

# 2017 ECONOMIC CENSUS PLANNING

Census Scientific Advisory Committee

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# Agenda

- Recent Accomplishments and Goals
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary

# Recent Accomplishments

- Developed Infograph with 4 Key Elements
- Identified planning teams and aligned with 4 Elements
- Instrument design research for new single unit and multiunit electronic instruments
- ECON HUB vision

# 6 Month Goals

- Baseline Project Plan
- Complete top level WBS for 2017 Census schedule; detailed schedule through mailout
- Evaluate paperless strategies using surveys
- Continue research for new electronic instruments, including prototype development
- Content review
- Dissemination planning

# 6 Month Goals

## Economic Census Cost Model

- Contracted with *Mitre Corporation* to help develop a cost model
- Goal is to capture Economic Census costs:
  - (1) Across survey life cycle
  - (2) Associated with each of the 4 elements
- Currently:
  - *Mitre* in initial fact-finding phase
  - Resource-loaded schedules are being developed

# Four Elements of an Efficient 2017 Economic Census:

- Move to 100% Internet Collection
- Reduce the Burden for Businesses
- Automate Operations to Increase Productivity
- Improve Data Products to Reflect Our Ever-Changing U.S. Economy

# Element 1: Move to 100% Internet Collection

- What are we talking about?
  - Giving businesses easier ways to respond
- What are the intended outcomes?
  - 100% Internet response (Internet is faster and cheaper to process than paper forms)
  - More self-response
  - Speedier business response (potential to release data earlier and at less cost)
  - Improve coverage and data quality

# Element 2: Reducing the Burden for Businesses

- What are we talking about?
  - Relying more on existing business records, including research into using data from new third party sources
- What are the intended outcomes?
  - Reduce respondent burden
  - Maintain or reduce costs from 2012 levels

# Element 3: Automate Operations to Increase Productivity

- What are we talking about?
  - Using Census Bureau-wide solutions to increase productivity and reduce costs
- What are the intended outcomes?
  - Eliminate duplicate systems and processes
  - Increase productivity
  - Better allocate staff resources
  - Enable users to combine Economic Census statistics with other information

# Element 4: Improve Data Products to Reflect Our Ever-Changing U.S. Economy

- What are we talking about?
  - Updating content to reflect the changing economy
  - Disseminating more timely and relevant results
- What are the intended outcomes?
  - Capture the most accurate picture of our changing economy
  - Help users find better information to make data-driven decisions
  - Improve relationships with all data users

# Major Program Milestones

Deliverable	Planned Date
<b>Research and Testing phase</b>	2015-2016
<ul style="list-style-type: none"> <li>▪ Conduct research to determine new content and support 100% electronic collection</li> <li>▪ Develop collection strategy</li> </ul>	2015
<ul style="list-style-type: none"> <li>▪ Develop electronic instrument</li> <li>▪ Finalize content</li> </ul>	2016
<b>Implementation Phase</b>	2017-2018
<ul style="list-style-type: none"> <li>▪ OMB Clearance</li> </ul>	2017
<ul style="list-style-type: none"> <li>▪ Begin respondent outreach</li> </ul>	2017
<ul style="list-style-type: none"> <li>▪ Begin electronic mail out</li> </ul>	2017
<ul style="list-style-type: none"> <li>▪ Begin data processing</li> </ul>	2018
<b>Dissemination Phase</b>	2018-2020
<ul style="list-style-type: none"> <li>▪ Release Advance Report</li> </ul>	December 2018
<ul style="list-style-type: none"> <li>▪ Release Industry Series Reports</li> </ul>	2019
<ul style="list-style-type: none"> <li>▪ Release Geographic Area Series Reports</li> </ul>	2020

# Program Summary: What is going well?

- Finalized re-engineering scope for 2017 Economic Census
- Reorganized functionally and developed plan for managing programmatically – Communicated through Infograph
- Testing various paperless collection strategies across sectors in multiple Annual Surveys – Incorporating feedback and lessons learned
- Cross training analysts for Census and Surveys for resource flexibility

