



Bureau of the Census

Mission Statement:

To be the preeminent collector and provider of data about the people and economy of the United States.

The goal of the U.S. Bureau of the Census is to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The data provided by the Bureau of the Census shape important policy decisions that help improve our nation's social and economic conditions:

- Census data are used to distribute hundreds of billions of dollars in federal funding.
- Census data provide the basis for estimating the gross domestic product and leading economic indicators.
- Census data determine the apportionment of Congressional seats, as mandated in the Constitution.
- Census data inform us about education, income, poverty, and health insurance coverage.
- National, state, and local governments use Census data to formulate policy.
- Large corporations and local businesses use Census data to devise their business plans.

The credibility, expertise, and high statistical standards of the Bureau of the Census routinely elicit response rates of 90-95% for household surveys and 80% for business surveys. This allows the Bureau of the Census to provide the most accurate and reliable information available.

The Bureau of the Census has developed four bureau-wide strategic goals to achieve its mission. All goal-level strategies fall within one, or a combination, of these bureau-wide strategies:

- Valuing our employees
- Innovating in our work
- Responding to our customers
- Improving public cooperation.

The four performance goals for the FY 2003 Annual Performance Plan are to

1. Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public
2. Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policymakers, federal, state, and local governmental agencies, businesses, and the public
3. Re-engineer the 2010 Decennial Census to be more efficient and cost-effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates
4. Provide the mission critical support for tools and capabilities that improve processes, products, and services for our surveys and censuses.

Priorities

The Bureau's mission is to collect and provide high-quality statistics about the American people and economy. The Decennial Census is well known because it is a national event that involves everyone every 10 years. However, less widely known is that the Bureau continually conducts numerous other censuses and surveys for government, private entities, and individuals.

To deliver high value, the Bureau must target measurement to those trends and segments of our population and economy that are most critical to continued American success and prosperity. In FY 2003, the Bureau will focus activities in these areas through a variety of priority program efforts that continue to improve ongoing statistical programs. These include completing Census 2000, planning the 2010 Census, obtaining comprehensive economic data through the 2002 Economic Censuses and the 2002 Census of Governments, and conducting the Demographic Surveys Sample Redesign program. The Sample Redesign program improves the quality of the existing household surveys by updating the methodology for selecting samples and incorporating the results of the most recent Decennial Census. Additionally, the Bureau plans to improve on its data dissemination, obtain e-commerce and services sector data, and expand export-import trade data collection, analysis, and dissemination.

FY 2003 Program Changes

Salaries and Expenses

	Base		Increase/Decrease	
	FTE	Amount	FTE	Amount
Current Economic Statistics	1,280	\$125,833	176	+\$23,615
Improve Quality and Accelerate Release of Trade Statistics			+59	+\$12,960
Improved Measurement of Services in the New Economy			+74	+\$5,463

The economic health of the nation relies heavily upon U.S. produced and manufactured exports and the facilitation of the movement of these shipments. U.S. government decisions concerning trade negotiations, free trade agreements, and monitoring critical technologies rely on timely and accurate trade data and statistics. U.S. business decisions concerning markets, manufacturing, pricing, and competition rely on just-in-time information to ensure continued solvency. This initiative will provide support for the legislatively mandated use of the Automated Export System and provide more timely and accurate trade statistics to meet business and government needs.

This initiative addresses the Bureau's goal of improving current measures of the U.S. economy to meet the needs of policymakers, businesses, and the public. It provides for the development of a comprehensive framework for gathering information on services and improvements in the periodicity and detail of service sector statistics. This initiative provides the Bureau of Economic Analysis (BEA) new source data needed to significantly improve estimates of quarterly gross domestic product (GDP), the annual input-output accounts, and GDP by industry estimates. It provides first-ever measures that profile and describe the "New Economy" while addressing critical data gaps.

	Base		Increase/Decrease	
	FTE	Amount	FTE	Amount
Electronic Business: Measuring Its Impact on the Economy			+43	+\$5,192

E-business is growing very rapidly and is changing not only what firms do but also how they conduct business. Unless the Census Bureau modifies its collection programs to reflect the changes, its economic statistics will deteriorate in quality and relevance. This initiative establishes a program that significantly expands the Bureau's existing e-business measurement program, provides policymakers with key economic information, and provides the business community with first-time information on key industry supply chains including data on their size and how they are changing. Specifically the initiative will provide BEA with annual coverage of the entire wholesale trade sector including electronic marketplaces; provide the Federal Reserve Board, BEA, and other policymakers with detailed annual information on business expenditures on e-business infrastructure including hardware, software, telecommunications, and human capital; implement a first-ever supply chain survey that will document how e-business processes are shifting functions and economic activity among manufacturers, wholesalers, retailers, transportation services, and logistics providers; and highlight measurement problems and suggest program enhancements.

Current demographic statistics	390	\$58,666	+55	+\$2,200
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Restoration of Survey of Income and Program Participation Funding

The Survey of Income and Program Participation (SIPP) is the primary source of data on providing detailed data on income, poverty, health insurance, program participation and eligibility, disability, taxes, noncash benefits, childcare, and dynamic labor force behavior for a cohort of about 35,000 households over a three-year period. This initiative will increase the utility and reliability of SIPP's data by increasing the sample size, field training, and the use of personal, rather than telephone, interviews to increase data quality.

Periodic Censuses

Economic Census	504	\$58,650	312	+\$33,097
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The economic census provides data on manufacturing, mining, retail and wholesale trade and service industries, construction, and transportation. The censuses are conducted every fifth year. FY 2003 is the fourth year in the 2002 Economic Census Cycle. The focus in FY 2003 is on collection and processing of 5 million Economic Census report forms.

Census of Governments	65	\$6,664	3	+\$557
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The census of governments is the only source of comprehensive and uniformly classified data about the economic activities of state and local governments. This census is taken every five years. 2003 is the fourth year in the five-year cycle of the 2002 Census of Governments. The focus for 2003 will be on completing the Government Organization Survey and preparing the result for dissemination. In addition, we will finish the Employment Survey data collection and processing, and initiate data collection for the Financial Survey.

	Base		Increase/Decrease	
	FTE	Amount	FTE	Amount
Intercensal Demographic Estimates	59	\$6,617	24	+\$2,784

In years between decennial censuses, this program develops annual estimates of the population and its demographic characteristics for the nation, states, metropolitan areas, counties, and functioning government units. The Restructured Demographic Accounts initiative will provide funds so that an assessment can be made of the opportunities for improving the way that demographic analysis information is compiled. Specific elements of the process, such as international migration, need to be restructured to ensure the consistency and accuracy of data as it related to Census 2000 and intercensal population estimates. This funding will also allow for the development of a system that would produce “annual estimates” for the major components of demographic change instead of the current, “once a decade” estimates.

2000 Decennial Census	1060	\$153,646	-512	-\$51,536
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The focus for FY 2003 continues to be the tabulation, dissemination, evaluation, and archiving of Census 2000 data products. The Census Bureau will continue working in partnership with state, local and tribal officials across the country so that they fully understand the data provided and will assist jurisdictions in resolving population and boundary questions. We will continue the evaluations program to obtain more information about the quality of Census 2000 data and operations. These evaluations are essential to provide a complete assessment of Census 2000 and to serve as the basis for planning the 2010 Census. Finally, we need to manage the remaining activities to complete Census 2000, including potential litigation.

2010 Decennial Census	958	\$96,516	2,273	+\$122,345
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In order to take advantage of Census 2000 assessments and build on improvements made for Census 2000, the Bureau has begun a process of planning the next decennial census. The plan for the 2010 Census features three key components which will allow us to reduce operational risks, improve accuracy, provide more relevant data, and contain costs:

- Establishment of an early design and planning process that will allow the Census Bureau to fully test all major elements of a simplified, streamlined census designed to collect the basic short form data needed to fulfill important constitutional and legal mandates.
- Full implementation of the American Community Survey, which will be conducted nationwide in every county of the United States and Puerto Rico. Nationally, the sample size will be 3 million households per year. This will produce detailed long form demographic data for every community in the United States by 2008, moving long form data collection from a once every ten years activity out of the 2010 Census and into continual data collection and yearly data dissemination activity
- Enhancing the Census Bureau’s geographic database and associated address list, referred to as Master Address File/Topologically Integrated Coding and Referencing (MAF/TIGER), by replacing the internally developed MAF/TIGER system with one that uses Global Positioning System technology and aerial photography to update and improve the address and street information gathered manually at great expense for Census 2000.

The interdependence of the three component activities can be thought of, metaphorically, in the same way one envisions the interdependence of each leg on a three-legged stool. Activities in these three

areas are highly integrated, complement each other, and form the basis for reengineering the 2010 Census.

In FY 2003, the Census Bureau will focus its planning efforts for the 2010 Census to support the goal of a dramatically re-engineered census with the long form replaced by the American Community Survey. The Bureau will identify design options for the 2010 Census, focusing on the identification of objectives and requirements for the 2003 Census Test. Starting in FY 2003, the American Community Survey will sample 250,000 households each month and produce yearly estimates of population, housing, and economic characteristics for all areas or population groups of 65,000 or more. By 2008, the American Community Survey will provide estimates for the smallest geographic areas and population groups based on three- and five-year rolling averages, which will be updated annually thereafter. To enhance the MAF/TIGER system, the Bureau will focus in FY 2003 on correcting map features and housing unit locations in the first 250 of the nation's 3,232 counties.

	Base		Increase/Decrease	
	FTE	Amount	FTE	Amount
Demographic Survey Sample Redesign	110	\$13,944	0	+\$2,254

This program provides for sample selection of monthly, quarterly and annual household surveys to conform to the redistribution of the population measured in the decennial census. This is done after each decennial census in order to select accurate samples for the major household surveys throughout the decade. The funding increase is required to address programming, development, testing, and production work for selecting new sample households from Census 2000 data in order to have new samples available by 2004, when the current sample expires.

