



# Bureau of the Census

## Mission Statement

To be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States. We will succeed by valuing our employees, innovating in our work, and responding to our customers.

The Census Bureau's mission is built around its large-scale surveys and censuses. This involves the full range of activities required to produce data, including survey and questionnaire design and data collection, processing, and dissemination. Research and data analysis will directly support the Bureau's capabilities to conduct large-scale surveys and censuses. Through strategic planning, the Census Bureau evaluates how best to accomplish this mission. The strategic plan provides a framework for articulating program goals and builds these goals through consensus. The strategic plan provides a framework for articulating program goals built through consensus that are linked to accomplishment of the overall mission.

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

To accomplish its mission, the Census Bureau depends on actions now that:

- Provide the United States' official measures on monthly unemployment, income, poverty, and health insurance coverage; as well as economic indicators that include housing starts; retail and wholesale trade sales; international trade; manufacturers' shipments, orders, and inventories; and quarterly estimates of corporate profits.
- Provide the statistical foundation and benchmark measures against which most data-based decisions and activities take place.
- Re-engineer the 2010 Decennial Census of Population and Housing to be more efficient and cost-effective, provide richer and more timely data, and reduce risk in meeting constitutional and legislative mandates.

- Invest in statistical methodological research and new technologies to improve current operations and prepare for the future.
- Continue to provide strict security of census information, address privacy issues, and foster program goals while maintaining confidentiality of census information.

The four performance goals for the FY 2004 Annual Performance Plan are to:

- 1 Meet the needs of policy makers, businesses and nonprofit organizations, and the public for current measures of the U.S. population, economy, and governments.
- 2 Support the economic and political foundations of the United States by producing benchmark measures of the economy and population for the administration and equitable funding of federal, state, and local programs.
- 3 Meet constitutional and legislative mandates by implementing a re-engineered 2010 Census that is cost-effective, provides more timely data, improves coverage accuracy, and reduces operational risk.
- 4 Foster an environment that supports innovation, reduces respondent burden, and ensures individual privacy.

## FY 2004 Program Changes

*(Dollars in Thousands)*

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
Current Economic Statistics	1,465	\$148,982	+45	+\$7,300
Improved measurement of services			+39	+\$4,000

The first phase of this initiative included activities covered in the FY 2003 budget request for Improved Measurement of Services in the New Economy. Phase 2, covered by this FY 2004 initiative, will provide the Bureau of Economic Analysis (BEA) with new key source data on the service sector needed to improve the critical quarterly and annual estimates of the U.S.'s GDP. This initiative will expand annual coverage of services industries, increase coverage of the new quarterly principal economic indicator of service industry activity, and provide annual merchandise line data for selected retail and wholesale trade industries. This expansion provides a comprehensive framework for gathering information on services and improves the periodicity and detail of service sector statistics.

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
Electronic government			+6	+\$3,300

This initiative responds to business demands for e-government services by permitting businesses to file electronically in any one of almost 100 economic surveys. This initiative provides new tools for collecting data and improving data quality. The Bureau expects electronic reporting to increase response rates in its principal economic indicators and estimates that it can reduce the annual business-reporting burden by at least 5 percent or 50,000 hours starting in FY 2005, with an additional 5 percent reduction thru FY 2007.

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
Economic Census	932	\$90,958	-385	-\$17,209

The Economic Census provides data on manufacturing, mining, retail and wholesale trade, service industries, construction, and transportation. The censuses are conducted every fifth year. FY 2004 is the fifth year in the 2002 Economic Census Cycle. The focus in FY 2004 is on headquarters processing, including editing, review, and product preparations associated with data dissemination of results from the core census programs. In addition, information about the characteristics of almost 2.5 million businesses will be collected during FY 2004 as part of the Survey of Business Owners.

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
Census of Governments	72	\$6,837	-5	-\$504

The Census of Governments provides information on state and local government taxes, tax valuations, governmental receipts, expenditures, indebtedness, and number of employees. This census is taken every five years. Fiscal year 2004 is the fifth year in the five-year cycle of the 2002 Census of Governments. The focus for 2004 will be on completing the employment and finance phases of the census, including production of both printed and Internet products.

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
2000 Decennial Census	524	\$93,210	-524	-\$93,210

No funds are requested for the 2000 Decennial Census in FY 2004, as all activities will be completed in FY 2003 as planned.

	Base		Increase / Decrease	
	FTE	Amount	FTE	Amount
2010 Decennial Census	2,362	\$216,248	-94	+\$56,115

In order to take advantage of Census 2000 assessments and build on improvements made for Census 2000, the Census Bureau has begun a major testing and development process for the next decennial census. The re-engineered plan for the 2010 Census features three key components that focus on reducing operational risks, improving accuracy, providing more relevant data, and containing cost:

- Establishment of an early design and planning process that will allow the Census Bureau to test major elements of a simplified, streamlined census designed to collect the basic “short form” data needed to fulfill important constitutional and legal mandates.
- Implementation of the American Community Survey (ACS) to collect long form data on an on-going basis rather than waiting for once-a-decade decennial long form data.
- Enhancing the Census Bureau’s geographic database and associated address list, referred to as MAF/TIGER, by replacing the internally developed MAF/TIGER system with one that uses street and address information from state, local, and tribal governments, Global Positioning System technology and aerial photography to update and improve the address and street information gathered manually at great expense for Census 2000.

