

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



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)



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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>



Interested in finding business data and valuable resources from the Census Bureau? If you answered yes, then this webinar series is for you!

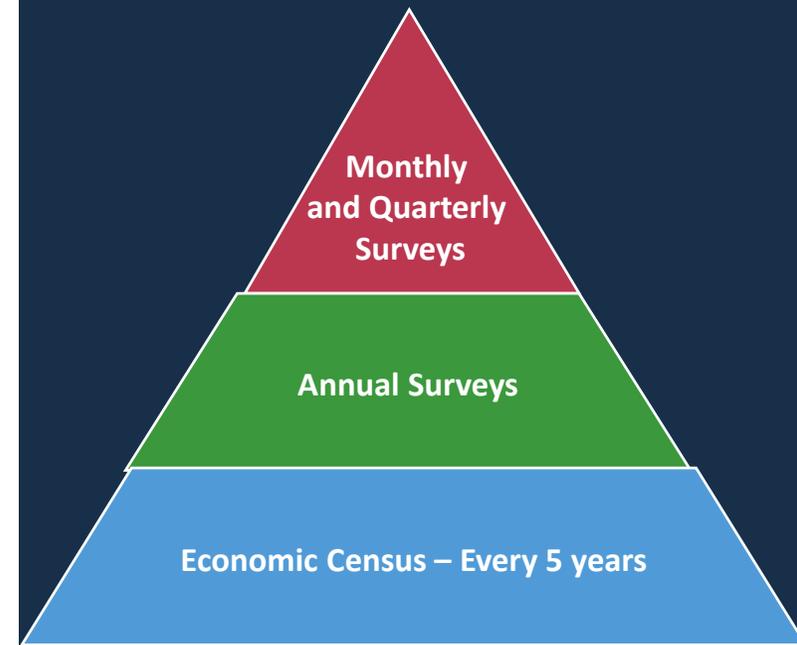
During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities! Here are the topics:

Topic:	Session Date:
International Trade	April 25, 2019
Employment	May 21, 2019
Emergency Management	June 5, 2019
Healthcare	July 25, 2019
Small & Minority-owned Businesses	August 22, 2019
Hidden Gems	September 25, 2019

SAVE THE DATE: All webinars are FREE and start 2:00pm ET
No registration required – Log in details will be provided 24-48 hours prior to the event
For more information about the Exploring Census Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or ewd.outreach@census.gov

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)

2020 Census

What to Expect in the Mail

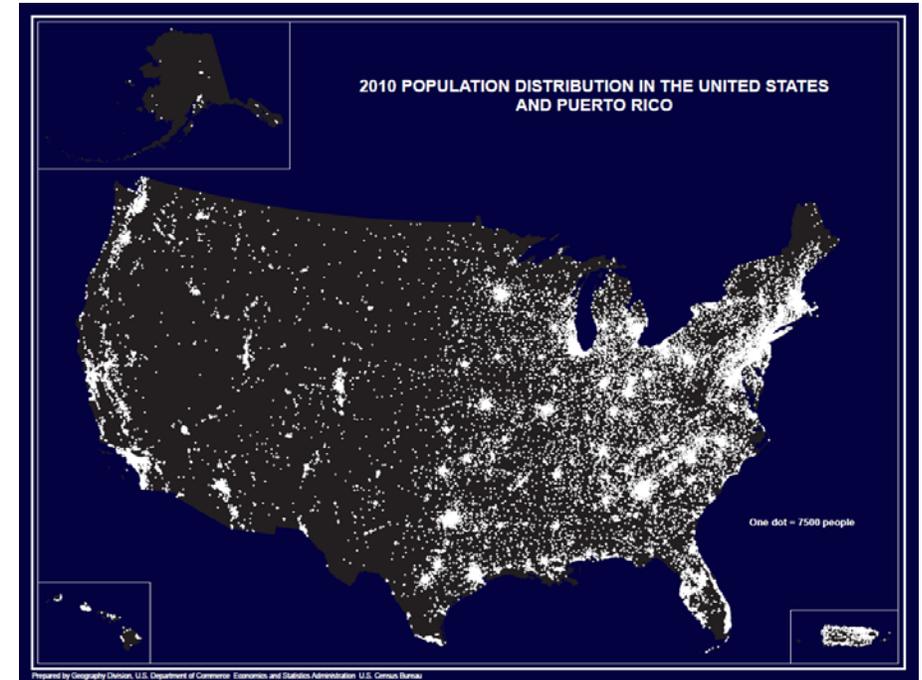
When it's time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

