Exploring Census Data Webinar Series:
Webinar #3 – Emergency Management

Census Data and Tools for Emergency Management

Audio: To hear the audio, you must call BY TELEPHONE to 800-857-8887 (passcode: 8617957)

Wednesday June 5, 2019

Presented by: Amanda Klimek & Chip Walker
U.S. Census Bureau
Exploring Census Data Webinar Series: Webinar #3 – Emergency Management

Census Data and Tools for Emergency Management

Wednesday June 5, 2019

Presented by: Amanda Klimek & Chip Walker
U.S. Census Bureau
Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Topics may change based on attendee feedback
- Will follow real-life use cases
- Presented by Census subject matter experts
- Will include Q&A
- Will be recorded and posted for later reference
- Learn more at: https://www.census.gov/academy
- View 2018 webinar series materials at: https://www.census.gov/data/training-workshops/recorded-webinars/business.html
About the Census Bureau

• The U.S. Census Bureau is the federal government’s largest statistical agency.
• We conduct more than 100 censuses and surveys each year, including
  - The Decennial Census – the once-a-decade population and housing count of all 50 states and U.S. territories
  - The American Community Survey – the ongoing annual survey of the nation’s population
  - The Economic Census – the official five-year measure of American businesses
• Our mission is to serve as the leading source of quality data about America’s people, places, and economy.

Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most TIMELY data available
  - Annual surveys have larger samples and provide the most up-to-date TREND data available
  - Every 5 years, the Economic Census measures all businesses and provides the most COMPREHENSIVE data available

These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses.
The Decennial Census

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
• Draw congressional and state legislative districts, school districts, and voting precincts
• Distribute more than $675 billion federal dollars annually to states
• Inform federal, tribal, state, and local government planning decisions
• Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
When it’s time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

**Every household will have the option of responding online, by phone, or by mail.**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
What You Can Do To Get Involved to Help Make the 2020 Census a Complete and Accurate Count Of the Nation’s People

- Actively support a complete and accurate count for the 2020 Census.
- Spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020.
  - https://2020census.gov/jobs
- Research the characteristics and projected self-response rates for your own neighborhood and strategically think through how you can improve the count among your family, friends, and neighbors. https://www.census.gov/roam
- Urge everyone you are connected with to self-respond to the census in late March and April 2020.
  1. The Census is Important
  2. The Census is Easy
  3. The Census is Safe
- Join your local Complete Count Committee and lend your expertise to ensure all segments of your community are accurately counted in 2020.
  - https://2020census.gov

How will our country look in 2020?
Today’s Webinar

Will focus on the information available from the Census Bureau on Emergency Management

• Data tools available to obtain information you need when disaster strikes
• Availability of economic and demographic data to help assess situation
Census Data for Preparedness, Response, and Recovery

• Preparedness
  • Identifying vulnerable communities
  • Doing “What If” analysis

• Response
  • Prioritizing response efforts to most vulnerable communities
  • Identifying materials and services needed for potentially affected areas

• Recovery
  • Prioritizing recovery efforts to most affected and vulnerable communities
  • Identifying materials and services needed for potentially affected areas
  • Measuring impact of event
Emergency Planning with the American Community Survey

The American Community Survey (ACS)
- The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million addresses and informs over $675 billion of Federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
- Three key annual data releases:
  - 1-year Estimates (for geographies with populations 65,000+)
  - 1-year Supplemental Estimates (for geographies with populations 20,000+)
  - 5-year Estimates (for all available levels of geography)

Key Estimates from the ACS for Emergency Management:

Social
Civilian noninstitutionalized population with a disability: 12.6%

Demographic:
Population age 65+ living alone: 12,510,531

Economic
Households receiving food stamps: 15,029,498

Housing:
Median year structure built: 1977

(Source: 2013-2017 ACS 5-Year Estimates)
The American Community Survey
Census & ACS

• American Community Survey (ACS) basics
• Emergency planning and response using ACS data
• Stay in touch
## The American Community Survey

