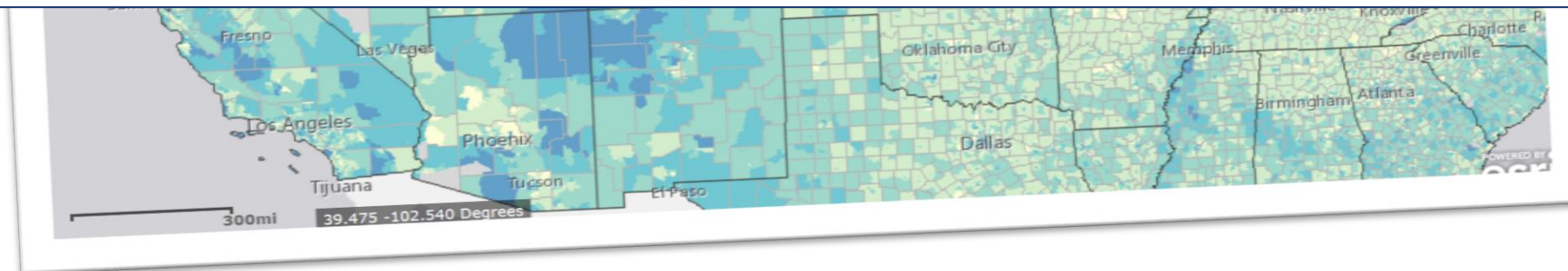


Response Outreach Area Mapper (ROAM) *Identifying Hard to Count Areas*



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Data Dissemination Specialist

Response Outreach Area Mapper (ROAM) Training

Goals

- Provide an overview for use of Response Outreach Mapper
- Explore accessing community specific data for planning
- Provide additional resources to support your learning

Training Materials

- ROAM Guide
- ROAM FAQ
- State Complete Count Commission Manual D-1255
- Additional Weblinks

Response Outreach Area Mapper (ROAM)

- Uses the American Community Survey (ACS) estimates in Planning Database
 - Helps identify hard-to-survey areas
 - Provides demographic and socioeconomic characteristic profiles
 - Provides visualization at the Census tract level for planning resource use
- <https://www.census.gov/roam>

Response Outreach Area Mapper

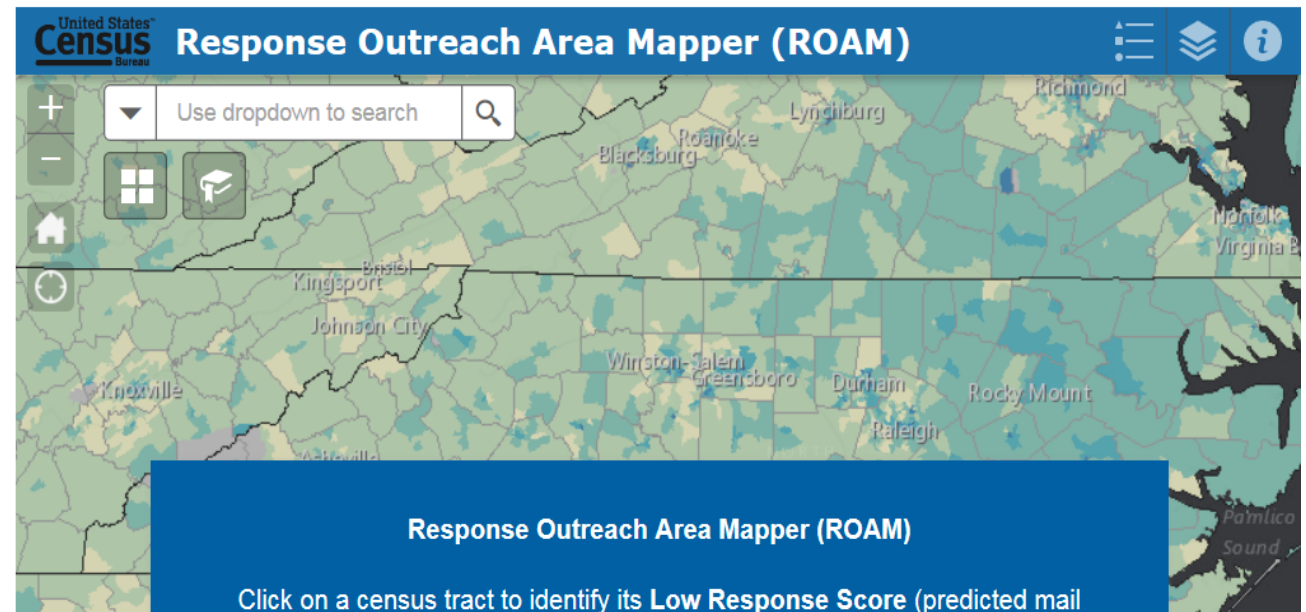
December 2017



The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#). Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see [Hard-to-Survey Populations](#) and the U.S. Census: Making Use of Social Marketing Campaigns.

