**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	Select 2004 Census Test sites by 12/31/02. Develop and document design requirements for 2004 Census Test by 12/31/02. Develop detailed operational schedule for the 2004 Census Test in April 2004 by 9/30/03.
Actual				Selected 2004 Census Test sites by 12/31/02. Developed and documented design requirements for 2004 Census Test by 12/31/02. Developed detailed operational schedule for the 2004 Census Test by 9/30/03.
Met / Not Met				Met

**Explanation of Measure**

A sustained, multi-year, integrated program for planning, testing, and development of a short-form only census for 2010 is the third key component of the re-engineering effort. Without it, the program is left with a census that improves data relevance and timeliness (through the ACS) and geographic accuracy (through the MAF/TIGER efforts), but at a greatly expanded cost and with no serious reductions in operational risk or improvements in coverage accuracy. With it, the data collection effort for 2010 can take advantage of and build on these other improvements to contain costs and improve accuracy while keeping operational risk to a minimum. This will be accomplished through things such as:

- Data collection using GPS-equipped mobile computing devices. Use of these devices will allow the Census Bureau to make major improvements to the business process for data collection — the largest and most expensive component of any census. For example, their use will significantly reduce the need for paper forms and maps, the huge staff and space required to handle that paper, and the printing, postage, and data capture costs associated with data collection using paper forms. These devices also will provide better information to field staff as they conduct their work. This should result in improved productivity and fewer errors.
- Mailing a second questionnaire to households that do not respond to the initial mail out. Research has shown this to have significant promise for increasing mail response rates, thus lowering field follow-up workloads and costs. The Census Bureau plans to offer alternative response modes, such as the Internet and telephone, to increase response rates.
- Finding ways to increase data quality for all population groups by improving questionnaire wording and instructions when collecting data about race and Hispanic origin.
- Exploring ways to increase within-household coverage for all groups and areas by improving questionnaire wording and instructions regarding the Census Bureau’s residence rules.
- Making methodological improvements to data collection for persons who live in group quarters.

To do these things successfully, procedures are tested under census-like conditions, and refined in advance of Census Day. This requires a sustained, multi-year effort of integrated planning, development, testing, revising, and retesting of all the many procedures needed to complete a successful census. A major field test will occur in 2004, focused primarily on improved methodologies for data collection and coverage. In 2006, a second major field test is planned that will focus primarily on the

systems integration needed to carry out this new census design. In 2008, a full dress rehearsal of the new census methods and systems is planned, setting the stage for a 2010 Census that can achieve all the goals of the 2010 Decennial Census re-engineering. Throughout the decade the Census Bureau also will conduct focused special purpose tests, cognitive studies, and technology assessments.

### ***FY 2003 Performance***

In FY 2003 the Census Bureau met its goals for this measure. The sites for the 2004 Census Test were selected by December 2002, as were the specific design requirements (test objectives and research questions). A detailed operational schedule for the 2004 Census Test was completed in September 2003. Early operations for this test are now underway, and the Census Bureau is on schedule to complete this first major field test of new and improved methods to be used for the 2010 Census.

## **Program Evaluation**

The Census Bureau achieved four of its five performance measures for Performance Goal 3 in FY 2003. For the 2004 Census Test, sites were selected, a detailed operational schedule was prepared, and early operations got underway. The first major field test of 2010 Census methods is on schedule. As part of a multi-year effort, the Census Bureau met its goal of completing the MAF/TIGER realignment for 250 counties. For FY 2003, the Census Bureau did not meet its original performance goal for the ACS due to a change in priorities and goals for this program. Instead, at the request of its congressional committee, the Census Bureau planned and carried out an extensive test to assess the effect on mail response rates of changing the ACS from a mandatory to a voluntary survey.

The achievements relating to the 2004 Census Test were key accomplishments within the Census Bureau's multi-year effort of planning, development, and testing to reengineer the conduct of a short-form only 2010 Census. They will allow the Census Bureau to implement and evaluate the critical objectives and research questions of the 2004 Census Test, and then to use the results of that test to refine the Census Bureau's development and testing objectives for the remainder of this multi-year effort. Overall, it keeps the Census Bureau on track to define final requirements by 2007 so that the Census Bureau can implement a "real" dress rehearsal in 2008 of the actual methods and systems the Census Bureau plans to use for 2010. These successes also contribute to our overall 2010 Census goals of reducing risk, improving coverage, and containing costs. Completing the MAF/TIGER objective also was key to a critical, multi-year program that is planned to be completed by 2008 for all 3,233 counties (and county equivalents) in the United States, Puerto Rico, and the Island areas. Completion of this program also supports the Census Bureau's overall 2010 goals relating to risk reduction, coverage improvement, and cost containment. It also is critical to implementation of the ACS, and the ACS is in turn critical to meeting our fourth overall goal for 2010—improving the timeliness and relevance of data. While the Census Bureau did not meet the original measures for the ACS, it was able to successfully refocus its resources to carry out the test requested by the congressional committee, and completion of that test was a critical effort in developing congressional support of this program.

