

Update on Census Bureau Field Activities

New Jersey State Data Center
Network Meeting
Jeff T. Behler, New York Regional Director
June 19, 2013

The Need for Change

- Budgets will be severely constrained and may well decline over the coming years, while field challenges increase
- Our survey sponsors are demanding lower costs, improved efficiency, and increased responsiveness
- Over time, the Census Bureau's share of Federally-sponsored survey work has declined even though reimbursable work accounts for over 20% of our total budget
- Survey organizations increasingly use real-time administrative information to create leaner infrastructures
- Our regional office structure has been substantially unchanged for 50 years
- Hence, the survival of our survey business requires changes at HQ and in the field

Two Elements of Change

- A Change in the Number of Offices
- A Change in the Management of Data Collection

The two are linked!

A Change in the Number of Regional Offices

6 Regional Offices Option
Announced June 29, 2011

6 Regional Office Structure

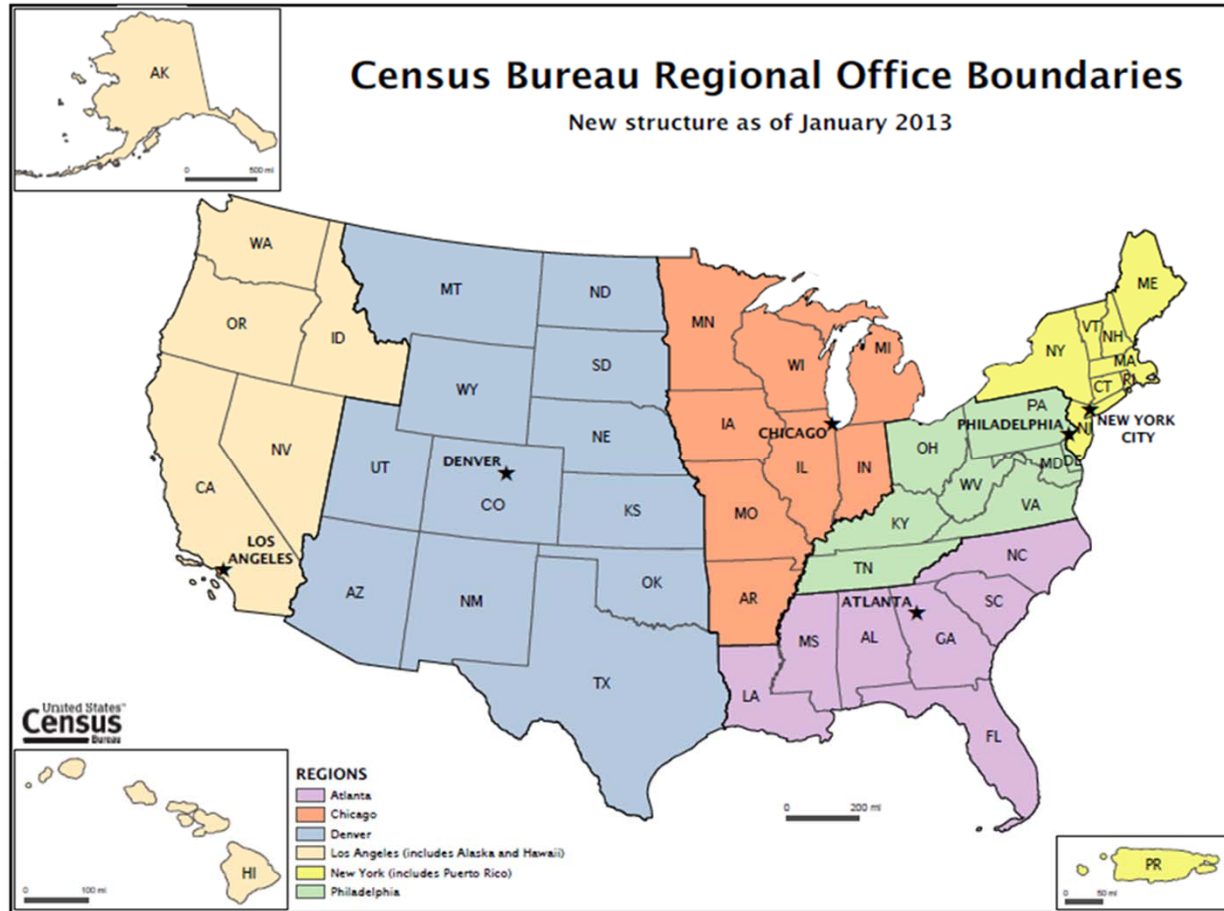
These offices remain open

- New York, NY
- Philadelphia, PA
- Atlanta, GA
- Chicago, IL
- Denver, CO
- Los Angeles, CA

These offices closed in
December 2012

- Boston, MA
- Charlotte, NC
- Detroit, MI
- Kansas City, KS
- Dallas, TX
- Seattle, WA