Activities in these three areas are highly integrated, complement each other, and form the basis for re-engineering the 2010 Census.

In FY 2004, the Census Bureau will focus its early testing and development efforts on conducting the 2004 Census Test and other critical testing and development activities, continuing implementation of the ACS, and on correcting the accuracy of map feature locations in 600 of the U.S.’s 3,232 counties.

	<b>Base</b>		<b>Increase / Decrease</b>	
	FTE	Amount	FTE	Amount
Demographic survey sample redesign	108	\$15,901	-42	-\$2,788

While the budgetary needs of the Sample Redesign program for FY 2004 decrease, it is essential that the program be fully funded in FY 2004 to allow for work in several vital activities. These activities include: programming and production work to select and maintain sample households within selected geographic areas; enhancing/modifying new automated systems and procedures to collect address, map feature, group quarters information, and other metadata for the surveys; and the training of field representatives for the introduction of new systems for address listing.

	<b>Base</b>		<b>Increase / Decrease</b>	
	FTE	Amount	FTE	Amount
Data Processing Systems	0	\$29,099	0	+\$2,000

Funds requested for FY 2004 provide for the purchase and renting of hardware and software needed for the Bureau’s general purpose computing facilities. The requested increase will provide funding to prevent disruptions to critical data systems in the event of a disaster and protect sensitive data.

# Targets and Performance Summary

See Individual Performance Goals Section for further description of each measure

## Performance Goal 1: Meet The Needs Of Policy Makers, Businesses And Non-Profit Organizations, And The Public For Current Measures Of The U.S. Population, Economy, And Governments

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2003 Target	FY 2004 Target
(1) Household response rate for the Current Population Survey (CPS), the National Crime Victimization Survey (NCVS), and the American Housing Survey (AHS)	100%	100%	100%	100%	100%	(1) 90%	(1) 90%
(2) Response rate for the National Health Interview Survey (NHIS)						(2) 87%	(2) 87%
(3) Response rate for the Survey of Income and Program Participation (SIPP)						(3) 62%	(3) 75%
(1) Release data products from the Survey of Income and Program Participation (SIPP)	9% time decrease	Maintained FY 1999 actual time achieved	Maintained 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.	(1) Seven data products by 9/30/04.
(2) Release data products from the Survey of Program Dynamics (SPD)						(2) One data product by 9/30/03.	(2) Two data products by 9/30/04.
(See Explanation of Measure section for data products list)							
Release principal economic indicators	New	New	New	100% on time	100% on time	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.
Unit response rates for annual economic surveys used to update benchmark data during intercensal years (includes Annual Survey of Manufacturers (ASM), the Annual Trade Survey (ATS), the Annual Retail Trade Survey (ARTS), and the Service Annual Survey (SAS).	New	New	New	New	New	New	New

**Performance Goal 2: Support The Economic And Political Foundations Of The United States By Producing Benchmark Measures Of The Economy And Population For The Administration And Funding Of Federal, State, And Local Programs.**

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2003 Target	FY 2004 Target
Conduct the Economic Census and Census of Governments	New	New	New	New	New	(1) Complete initial mailing for the finance phase of the 2002 Census of Governments by 10/31/02 and 5 million Economic Census forms by 12/20/02.  (2) Completion of initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/03.	(1) Complete initial mailing of 2002 Survey of Business Owners forms to 1.5 million businesses without paid employees by 7/31/04.  (2) Obtain an 80% response rate for the employment phase of the Census of Governments and an 82% response rate for the finance phase.
(1) Release Decennial Census	New	New	100% of scheduled releases	100% of scheduled releases	100% of scheduled releases	(1) Four data products by 9/30/03.	(1) None
(2) Release Census of Governments						(2) Two data products by 9/30/03.	(2) Four data products by 9/30/04. This represents a more than 15% improvement in delivery time over the previous census.
(3) Release Economic Census products						(3) None	(3) Issue by March 2004, the 2002 Economic Census advance report. This first report shows a snapshot of the economy at broad NAICS levels.
(See Explanation of Measure section for data products list)							(4) Issue 651 of the 1,700 Economic Census products by 9/30/04. This represents a 40% increase in the number of reports released over a comparable time period for the 1997 Economic Census.

**Performance Goal 3: Meet Constitutional And Legislative Mandates By Implementing A Re-Engineered 2010 Census That Is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, And Reduces Operational Risk**

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2003 Target	FY 2004 Target
Implement the American Community Survey (ACS)	New	New	New	Complete field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.	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.	At least 92% overall weighted response rate for the ACS, using three modes of data collection – mail, telephone, and personal visit.  Meet reliability requirements for annual state estimates with a median coefficient of variation of 5% on typical characteristics that are reported for 10% of the population.
Implement MAF/TIGER modernization	New	New	New	Prepare plan and systems by 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.	Prepare plan and systems by 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.	TIGER features are within 5 meters of true GPS location for 7.7% of the Nation's counties by 9/30/03.	TIGER features are within 5 meters of true GPS location for 26.3% of the Nation's counties by 9/30/04.