### Content Overview

### POPULATION

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th>DEMOGRAPHIC</th>
<th>ECONOMIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancestry</td>
<td>Age</td>
<td>Class of Worker</td>
</tr>
<tr>
<td>Citizenship</td>
<td>Hispanic Origin</td>
<td>Commuting</td>
</tr>
<tr>
<td>Disability</td>
<td>Race</td>
<td>Employment Status</td>
</tr>
<tr>
<td>Educational Attainment</td>
<td>Relationship</td>
<td>Food Stamps (SNAP)</td>
</tr>
<tr>
<td>Fertility</td>
<td>Sex</td>
<td>Health Insurance</td>
</tr>
<tr>
<td>Grandparents</td>
<td></td>
<td>Hours/Week, Weeks/Year</td>
</tr>
<tr>
<td>Language</td>
<td></td>
<td>Income</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td>Industry &amp; Occupation</td>
</tr>
<tr>
<td>Migration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Enrollment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Veterans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### HOUSING

- Computer & Internet Use
- Costs (Mortgage, Rent, Taxes, Insurance)
- Heating Fuel
- Home Value
- Occupancy
- Plumbing/Kitchen Facilities
- Structure
- Tenure (Own/Rent)
- Utilities
- Vehicles
- Year Built/Year Moved In
The American Community Survey
Selected Census Geographic Concepts

Nation

Metropolitan and Micropolitan Areas
Urban Areas

Regions

American Indian/Alaska Native Areas/Hawaiian Home Lands
Zip Code Tabulation Areas

States

Congressional Districts
School Districts
Places

Counties

Public Use Microdata Areas (PUMAs)
Alaska Native Regional Areas
State Legislative Districts

Census Tracts

Block Groups

930,000 Geographic Areas

35,000+ Communities

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
The American Community Survey

Outline

• American Community Survey (ACS) basics

• Emergency planning and response using ACS data

• Stay in touch
The American Community Survey
ACS Data in Action: Evacuteer
The American Community Survey

Outline

- American Community Survey (ACS) basics
- Emergency planning and response using ACS data
- Stay in touch
The American Community Survey
Continue the Conversation

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information online: https://www.census.gov/acs

Census Customer Service Center
800-923-8282

Social media: @uscensusbureau

acso.users.support@census.gov

Source Us:
U.S. Census Bureau’s [YYYY – YYYY] American Community Survey
[1/3/5]-year [estimates/statistics/data release]
The American Community Survey
Data Tell Stories. Tell us Yours!

census.gov/acs/www/share-your-story
OnTheMap for Emergency Management is a free online tool that

- Provides access to U.S. population and workforce statistics for areas being affected by natural disasters to support local area response and recovery
- Includes American Community Survey (ACS), Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES), and 2010 Census data to help identify potential physical, economic, and social vulnerabilities of areas affected by a disaster

These reports allow you to analyze the affected area’s potential:

- **Physical vulnerabilities** – year structure built, mobile homes, etc.
- **Economic vulnerabilities** – total workers, industry sectors, earnings, etc.
- **Social vulnerabilities** – disability status, age, vehicle access, etc.
OnTheMap for Emergency Management
Overview and Data Sources

- Comprehensive reports
- Real-time data updates
- Interactive mapping interface
- Historical event archive
- Flexible analyses and visualizations
Datasets

- 2010 Decennial Census
- American Community Survey (ACS)
Worker, Population and Housing Impacts

- **Worker impacts**
  - Number and location of affected workers
  - Workforce demographics
  - Affected industries
  - Where affected workers live

- **Population and Housing impacts**
  - Number and location of affected residents
  - Population demographics of affected areas
  - Identify vulnerable population groups
  - Housing characteristics of affected areas
OnTheMap for Emergency Management
Real-Time Data Updates

OnTheMap.ces.census.gov/em/
OnTheMap for Emergency Management
Historical Event Archive

ontheemap.ces.census.gov/em/
Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location

OR

State, County, City/Town, or ZIP Code
## Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2016 County Business Patterns and ZIP Code Business Patterns, the 2016 Nonemployer Statistics program, and the 2012 Economic Census. (These variables are related to the industry selected.)

