

2017 National Sunshine Week Speakers Sessions

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

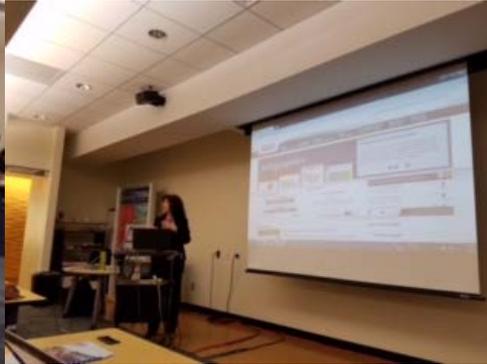
Nesreen Khashan

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/usensus/censusbureau-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 3.5 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

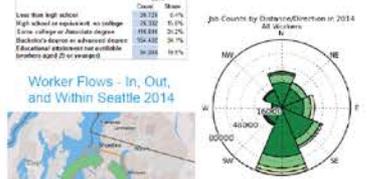
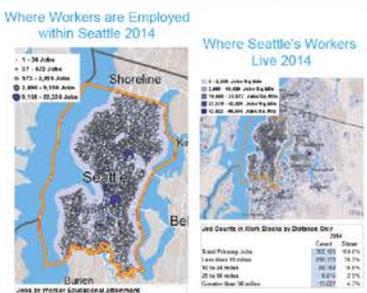
- QuickFacts (www.census.gov/quickfacts/)
- American FactFinder (<http://factfinder.census.gov/>)
- Census Explorer (<http://censusexplorer.census.gov/>)
- My Congressional District (www.census.gov/hypoc/)
- My Tribal Area (<http://www.census.gov/tribal/>)

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



Geography	Employment	Earnings	Job Flows
Seattle, WA	1,234,567	\$123,456,789	123,456
King County, WA	987,654	\$98,765,432	98,765
Washington State	765,432	\$76,543,210	76,543

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!

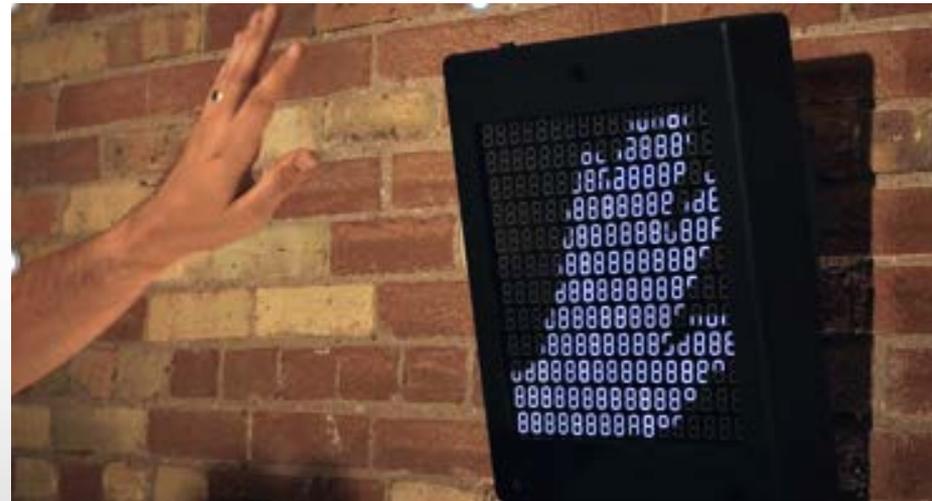
The Census Bureau offers free, hands-on data training in every state. Let us know how we can help you!

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Making Data Matter

Examples of Stakeholder Engagement

- Immigrant Communities
- Small Business Owners
- Developer Engagement



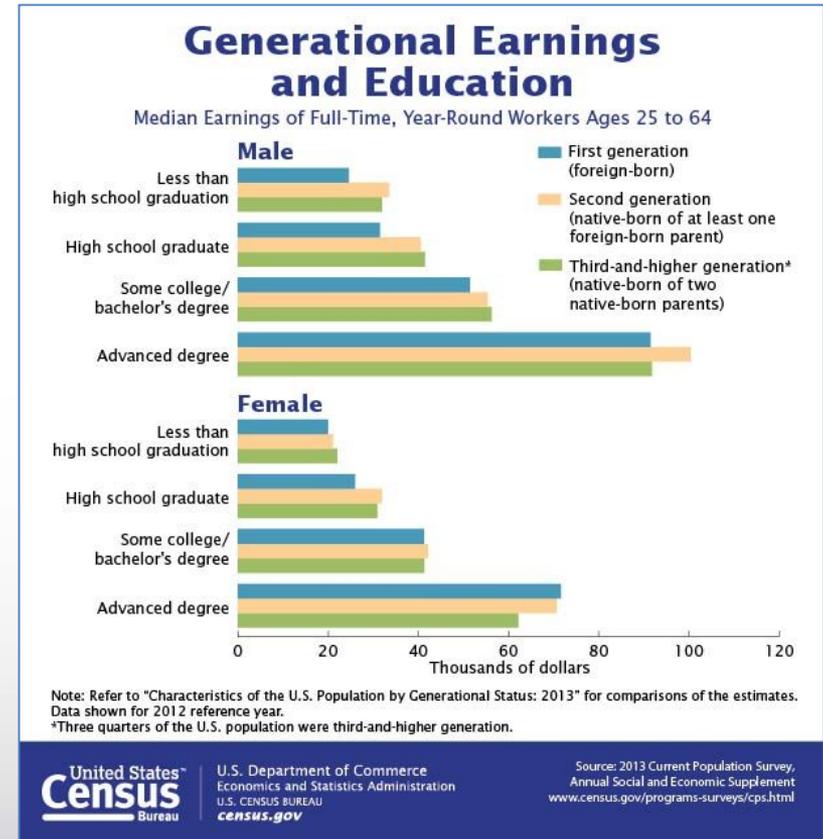
Immigrant/Diverse Communities

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

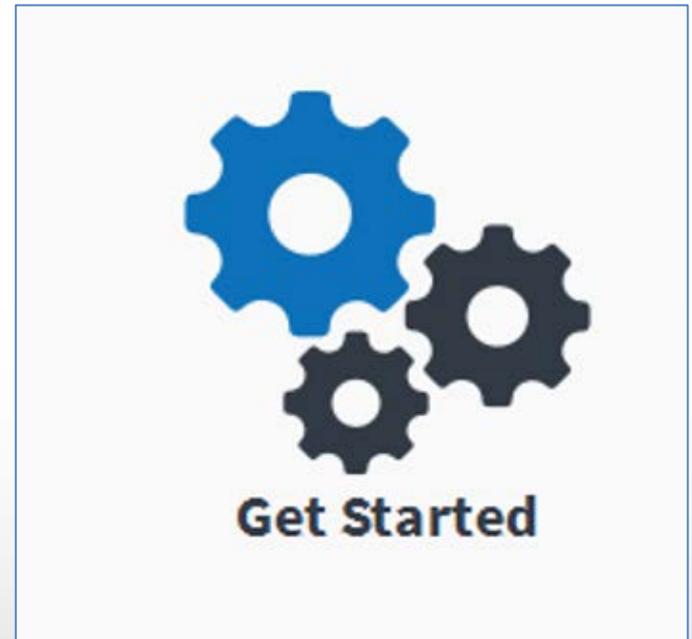
Developer Engagement

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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E-mail: census.askdata@census.gov