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

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

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

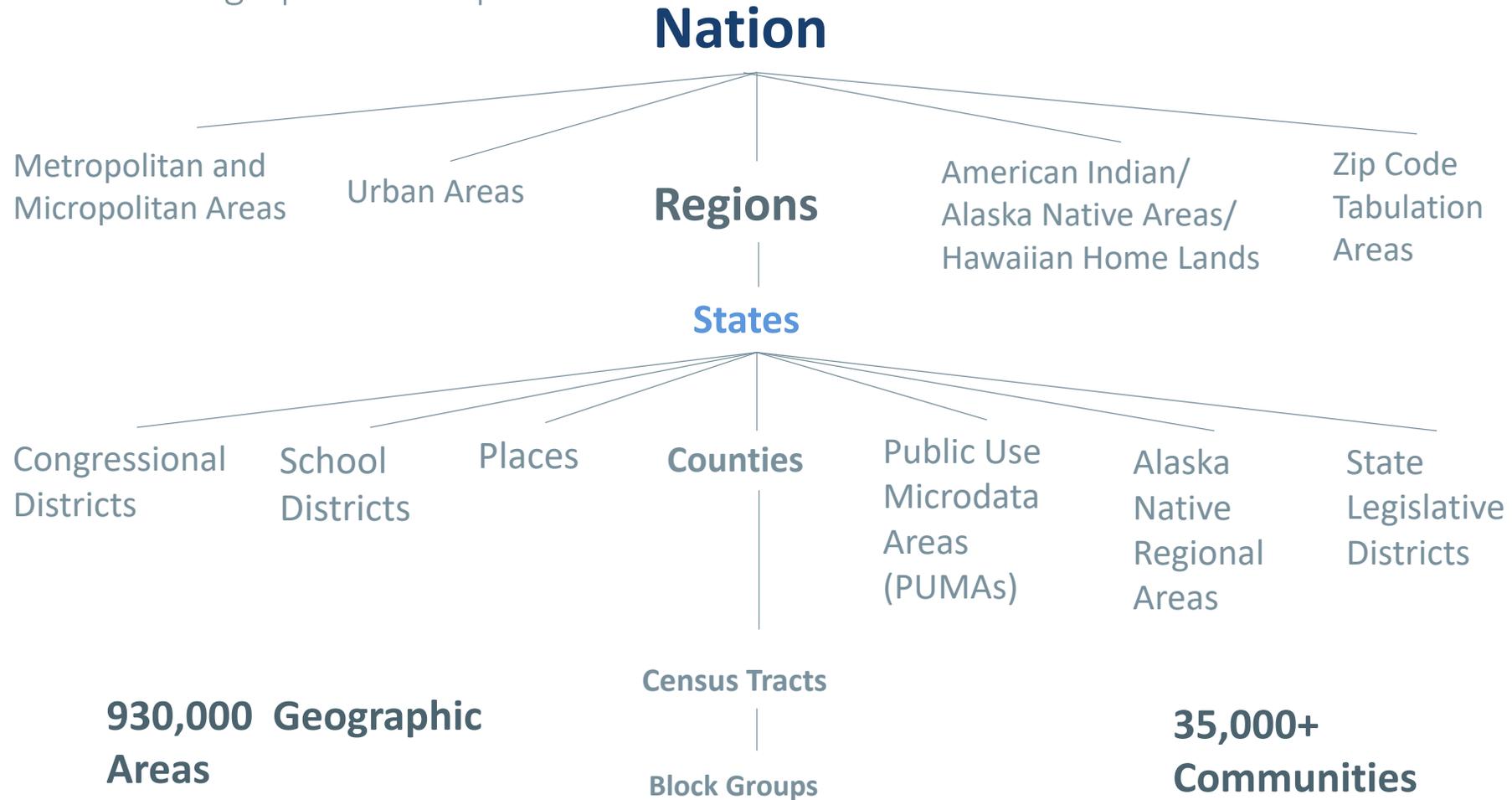
The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	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



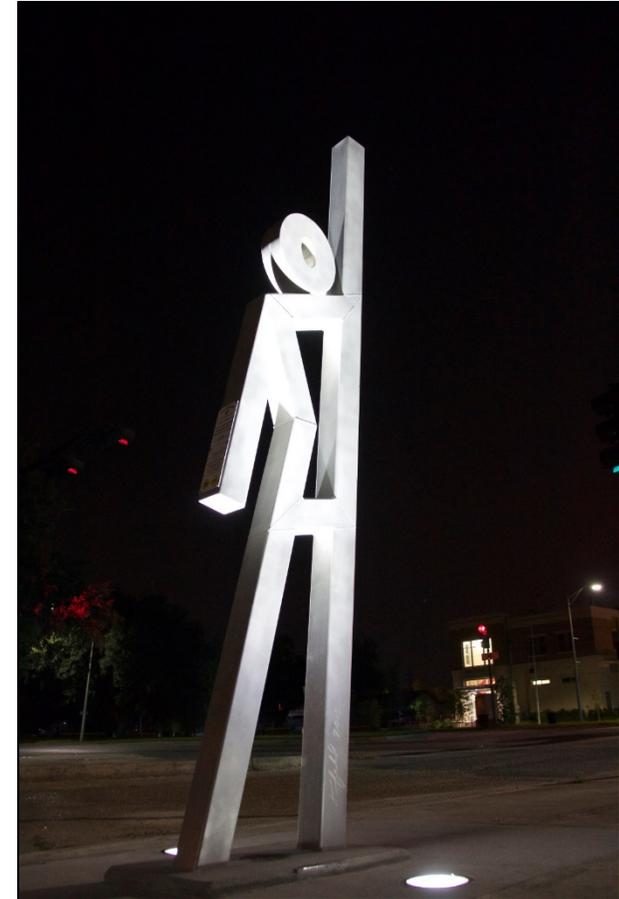
The American Community Survey

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
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The American Community Survey