<table>
<thead>
<tr>
<th>NAICS Sector</th>
<th>Employer establishments</th>
<th>Total employment employers</th>
<th>Total annual payroll employers ($1,000)</th>
<th>Total revenue of employers ($1,000)</th>
<th>Nonemployer firms</th>
<th>Revenue of nonemployer firms ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>00: All Sectors</td>
<td>159,621</td>
<td>1,822,672</td>
<td>$84,630,335</td>
<td>n/a</td>
<td>772,694</td>
<td>$31,027,818</td>
</tr>
<tr>
<td>72: Accommodation and Food Services</td>
<td>10,841</td>
<td>247,076</td>
<td>$5,490,786</td>
<td>$15,235,010</td>
<td>13,425</td>
<td>$478,818</td>
</tr>
<tr>
<td>56: Administrative and Support and Waste Management and Remediation Services</td>
<td>9,273</td>
<td>140,270</td>
<td>$4,891,475</td>
<td>$25,987,750</td>
<td>90,599</td>
<td>$1,798,444</td>
</tr>
<tr>
<td>11: Agriculture, Forestry, Fishing, and Hunting</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>71: Arts, Entertainment, and Recreation</td>
<td>2,625</td>
<td>38,664</td>
<td>$1,647,362</td>
<td>$4,154,520</td>
<td>24,683</td>
<td>$840,033</td>
</tr>
<tr>
<td>23: Construction</td>
<td>11,240</td>
<td>89,295</td>
<td>$4,362,504</td>
<td>n/a</td>
<td>69,363</td>
<td>$2,743,671</td>
</tr>
<tr>
<td>61: Educational Services</td>
<td>2,057</td>
<td>61,824</td>
<td>$2,626,683</td>
<td>$1,094,081</td>
<td>14,126</td>
<td>$217,643</td>
</tr>
</tbody>
</table>
LIVE DEMO of CBB
Key Links to Data and Tools

• Emergency Prepared Page: https://www.census.gov/topics/preparedness.html
• CBB Regional Analyst: https://www.census.gov/data/data-tools/cbb.html
• OnTheMap for Emergency Management: https://onthemap.ces.census.gov/em/

Differences between estimates may be attributed to sampling or nonsampling error, rather than to differences in underlying economic conditions. Caution should be used in drawing conclusions from the estimates and comparisons shown. Additional information on the survey methodology, including sampling error (e.g., standard errors and relative standard errors) and nonsampling error, may be found at: <List survey methodology source link such as: <www.census.gov/construction/nrc/how_the_data_are_collected/>
Summary

• The American Community Survey (ACS) is a source to obtain population and housing characteristics.

• On The Map and Census Business Builder data tools in action for emergency management.
Where did all this great data come from, and how can we help ensure it’s high quality?

• Promote usage of the data from our ongoing Monthly, Quarterly, and Annual businesses surveys

• Promote response to these same surveys, including the baseline/benchmark *Economic Census*
Exploring Census Data Webinar Series

• Next webinar on Healthcare scheduled for July 25, 2019

• Will cover key data on Healthcare available from the Census Bureau
  • Learn more at https://www.census.gov/data/training-workshops.html
Q & A and Thank You!

Contact Information:
Chip Walker at george.o.walker@census.gov
301-763-9582
acso.users.support@census.gov
1-866-805-5993

For detailed questions concerning the 2020 Decennial, contact:
301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data
Or email us at: census.askdata@census.gov

For additional questions, please call 800-242-2184 or ewd.outreach@census.gov
Reference Materials
Application Programming Interface (API)

census.gov/developers
Handbooks

• Understanding and Using American Community Survey Data:
  • What All Data Users Need to Know – available now
  • What the Business Community Needs to Know – available now
  • What State and Local Governments Need to Know – available now

https://census.gov/programs-surveys/acs/guidance/handbooks.html