Data Processing Systems	0	\$24,294	0	+\$4,459
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Funds requested for FY 2003 provide for the purchase or renting of hardware and software needed for the Bureau's general purpose computing facilities. The requested increase will provide the funding necessary to fulfill the growing hardware and software maintenance and technical support requirements for the increasing number of systems that process and store the data for the Bureau.

Targets and Performance Summary

See individual Performance Goal section for further description of each measure

Performance Goal 1: Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public

	FY 1999 Target	FY 1999 Actual	FY 2000 Target	FY 2000 Actual	FY 2001 Target	FY 2001 Actual	FY 2002 Target	FY 2003 Target
(1) Household Response Rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey	100%	100%	100%	100%	100%	100%	100%	(1) 90%
(2) Response Rate for the National Health Interview Survey								(2) 87%
(3) Response Rate for the Survey of Income and Program Participation ¹								(3) 62%
from the Survey of Income and Program	5% Time Decrease	9% Time Decrease	Maintain FY 1999 Actual Time Achieved	(1) Two Data Products by 9/30/03				
from the Survey of								(2) One Data Product by 9/30/03
Release Principal Economic Indicators ³	New	New	New	New	New	New	100% on Time	Release All 116 Monthly and Quarterly Principal Economic Indicators According to Pre-announced Time Schedule
Percentage of Household Surveys Attaining Specified Reliability Measurements	100%	100%	100%	100%	100%	100%	100%	N/A

¹ Prior to FY 2003 this measure was worded as "Percentage of household surveys with initial response rates greater than 90%."

² Prior to FY 2003 this measure was worded as "Percentage reduction from time of data collection to data release for selected household surveys."

³ Prior to FY 2003 this measure was worded as "Percentage of principle economic indicators released as scheduled."

Performance Goal 2: Provide the statistical foundation and benchmark measures of the population, economy, and government that meet the needs of policymakers; federal, state, and local government agencies; businesses; and the public

	FY 1999 Target	FY 1999 Actual	FY 2000 Target	FY 2000 Actual	FY 2001 Target	FY 2001 Actual	FY 2002 Target	FY 2003 Target
Implementation of Electronic Reporting and 24/7 Internet Help Desk for the Economic Census	New	New	New	New	New	New	New	2002 Economic Census 24/7 Internet Help Desk Is Operational by 12/20/2002
Conduct the Economic Census and Census of Governments	New	New	New	New	New	New	New	Mailing for the Census of 12/20/02
Response Rate for the Economic Census	New	New	New	New	New	New	New	84%
Census	New	New	New	New	100% of Scheduled Releases	100% of Scheduled Releases	100% of Scheduled Releases	(1) Four Data Products by 9/30/03
Governments								(2) Two Data Products by 9/30/03
								(3) None
Conduct an Evaluation Program to Measure the Effectiveness of Census Operations (See Explanation of Measure Section for Data Products List).	New	New	New	New	New	New	New	Release Eight Evaluation Topic Reports by 9/30/03

⁴ Prior to FY 2003 this measure was worded as "Disseminate Census 2000 products."

Performance Goal 3: Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates

	FY 1999 Target	FY 1999 Actual	FY 2000 Target	FY 2000 Actual	FY 2001 Target	FY 2001 Actual	FY 2002 Target	FY 2003 Target
Implement the American Community Survey	New	New	New	New	New	New	Complete Field Activities Supporting the Release of 2001 Data from the Long Form Transitional Database in Summer of 2002	Release Three Evaluation Reports on the Continuous Measurement Program by 9/30/03
Implement MAF/TIGER Modernization	New	New	New	New	New	New		Complete Map Feature and Housing Unit Location Corrections of 250 Counties by 9/30/03
							Coverage Evaluation	
Conduct Early 2010 Census Planning, Development, and Testing	New	<ul style="list-style-type: none"> Select 2004 Census Test Sites by 12/31/02 Develop and Document Design Requirements for 2004 Census Test by 12/31/02 Develop Detailed Operational Schedule for the 2004 Census Test in April 2004 by 9/30/03 						

Performance Goal 4: Provide mission critical support for tools and capabilities that improve processes, products, and services for our surveys and censuses

	FY 1999 Target	FY 1999 Actual	FY 2000 Target	FY 2000 Actual	FY 2001 Target	FY 2001 Actual	FY 2002 Target	FY 2003 Target
Response to the Annual Boundary and Annexation Survey	New	New	New	New	New	New	81%	New 83%
Meet Milestone Dates for Web-enabled Portal Technology Demonstration Project and for Prototype Imaging Technology Research Project	New	New	New	New	New	New	New	100%

Resource Requirements Summary

(Dollars in Millions. Funding amounts reflect total obligations.)

Information Technology (IT)

Full-Time Equivalent (FTE)

Performance Goal 1: Provide and improve current measures of the U.S. population, economy, and governments that meet the needs of policymakers, businesses, and the public

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Available	FY 2003 Base	Increase/ Decrease	FY 2003 Request
Salaries and Expenses							
Current surveys and statistics							
Current economic statistics	92.1	88.9	102.7	111.7	125.8	23.6	149.4
Current demographic statistics	49.7	47.5	49.8	53.5	58.7	2.2	60.9
Survey Development and Data	3.5	3.5	3.8	4.2	N/A	N/A	N/A
Services							
Mandatory							
Survey of Program Dynamics	10.0	9.4	10.0	10.0	10.0	0.0	10.0
Children's Health Insurance Program	0.0	10.0	10.0	10.0	10.0	0.0	10.0
Reimbursable Obligations	173.4	170.7	205.2	216.8	222.9	0.0	222.9
Periodic Censuses and Programs							
Economic Statistics Programs							
Economic Censuses	53.3	47.5	41.4	53.4	N/A	N/A	N/A
Census of Governments	3.8	3.6	3.1	5.9	N/A	N/A	N/A
Demographic Statistics Programs							
Intercensal Demographic Estimates	5.4	5.4	5.7	6.0	N/A	N/A	N/A
Continual Measurement	20.2	19.9	21.2	27.5	N/A	N/A	N/A
Sample Redesign	5.5	5.1	7.9	13.2	N/A	N/A	N/A
Electronic Information	7.5	5.2	6.1	6.3	N/A	N/A	N/A
Collection							
Geographic Support	41.7	6.5	13.9	19.4	N/A	N/A	N/A
Data Processing Systems	25.3	11.4	11.8	12.5	N/A	N/A	N/A
Suitland Federal Center Reconstruction	0.0	0.0	0.1	25.3	0.0	0.0	0.0
Total Funding	491.9	434.6	492.7	575.7	427.4	25.8	453.2
IT Funding ¹	205.0	375.0	329.0	256.0	N/A	N/A	127.7
FTE	5,753	5,502	6,102	6,646	5,373	231	5,604

Performance Goal 2: Provide the statistical foundation and benchmark measures of population, economy, and government that meet the needs of policymakers, federal, state, and local governmental agencies, businesses, and the public

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Available	FY 2003 Base	Increase/ Decrease	FY 2003 Request
Periodic Census and Programs							
Economic Statistics Programs							
Economic Censuses	N/A	N/A	N/A	N/A	58.6	33.1	91.7
Census of Governments	N/A	N/A	N/A	N/A	6.7	0.5	7.2
Demographic Statistics Programs							
Intercensal Demographic Estimates	N/A	N/A	N/A	N/A	6.6	2.8	9.4
2000 Decennial Census	1,083.9	4,106.1	441.5	161.8	157.6	(51.5)	106.1
Electronic Information Collection	N/A	0.6	N/A	N/A	0.0	0.0	0.0
Geographic Support	N/A	26.0	20.9	5.8	0.0	0.0	0.0
Data Processing Systems	N/A	11.4	11.8	12.3	0.0	0.0	0.0
Sample Redesign	N/A	N/A	N/A	N/A	13.9	2.3	16.2
Suitland Federal Center Reconstruction	0.0	0.0	0.2	17.6	0.0	0.0	0.0
Total Funding	1,083.9	4,144.1	474.4	197.5	243.4	(12.8)	230.7
IT Funding ¹	214.0	95.0	59.0	40.0	N/A	N/A	106.9
FTE	14,886	80,939	4,563	1,114	1,798	(173)	1,625

Performance Goal 3: Re-engineer the 2010 Decennial Census to be more efficient and cost effective, provide richer data, improve coverage, and reduce risk in meeting constitutional and legislative mandates

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Available	FY 2003 Base	Increase/ Decrease	FY 2003 Request
Periodic Census and Programs							
2010 Decennial Census	New	New	New	65.0	96.5	122.4	218.9
Geographic Support	New	New	New	13.6	0.0	0.0	0.0
Total Funding	New	New	New	78.6	96.5	122.4	218.9
IT Funding ¹	New	New	New	47.3	N/A	N/A	113.5
FTE	New	New	New	793	958	2,273	3,231

Performance Goal 4: Provide mission critical support for tools and capabilities that improve processes, products, and services for our surveys and censuses

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Available	FY 2003 Base	Increase/ Decrease	FY 2003 Request
Salaries and Expenses							
Survey Development and Data Services	New	New	New	New	4.9	0.0	4.9
Periodic Census and Programs							
Electronic Information Collection	New	New	New	New	6.8	0.0	6.8
Geographic Support	New	New	New	New	41.3	0.0	41.3
Data Processing System	New	New	New	New	24.2	4.5	28.7
Suitland Federal Center Reconstruction	New	New	New	New	0.0	0.0	0.0
Total Funding	New	New	New	New	77.2	4.5	81.7
IT Funding ¹	New	New	New	New	N/A	N/A	56.4
FTE	New	New	New	New	424	0	424

Grand Total							
	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	Increase/	FY 2003
	Actual	Actual	Actual	Available	Base	Decrease	Request
Salaries and Expenses	145.3	139.9	156.3	169.4	189.4	25.8	215.2
Periodic Census and Programs	1,247.1	4,248.7	585.6	445.6	412.2	114.2	526.4
Mandatory Programs	10.0	19.4	20.0	20.0	20.0	0.0	20.0
Total Funding	1,575.8	4,578.7	967.1	851.8	844.5	140.0	984.5
Direct	1,402.4	4,407.6	761.9	635.0	621.6	140.0	761.5
Reimbursable ²	173.4	171.0	205.2	216.8	222.9	0.0	222.9
IT Funding ¹	419	470	388	343.3	N/A	N/A	404.5
FTE	20,639	86,441	10,380	8,553	8,553	2,331	10,884

1 IT funding included in total funding

2 Reimbursable funding included in total funding

Skills Summary:

The Bureau's program staff skills and expertise include large-scale census and survey methodology, statistical standards and methodology, large database development and management, data processing and analysis, confidentiality expertise, and data dissemination.