# Program Summary: What changes are planned?

- Organize tasks, budget, resources and project outcomes/metrics into the 4 Elements of the 2017 Economic Census
- Expand use of project management tools, such as Project Server
- Expand testing of paperless collection strategies
- Use Enterprise Solutions for single and multiunit instruments
- Expand instrument testing using prototypes and production surveys
- Provide more timely and relevant content

# Program Summary: What lessons can be shared?

- Early successes of realigning functionally for implementing 4 Elements of Economic Census
- Results and feedback from surveys implementing electronic reporting
- Ongoing challenges with collecting NAPCS detail

# APPENDIX

# Element 1 Teams: Moving to 100% Internet Collection

Current Teams	Future Teams
Electronic Reporting Design	Contact Strategy- Use of Paradata and Adaptive Design
NAPCS Instrument Design	Respondent Outreach
Account Manager Program	

# Element 2 Teams: Reducing the Burden for Businesses

Current Teams	Future Teams
Response Rate Implementation	Administrative Records
Big Data Research	

# Element 3 Teams: Automate Operations to Increase Productivity

Current Teams	Future Teams
Business Help Site, MIS and Dissemination using CEDCAP/CEDSCI	Micro and Macro Analytical Systems
Editing and Imputation Improvement	Tabulation Standardization

# Element 4 Teams: Improve Data Products to Reflect Our Ever-Changing U.S. Economy

Current Teams	Future Teams
<p>Questionnaire Content:</p> <ul style="list-style-type: none"><li>▪ Outreach to BEA</li><li>▪ Outreach to CES</li><li>▪ Outreach to Associations</li><li>▪ OMB and Federal Register Notice</li><li>▪ Global Value</li></ul>	<p>Analytical Review and Planning</p> <p>Cell Suppression</p> <p>Economic Census Website</p> <p>Data User Outreach</p> <p>Dissemination Processing</p>
Dissemination Content	

# Major Program Milestones: Element 1 Moving to 100% Internet Collection

Deliverable	Planned Date
Test paperless mailout using annual surveys	1/2015
2015 COS/ASM Single Unit instrument rendered from CoMET/Centurion	11/2015
NAPCS pilot test	1/2016 – 3/2016
Begin entering economic census content metadata in CoMET	2/2016
2016 COS/ASM Multiunit instrument rendered from CoMET/Centurion	11/2016
2016 Multiunit pilot instrument test	1/2017
Deploy Economic Census electronic reporting instrument	10/2017
Telephone system ready	10/2017
Complete early mailout of instrument letters to about 2000 large multiunits and classification instrument letters to selected single units	10/2017
Complete initial mailout of remaining instrument letters	12/2017

# Major Program Milestones: Element 2

## Reducing the Burden for Businesses

Deliverable	Planned Date
IRS administrative records request submitted	4/2016
Finalize mailout/sampling strategy	9/2016
Final mail selection	8/2017

# Major Program Milestones: Element 3

## Automating Operations to Increase Productivity

Deliverable	Planned Date
Pilot UTS (MIS) for tracking response for 2015 COS/ASM	1/2016
Finalize methodology for imputation of product lines	6/2016
Deploy updated BHS/SMC (eCorrespondence)	9/2017
Deploy (MIS) for tracking response (using UTS)	9/2017
Start production processing and problem solving activities in NPC	2/2018
Trade edits and microanalysis systems in production	2/2018
Tabulation and macroanalysis systems in production	10/2018
Dissemination system (CEDSCI) available for Economic Census	12/2018

# Major Program Milestones: Element 4

## Improving Data Products to Reflect our Ever-Changing U.S. Economy

Deliverable	Planned Date
Consultations with data users begin, including agreement with BEA on content review process	3/2015
Final 2017 NAICS Decisions	6/2015
Develop high-level dissemination content plans	9/2015
Complete general content review	12/2015
Complete product lines and special inquiry review	3/2016
Finalize content	9/2016
OMB Clearance	6/2016-1/2017
Major Program Releases:	
Advance	12/2018
Industry	3/2019-11/2019
Economy-Wide Product Lines	1/2019-3/2019
Geographic Area	10/2019-8/2020