Regional Boundaries in 2013

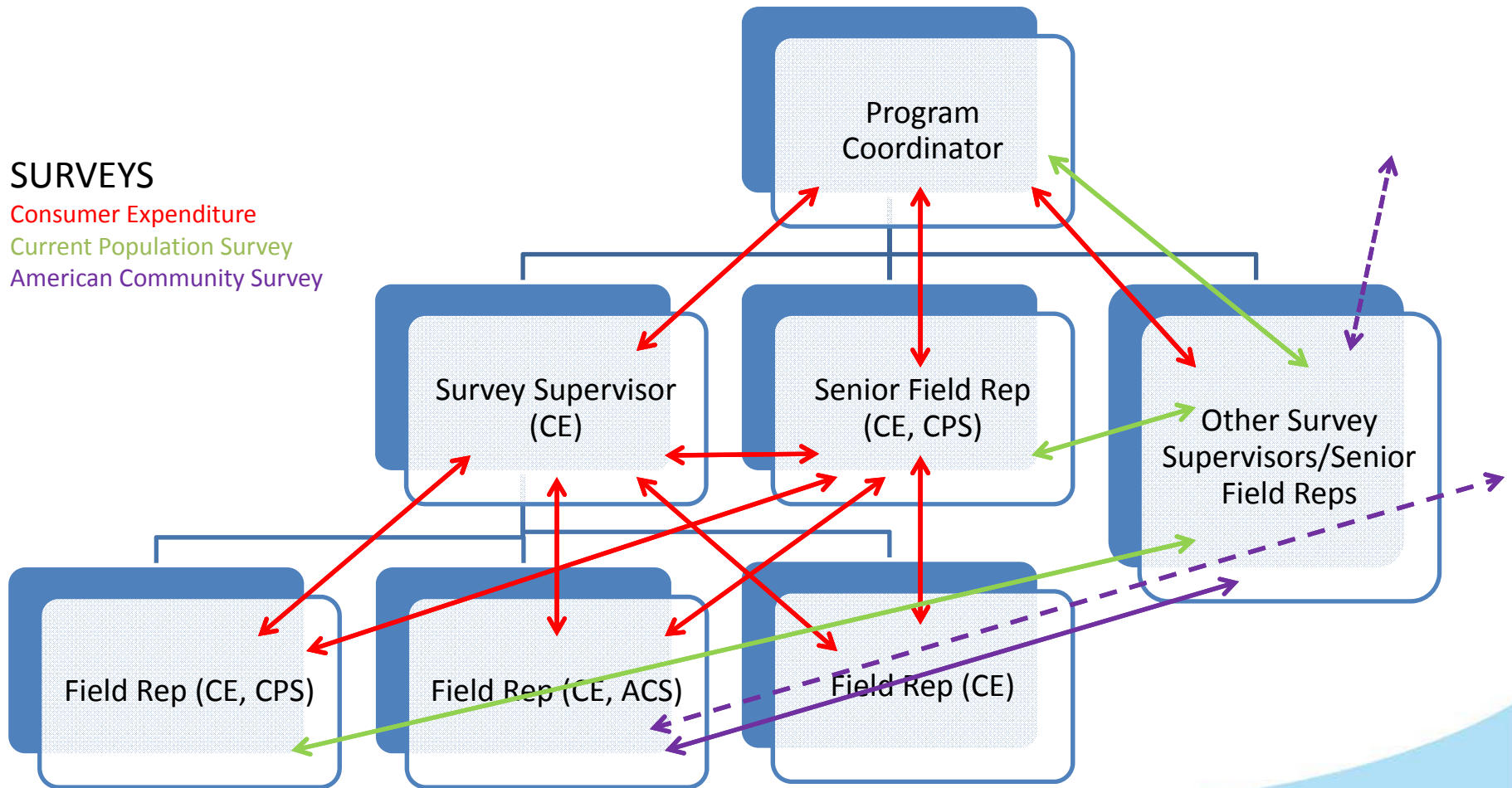


A Change in the Management of Data Collection

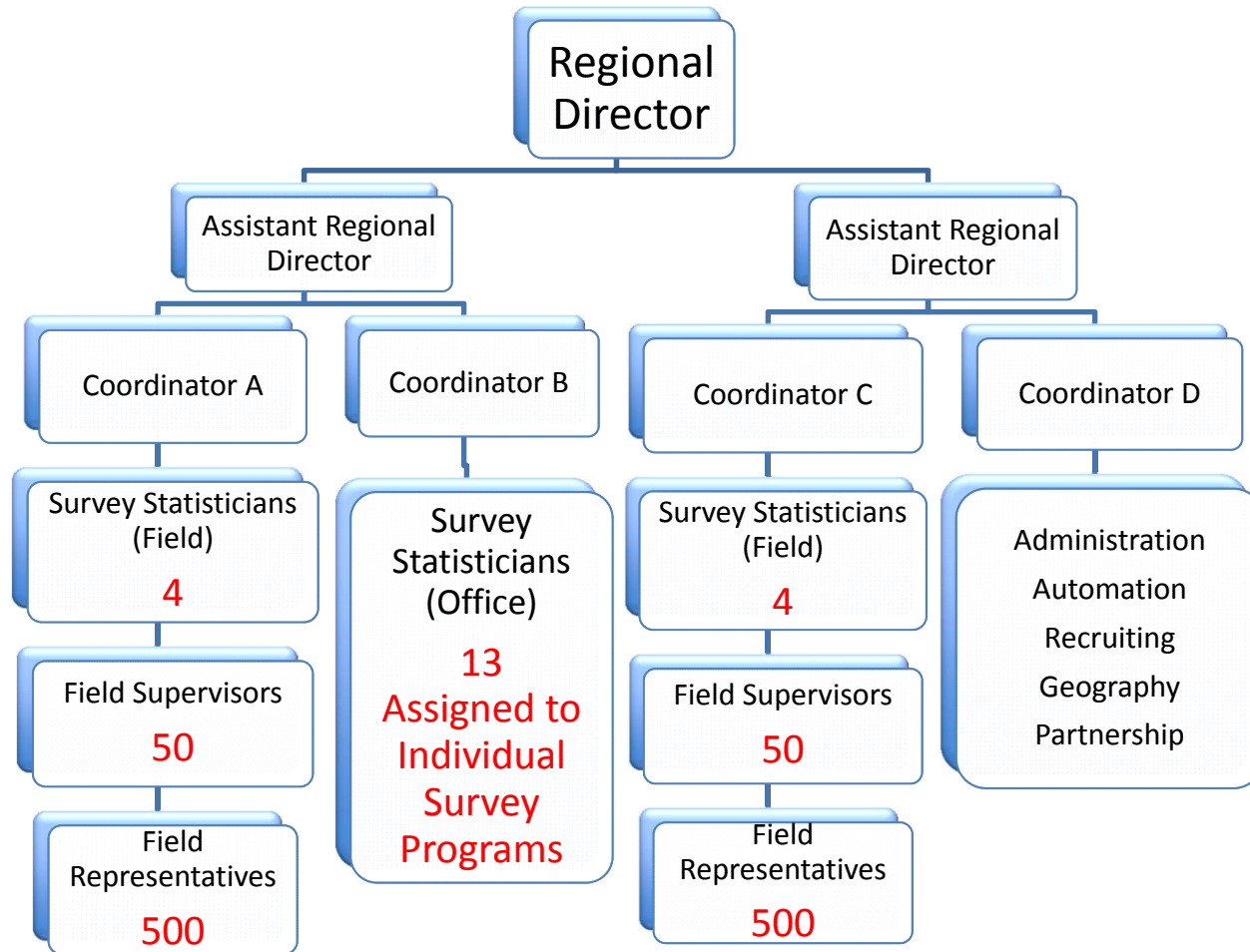
A Quick Look at How Things Were Managed

- Field Representatives worked for Survey Statisticians in the office
- Senior Field Representatives worked for Program Coordinators in the office, but also serve as “Team Leaders” for Field Representatives
- Survey Statisticians in the office were responsible for all aspects of a specific survey
 - Supervision of FRs (25 to 100, depending on survey)
 - Analysis of Data
 - Management of Budget
 - Administrative Responsibilities

Previous Regional Office Organizational Chart and Communication Channels



New Regional Office Organization Chart



Field Representative Responsibilities

FR responsibilities and staffing levels remain the same, including:

- Receive assignments via laptop transmissions
- Contact sample addresses and establish relationships with respondents
- Conduct interviews and any required listing
- Keep track of hours, miles, expenses, and other administrative duties

Field Supervisor Responsibilities

Each FS will be assigned a geographic area with responsibility for approximately 10-12 FRs regardless of survey assignments

- Provide feedback to the SSF on all survey and staff performance
- Manage surveys to meet response, quality and schedule standards
- FRs report to a single supervisor (the FS) regardless of the surveys they work on
- The FS will conduct FR payroll approvals, performance evaluations, and corrective action

Survey Statistician (Field) Responsibilities

- 8 SSFs per region