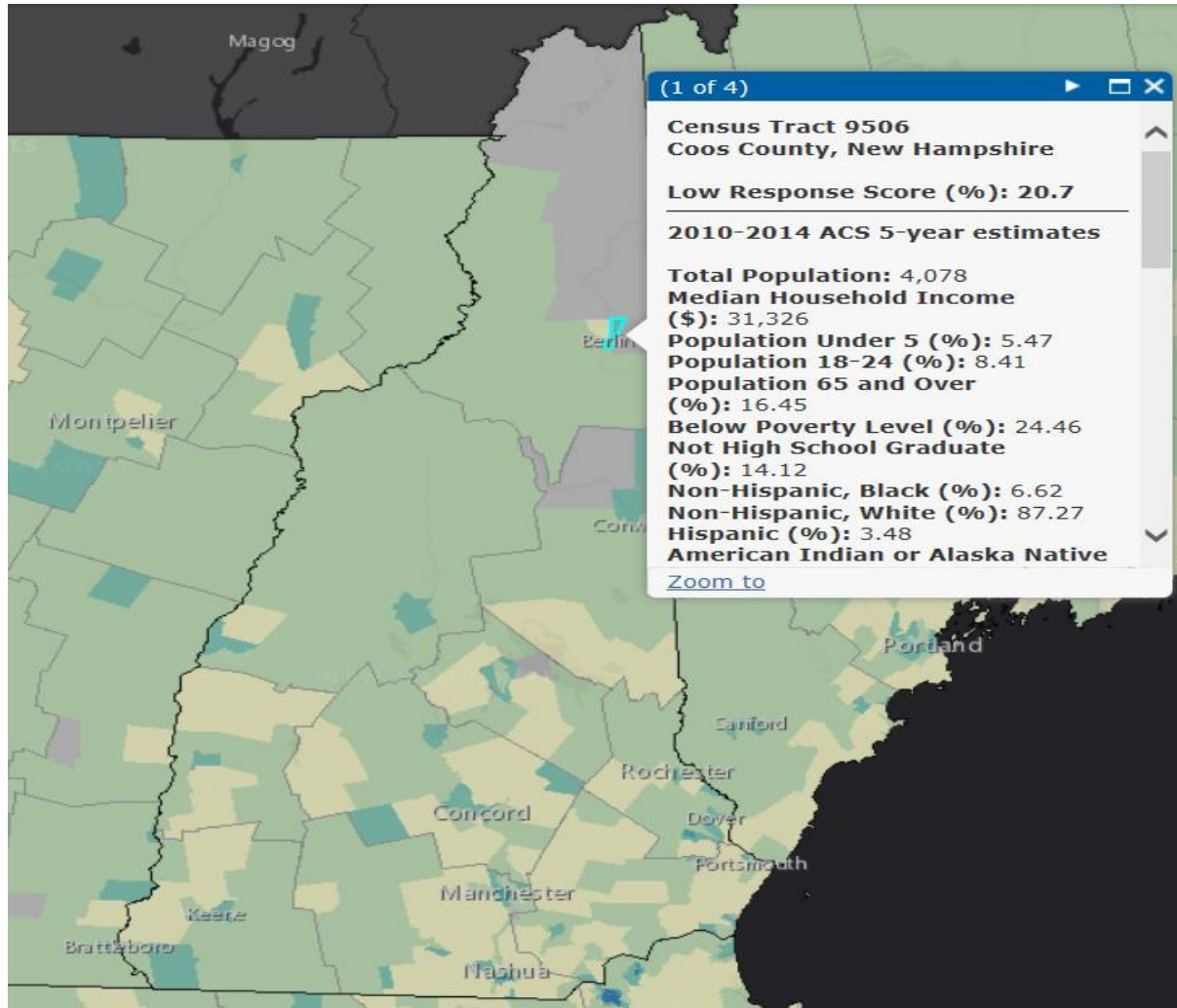
ROAM Application

Interact with the live application below, or [open it in a separate window](#).



Response Outreach Area Mapper (ROAM)

census.gov/roam



- Housing
- Demographic
- Socioeconomic
- Data available at Census tract
- Available to the public

Census Bureau Planning Database

Uses: American Community Survey (ACS) estimates for:

Social, Economic, Demographic and Housing

Purpose:

- To identify areas for special outreach
- To link spatial map & data files to create thematic maps
- To generate reports, cross tabulations, and simple analyses
- To plan recruitment activities