FY 2003 Performance Goals

Performance Goal 1:

Provide and Improve Current Measures of the U.S. Population, Economy, and Governments that Meet the Needs of Policymakers, Businesses, and the Public

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This goal was previously worded as: "Develop relevant, accurate, and timely national and community economic and household statistics for decisionmaking.")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably

Rationale for Performance Goal

Demographic Statistics:

The Bureau's demographic statistics program staff is responsible for developing plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics and on the size and characteristics of the housing inventory. The Bureau of the Census undertakes analytical research on emerging issues and trends, such as the condition of children and the elderly, the employment of disabled individuals, and the characteristics of immigrants.

Directing and coordinating technical and developmental work on the collection and analysis of data by race, Hispanic origin, and ancestry are major responsibilities. This work results in reports on the characteristics of special population groups and on American Indian Tribes and Alaska Native Village areas. An important aspect is examining reporting issues, such as error or bias in these data.

Official statistics on income, poverty, and health insurance coverage, as well as longitudinal data on income and program participation that federal agencies use to develop, modify, and monitor income transfer programs, come from demographic programs. Especially important are data necessary to determine the impact of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, often called welfare reform.

Demographic program staffers conduct much of the foundational analysis and research underlying the U.S. Office of Management and Budget's (OMB's) decisions on national statistical standards on topics such as occupational classifications, metropolitan areas, and race and ethnicity.

The demographic programs also plan and conduct surveys and special censuses, funded by other federal agencies that focus on topics of national importance, such as unemployment, crime, health, education, and consumer expenditures.

Economic Statistics:

The Bureau's economic statistics program staff is responsible for statistical programs that count and profile U.S. businesses and government organizations in a rapidly evolving economic environment. This includes conducting Economic Censuses and a Census of Governments every five years; carrying out more than 100 separate surveys monthly, quarterly, and annually, including principal economic indicators; producing voluminous merchandise export and import statistics monthly; accomplishing extensive compilations of administrative records; and undertaking numerous research and technical studies.

In addition, economic statistics program staffers conduct a number of surveys under reimbursable agreements with other federal agencies such as the Bureau of Justice Statistics, the National Center for Education Statistics, the Bureau of Transportation Statistics, the Federal Reserve Board, the Environmental Protection Agency, the Agency for Health Care Research and Quality, the Department of Energy, and the Department of Housing and Urban Development.

The major activities of the economic statistics programs include

- Providing statistics that are critical to understanding current conditions in the U.S. economy, including principal federal economic indicators
- Producing economic statistics that provide 75% of the source data used in preparing gross domestic product estimates, one of the nation's most important barometers of current economic activity
- Providing information on the labor, capital, and material inputs to, as well as the outputs of, the nation's manufacturing, mining, and construction industries
- Conducting company-based surveys for the collection of financial data, including data on capital investment, income, payroll, assets, and expenditures
- Collecting, processing, and compiling statistical data relating to U.S. merchandise trade (exports, imports, and transportation) with foreign countries and Puerto Rico and the Virgin Islands; detailed trade information is available on both a monthly and annual basis for 17,000 import commodities and 10,000 export commodities
- Conducting annual sample surveys of state and local government finances and employment and producing quarterly measures of taxes and government assets
- Conducting surveys for other government agencies related to federal, state, and local government activities
- Undertaking reimbursable activities (surveys and special tabulations) that take advantage of the economic program's processing infrastructure and core competencies.

Measure 1a: (1) Household Response Rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey; (2) Response Rate for the National Health Interview Survey; and (3) Household Response Rate for the Survey of Income and Program Participation

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Percentage of household surveys with initial response rates greater than 90%")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target ¹	100%	100%	100%	100%	(1) 90% (2) 87% (3) 62%
Actual	100%	100%	100%		
Met/Not Met	Met	Met	Met		

¹ See italicized statement above regarding rewording of the measure and recharacterization of the associated targets.

Data Validation and Verification:

Data source: The Bureau of the Census collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.

Frequency: Performance measures are available at the time of a survey’s public data release.

Data storage: Survey performance data are in Census Bureau databases and are published in public press releases and data reports (source and reliability statements in every release).

Verification: The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared with these standards to verify that the specified reliability measurements are attained.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

Maintaining a high response rate for household surveys ensures that the Bureau’s survey information is always reliable, comparable, and widely accepted by customers over the longer term. We are confident that for many of our major household surveys, such as the Current Population Survey (CPS), the National Crime Victimization Survey, and the American Housing Survey, we can maintain a 90% or better response rate. The National Health Interview Survey is slightly more difficult to conduct, because it features weekly interviews. For the latter survey, we have set a target response rate of 87%.

Some household surveys are designed to follow respondents when they move to new locations. These longitudinal design surveys such as the Survey of Income and Program Participation (SIPP) typically have response rates that decline below initial rates over time. Because of multiple interviews, respondents are more reluctant to participate, which lowers the initial rate. The lower rates are reported when data are released. We are taking several actions to keep these response rates as high as possible:

- Two incentive projects: The first allows Field Representatives discretion to give a household a \$40 incentive if that household is a refusal or seems potentially a refusal if, and only if, that household completes the interview. Additionally, another group of households who have refused the previous interview are mailed a \$40 incentive to encourage cooperation for the next interview.
- Social Security Number (SSN) question placement: Historically SSN was asked in the first

- interview given by a household in the panel. Because first interview refusals are higher than those of any subsequent interview in the longitudinal panel, the request for SSN was moved to the second interview of the panel.
- Director's letters: The Bureau sends director's letters, which describe an upcoming interview, to each household before the interview in question. The Bureau has rewritten these letters to reflect the results of extensive cognitive testing designed to encourage participation in the survey.
 - Field representative training: The Bureau has conducted additional training for field representatives that emphasizes the many uses of the survey in important policy applications for federal programs.

The FY 2001 performance level for this measure was achieved as the measure was then worded. In FY 2001, the initial response rates for the Current Population Survey, the National Crime Victimization Survey, the American Housing Survey, and the American Community Survey were all greater than 90%. There were no changes to the FY 2002 Performance Plan, but the measure has been expanded for FY 2003 to include longitudinal surveys for which the high initial response rates are difficult to maintain over time.

Measure 1b: (1) Release Data Products from the SIPP and (2) Release Data Products from the Survey of Program Dynamics (See the Explanation of Measure Section for Data Products List)

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Percentage reduction from time of data collection to data release for selected household surveys.")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target ¹	5% Time Decrease	Maintain FY 1999 Actual Time Achieved	Maintain FY 1999 Actual Time Achieved	Maintain FY 1999 Actual Time Achieved	(1) Two Data Products by 9/30/03 (2) One Data Product by 9/30/03
Actual	9% Time Decrease	Maintain FY 1999 Actual Time Achieved	Maintain FY 1999 Actual Time Achieved		
Met/Not Met	Met	Met	Met		

¹ See italicized statement above regarding the rewording of the measure and recharacterization of the associated targets.

Data Validation and Verification:

Data source: Data collection dates are published in advance. These set the baseline for release dates.

Frequency: As scheduled

Data storage: Census Bureau databases and public data releases

Verification: Data are verified by comparison with past release dates. Official responses to customers will verify customer satisfaction.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

The Bureau has achieved optimal release times for many long-standing household surveys; for example, the Bureau releases data from the American Housing Survey nine months after collection. Other household surveys have different schedules based on their designs. This measure addresses newer surveys and survey supplements, such as SIPP and the Survey of Program Dynamics (SPD). The FY 1999 performance target was to decrease the time before data release by 5%. The Bureau exceeded that target, reducing the time by 9%. The FY 2000 and FY 2001 performance goals to maintain the FY 1999 level were met. For SIPP, the Bureau was able to maintain the 9% time reduction that was established in FY 1999 (the SPD was not part of the measure in FY 2001 or FY 2002). For FY 2003, we are slightly modifying the measure to provide a list of data products from these surveys that we will release by 9/30/2003.

SIPP-- SIPP collects a "core" of data items on detailed income, program participation, and work experience at four-month intervals from a cohort of households that are in the sample for approximately three years. Each four-month interval is referred to as a "wave" of interviewing and in addition to the core items, questions measuring other aspects of household economic and social well-being are included as "topical modules" during each wave. The core data supplies longitudinal (studies in which variables relating to an individual or group of individuals are assessed over a period of time) measures over the life of the panel while the topical module data supplies cross-sectional (studies that focus on phenomena that occur during a precise time interval - such as a calendar year) measures at one or more points in time. By 9/30/2003, we will release the following data products for the Survey of Income and Program Participation:

- **Waves 1-4 Core Data Longitudinal File from the 2001 Panel**

Core data longitudinal files are used to measure and model federal benefit programs and are valuable because they allow longitudinal studies of dynamic changes in the same households over time. The following lists some of these uses:

- The Social Security Administration uses these data to model social security insurance benefits, measure the effects of social security benefits for couples versus surviving spouses, and project baby boomer retirement incomes
- The Congressional Research Service uses these data to conduct policy research and microsimulations of periods of unemployment, of periods with and without health insurance, and of participation rates for programs such as AFDC and Medicaid
- The National Academy of Sciences uses these data to explore alternative measures of poverty
- Numerous educational institutions use these data to study job turnover statistics, job transitions and family instability, demographic characteristics and labor force turnover, and poverty and welfare reciprocity.