Continue the Conversation



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



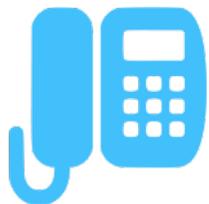
Social media: @uscensusbureau



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



acso.users.support@census.gov



Census Customer Service Center
800-923-8282



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!

The screenshot shows the 'Share Your ACS Data Story' form on the American Community Survey website. The form includes a navigation bar with 'GEOGRAPHY', 'LIBRARY', 'DATA', and 'SURVEYS/PROGRAMS'. The main heading is 'Share Your ACS Data Story'. Below the heading, there is a text area for 'Your Story' and a text area for 'Outcome'. Three circular callouts are overlaid on the form: 'Your story' points to the top navigation bar, 'Your outcome' points to the 'Outcome' section, and 'Your data details' points to the 'Your Story' section.

census.gov/acs/www/share-your-story

OnTheMap for Emergency Management

OnTheMap for Emergency Management is a free online tool that

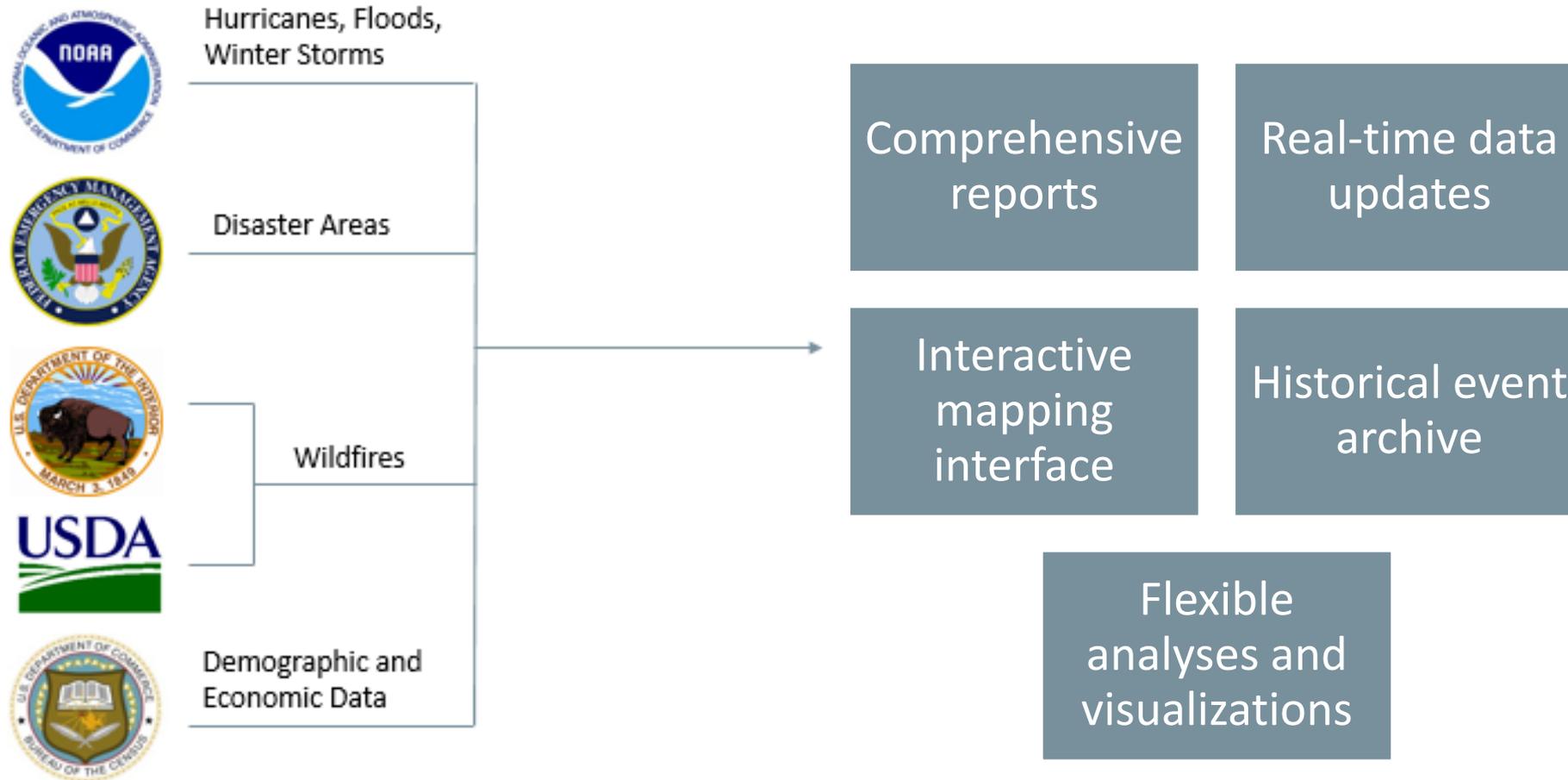
- Provides access to U.S. population and workforce statistics for areas being affected by natural disasters to support local area response and recovery
- Includes American Community Survey (ACS), Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES), and 2010 Census 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



