

# 2017 National Sunshine Week Speakers Sessions

**Data Dissemination Branch  
Communication Directorate  
Customer Liaison & Marketing Services Office**

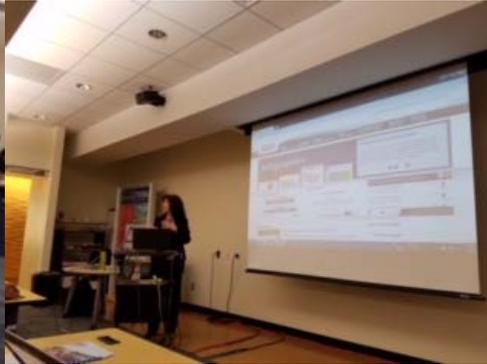
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March 16, 2017

# Data Dissemination Program

- Diverse core of regional professional communicators
- Census data generalists – expert trainers
- Conduct In-depth localized trainings on Census Bureau data & programs (In person & virtually)
- Experience in coordinating local media inquires with the Public Information Office
- Experience in coordinating local congressional inquires with the Office of Congressional Affairs
- Developer engagement (example: Hackathons)
- Ongoing surveys support (Ex: ACS, ECON census & surveys)

# Data Dissemination Specialists in Action



# What We Do



# Demonstrating How to Access the Data

## Census Bureau Data Let's Build Something Amazing Together

## USING DATA TO MAKE A DIFFERENCE IN PEOPLES LIVES

### INTRODUCTION

The Census Bureau in collaboration with the Presidential Innovation Fellows has released a software development kit (SDK) which is geared towards helping developers get off the ground faster using the Census API. This SDK combines three of Census' APIs into a modular architecture which makes mashing other data up with Census data a snap! Find out more at our GitHub repo: <https://github.com/us-census/bureau-citysdk>

### CENSUS BUREAU DATASETS AVAILABLE THROUGH CITY SDK

- American Community Survey
- LEHD Origin-Destination Employment Statistics (LODES)
- Economic Census



### CITY SDK (SOFTWARE DEVELOPMENT KIT)

- Set of Javascripts, tools, and guides to build web applications
- Provides access to geographic, population, demographic and economic data available through the American Community Survey (ACS)
- Allows programmers to build on ACS data using other federal or local datasets within a common geography
- Empowers software developers, designers, and makers with technical skills to build apps that help improve their community

### FEATURED APPLICATION

**DIVERSITYDATAKIDS.ORG** is an example of what is being created using open government data through the City SDK. In U.S. neighborhoods, cost levels do not always align with opportunity levels. In many metro areas, Black and Hispanic families pay relatively more, in terms of housing and transportation costs, to live in neighborhoods with more opportunities for children.



### THE AMERICAN COMMUNITY SURVEY

The American Community Survey (ACS) is the Census Bureau's largest survey, sampling about 3.6 million households annually. Data from the ACS provides detailed statistics on more than 70 topics down to a block group level, and provides the basis for the allocation of federal funds at the state and local levels every year. ACS data informs decisions and impacts opportunity at the community level.

### ACS DATA IS AVAILABLE IN THESE FORMATS

- Data Tables and Tools
- 5-Year Selected Population Tables
- Summary Files
- 5-Year American Indian and Alaska Native (AIAN) Tables
- Public Use Microdata Sample (PUMS) Files
- Custom Tables
- Variance Replicate Estimate Tables



### ACS DATA TOOLS

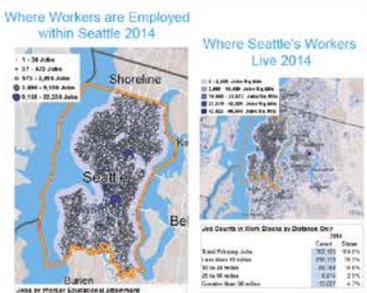
- QuickFacts ([www.census.gov/quickfacts/](http://www.census.gov/quickfacts/))
- American FactFinder (<http://factfinder.census.gov/>)
- Census Explorer (<http://censusexplorer.census.gov/>)
- My Congressional District ([www.census.gov/hypoc/](http://www.census.gov/hypoc/))
- My Tribal Area ([www.census.gov/tribal/](http://www.census.gov/tribal/))

### LEHD ORIGIN-DESTINATION EMPLOYMENT STATISTICS (LODES) DATA

The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau. The LEHD program produces new, cost effective, public-use information combining federal, state and Census Bureau data on employers and employees under the Local Employment Dynamics (LED) Partnership. State and local authorities increasingly need detailed local information about their economies to make informed decisions. The LED Partnership works to fill critical data gaps and provide indicators needed by state and local authorities.