- **Wave 1 and 2 Topical Module Files from the 2001 Panel**

Topical modules data are also used for a variety of measurement and modeling activities related to federal benefit programs (like food stamps) and for providing data on specific topic areas. The value of this type of data lies in the level of detail and uniqueness. The following lists some of these uses:

- The Department of Agriculture uses these data to model food stamp eligibility and measure food stamp program participation by using asset amounts, child care expenses, medical expenses, real estate holdings, shelter costs, and work disability. No other nationally representative data source has the detail required to determine eligibility for this program.
- The Department of Health and Human Services uses these data to measure the economic effect of disabling medical conditions on children and adults and to measure the effect of welfare reform on the disabled.

- The Department of Labor uses these data to identify the characteristics of workers with and without pensions and health plan coverage.

SPD--The SPD is a follow-on survey conducted with SIPP respondents from the 1992 and 1993 panels who were last interviewed in 1995 and 1996, respectively, to comply with the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, commonly known as the 1996 Welfare Reform Act.

By 9/30/2003, we will release the following data product from the SPD:

- **SPD Longitudinal Data File Covering Calendar Years 1992-1994 and 1996-2000**

This file contains the full set of data collected from the SPD cohort that was part of the previous 1992 and 1993 SIPP panel as well as updates collected as part of the SPD in 1997, 1998, 1999, 2000, and 2001. The SPD also includes extended measures of child well-being, detailed residential history, and data on adolescent behaviors and activities that were added to assist in the assessment of the 1996 passage of welfare reform legislation.

To date, several state and federal government agencies, universities, and research organizations have requested and received copies of the SPD datasets. Some of the SPD data users include OMB, the General Accounting Office, the Institute for Women's Policy Research, the Rand Corporation, the Department of Health and Human Services, and the Department of Agriculture. These data users have reported on or plan to report on welfare-reform-related topics such as child, teen, and adult well-being and poverty status.

Measure 1c: Release Principal Economic Indicators

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Percentage of principal economic indicators released as scheduled.")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	100% on Time	Release All 116 Monthly and Quarterly Principal Economic Indicators According to Pre-announced Time Schedule
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: Data collection dates are published in advance. These set the baseline for release dates.

Frequency: As scheduled

Data storage: Census Bureau databases and public data releases

Verification: The Bureau compares with release schedule.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

This was a new specific performance measure for FY 2002. The Bureau of the Census provides statistics that are critical to understanding current conditions in our economy. These statistics include the principal federal economic indicators, which drive national monetary policy, federal economic

policymaking and investment, and business decisions. These principal economic indicators include the Advance Retail Sales; Manufacturing and Trade: Inventories and Sales; Monthly Wholesale Trade; Advanced Report on Durable Goods, Manufacturers' Shipments, Inventories, and Orders; Construction Put in Place; Quarterly Financial Report (QFR): Manufacturing, Mining, and Wholesale Trade; New Residential Construction; New Residential Sales; QFR: Retail; Housing Vacancies; and the U.S. International Trade in Goods and Services, jointly released with the Bureau of Economic Analysis (BEA). Previously, the U.S. International Trade in Goods and Services measure was reported in the BEA's Annual Program Performance Report and Annual Performance Plan with reference to the Bureau of the Census's data collection and processing responsibilities.

OMB statistical directive no. 3 requires that data for our principal economic indicators be released within prescribed time periods. For most monthly indicators this means that they must be made available within one month of the end of the reference period and for the quarterly indicators within two and a half months. Release dates for these indicators are available at www.census.gov/epcd/econ/www/indijun/htm. Our goal is to release all 116 monthly and quarterly principal economic indicators on time throughout FY 2003.

FY 2001 Program Evaluations for Census Performance Goal 1: Provide and Improve Current Measures of the U.S. Population, Economy, and Governments that Meet the Needs of Policymakers, Businesses, and the Public

The Bureau's statistical program evaluations are numerous and ongoing. One measure we use to determine data reliability is initial response rates. One measure we use to determine timeliness is the elapsed time from data collection to data release. The following are some FY 2001 examples of our program evaluations.

Demographic Statistics:

The Bureau regularly generates quality profiles and project management reports for both reimbursable and bureau-sponsored demographic surveys. These profiles and reports provide statistical measures of reliability and note compliance with or accomplishment of project tasks.

Economic Statistics:

Evaluation of programs by the economic statistics staff has led to better measures of capital expenditures by American companies, improved the Bureau's ability to capture data on e-commerce activities, clarified what information companies can provide on their pollution abatement activities, and periodically documented, as required by OMB, the statistical rigor of the methodologies used to produce the principal economic indicators.

Discontinued Measures

Percentage of Household Surveys Attaining Specified Reliability Measurements

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	100%	100%	100%	100%	Discontinued
Actual	100%	100%	100%		
Met/Not Met	Met	Met	Met		

Data Validation and Verification:

Data source: The Bureau collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.
Frequency: Performance measures are available at the time of a survey's public data release.

Data storage: Survey performance data are in Census Bureau databases and are published in public press releases and data reports (source and reliability statements in every release).

Verification: The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared with these standards to verify that the specified reliability measurements are attained.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

We routinely build reliability measures into the design of household surveys based on the requirements of the survey sponsor. These measurements, which define the precision of the survey, are built into the survey design at the front end.

Of all of our surveys, 100% met this measure. The methodological standards that we use to validate our performance are published in various documents including source and accuracy statements and quality profiles.

However, the measure as defined is not useful in assessing the reliability of survey data, because the measure only addresses a narrow definition of quality. Expanding the measure to cover more quality aspects is not feasible at this time. The Bureau's emphasis is on improving efficiency and timeliness of providing data without jeopardizing quality.

Cross-cutting Activities

Intra-Department of Commerce

The Bureau works closely with other statistical agencies, in particular BEA. BEA is a primary customer for the Bureau of the Census's economic and demographic data. For example, BEA uses self-employment earnings data from the current population survey to improve the national income products accounts.

The Bureau of the Census is working with the International Trade Administration to produce customized statistics on exported services. The International Trade Administration will fund the production of these statistics.

Other Government Agencies

Bureau of Labor Statistics—The Bureau of Labor Statistics shares costs for the Bureau of the Census's major annual CPS. The CPS provides the Bureau of Labor Statistics with monthly unemployment numbers that are used to calculate the change in unemployment rates from previous months, which is a critical measure of the nation's economy.

Interagency Council on Statistical Policy—Under the auspices of OMB, the Bureau of the Census is a major participant in this council, which works to improve the collaborative activities of federal statistical agencies. Activities of the Council have led to standardized data and concepts, technology transfers, methodology exchange, collaborative research, process improvement, better customer service, reduced respondent burden, and infrastructure sharing.

The Interagency Council on Statistical Policy established an interagency team on performance measurement and reporting in 1999 to review the performance plans of the statistical agencies and to recommend common approaches. The team has prepared a report that discusses performance indicators for statistical agencies and presents guidelines for a common approach to reporting

performance.

State governments – The State Data Center (SDC) program is one of the Bureau of the Census's most longstanding and successful partnerships. This cooperative program between the states and the Bureau of the Census was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments. The Bureau disseminates demographic data relating to poverty, income, population trends, child health insurance issues, and other important measures to SDCs for distribution throughout local communities. The Business and Industry Data Center (BIDC) program was added in 1988 to meet the needs of local business communities for economic data. State governors appoint data center lead organizations.

Government/Private Sector

The Bureau of the Census consults intensively with businesses and business associations in the development of economic surveys.

International/Private Sector

The International Programs Center (IPC), which is part of the Bureau of the Census's Population Division, conducts demographic and socioeconomic studies and strengthens statistical development around the world through technical assistance, training, and software products. Its work is commissioned and funded by federal agencies, international organizations, nongovernmental organizations, private businesses, and other governments. For more than 50 years, the IPC has assisted in the collection, processing, analysis, dissemination, and use of statistics with counterpart governments throughout the world.

External Factors and Mitigation Strategies

Public perception of both government and nongovernment intrusion into personal and business information privacy is increasingly negative. This affects the response to surveys and censuses and will be a significant factor affecting the future performance of the Bureau of the Census.

One major mitigation strategy for this problem is to continually inform the public of our privacy and confidentiality policies for all Census Bureau activities. This involves publishing our policy statements via the Bureau of the Census web site and carrying out other information activities. The web site indicates the Bureau's privacy policy in the following areas:

- Web site visitor activities
- Purchase of Bureau of the Census products over the Internet
- Privacy for respondents to online surveys and censuses
- Document accessibility and links to third-party sites via the Internet
- The Bureau of the Census's confidentiality policy, which describes how the agency protects individual or business establishment confidentiality and the penalties for wrongful disclosure of Census Bureau information.

**Performance Goal 2:
Provide the Statistical Foundation and Benchmark Measures of the
Population, Economy, and Government that Meet the Needs of
Policymakers; Federal, State, and Local Governmental Agencies;
Businesses; and the Public**

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This goal was previously worded as: "Conduct the Decennial Census (FY 2000, FY 2001, and FY 2002).")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably

Rationale for Performance Goal

The Bureau of the Census's benchmark programs are the source for baseline information upon which most data-based decisions and activities take place. These programs collect or utilize data collected at regular intervals (such as every five or 10 years) from an enormous universe of respondents, in contrast to the current surveys, which take place more frequently (such as monthly) and involve only samples of respondents. Whether it is information gathered through the 2000 Census of Population and Housing, the upcoming 2002 Economic Census and 2002 Census of Governments, or the Intercensal Demographic Estimates that provide baseline demographic information in between the decennial censuses, if you want the standard in basic information about the U.S. population or the economy, the place to look is the Census Bureau's benchmark programs.