OnTheMap for Emergency Management

Worker, Population and Housing Impacts

- Datasets
 - 2010 Decennial Census
 - American Community Survey (ACS)
 - LODES – Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics

OnTheMap for Emergency Management

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 for Emergency Management LEHD Home OnTheMap Help and Documentation

Search: Filter U.S. Census Bureau data for disasters, natural hazards, and weather events. Click for more information on Pacific Storms.

Events as of 06/04/2019

Wildfires

Yellow Bluff 17 1 Fire
Zip 32218
Affected Population: 36

Mcarthur Creek Fire
No data
Affected Population: 0

Deer Fire
Zip 83211
Affected Population: 0

Oregon Lakes Fire
No data
Affected Population: 0

Federal Disaster Declarations

DR-4337
Monroe County, FL, Miami-Dade County, FL, Palm Beach County, FL and 64 other Counties
Affected Population: 18,801,310

DR-4353
Los Angeles County, CA, San Diego County, CA, Santa Barbara County, CA and 1 other Counties
Affected Population: 14,161,134

EM-3409
Los Angeles County, CA, Ventura County, CA, Butte County, CA
Affected Population: 10,861,926

DR-4407
Los Angeles County, CA, Ventura County, CA, Butte County, CA
Affected Population: 10,861,926

DR-4338
Ware County, GA, Burke County, GA, Clinch County, GA and 156 other Counties
Affected Population: 9,687,771

EM-3387
Ware County, GA, Burke County, GA, Clinch County, GA and 156 other Counties
Affected Population: 9,687,771

EM-3401
Dare County, NC, Hyde County, NC, Carteret County, NC and 97 other Counties
Affected Population: 9,535,431

EM-3403

Legend & Map Controls

Event Types

- Tropical Storms
- Current Wind Radii
- Wind History (Cumulative Swath)
- Forecast Area (Cone of Uncertainty)
- Wildfires
- Perimeter
- Floods
- Likely
- Occurring or Imminent
- Winter Weather
- Forecasted Snowfall
- Forecasted Freezing Rain
- Disaster Declaration Areas
- Emergency or Disaster Declaration

Basemap: Terrain

Zoom To: AK HI US

Map data ©2019 Google, INEGI | Terms of Use

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 Source: U.S. Census Bureau, Center for Economic Studies, LEHD | e-mail: CES.OnTheMap.Feedback@census.gov



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onthemap.ces.census.gov/em/

OnTheMap for Emergency Management

Historical Event Archive

OnTheMap for Emergency Management LEHD Home OnTheMap Help and Documentation

Hurricane Michael Event Class: Wind History 34kn (Cumulative Swath) Time: Fri, 12 Oct 2018 08:52:15 GMT Export Share Close

Detail by: Characteristics
 Topic: 2011-2015 ACS Chara...
 Analysis Area: Event Area

Household Type

Universe: Population in households
 Source: American Community Survey, 2011-2015. [Source info](#)

Characteristic	Estimate	Margin of Error
Total	15,938,486	±12,295
In family households	13,279,419	±16,825
In nonfamily households	2,659,067	±12,645

- ▶ Race
- ▶ Hispanic or Latino Origin
- ▶ Ability to Speak English by Age
- ▶ Ability to Speak English by Language Spoken at Home
- ▶ Disability Status by Poverty Status
- ▶ Disability Status by Age
- ▶ Ratio of Income to Poverty Level in the Past 12 Months
- ▶ Poverty Status in the Past 12 Months
- ▶ Population 65 Years and Over Living Alone
- ▶ Households With One or More People 65 Years and Over
- ▶ Earnings in the Past 12 Months for Households
- ▶ Social Security Income in the Past 12 Months for Households
- ▶ Supplemental Security Income (SSI) in the Past 12 Months for Households
- ▶ Public Assistance Income in the Past 12 Months for Households
- ▶ Retirement Income in the Past 12 Months for Households
- ▶ Households Receiving Food Stamps/SNAP in the Past 12 Months

All tabulations contain derived estimates and margins of error.
 * - The data in some cells in this tabulation are not published in order to protect confidentiality.

Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home
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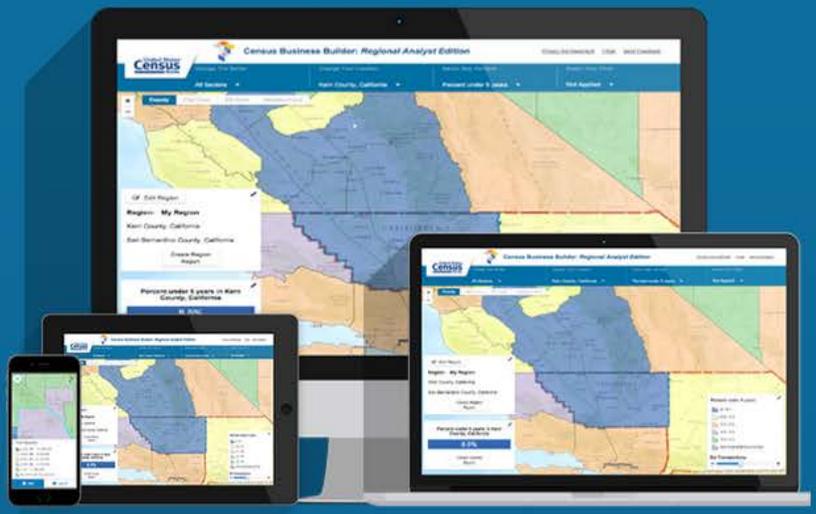




Define your region

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

United States Census Bureau | **Census Business Builder: Regional Analyst Edition - 2.5**

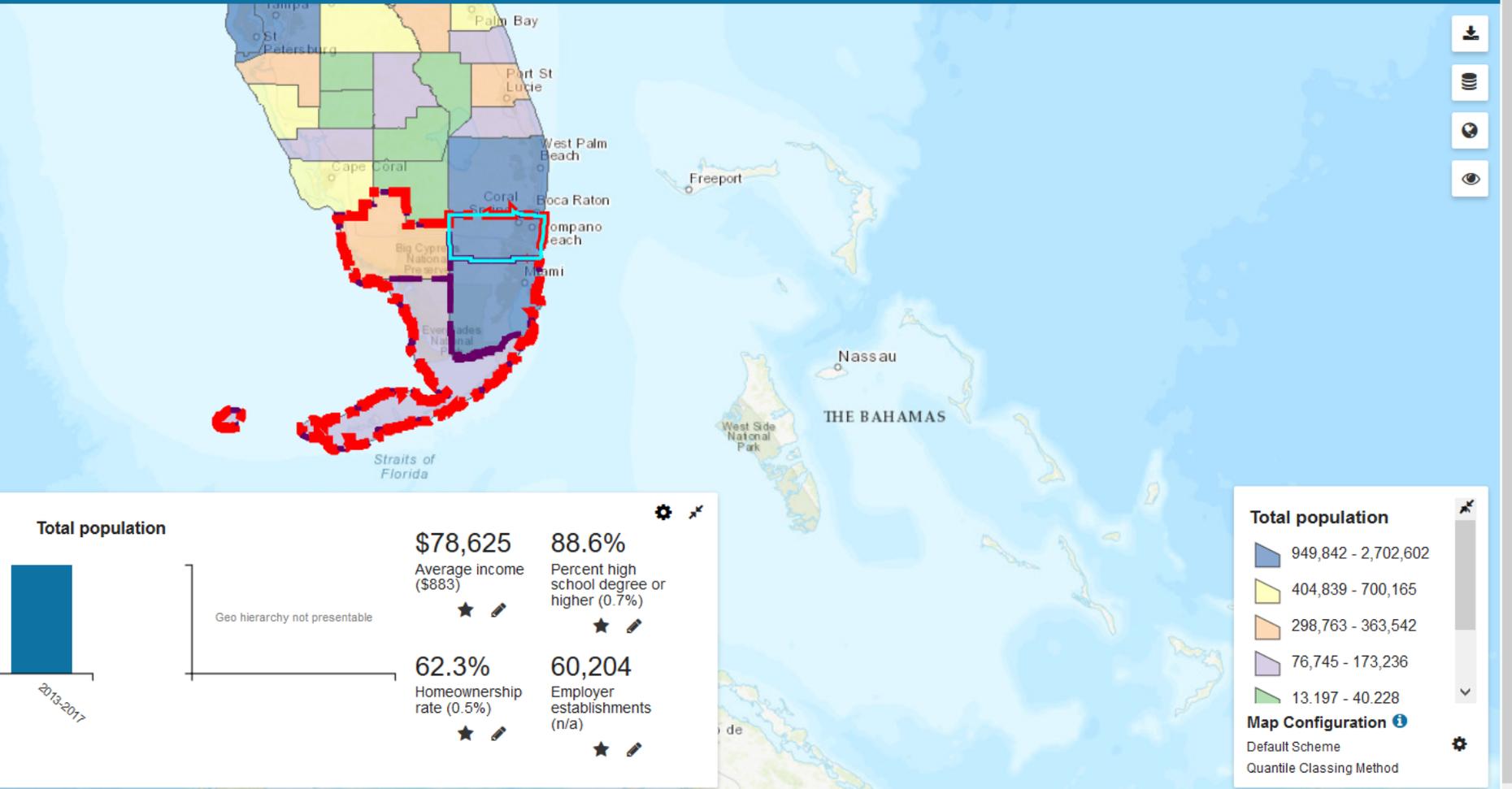
Change The Sector: All Sectors | Change Your Location: Broward County, Florida | Select Map Variable: Total population | Select Your Filter: Not Applied