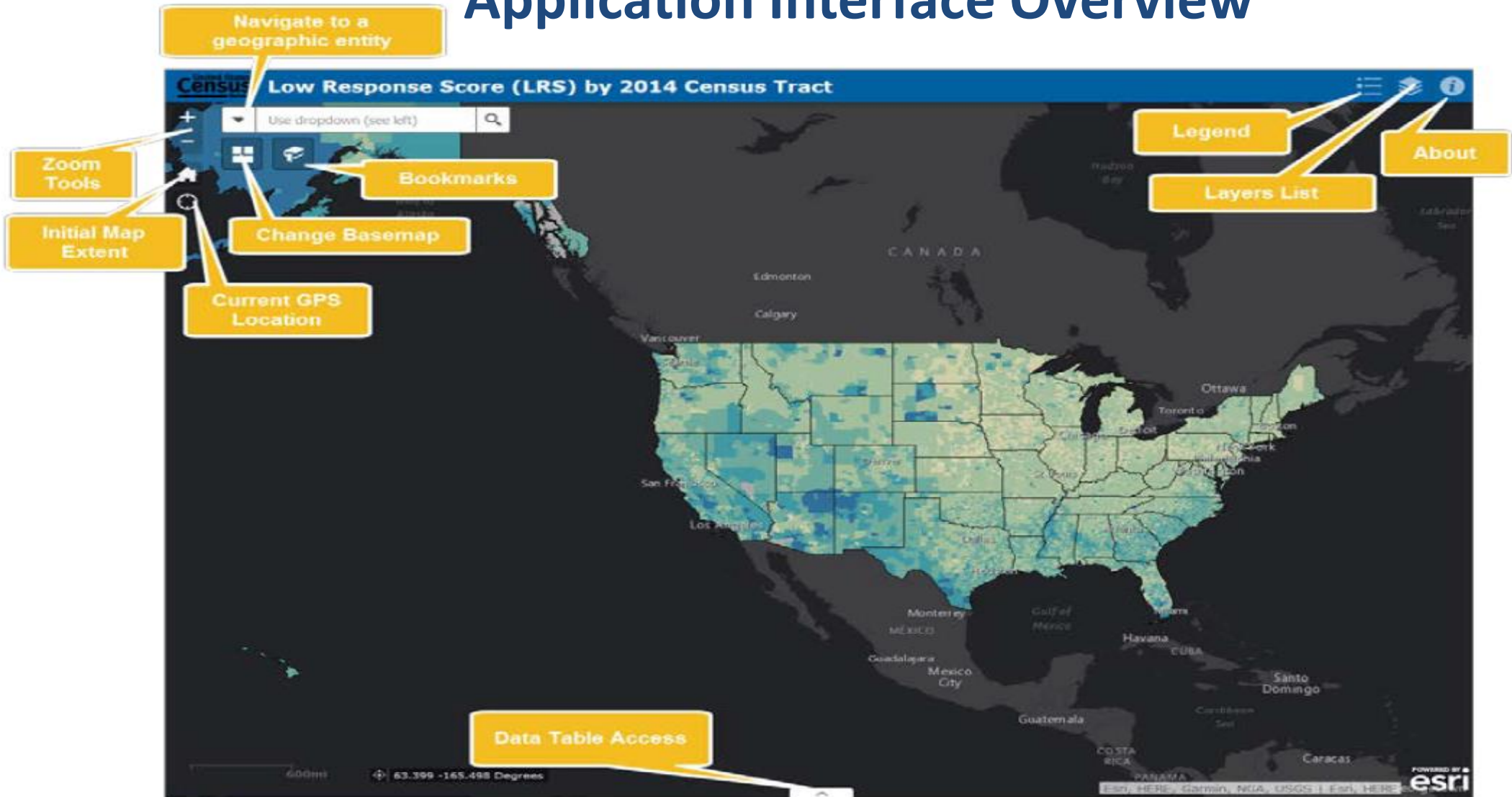
ROAM Helps to Identify Historically Hard to Survey Groups/Areas

- High school grad. rate
- Persons without a home
- Multi-unit housing
- Low income/poverty
- Migrant workers
- Children under six
- Immigrants
- Senior citizens
- Non-English speakers
- Student areas age 18-24

What is a Low Response Score (LRS)?

- An estimated level of nonresponse
- Low Response Score of 25 =
 - Estimates that 25% of tract households will not respond
- Census tracts ideally contain about 4,000 people and 1,600 housing units