For the FY 2003 budget cycle, the Census Bureau underwent its first PART process. This process is still ongoing; however initial reaction from the OMB has been generally positive. OMB assessed four areas using the PART process, including the 2010 Decennial Census.

Formal recommendations resulting from the PART process will be reflected in the Census Bureau's APP.

## Performance Goal 4: Foster an Environment that Supports Innovation, Reduces Respondent Burden, and Ensures Individual Privacy

*(This goal has been reworded since the publication of the FY 2001 APPR and FY 2003 APP. This goal was previously worded as: "Provide mission critical support for tools and capabilities that improve processes, products and services for our surveys and censuses.")*

### Corresponding Strategic Goal

Strategic Goal 1: Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers.

### Rationale for Performance Goal

Mission critical support of the Census Bureau's goals and objectives provides a national resource for statistical, survey, and technological research; geographic systems; and IT services.

- Geographic systems, the cornerstone to our collection, processing, and dissemination systems, provide the basic maps, address lists, address and geographic reference files, and associated processing systems needed to meet the geographic requirements of all Census Bureau programs. The geographic support system (GSS) manages large volumes of information from both internal and external sources to establish and maintain a current and complete inventory of streets, roads, accurate boundaries, and other attribute information.
- Centralized IT services that provide stable, dependable information technology support and the ability to continually increase the Census Bureau's capacity for IT innovation are intimately linked to the accuracy, timeliness, and effectiveness of all Bureau programs. These information technology services must include an IT security program.
- Research, testing, and the prototyping of tools, systems and new methods to improve the Census Bureau's core processes—data collection, processing, and dissemination—across programs are essential for the Census Bureau to meet its increasing customer demands for more complex data in a timely and efficient manner. Maintaining adequate response rates, reducing respondent burden, meeting complex data needs, improving data quality, and developing innovative training techniques can all be facilitated through research and the application of core expertise in statistical and survey methodologies.
- The annual compilation and issuance of the *Statistical Abstract of the United States* provides vital program data for policy background and research for congressional staffs and federal, state, and local government officials. The *Statistical Abstract* is also the principal source of annual statistics describing the social and economic structure of the United States for over 250 government, private, and international organizations, and support for programmatic crosscutting periodic supplements such as the *County and City Data Book*, *State and Metropolitan Area Data Book*, and the Census Bureau's *Product Catalog*.

### ***FY 2003 Performance***

The Census Bureau met or exceeded its 2003 targets for Performance Goal 4 measures.



**Measure 4a: Response to the Annual Boundary and Annexation Survey (BAS)**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	83%
Actual		81%	84%	88%
Met / Not Met				Met

**Explanation of Measure**

The annual Boundary and Annexation Survey (BAS) is the mechanism by which the Census Bureau determines the legal boundaries and names of all governmental units (counties, cities, townships, American Indian reservations, etc.) for which it tabulates and disseminates statistical data in its various censuses and household surveys. The BAS is the longest running component of the GSS and the response typically declines in years farther from the previous decennial census. The Census Bureau is developing more options for local and tribal governments to respond and to notify when no changes have occurred. The Census Bureau expects this to increase the percentage of governments that respond to the BAS during the intercensal years.

***FY 2003 Performance***

The Census Bureau exceeded the target of 83 percent with an actual response rate of 88 percent. High participation rates from all governmental units is important to ensure that the latest legal boundaries and names of all units (counties, cities, townships, American Indian reservations, and so forth) are reflected in the geographic reference files that are used in the tabulation of statistical data from the various censuses and household surveys the Census Bureau conducts throughout the decade.

**Measure 4b: Meet Milestone Dates for Web-Enabled Portal Technology Demonstration Project and for Prototype Imaging Technology Research Project**

	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	100%
Actual				100%
Met / Not Met				Met

**Explanation of Measure**

Designing and testing Web-based and imaging technology solutions for collection and processing tools/application systems will enable the Census Bureau to meet the needs of its customers and provide employees with more efficient electronic access to data and analysis tools.

### *FY 2003 Performance*

The Census Bureau met its target by achieving 100 percent of its milestone dates for these projects. Meeting these milestones has allowed the Web-enabled portal technology demonstration project's team to move forward in its evaluation of the technology, in order to determine its future implementation status. Further, the prototype imaging technology has been implemented within the Census Bureau. This mission-critical support is essential for survey and census collection, processing, and dissemination.

## **Program Evaluation**

The Census Bureau's ability to exploit technologies, enhance and apply support systems, and develop and implement improved statistical and survey methodologies is critical to meeting our mission needs of day-to-day and year-to-year measurement of the U.S. economy and population. Evaluations of the Census Bureau's mission-critical support programs are numerous and ongoing. Examples include BAS respondent reporting rates recorded in production control systems, the annual conducting of the IT Security Self-Assessment survey in accordance with the standard established by the National Institute for Standards and Technology, and measures of customer satisfaction with key Census Bureau products in various media.