- Each SSF is responsible for data collection in a specific geographic area
- SSFs work from a “virtual office” in their home and report to an RO Coordinator
- SSFs will manage a staff of approximately 12 FSs
- Gives us professional expertise in 48 places instead of 12

Survey Statistician (Office)

- Survey expert located in RO
- Analyzes data results and survey paradata
- Assists the SSFs in identifying patterns, trends or inconsistencies that might need attention
- Manages the survey budget, resources, and quality
- Trains FRs throughout the region
- Works closely with HQ and sponsors to ensure that the most accurate data are collected within the survey budget

No Negative Affect on Data Quality Within Realigned Areas from the Change in Supervisory Structure

- Production metrics, such as response rates and household refusals, similar to pre-realignment metrics
- Too early to determine if survey costs in realigned areas will be same or lower compared to traditional supervisory structure
- Analysis of data results shows no outliers from expected outcome

Realignment Efforts Complete

- Fully realigned geographies in November 2012
- 6 Regional Offices closed in January 2013
- Expected savings of \$15-18 million per year starting in FY 2014
- Identifying issues, risks, mitigation strategies, and solutions

Census Bureau – Current Status on Issues and Initiatives

- FY13 Budget
- FY14 Budget
- Adaptive Design
- Administrative Records
- Census only?
- American Community Survey (ACS)
- Data Dissemination

Data Dissemination Contact Info

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Q&A

Any questions?

Thank you!

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