The demographic programs provide the data used to allocate nearly \$200 billion dollars in federal funds each year, conduct the analyses that underlie the statistical definitions and standards used by the entire federal government in policy decisions, and establish the baseline sample units that underlie virtually every survey conducted in the United States by both private and public sectors.

The economic statistics programs count and profile U.S. businesses and government organizations in a rapidly evolving economic environment. This includes conducting an Economic Census and a Census of Governments every five years. The Economic Census covers all nonagricultural sectors of the economy, publishes data on the activities of more than 22 million businesses and more than 1,100 industries, and provides detailed geographic information.

As a complement to the sectoral Economic Census program components, the Bureau of the Census also conducts a series of related programs to collect information on topics of special interest, for example, minority and women-owned businesses, the characteristics of the nation's trucking fleet, business expenses, the flow of commodities, and the economies of Puerto Rico, Guam, the Virgin Islands, American Samoa, and the Northern Mariana Islands.

The Census of Governments represents the primary source of facts about the structure and function of the public sector of the U.S. economy. It provides essential information to Congress and federal agencies for planning and evaluating programs that involve intergovernmental relationships. The census contributes an important element for constructing composite national economic measures,

such as gross domestic product, the Bureau of Economic Analysis’s input-output tables that measure market sectors, and the Federal Reserve Board’s flow of funds accounts that provide time-series data of financial flows in the economy. The Census of Governments’ findings supply vital analytical tools for a wide variety of data users. Among the most prominent are state and local government officials, educational organizations, criminal justice organizations, public interest groups, private industry, economic research agencies, and the media.

The Bureau of the Census’s Performance Goal 2 focuses on the major conduct and dissemination milestones for the 2002 Economic and Government Censuses, providing improved demographic intercensal estimates and Census 2000 data and analytical products and conducting an evaluation of the effectiveness of the 2000 Census. Specific performance goals and measures related to these activities include

- Rolling out electronic reporting and customer relations management programs for the 2002 Economic Census
- Mailing Economic Census and Census of Governments forms
- Maintaining historical response rates for the 2002 Economic and Government Censuses
- Publishing and disseminating data from the Census 2000 and the 2002 Census of Governments on a timely, scheduled basis
- Conducting an evaluation program to measure the effectiveness of Census 2000 operations and new survey processes.

The Bureau of the Census has successfully completed the collection of Census 2000 data. However, these vital population and housing data do not reach their greatest value until they are widely available for use by policymakers, communities, and citizens. Formal evaluations and assessments of a decennial census, its methods, systems, procedures, and operations are a necessary final step for Census 2000. The Census 2000 evaluation program will measure the effectiveness of the Census 2000 design, operations, systems, and processes and will provide information about new survey procedures applied in a census environment.

Measure 2a: Implementation of Electronic Reporting and 24/7 Internet Help Desk for the Economic Census

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	2002 Economic Census 24/7 Internet Help Desk Is Operational by 12/20/2002
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: 2002 Economic Census Master Schedule
Frequency: As scheduled
Data storage: N/A
Verification: The Bureau compares actual completion dates with schedule.
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

This is a new performance measure for FY 2003. For the Economic Census, we plan to follow a strategy that will maximize response and minimize the reporting burden. To do this, it is absolutely critical that our electronic reporting option and customer relations management programs be rolled out in a timely manner.

Over the past decade the Census Bureau has introduced a number of initiatives aimed at automating the collection and dissemination of economic statistics. These initiatives have been driven by external demand for services; available technology; requirements of the Paperwork Reduction (PRA) and Elimination (GPEA) Acts; and efforts to facilitate and simplify reporting, improve quality, and reduce data collection costs. Our overall electronic reporting strategy has been to focus on the most burdensome surveys, to provide respondents with functionality that facilitates and simplifies reporting without requiring programming or data processing expertise, and to ensure that electronic reporting and data dissemination is cost beneficial to the Census Bureau.

The 1987 Economic Census was the first census to permit a limited number of large companies to report economic census data on magnetic tape. In response to demands from large companies, we broadened our magnetic tape reporting program in the 1992 Economic Census and developed an electronic data interchange capability for use by large retailers. Electronic reporting initiatives for the 1997 Economic Census, like previous censuses, focused on large, homogeneous retail enterprises. For retail companies we developed a computerized, self-administered questionnaire that covered 27 different economic census report forms. We received more than 200,000 retail establishment forms electronically, but because of timing and resource constraints we did not fully revamp our processing systems. While nonretail establishments were permitted to file using a standard spreadsheet format, most companies did not follow the instructions, which resulted in significant processing problems.

Our experience has demonstrated that implementing an electronic reporting capability, if done effectively, demands substantial Census Bureau resources and significant changes to existing processing systems. An ambitious electronic reporting capability will be introduced for the 2002 Economic Census. Our plan is to offer web-based reporting to all 3.5 million participating businesses. If successful, we expect that both respondent burden and Census Bureau data processing costs will be significantly reduced.

Also, as part of our strategy to exploit the capabilities introduced by the web, we will establish a 24/7 Internet site to provide assistance to 2002 Economic Census respondents. The site will permit the user to get replacement forms, request filing extensions, download and submit electronic versions of the census, and ask and receive answers to questions. We will measure the success of the site by conducting a customer satisfaction survey and monitoring the traditional use metrics such as number of hits, downloads, and so on.

Measure 2b: Conduct the Economic Census and Census of Governments

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	Complete Initial Mailing for the Finance Phase of the 2002 Census of Governments by 10/31/2002 and 5 million 2002 Economic Census Forms by 12/20/2002
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: 2002 Economic Census and 2002 Census of Governments Master Schedules
Frequency: As scheduled
Data storage: N/A
Verification: The Bureau will compare actual completion dates with schedule.
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

This is a new performance measure for FY 2003. FY 2003 is the key data collection and processing year for the Economic Census and the Census of Governments.

The complete and timely mailing of report forms to the more than 5 million business locations and 90,000 state and local governments within the universe of the censuses is critical to the success of the censuses. All future deadlines are predicated upon the successful completion of these mailings.

Measure 2c: Response Rate for the Economic Census

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	84%
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: The Bureau collects performance measure data on response rates as the responses to the census are tabulated.
Frequency: As scheduled
Data Storage: Economic Census Response Database
Verification: The Bureau compares the performance measure data with historical data on response rates.
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

Maintaining high response rates that are consistent with previous census response rates is critical to our mission, because stakeholders rely on our data to accurately portray the structure of our economy. High response rates are crucial to the reliability of these data. Our goal is to at least match the response rates we received for the 1997 Economic Census during the 2002 cycle. However, unless we take some innovative and aggressive promotion and respondent contact steps, we anticipate that our response rate will decline, by as much as 5% because of expanded content and longer report forms. Much of our planning for the Economic Census started several years ago. We did not anticipate the decline in economic activity we have seen since mid 2001, nor, of course, the economic consequences of the events of September 11. Corporate downsizing, increased security concerns, and corporate consolidation may all impact census response. Now, maintaining an 84% response rate looks to be much more of a challenge.

Measure 2d: (1) Release Decennial Census Data Products, (2) Release Census of Governments Data Products, and (3) Release Economic Census Data Products

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Disseminate Census 2000 data products.")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target ¹	New	New	100% of Scheduled Releases	100% of Scheduled Releases	(1) Four Data Products by 9/30/03 (2) Two Data Products by 9/30/03 (3) None
Actual			100% of Scheduled Releases		
Met/Not Met			Met		

¹ See italicized statement above regarding rewording of the measure and recharacterization of the associated targets.

Data Validation and Verification:

Data source: Data dissemination is scheduled. These set the baseline for release dates.

Frequency: As scheduled

Data storage: American FactFinder

Verification: The Bureau will compare with actual release dates.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

Decennial Census

In FY 2001, we completed release and dissemination of all scheduled Census 2000 data products.

During FY 2003, the Bureau of the Census will complete the release of all Census 2000 data products. Providing releases of Census 2000 data products on schedule is critical to the institutions and individuals that are responsible for managing or evaluating federal programs. The federal government distributes federal dollars that support schools, employment services, housing assistance, highway construction, hospital services, programs for the elderly, and more based on census data. For example, 22 of the 25 largest federal funding grant programs in FY 1998 were responsible for \$162 billion being distributed to state, local, and tribal governments. About half of this money was distributed using formulas that involved Census population data, according to the General Accounting Office. We expect that nearly \$200 billion will be distributed annually based on formulas that use Census 2000 data.

By September 30, 2003, the Census Bureau will release the following Census 2000 data products:

- Summary Population and Housing Characteristics report series
- Summary File 4
- Sample Data Quick Tables

- Sample Data Geographic Comparison Tables

Summary Population and Housing Characteristics Report Series

Entitled Summary Population and Housing Characteristics, this series of 53 printed reports (one for each state, the District of Columbia, Puerto Rico, and a U.S. summary) presents population and housing characteristics gathered through the Census 2000 short form. (The characteristics covered include age, race, Hispanic or Latino origin, household type and relationship, and owner-occupied and renter-occupied units.)

Summary File 4

This file presents data on population and housing characteristics from the Census 2000 long form. These data are shown down to the census tract level for 336 race, Hispanic or Latino, American Indian and Alaska Native tribe, and ancestry categories. For data to be shown in Summary File 4, at least 50 unweighted sample cases of a specific population category must be in a specific geographic area. In addition, the data for the specific population category for the specific geographic area must also have been available in Summary File 2, which has a population threshold of 100 or more people. Data from this file are available in American FactFinder in detailed tables, quick tables, and geographic comparison tables. The data are also available on CD-ROM and DVD.