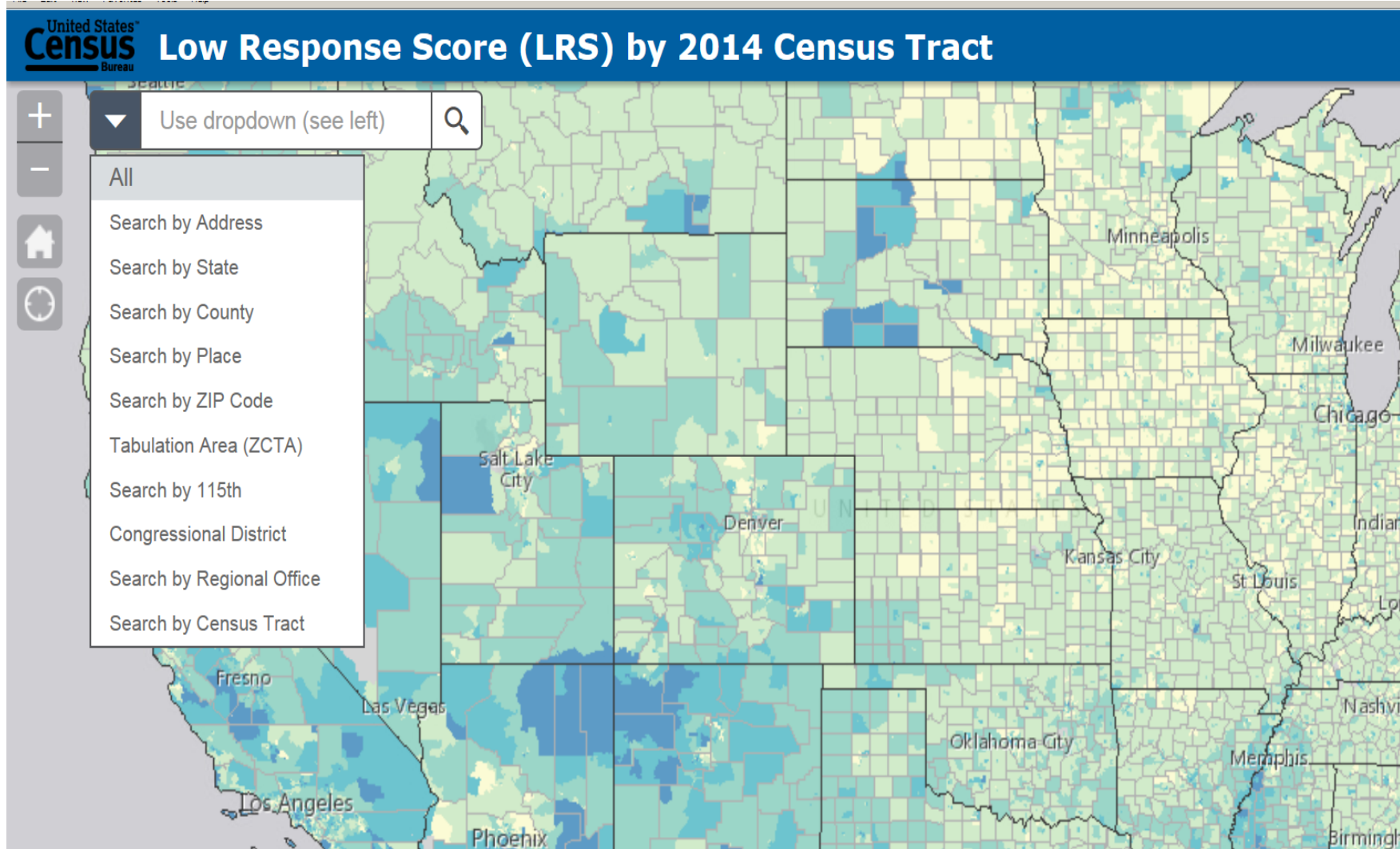
Application Interface Overview



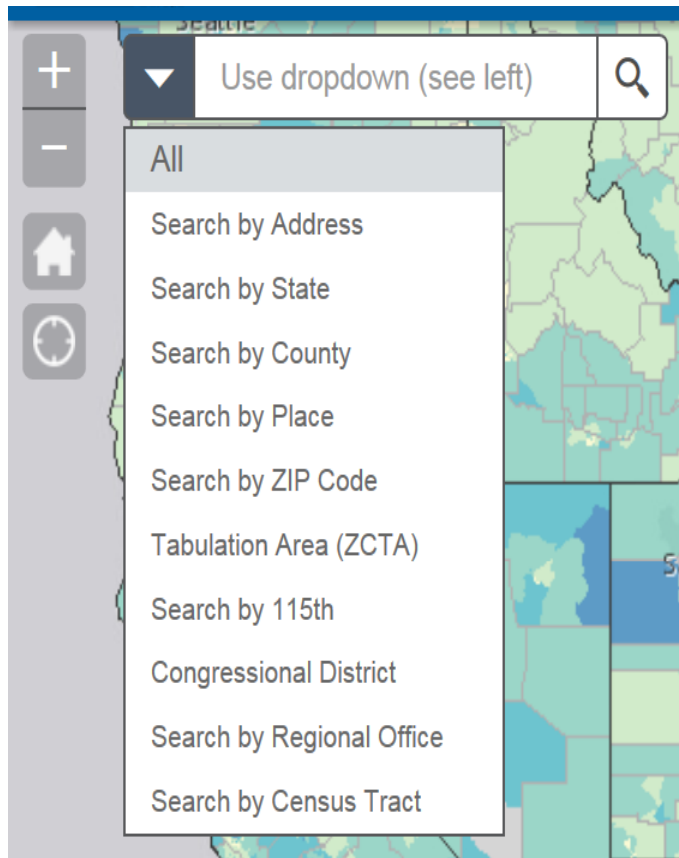
ROAM Live-Demo

<https://census.gov/roam>

Navigate to a Geographic Entity

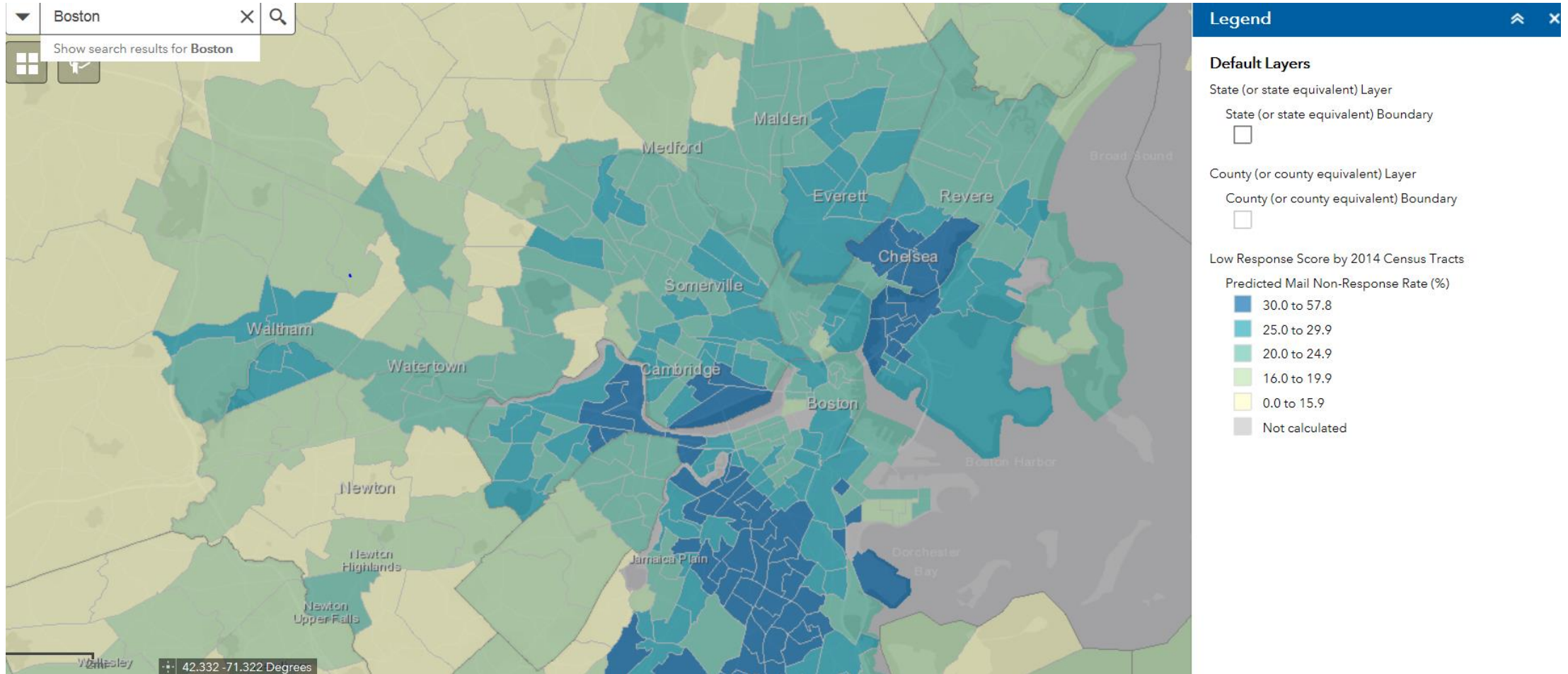


Navigate to a Geographic Entity - *continued*



- **Address** – type in street address
- **State** – type in name of state
- **County** – type in name of county (Montgomery County, MD)
- **Place** – type in name of place (e.g., Plano, TX)
- **ZIP Code Tabulation Areas** – type in the five-digit ZIP Code
- **115th Congressional District** – type in the GEOID geographic identifier of congressional district.
- **Regional Office** – type in name of a regional office
- **Census tract** – type in GEOID of a census tract

Color Coded Predicted Non-Response Rate



Changing Basemap

The screenshot shows a web-based map application. The top left corner features the 'United States Census Bureau' logo and the title 'Low Response Score (LRS) by 2014 Census'. Below the title is a search bar with the placeholder text 'Enter a place name' and a search icon. The map itself is a dark gray canvas showing various city names and geographical features. On the right side, there is a 'Basemap Gallery' panel with four basemap options: 'Dark Gray Canvas', 'Imagery', 'Imagery with Labels', and 'Light Gray Canvas'. Each option is represented by a small thumbnail image. The 'Dark Gray Canvas' option is highlighted with a blue border. The map interface also includes standard navigation controls like zoom in (+), zoom out (-), home, and refresh buttons.

Note* You must remove default layers to see these dark, rich, contrasting images.

Changing Basemap - *continued*

The screenshot shows the 'United States Census Bureau' interface for 'Low Response Score (LRS) by 2014 Census'. The map displays various tracts in shades of blue and green, representing different LRS levels. A 'Basemap Gallery' panel is open on the right, showing four basemap options: 'Dark Gray Canvas', 'Imagery', 'Imagery with Labels', and 'Light Gray Canvas'. A blue arrow points to the 'Basemap Gallery' button on the map interface.

Helpful Hint* If default layers remain checked, your basemap will show:

- State boundaries
- County boundaries
- Low Response Score by Tract

Adding and Deleting Bookmarks

The screenshot displays the U.S. Census Bureau's interactive map tool. The main map area shows 'Low Response Score (LRS) by 2014 Census' data for various geographic areas in Colorado, including Westminster, Thornton, Golden, Denver, and Englewood. A purple arrow points to a bookmark icon in the top-left toolbar. On the right, a 'Bookmark' panel is open, showing a text input field containing 'Denver, CO' and a '+' button to the right. Below the map, a 'Delete' button is visible.