Map navigation controls: +, -, State, County, City/Town, ZIP Code, Tract. Scale: 0, 30, 60mi.

Region: Hurricane Region 1

- Broward County, Florida
- Collier County, Florida
- Monroe County, Florida
- Miami-Dade County, Florida

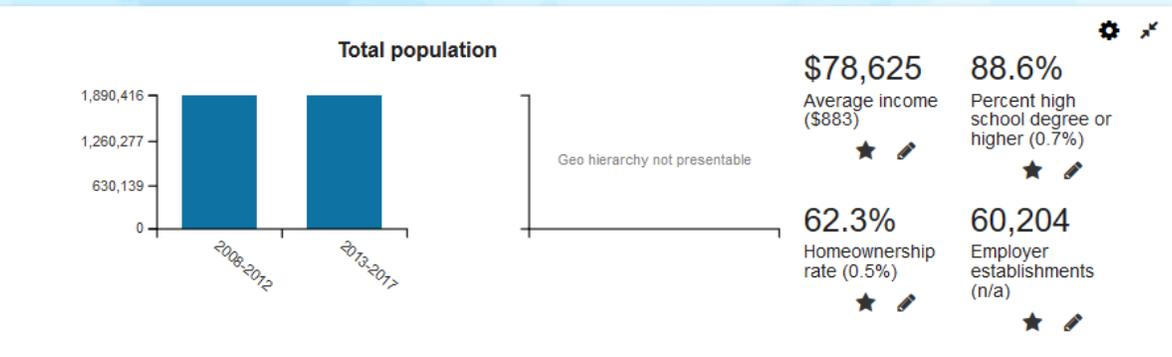
Create Region Report | Edit Region



Broward County, Florida

1,890,416 (n/a)
Total population (MoE +/-)

Create Report



Total population

- 949,842 - 2,702,602
- 404,839 - 700,165
- 298,763 - 363,542
- 76,745 - 173,236
- 13,197 - 40,228

Map Configuration
 Default Scheme | Quantile Classing Method

United States Census Bureau | **Census Business Builder: Regional Analyst Edition - 2.5**

Change The Sector: All Sectors | Change Your Location: Broward County, Florida | Select Map Variable: Percent in poverty | Select Your Filter: Not Applied

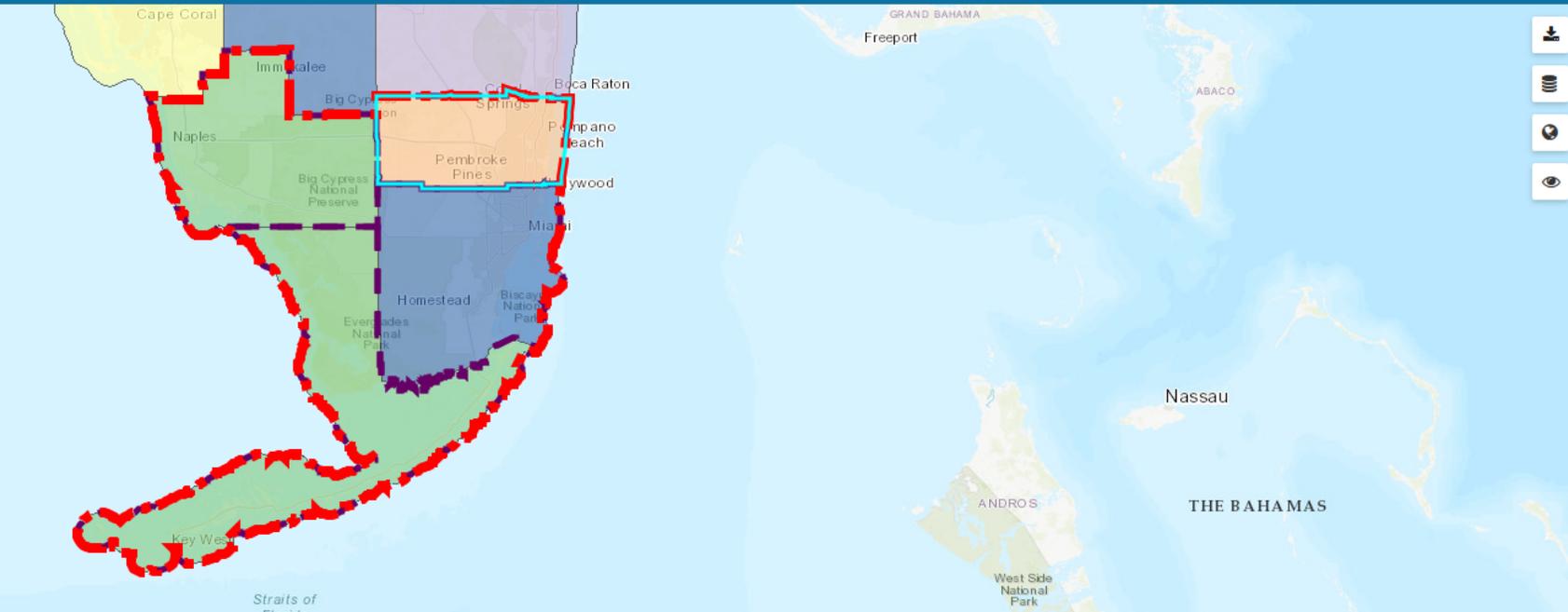
Map navigation: State, County, City/Town, ZIP Code, Tract