Sample Data Quick Tables

The Sample Data Quick Tables are predefined tables with frequently requested population and housing information obtained from the Census 2000 long form that are made available for a single geographic area. The information includes numerical data and derived measures (for example, percentage distributions and medians). Users in American FactFinder may choose more than one geographic area and more than one table that display and print in a scrolling list.

Sample Data Geographic Comparison Tables

The Sample Data Geographic Comparison Tables provide basic population and housing data from the Census 2000 long form. Users in American FactFinder can compare data across geographic areas in the same table (for example, all counties in a state, all census tracts in a county, and so on).

Census of Governments

By 9/30/03 we will release the Preliminary State and Local Governments Data from the Organizational Phase of the Census of Governments. The Organization Phase establishes the universe of state and local governments that will be covered in the census. This preliminary data release will provide the initial counts of state and local governments by type of government, that is, for counties, municipalities, townships, school districts, and special districts. In addition to these preliminary data, the final dataset in the Organization Phase will supply an historical dimension for counts of governments, characteristics of governments by population size and activities, and detailed descriptions of governmental organization within each state.

Measure 2e: Conduct an Evaluation Program to Measure the Effectiveness of Census Operations and Survey Procedures

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	Release Eight Census 2000 Evaluation Topic Reports by 9/30/03
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: Data dissemination is scheduled. These set the baseline for release dates.

Frequency: As scheduled

Data storage: Internal Census Bureau files

Verification: The Bureau will compare actual release dates with scheduled dates.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

The Census 2000 evaluation program will measure the effectiveness of the Census 2000 design, operations, systems, and processes and will provide information about new survey procedures applied in a census environment. All work will undergo an extensive quality assurance process to ensure high-quality reports. Results will build the foundation for making early informed decisions about the Census 2010 design and provide information useful for developing the American Community Survey, the Master Address File Updating System, and other censuses and surveys. Eight topic reports compile data from across the entire evaluation, experimental and research programs, and analyze the data to answer the fundamental questions on how well the Census achieved its goals. Although this is a new measure for FY 2003, we are already proceeding with the evaluation program and intend to release 47 reports for individual evaluations in FY 2002.

FY 2001 Program Evaluation for Census Performance Goal 2: Provide the Statistical Foundation and Benchmark Measures of the Population, Economy, and Government that Meet the Needs of Policymakers; Federal, State, and Local Governmental Agencies; Businesses, and the Public

During FY 2000, the Census Bureau developed a Census 2000 evaluation program to measure the effectiveness, cost, and impact on data quality of the Census 2000 design, operations, systems, and processes. This effort informs data users and stakeholders about data quality and limitations, providing information needed for historical comparability of census methods and procedures. The evaluation program will also will help guide post-2000 research and testing for the 2010 Census, offering useful information for the American Community Survey and other census surveys and operations. Evaluation of the Economic Census and the Census of Governments will take place after FY 2003.

Discontinued Measures

Produce Apportionment Counts Using Traditional Census-taking Methods

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	100 % on Time	Discontinued	Discontinued
Actual			100% on Time		
Met/Not Met			Met		

Data Validation and Verification:

Data source: Data dissemination is scheduled according to the requirement of Title 13, U.S. Code.

Frequency: As scheduled

Data Storage: Internal Census Bureau files

Verification: The Bureau will compare actual release dates with scheduled dates.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

Title 13, U.S. Code, requires that the apportionment population counts be delivered to the President of the United States within nine months of the Census Date. In Census 2000 and most 20th-century censuses that date has been April 1, which means that the Office of the President received the counts by December 31 of each census year.

In FY 2001, we released the apportionment counts using traditional census-taking methods three days ahead of schedule on December 28, 2000.

Adjust Net Population Counts Using the Accuracy and Coverage Evaluation Survey in All States

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	100% on Time	Discontinued	Discontinued
Actual			N/A ¹		
Met/Not Met			N/A ¹		

1 The Accuracy and Coverage Evaluation Survey was not used to adjust the population counts

Evaluation measure of net Census 2000 coverage is such that Accuracy and Coverage Evaluation results cannot be used in their current form.

Cross-cutting Activities

Government/Private Sector

Census 2000:

Census data are also distributed to the SDCs. For a full discussion of our partnerships with SDCs, see cross-cutting activities for Goal 1.

Economic Census

Large businesses change rapidly, and regularly. They merge, restructure, downsize, and outsource. To meet customer needs they organize production and recordkeeping into alignments that may be unrelated to either location or function. Because of their size, large businesses have strategic importance to Census Bureau economic programs, and their responses are essential for measuring economic activity.

While businesses have changed significantly, the Bureau of the Census's means for collecting data in the Economic Census have changed very little. Distribution and return of paper questionnaires through the mail remains the principal data collection technique. Corporate change and traditional collection methods make it difficult to collect data, particularly from very large companies.

The Bureau of the Census has organized a Customer Relationship Management (CRM) unit to re-engineer its relationship with very large companies and help the Bureau of the Census respond to the swift changes of the business world. The guiding principle is "put customers first."

In a pilot effort targeting a limited portfolio of large companies, the CRM unit is developing profiles of company organization and providing annual schedules of company reporting requirements. At the same time, CRMs are also developing broad-based tools and strategies to promote internal and external communication.

CRMs are leading teams of subject matter specialists from across the Bureau of the Census and are working closely with their counterparts in large companies. The goal is to improve communication without disrupting productive existing relationships between data providers and survey specialists. Coupled with CRM, the Census Bureau will also offer the option to report electronically to around 3.5 million reporters.

External Factors and Mitigation Strategies

Census 2000

Census 2000 was a remarkably complex and costly operation. It included the collection and processing of information from more than 115 million households at a total cost of about \$6.4 billion. It also involved an unprecedented awareness and participation by national and local private sector partners; tribal, state, and local governments; the business community; and ultimately the American people, of whom 67% responded directly to the census. This unprecedented level of awareness and participation has also raised expectations about the results of Census 2000, both in terms of anticipated data products and the use of those products by an extremely large and varied customer base.

Evaluations of Census 2000 methods, systems, procedures, and operations provide information that is essential for understanding the resulting datasets and products and their limitations as well as

other contextual information needed by data users to make informed decisions about their development of the next decennial census.

Economic Census

The increasingly negative public perception of both government and nongovernment intrusion into personal and business information privacy was reflected in the declining mail-response rates in two successive Decennial Censuses (1980 and 1990). There is a risk that this phenomenon will affect the Economic Census as well.

To counter this general trend, we are conducting a comprehensive program to encourage response to the 2002 Economic Census. Response promotion efforts include both direct communication with respondents and public communication through intermediaries. We will have a special program focus on the largest companies, which will include mailing advance information, assigning individual company account managers, and conducting personal calls to assist in reporting and follow-up with nonrespondents. For all businesses we will have an Internet information and response-support program, which features an electronic reporting option, an on-line help desk, and a toll-free telephone help line. To encourage timely and accurate response, we will be working with media and intermediary organizations (trade, business, and professional organizations) to highlight the importance of the census. We are currently researching which themes and messages, as well as communication strategies, that will be most effective in reaching businesses.

**Performance Goal 3:
Re-engineer the 2010 Decennial Census to Be More Efficient and Cost Effective, Provide Richer Data, Improve Coverage, and Reduce Risk in Meeting Constitutional and Legislative Mandates**

(This goal has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This goal was previously worded as: "Define – through consultations, policy assessment, planning, research, experiments, and evaluations – the plan for the 2010 Census.")

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably

Rationale for Performance Goal

This is a continuation of a performance goal established for FY 2002. Despite the fact that Census 2000 was an operational success, it was conducted with high costs and at great operational risk. In 2010, the job will be even more complex. Given the rapid demographic and technological changes experienced in recent years and the strong expectation that such changes will continue to accelerate, once a decade data collection and updating operations are no longer sufficient. Without a more systematic, timely, and integrated planning and design strategy, the data collection mission of the Bureau of the Census, especially of the 2010 Census, will be jeopardized. The Bureau of the Census has developed a strategy to meet this challenge. The strategy for the 2010 Census is to reduce operational risks, improve accuracy, provide more relevant data, and contain costs. Based on the fundamental approach of redesigning the 2010 Census, there are three interdependent components of this strategy:

- Implementation of the American Community Survey to collect decennial census long-form information on an ongoing yearly basis
- Modernization of The Master Address File/Topologically Integrated Geographic Encoding and Referencing (MAF/TIGER) address and geographic database that takes advantage of space-based technologies, such as satellite and aerial imagery and Global Positioning System information
- Systematic development, testing, and implementation of a short form only 2010 Census design that takes advantage of the opportunities offered by MAF/TIGER and the American Community Survey.

The American Community Survey – One of the objectives of this goal is to fully implement the American Community Survey in FY 2003 so that by 2010 the Bureau of the Census can provide a reliable replacement for the long-form portion of the 2010 Census.

The Bureau of the Census started exploring another design option after the 1990 Census with the objective of simplifying the census by limiting it to the collection of the basic data needed for apportionment and redistricting. Under this design, the Census Bureau would meet the data requirements of federal agencies as well as those of users outside the federal government through a Continuous Measurement program. Although time did not permit the development of a Continuous Measurement program for Census 2000, developmental work was commissioned with an eye toward

the 2010 Census. This work has continued, resulting in the design of a system that not only can meet the federal mandates for data, but can also meet them with more timely and accurate data. This data collection effort, the American Community Survey, is therefore being proposed as a way to both improve coverage of the census (by way of operational simplification) and to reduce the operational risks of the census.