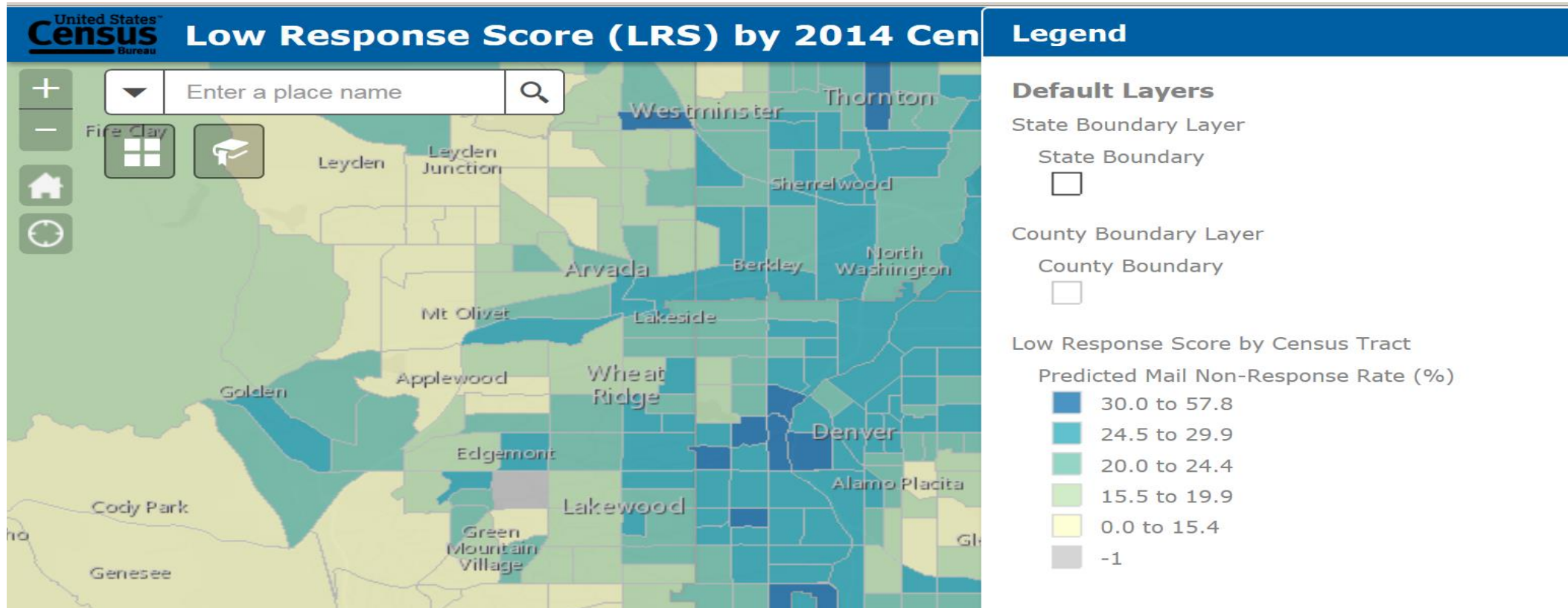
Enter name of bookmark and then click the “+” sign to add.

Using the Legend

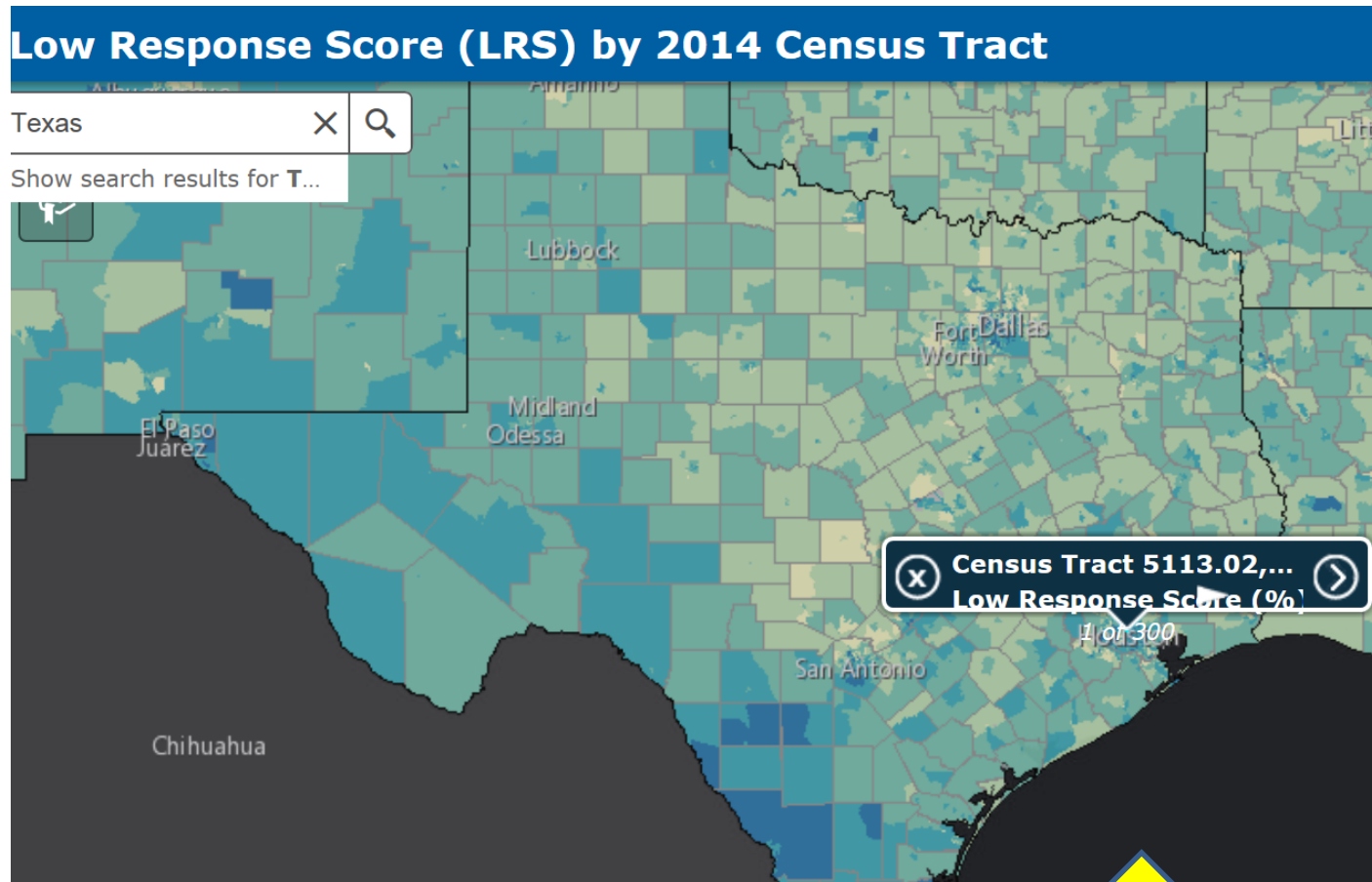


United States Census Bureau **Low Response Score (LRS) by 2014 Census Tract** [Layers icon] [Layers icon] [Info icon]