Scale: 0 15 30mi

Region: Hurricane Region 1

- Broward County, Florida
- Collier County, Florida
- Monroe County, Florida
- Miami-Dade County, Florida

Create Region Report | Edit Region



Broward County, Florida

14% (0.4%)
Percent in poverty (MoE +/-)

Create Report

Percent in poverty

Year	Percent in poverty
2008-2012	~10%
2013-2017	~10%

Entity	Value
Broward County	14%
Florida	~10%
U.S.	~10%

\$78,625 Average income (\$883)	11.1% Percent disabled (0.2%)
1,890,416 Total population (n/a)	312,600 Total number of employers and nonemployers

Percent in poverty

- 19% - 25.5%
- 14.9% - 14.9%
- 14% - 14%
- 13.4% - 13.4%
- 12.7% - 12.8%

Map Configuration: Default Scheme, Quantile Classing Method

CONTENT

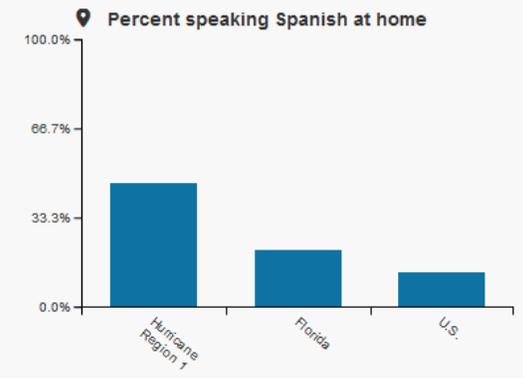
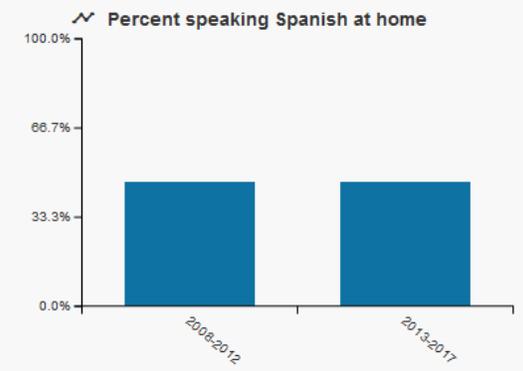
- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending
- #6: About Data

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.

Includes information on social and economic characteristics from the 2008-2012 and the 2013-2017 American Community Survey 5-Year Estimates

Socioeconomic Characteristics

Name	Estimate		
Percent high school degree or higher	84.4%		
Percent Bachelor's degree or higher	29.8%		
Average household size	2.91		
Percent in poverty	16.6%		
Percent population 16 years and over in labor force	62.9%		
Percent employed	58.2%		
Percent disabled	10.7%		
Percent with health coverage	81.2%		
Average travel time to work (mins)	29.4		
Percent workers using public transportation	4.1%		
Percent veterans	4.1%		
Percent foreign born	42.9%		
Percent speaking Spanish at home	46.6%		



These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information.



LOCAL BUSINESS PROFILE

All Sectors - Hurricane Region 1

Display MOEs

Summary Report

Detailed Report

Configure Contents

Download Data

Help

CONTENT

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For the latest quarterly data as well as data broken out by the gender, age, and educational attainment of the worker, go to [QWI Explorer](#).
 Source: [Longitudinal-Employer Household Dynamics Program \(LEHD\)](#)

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.)