The American Community Survey will provide the timely information needed for critical economic planning by governments and the private sector. In our information-based economy, federal, state, and local decisionmakers and private business and nonprofit organizations need current, reliable, and comparable economic data to chart the future. The American Community Survey will provide up-to-date profiles of American communities every year beginning in 2004 (2008 for rural areas with populations under 20,000), providing policymakers, planners, and service providers in the public and private sectors with information every year – not just once every ten years.

MAF/TIGER Modernization – The five objectives of the MAF/TIGER Enhancements Program are to develop new systems to employ and implement new technologies for improving location information and the processing environment, including methods to update the address list in predominately rural areas, enhance geographic partnerships, and fully integrate quality assurance measures into the geographic and MAF/TIGER systems and databases to meet the needs of the 2010 Census (including the American Community Survey) and related early testing activities. The new processing environment is needed to modernize a homegrown geographic database and to take advantage of commercially available practices and technologies.

The MAF/TIGER Enhancements Program is multifaceted and takes advantage of Global Positioning System technology and mobile computers to improve on outdated and error-prone methodologies, while substantially expanding geographic partnerships at the state, local, and tribal levels to maintain the completeness and accuracy of the information in the address and geographic systems that are essential for a successful 2010 Census. Ongoing address and geographic partnership programs coupled with technological improvements, such as a Global Positioning System-linked system, will help reduce the level of address duplication and geographic misassignment that was evident in Census 2000. Procedures will be streamlined and made more efficient by providing field staff with tools and technology that enable them to greatly reduce such errors in the 2010 Census. The 2010 Census will be armed with a more comprehensive, timely, and accurate address list – one of the best predictors of a successful census – without the added complexity, risk, and costs of last minute address building operations.

2010 Census planning – The objective of 2010 Census planning is to conduct early testing and prototyping of new and streamlined activities to take advantage of the American Community Survey and MAF/TIGER; the results of the Census 2000 testing, experimentation, and evaluation program; and new research and to build on the success of Census 2000.

Both MAF/TIGER modernization and the American Community Survey are integral to a successful 2010 Census and therefore integral to the Census Bureau's early planning activities. In addition, based on lessons learned from Census 2000, developing a design infrastructure that leads to early operational testing is crucial. This will require strong leadership, expert planning, sophisticated integration efforts, and oversight support. A major task is the development of the strategic framework to guide (1) interactions among the three components, (2) risk identification and management, (3) product development, (4) analysis of operational alternatives, (5) development of the research agendas, (6) integration of solutions into a logical design, and (7) plans for testing.

Measure 3a: Implement the American Community Survey

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Release 2001 data from the long form transitional database.")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	Complete Field Activities Supporting the Release of 2001 Data from the Long Form Transitional Database in Summer of 2002	Release Three Evaluation Reports on the Continuous Measurement Program by 9/30/03
Actual	Met/Not Met				

Data Validation and Verification:

Data source: American Community Survey activity schedule

Frequency: As scheduled

Data storage: American Community Survey results and the American FactFinder

Verification: The Bureau compares actual release dates with completion schedule.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

In FY 2000-2002, the Census Bureau conducted the Census 2000 Supplementary Survey, the 2001 Supplementary Survey, and the 2002 Supplementary Survey using American Community Survey methodology. These surveys collected the data for the Long Form Transitional Database. The data collection for the Long Form Transitional Database was conducted to study the operational feasibility of collecting long-form-type data using a different methodology than that used in the decennial census, to demonstrate the reliability and stability of state and large-area estimates over time, and to demonstrate the usability of multi-year estimates. Each of these surveys had a sample of approximately 700,000 residential addresses per year. Using a sample of this magnitude, we are able to generate data that will provide estimates for all states and geographic areas of 250,000 persons or more.

The success of the American Community Survey is predicated on our ability to validate, as well as on data users to accept, our current expectation that the American Community Survey will replace the need for the decennial census long form. Conducting this analysis will provide the Census Bureau with good census tract-by-tract comparison between the 1999-2001 American Community Survey cumulated estimates and the Census 2000 long form. We would use these comparisons to identify the causes of differences, ways to improve American Community Survey design, or areas that require additional research. This analysis is a critical part of the transition to using data from the American Community Survey as a national program beginning in FY 2003. When the American Community Survey becomes a comprehensive national program, community profiles will be available every year rather than every 10 years. These vastly improved data will enable the U.S. Government to distribute billions of dollars more efficiently and to more effectively evaluate federal programs.

By 9/30/2003, we will release the following evaluations related to the Continuous Measurement program:

- A comparison of the Census 2000 Supplementary Survey and the Census 2000 Short Form
- A comparison of the Census 2000 Supplementary Survey and the Census 2000 Long Form (sample items) data
- A comparison of three-year averages from the American Community Survey data from 31 sites.

Measure 3b: Implement MAF/TIGER Modernization

(This measure has been reworded since the publication of the FY 2000 Annual Program Performance Report and FY 2002 Annual Performance Plan. This measure was previously worded as: "Percentage completion of housing unit address list.")

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	Prepare Plan and Systems by the End of FY 2002 to Measure Housing Unit Coverage of the Address List; List Is at Least as Complete as It Was for Census 2000, as Measured by the Accuracy and Coverage Evaluation	Conduct Map Feature and Housing Unit Location Corrections in 250 Counties by 9/30/2003
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: MAF/TIGER activity schedule
Frequency: As scheduled
Data storage: Census Bureau MAF/TIGER database
Verification: The Bureau compares actual completion dates with scheduled dates
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

This is a new performance measure for FY 2003. Correctly locating every street and other map feature in the MAF/TIGER database is critical to providing geographic products and services that meet the accuracy expectations of the 2010 Census field data collection staff and the Census Bureau’s data product customers. The Bureau of the Census’s field staff members have reported extensive difficulties in completing address list updating and verification tasks and in finding addresses and streets that required follow-up visits in Census 2000. Many local or tribal governments that participated in the Census 2000 geographic partnership programs and many potential customers for MAF/TIGER geographic products have told the Census Bureau that they would not consider future geographic partnership or use without substantial improvements in location accuracy. Investing in the identification and correct location of new housing units and streets or roads in small towns and rural areas will assure uniform address and street coverage in the MAF/TIGER database and in Census Bureau data products. In preparation for the map feature and housing unit location correction planned for FY 2003, we will award the contract for the MAF/TIGER accuracy improvement program in FY 2002.

Measure 3c: Conduct Early 2010 Census Planning, Development, and Testing

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	<ul style="list-style-type: none"> Select 2004 Census Test Sites by 12/31/2002 Develop and Document Design Requirements for 2004 Census Test by 12/31/2002 Develop Detailed Operational Schedule for the 2004 Census Test in April 2004 by 9/30/2003
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: 2010 activity schedule

Frequency: As scheduled

Data storage: Internal Census Bureau documentation of requirements

Verification: The Bureau will define 2004 Census test requirements and select test sites as scheduled.

Data limitations: None

Actions to be taken: N/A

Explanation of Measure

This is a new performance measure for FY 2003. For the 2010 Census, the Census Bureau plans to follow a strategy designed with the objective of providing data and services that reflect the best mix of quality, risk reduction, relevancy, and cost efficiency. The Census Bureau has concluded that it cannot accomplish this objective without a comprehensive, integrated approach developed earlier in the decade than was done for Census 2000. Therefore, the overall goal for the 2010 Census is to reduce census operational risks, improve accuracy, provide more relevant data, and contain costs. The Census Bureau will accomplish this goal by redesigning the 2010 Census to collect only short-form data, while meeting the long-form data requirements through the American Community Survey and modernizing the MAF/TIGER system to ensure data of higher quality and accuracy.

Conducting full-scale census tests in 2004 and 2006 and a dress rehearsal in 2008 is critical to successfully reengineering the 2010 Census. The 2004 Census Test is an essential step in assuring the integrity of a dress rehearsal in 2008. A dress rehearsal, using all of the procedures, methods, and systems planned for the census in 2010, is necessary for mobilizing an operation as massive and complex as a decennial census with its critical timing and quality requirements. The Bureau of the Census is proceeding with planning for the 2010 Census and will define criteria for the 2004 Census Test sites and establish research and development programs that target early planning priorities in FY 2002.

Program Evaluation for Performance Goal 3: Re-engineer the 2010 Decennial Census to Be More Efficient and Cost Effective, Provide Richer Data, Improve Coverage, and Reduce Risk in Meeting Constitutional and Legislative Mandates

One of the major objectives of the MAF/TIGER enhancements programs is the implementation of a comprehensive plan for periodic MAF/TIGER evaluation, quality reporting, and corrective activities that will guide planning for cost-effective ongoing coverage and geocoding improvement operations. Specific improvements for fiscal year 2003 include plans to expand error checking of work units for

all MAF/TIGER output products and services, to extend integrated error checking to all processing operations associated with updating and using MAF/TIGER (not just output products and services), and to develop additional geocoding approaches that can be used to assign noncity-style addresses (and still ungeocoded city-style addresses) to the correct census block.

The evaluation of the re-engineered 2010 Census will start with evaluations of the 2004 Census Test. Specific evaluations have not been identified. Major objectives are to ensure that 2004 Census Test plans and site locations are developed and documented. We will be evaluating the proposed methodology tests to ensure they are well designed and answer critical questions about how the 2010 decennial census can be modified to meet the goals.

Cross-cutting Activities

Intra-Department of Commerce

The MAF/TIGER Enhancements Program works with the National Oceanic and Atmospheric Administration (NOAA) on issues related to the Global Positioning Satellite System and geodetic control.

Other Government Agencies

The American Community Survey works closely with external groups and agencies to ensure the design of the survey meets the needs of as broad a constituency as possible. These groups include other federal agencies and the Office of Management and Budget (OMB), numerous advisory committees, and organizations representing state and local governments or the private sector.