Under the LED Partnership, states agree to share Unemployment Insurance earnings data and the Quarterly Census of Employment and Wages (QCEW) data with the Census Bureau. The LEHD program combines these administrative data, with administrative data from other Federal agencies, and data from censuses and surveys. The program creates statistics on employment, earnings, and job flows at detailed levels of geography and industry and for different demographic groups. This allows for a look at where workers live relative to where they work, commuting patterns, and community inflow/outflow.

### LEHD - OnTheMap



**PROVIDES ANSWERS:**

- Where do workers live?
- Where do residents work?
- What are the commutator flows of a particular area?
- Detailed reports by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- Detailed reports by firm characteristics: NAICS Sector, firm age, and firm size
- Analysis at a granular level - Census Tract or Block Group

### STATS IN ACTION

The City of New Orleans uses American Community Survey data to locate neighborhoods that may not have smoke alarms installed in the homes.



### LOCALIZED DATA FOR YOUR COMMUNITY

Use data to create opportunity in your community! Datasets available through City SDK, and through other Census Bureau tools, can be localized to the census tract or block group level to:

- Assess community needs
- Determine potential areas of growth
- Track progress over time
- Tell an impactful story

### NEED HELP? CONTACT US!

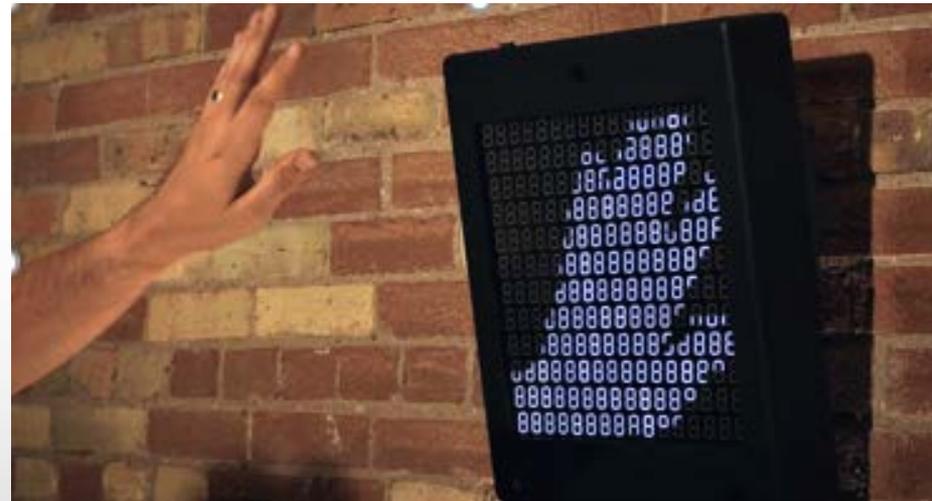
The Census Bureau offers free, hands-on data training in every state. Let us know how we can help you!

Data Dissemination Branch  
Customer Liaison & Marketing Services Office  
U.S. Census Bureau  
[census\\_askdata@census.gov](mailto:census_askdata@census.gov)  
1-844-Ask Data (1-844-275-3262)