The Legend defines the geographic boundaries included on the map by name and symbol as well as the Low Response Score. The layers visible in the Legend reflect the layers currently visible on the map.



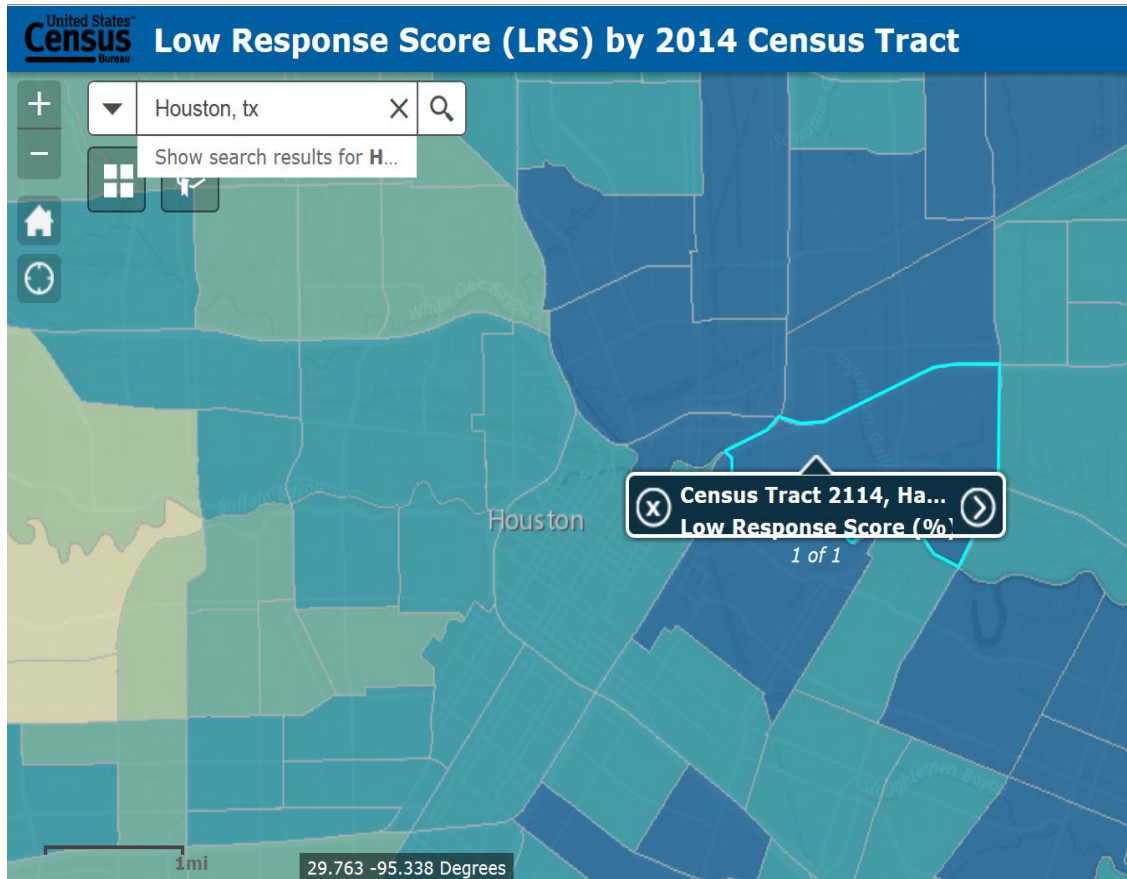
Census Tract Data



Notice, if you try to click on a Houston tract from the State view, the tract pop-up will show 1 of 300 tracts.