Other federal agencies involved in cross-cutting activities with the MAF/TIGER Enhancements Program include the Federal Geographic Data Committee (FGDC), the U.S. Geological Survey (USGS), the OMB, and the National Imagery and Mapping Agency (NIMA). The MAF/TIGER Enhancements Program also seeks geographic partnerships with all 39,000 plus state, local, and tribal governments in the United States, Puerto Rico, and the island areas.

The 2010 Census will seek input from federal agencies to help us define our methodology for enumerating overseas Americans and residents who live in group-quarters facilities, such as nursing homes and correctional institutions. For the Overseas Enumeration we will be working with the Departments of State and Defense. Group-quarters facilities consist of a large variety of places so we will be working with multiple agencies to help us define and classify these types of living quarters. The Bureau works closely with the OMB to ensure the design of questionnaires meets OMB guidelines and to obtain official OMB clearance for all questionnaires and public use forms.

Government/Private Sector

The Census Bureau is working with several private sector contractors and will be using COTS and GIS software developed and supported by the private sector for major portions of the MAF/TIGER Enhancements Program.

The 2010 Census, including the American Community Survey and the MAF/TIGER Enhancements Program, interacts regularly with seven external advisory committees composed of members from governmental, professional, public, and private sector organizations. These comprise the Advisory Committee of Professional Associations (American Statistical Association, Population Association of America, American Economic Association, and American Marketing Association), the Decennial

Census Advisory Committee to the Secretary of Commerce, and the five Racial and Ethnic Advisory Committees (African American, American Indian and Alaska Native, Asian, Hispanic, and Native Hawaiian and Other Pacific Islander). These committees provide advice and connections used by all three programs in shaping the specific approaches that will be used. Work is done with a National Academy of Science panel.

The 2010 Census will also seek input from state and local governments as well as the private sector.

External Factors and Mitigation Strategies

Each decade the Census Bureau must adapt the design of the census to changes in our social, demographic, and technological environment. In recent decades, the pace of change has accelerated, along with demands for increasing accuracy in census results. These forces have engendered a series of census designs that have been increasingly complex and operationally risky – with attendant escalating costs. That trend continued with Census 2000, which for all its notable successes, was conducted at great risk and at historically high cost. Indeed, throughout most of the decade the General Accounting Office maintained Census 2000 on its list of high-risk federal programs. A major contributing factor to both high risks and ultimately high costs was the fact that the final census design, several aspects of which were never tested, was not determined until February 1999, only 14 months before Census Day.

Unlike the most recent census, our strategy for the next decade is to begin to develop and fully test the 2010 Census design earlier in the decade, so that we can mitigate late decade operational risks and costs. Both the American Community Survey and MAF/TIGER modernization are integral to a successful 2010 Census. In addition, based on lessons learned from Census 2000, developing a design infrastructure that leads to operational testing earlier in the decade is crucial. Testing will be done to identify ways to fundamentally change information technology systems and field infrastructure to improve the 2010 Decennial Census. There will be small special purpose field tests of individual activities. These small tests will use relatively few people. There will also be relatively large integrated field tests used to test several methodologies in combination, involving several hundred thousand people. Results from these carefully designed mid-decade tests will be utilized to conduct a dress rehearsal in the latter part of the decade and ultimately to achieve a successful, well-managed, cost-effective 2010 Census.

**Performance Goal 4:
Provide Mission Critical Support for Tools and Capabilities that Improve Processes, Products, and Services for Our Surveys and Censuses**

Corresponding Strategic Goal

Strategic Goal 1: Provide the information and the framework to enable the economy to operate efficiently and equitably

Rationale for Performance Goal

Mission critical support of the Census Bureau’s goals and objectives provides a national resource for statistical, survey, and technological research; geographic systems; and information technology services. This mission critical support is essential for survey and census collection, processing, and dissemination.

- Geographic systems, the cornerstone to our collection, processing, and dissemination systems, provide the basic maps, address lists, address and geographic reference files, and associated processing systems needed to meet the geographic requirements of all Census Bureau programs. The geographic support system (GSS) manages large volumes of information from both internal and external sources to establish and maintain a current and complete inventory of streets, roads, accurate boundaries, and other attribute information.
- Centralized information technology services that provide stable, dependable information technology support and the ability to continually increase our capacity for information technology (IT) innovation are intimately linked to the accuracy, timeliness, and effectiveness of all Census Bureau programs. These information technology services must include an IT security program.
- Research, testing, and the prototyping of tools, systems, and new methods to improve our core processes--data collection, processing, and dissemination--across programs are essential for the Bureau to meet its increasing customer demands for more complex data in a timely and efficient manner. Maintaining adequate response rates, reducing respondent burden, meeting complex data needs, improving data quality, and developing innovative training techniques can all be facilitated through research and the application of core expertise in statistical and survey methodologies.
- The annual compilation and issuance of the *Statistical Abstract of the United States* provides vital program data for policy background and research for congressional staff members and federal, state, and local government officials. The *Statistical Abstract of the United States* is also the principal source for annual statistics describing the social and economic structure of more than 250 government, private, and international organizations and support for programmatic cross-cutting periodic supplements such as the *County and City Data Book*, *State and Metropolitan Area Data Book*, and the Census Bureau’s *Product Catalog*.

Measure 4a: Response to the Annual Boundary and Annexation Survey

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	83%
Actual			81%		
Met/Not Met					

Data Validation and Verification:

Data source: Geographic Support System Intranet Status Reports
Frequency: As scheduled
Data storage: Census Bureau MAF/TIGER database
Verification: The Bureau compares target response rates with actual reported response rates.
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

The annual Boundary and Annexation Survey is the mechanism by which the Census Bureau determines the legal boundaries and names of all governmental units (counties, cities, townships, American Indian Reservations, and so forth) for which it tabulates and disseminates statistical data in its various censuses and household surveys. The Boundary and Annexation Survey is the longest running component of the GSS, and response typically declines in years further from the previous decennial census. The Census Bureau is developing more options for local and tribal governments to respond to the survey and to notify the Bureau when no changes have occurred. The Census Bureau expects these options to increase the percentage of governments that respond to the Boundary and Annexation Survey during intercensal years. The goal for FY 2003 is to increase the overall response rate by at least 2 percentage points when compared with the FY 2001 response rate of 81%.

Measure 4b: Meet Milestone Dates for Web-enabled Portal Technology Demonstration Project and for Prototype Imaging Technology Research Project

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Target	New	New	New	New	100%
Actual					
Met/Not Met					

Data Validation and Verification:

Data source: Data are collected and assessed as research, testing, and evaluations proceed.
Frequency: As scheduled
Data storage: Data are printed in the research reports, methodology and standards reports, and evaluation reports.
Verification: The Bureau will compare targets with actual project results and reports.
Data limitations: None
Actions to be taken: N/A

Explanation of Measure

Designing and testing web-based and imaging technology solutions for collection and processing tools or application systems will enable the Census Bureau to meet the needs of its customers and provide employees with more efficient electronic access to data and analysis tools.

Program Evaluation for Performance Goal 4: Provide Mission Critical Support for Tools and Capabilities that Improve Processes, Products, and Services for Our Surveys and Censuses

The Census Bureau’s ability to exploit technologies, enhance and apply support systems, and develop and implement improved statistical and survey methodologies is critical to meeting our mission needs of day-to-day and year-to-year measurement of the U.S. economy and population. Evaluations

of our mission critical support programs are numerous and ongoing. Examples include Boundary and Annexation Survey respondent reporting rates recorded in production control systems, the annual conducting of the IT Security Self-Assessment survey in accordance with the standard established by the National Institute for Standards and Technology, and measures of customer satisfaction with key Census Bureau products in various media.

Cross-cutting Activities

Intra-Department of Commerce

In the compilation of the *Statistical Abstract of the United States* and the *County and City Data Book*, the Bureau of Economic Analysis, the International Trade Administration, the Patent and Trademark Office, and the National Oceanic and Atmospheric Administration support the Census Bureau.

Other Government Agencies

Other federal agencies involved in cross-cutting activities with the GSS include the Federal Geographic Data Committee, the U.S. Postal Service, the U.S. Geological Survey, the Department of Education, and the National Imagery and Mapping Agency.

The GSS provides the funding for the Census Bureau to participate in the important activities of the Federal Geographic Data Committee and support the efforts to develop and implement standards for the exchange of spatial data to further the development of the National Spatial Data Infrastructure and make it available through the National Information Infrastructure.

Continual updating of the Master Address File in conjunction with the U.S. Postal Service and local tribal partners, as required by Executive Order 12906 and Public Law 103-430, is the most cost-effective and quality-assured method for providing a complete and accurate housing-unit address list. These partnerships help the Census Bureau deal with concerns expressed by officials at all levels of government about the quality of the Master Address File and Topologically Integrated Geographic Coding and Referencing and increase the confidence of Census Bureau customers in census and survey results. In addition to involving state, local, and tribal officials in the process of providing information about new streets, boundaries, and addresses, this process provides a feedback opportunity for participating officials to review the updated maps and address lists after processing their corrections.

The compilation of the *Statistical Abstract of the United States* and the *County and City Data Book* cuts across all federal statistical agencies, such as the Bureau of Labor Statistics, and a number of other federal agencies, such as the Internal Revenue Service.

Government/Private Sector

Private sector organizations involved in cross-cutting activities with GSS include the geographic information systems industry.

The Census Bureau interacts with a number of private sector organizations in the compilation of the *Statistical Abstract of the United States*, such as the Metropolitan Life Insurance Company, the Dun and Bradstreet Corporation, *Fortune*, Bridge Commodity Research Bureau, and the *Wall Street Journal*.

External Factors and Mitigation Strategies

The Census Bureau is actively participating in a risk management process for the geographic support activities. The initial priority risks identified are budgetary, programmatic, and technical. Some of the initial mitigation strategies include the development of risk responses including timely identification and submission of funding requirements, continual review of program costs, accomplishment of formal plan reviews, establishment of quality management plans, and implementation of timely dissemination of information for decisionmaking.