# Making Data Matter

## Examples of Stakeholder Engagement

- Immigrant Communities
- Small Business Owners
- Developer Engagement



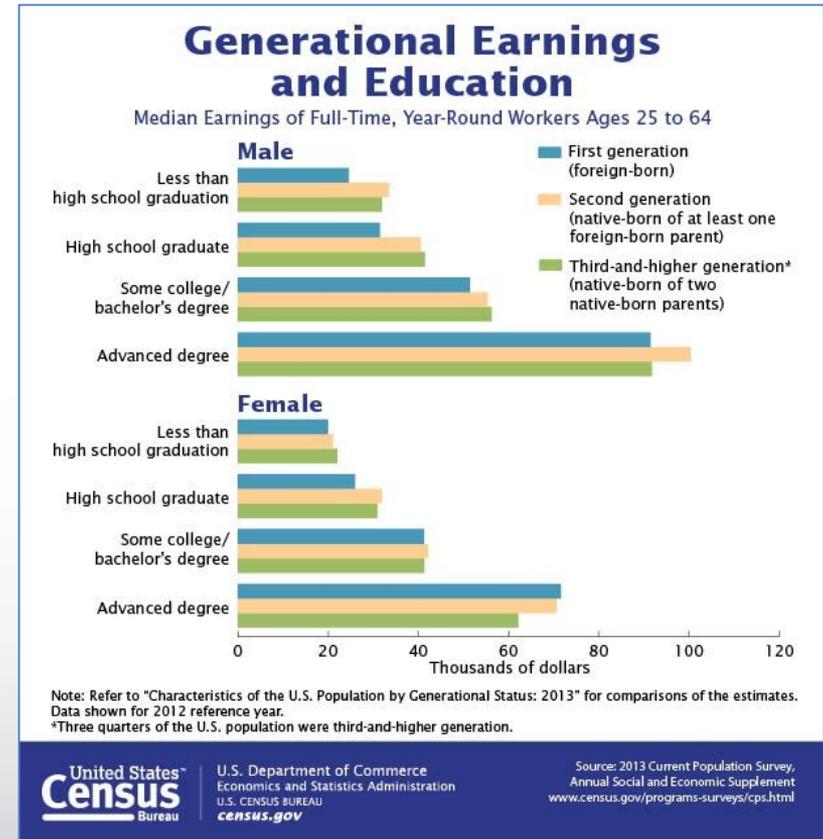
# Immigrant/Diverse Communities

Who seeks these data?

- Local and state governments
- Federal agencies
- National and local nonprofits

What they do with the data?

- Improve community outreach
- Identify assets/challenges
- Plan for services
- Apply for grants



# Small Business Owners

Who seeks the data?

- SCORE local affiliates
- Small Business Administration
- Colleges and Universities
- County economic development offices



What they do with the data?

- Identify best locations to open a business
- Apply for small business loans
- Write business plans
- Expand existing businesses

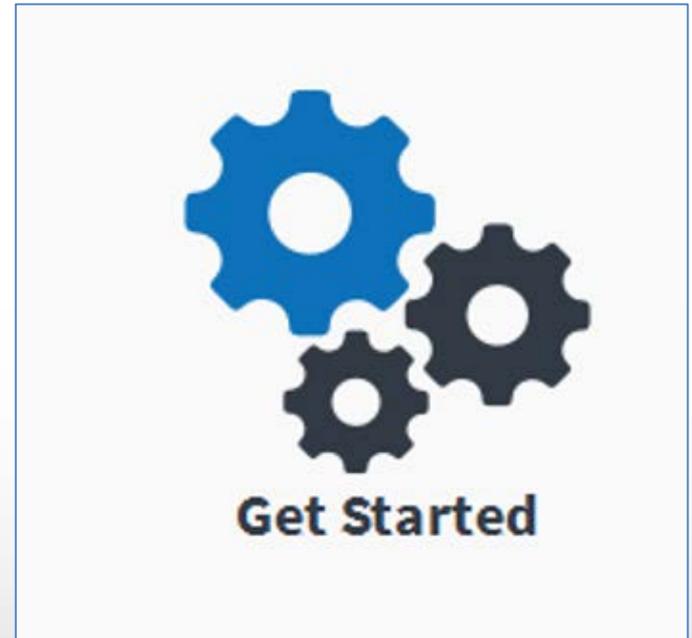
# Developer Engagement

Who seeks the data?

- Civic hacking groups
- Big data business
- Colleges and Universities
- Local governments
- Non profits

What they do with the data?

- Advocate for public policy
- Build web and mobile apps
- Build municipal and county web portals



# Questions?



# Contact Us



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