Tract Demographic Data

Colored Tracts



Tract Data Pop Up

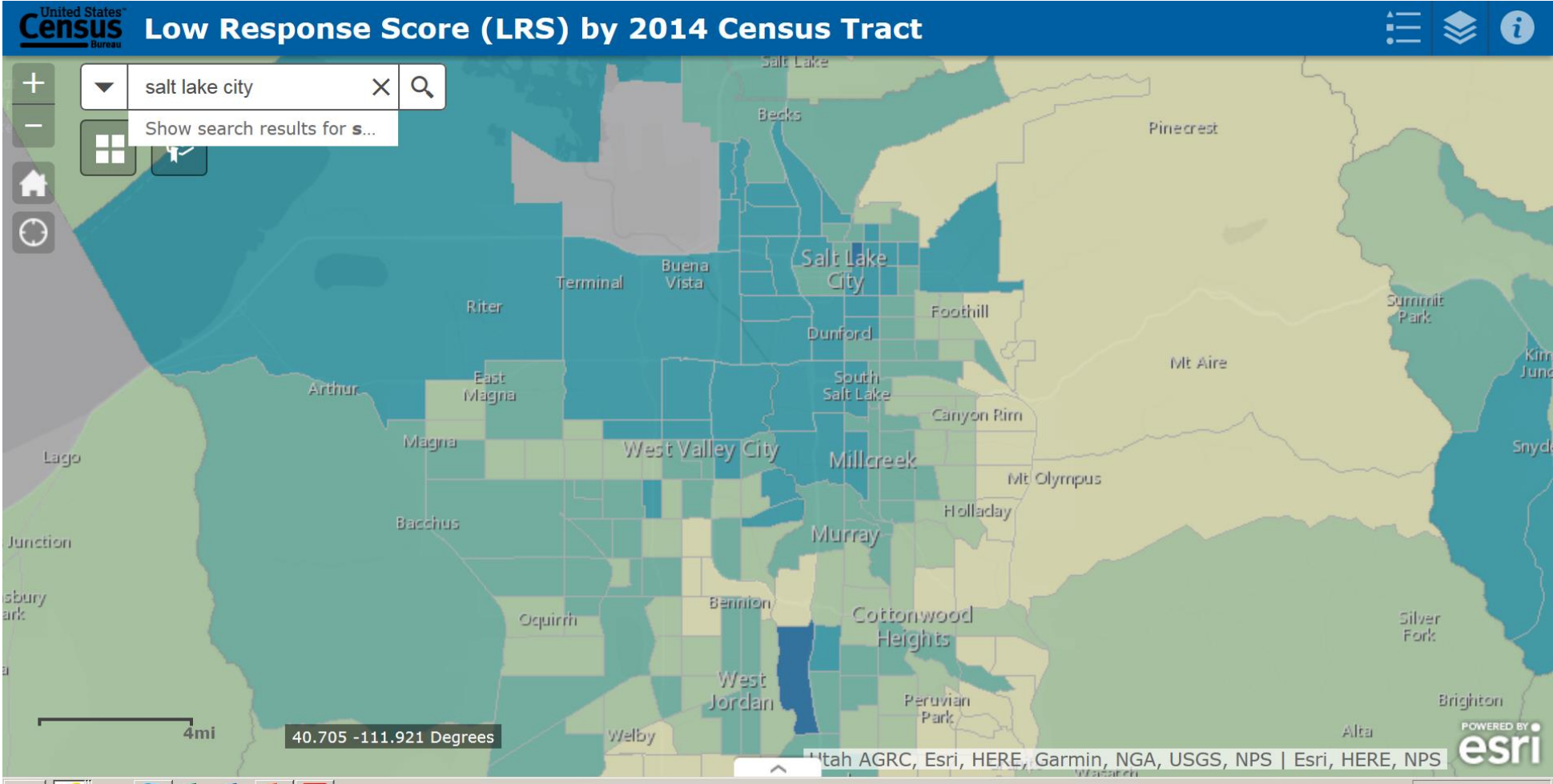
1 of 1

Census Tract 2114, Harris County, TX
Low Response Score (%): 32.0

2010-2014 ACS 5-year estimates

Total Population: 3,789
Median Household Income (\$): 25,000.00
Non-Hispanic, Black (%): 58.0
Non-Hispanic, White (%): 6.9
Hispanic (%): 32.8
Asian (%): 2.3
Native Hawaiian or Other Pacific Islander (%): 0.0
American Indian or Alaska Native (%): 0.0
Below Poverty Level (%): 35.3
Not High School Graduate (%): 30.9
Renter Occupied Housing Units (%): 60.2
Vacant Housing Units (%): 13.9
No One in Household Age 14+ Speaks English "Very Well" (%): 8.1
Population 18-24 (%): 9.9
Population 65 and Over (%): 7.3
Family Occupied Housing Units with Related Children Under 6 (%): 53.5
Multi-Unit (10+) Housing (%): 20.1

Accessing the Data Table



Accessing the Data Table

United States Census Bureau **Low Response Score (LRS) by 2014 Census Tract**

Search: salt lake city

40.744 -111.930 Degrees

Options Filter by Map Extent Zoom to Clear Selection Refresh

1 2 3 4 5

Options

- Show Selected Records
- Show Related Records
- Filter
- Show/Hide Columns
- Export All to CSV

TRACTCE	GEOID	NAME	NAME
962700	56001962700	9627	Censu 9627

Options Filter by Map Extent Zoom to Clear Selection Refresh

Census Tract Pop-up

STATEFP	COUNTYFP	TRACTCE	GEOID	NAME	NAMELSAD	FULLNAME	ALAND	AWATER	LRS	Tot_Pop
49	035	111500	49035111500	1115	Census Tract 1115	Census Tract 1115, Salt Lake County, UT	7,533,664	0	29.33330842	1,687
49	035	102100	49035102100	1021	Census Tract 1021	Census Tract 1021, Salt Lake County, UT	466,832	0	31.04535971	1,305

43 features 1 selected

ROAM Web Links

- ROAM <https://census.gov/roam>
- ROAM USE GUIDE [https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM User Guide.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM_User_Guide.pdf)
- ROAM FAQ [https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM FAQ.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM_FAQ.pdf)
- Census Bureau Planning Database https://www.census.gov/research/data/planning_database/
- Link for FIPS codes: <https://census.missouri.edu/geocodes/?state>

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For additional information the 2020 Census, and our data products, visit

www.census.gov.