NAICS Sector	Employer establishments	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)	Nonemployer firms	Revenue of nonemployer (\$1,000)
00: All Sectors	159,621	1,822,572	\$84,630,335	n/a	772,094	\$31,027,818
72: Accommodation and Food Services	10,841	247,076	\$5,490,786	\$15,235,010	13,425	\$478,818
56: Administrative and Support and Waste Management and Remediation Services	9,273	140,270	\$4,891,475	\$25,987,750	90,599	\$1,798,444
11: Agriculture, Forestry, Fishing, and Hunting	n/a	n/a	n/a	n/a	n/a	n/a
71: Arts, Entertainment, and Recreation	2,525	38,664	\$1,647,362	\$4,154,520	24,683	\$840,033
23: Construction	11,240	89,295	\$4,352,504	n/a	69,363	\$2,743,679
61: Educational Services	2,057	61,824	\$2,626,683	\$1,094,081	14,126	\$217,643

Businesses Totals

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.

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>



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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

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Specialist in your area, please call **844-Ask-Data**

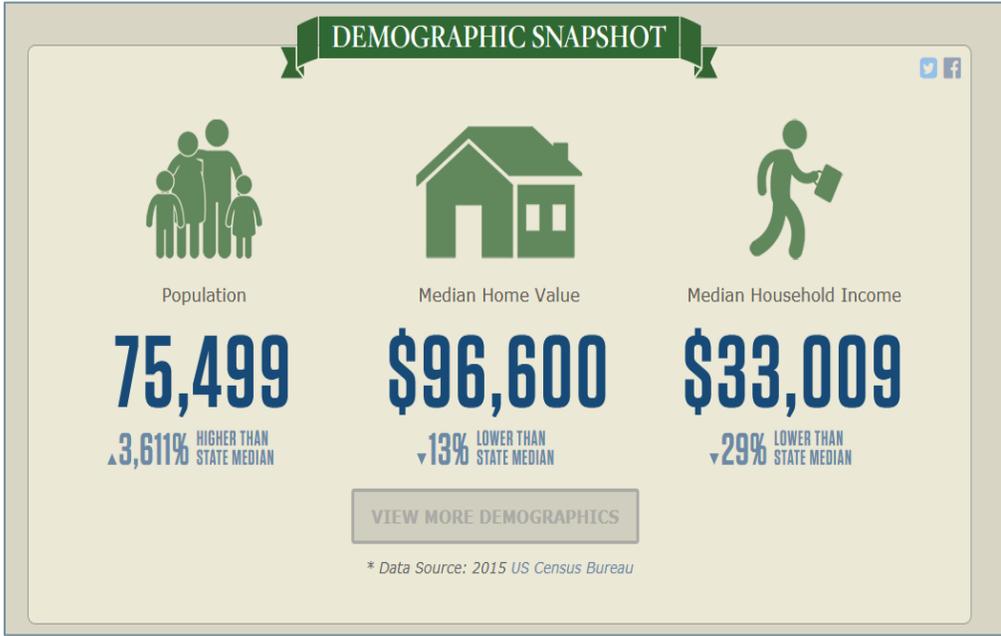
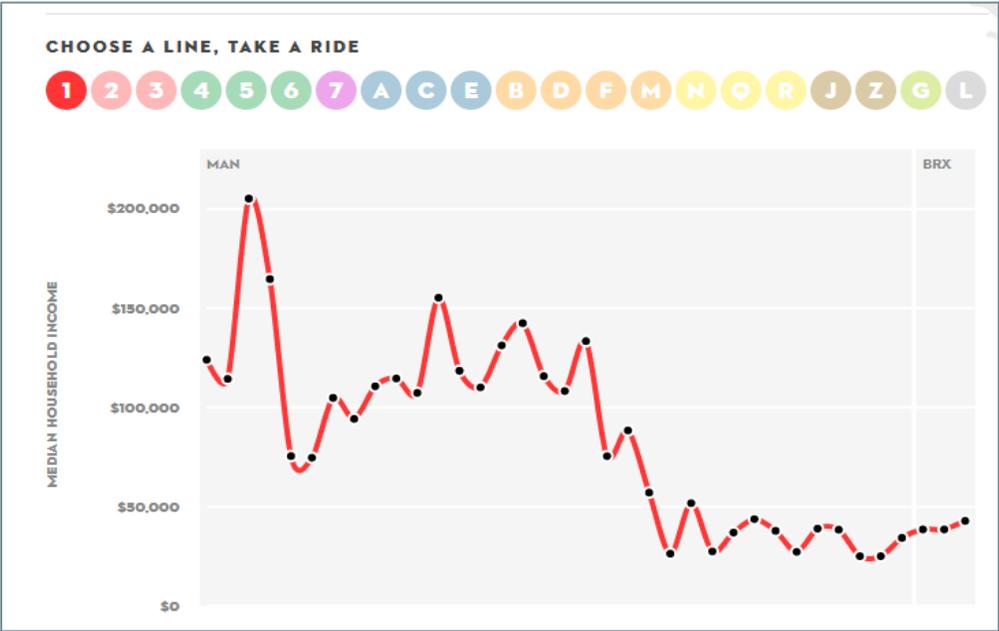
Or email us at: census.askdata@census.gov

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>