## **Census Bureau Data Validation and Verification**

The Census Bureau conducts an annual review of the performance data to ensure that projected targets are met. Data are verified by comparison with past release dates for those targets involving data release measures. The survey data tabulations are compared to publicly reported methodological standards for its surveys to verify that the specified measures are attained for targets involving reliability measures. During this process, significant deviations from projected targets, if any, are discussed with the appropriate program areas so that changes can be implemented to help meet the Census Bureau's performance goals.

In some cases, information is manually checked against actual paper files (when available) to ensure the accuracy of information. Additionally, documentation is reviewed and a determination is made on its adequacy and sufficiency to support claims that outcomes and outputs have been achieved.

The Census Data Validation and Verification table can be found starting on the following page.

**Census Bureau Data Validation and Verification**

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
<p><b>Measure 1a:</b>                      (1) Household response rate for the Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS)                      (2) Response rate for the National Health Interview Survey                      (3) Response rate for the Survey of Income and Program Participation (SIPP)</p>	<p>The Census Bureau collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.</p>	<p>Performance measures are available at the time of a survey's public data release.</p>	<p>Survey performance data are in Census Bureau databases and are published in public press releases and data reports (Source and Reliability Statements in every release).</p>	<p>The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared to these standards to verify that the specified reliability measurements are attained.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 1b:</b>                      (1) Release data products from the Survey of Income and Program Participation (SIPP) and                      (2) the Survey of Program Dynamics (SPD)</p>	<p>Data collection dates are published in advance. These set the baseline for release dates.</p>	<p>As scheduled</p>	<p>Census Bureau databases and public data releases.</p>	<p>Data are verified by comparison with past release dates. Official responses to customers verify customer satisfaction.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 1c:</b>                      Release principal economic indicators</p>	<p>Data collection dates are published in advance. These set the baseline for release dates.</p>	<p>As scheduled</p>	<p>Census Bureau databases and public data releases.</p>	<p>The Bureau compares actual release dates quarterly with the Office of Management and Budget's (OMB) official release schedule.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 2a:</b>                      Implementation of electronic reporting and 24/7 internet help desk for the Economic Census</p>	<p>Operating schedule</p>	<p>As scheduled</p>	<p>N/A</p>	<p>By comparison with schedule.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 2b:</b>                      Conduct the Economic Census and Census of Governments</p>	<p>Performance measure data on response rates are collected as the responses to the census are tabulated.</p>	<p>As scheduled</p>	<p>Economic Census response database.</p>	<p>By comparison with historical data on response rates.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 2c:</b>                      Response rate for the Economic Census</p>	<p>Data dissemination is scheduled. These set the baseline for release dates.</p>	<p>As scheduled</p>	<p>American FactFinder</p>	<p>The Bureau compares actual release dates with the release schedule.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 2d:</b>                      (1) Release Decennial Census products                      (2) Release Census of Governments products                      (3) Release Economic Census products</p>	<p>Data dissemination is scheduled. These set the baseline for release dates.</p>	<p>As scheduled</p>	<p>Internal Census Bureau files.</p>	<p>By comparison with actual release dates.</p>	<p>None</p>	<p>None</p>
<p><b>Measure 2e:</b>                      Conduct an evaluation program to measure the effectiveness of Census operations and survey procedures</p>	<p>ACS activity schedule.</p>	<p>As scheduled</p>	<p>ACS results and the American FactFinder.</p>	<p>The Bureau compares actual release dates with completion schedule.</p>	<p>None</p>	<p>None</p>

**Census Bureau Data Validation and Verification (cont.)**

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
<b>Measure 3b:</b> Implement Master Address File (MAF)/ Topologically Integrated Geographic Encoding and Referencing system (TIGER) modernization	MAF/TIGER activity schedule.	As scheduled	Census Bureau MAF/TIGER database.	The Census Bureau compares actual completion dates with scheduled dates.	None	None
<b>Measure 3c:</b> Conduct early 2010 Census planning and testing	2010 activity schedule.	As scheduled	Internal Census Bureau documentation of requirements.	2004 Census test requirements defined and test sites selected as scheduled.	None	None
<b>Measure 4a:</b> Response to the annual Boundary and Annexation Survey (BAS)	Geographic Support System (GSS) Intranet status reports.	As scheduled	Census Bureau MAF/TIGER database.	By comparison with actual reported response rates.	None	None
<b>Measure 4b:</b> Meet milestone dates for Web-enabled portal technology demonstration project and for prototype imaging technology research project	Data are collected and assessed as research, testing, and evaluations proceed.	As scheduled	Data are printed in the research reports, methodology and standards reports, and evaluation reports.	By comparison with actual project results and reports.	None	None