(continued)

**Performance Goal 3: Meet Constitutional And Legislative Mandates By Implementing A Re-Engineered 2010 Census That Is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, And Reduces Operational Risk (Cont.)**

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2003 Target	FY 2004 Target
Conduct early 2010 Census planning, development, and testing	New	New	New	New	New	(1) Test sites by 12/31/02. (2) Develop and document design requirements for 2004 Census test by 12/31/02. (3) Develop detailed operational schedule for the 2004 Census test in April 2004 by 9/30/03.	Implement the activities that support the following objectives of the 2004 Census test: <ul style="list-style-type: none"> <li>• Questionnaire content</li> <li>• Mobile computing devices for field work</li> <li>• Coverage improvements</li> <li>• Special place/group quarters</li> <li>• Residence rules</li> </ul>

**Performance Goal 4: Foster An Environment That Supports Innovation , Reduces Respondent Burden, And Ensures Individual Privacy**

Measure	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Target	FY 2002 Actual	FY 2003 Target	FY 2004 Target
Response to the annual boundary and annexation survey	New	New	81%	New	81%	83%	83%
Meet milestone dates for Web-enabled portal technology project	New	New	New	New	New	100%	100%
Segment score for overall customer satisfaction on the American Customer Satisfaction Index	New	New	New	New	New	New	72%

# Resource Requirements Summary

(Dollars In Millions. Funding Amounts Reflect Total Obligations.)

## Information Technology (IT)

### Full-Time Equivalent (FTE)

#### Performance Goal 1: Meet The Needs Of Policy Makers, Businesses And Non-Profit Organizations, The Public For Current Measures Of The U.S. Population, Economy, And Governments

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Estimate	FY 2004 Base	Increase/ Decrease	FY 2004 Request
Salaries and Expenses								
Current Surveys And Statistics								
Current Economic Statistics	92.1	88.9	102.7	111.3	141.9	149.0	7.3	156.3
Current Demographic Statistics	49.7	47.5	49.8	53.5	58.7	60.1	0.0	60.1
Mandatory								
Survey Of Program Dynamics	10.0	9.9	10.0	9.9	10.0	10.0	0.0	10.0
Children's Health Insurance Program	0.0	10.0	10.0	10.0	10.0	10.0	0.0	10.0
Reimbursable Obligations	173.4	170.7	205.2	226.9	234.5	237.3	0.0	237.3
Total Funding	325.2	327.0	377.7	411.6	455.1	466.4	7.3	473.7
IT Funding <sup>1</sup>	110.1	110.1	110.1	116.5	121.0	121.0	27.6	148.6
FTE	4,538	4,510	4,928	5,161	5,583	5,629	45	5,674

#### Performance Goal 2: Support The Economic And Political Foundations Of The United States By Producing Benchmark Measures Of The Economy And Population For The Administration And Equitable Funding Of Federal, State, And Local Programs

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Estimate	FY 2004 Base	Increase/ Decrease	FY 2004 Request
Periodic Census And Programs								
Economic Statistics Programs								
Economic Censuses	53.3	47.5	41.4	52.1	87.4	91.0	-17.3	73.7
Census Of Governments	3.8	3.6	3.1	5.7	6.6	6.8	-0.5	6.3
Demographic Statistics Programs								
Intercensal Demographic	5.4	5.4	5.7	6.3	9.1	9.5	0.0	9.5
2000 Decennial Census	1,084.0	4,116.5	441.5	147.9	141.8	93.2	-93.2	0.0
Continuous Measurement	20.2	19.9	21.2	26.4	0.0	0.0	0.0	0.0
Demographic Surveys Sample Redesign	5.5	5.1	7.9	12.4	15.4	15.9	-2.8	13.1
Total Funding	1,172.2	4,198.0	520.8	250.8	260.3	216.4	-113.8	102.6
IT Funding <sup>1</sup>	271.5	322.5	181.9	118.2	87.9	87.9	-44.2	43.7
FTE	15,735	81,604	5,105	2,243	1,724	1,724	-956	768

**Performance Goal 3: Meet Constitutional And Legislative Mandates By Implementing A Re-Engineered 2010 Census That Is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, And Reduces Operational Risk**

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Estimate	FY 2004 Base	Increase/ Decrease	FY 2004 Request
Periodic Census and Programs								
2010 Decennial Census	New	New	New	64.3	214.5	216.2	56.1	272.4
Total Funding	New	New	New	64.3	214.5	216.2	56.1	272.4
IT Funding <sup>1</sup>	New	New	New	36.1	131.9	131.9	76.1	208.0
FTE	New	New	New	598	2,362	2,362	-94	2,268

**Performance Goal 4: Foster An Environment That Supports Innovation, Reduces Respondent Burden, And Ensures Individual Privacy**

	FY 1999 Actual	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Estimate	FY 2004 Base	Increase/ Decrease	FY 2004 Request
Salaries And Expenses								
Survey Development And Data Services	3.5	3.5	3.8	4.1	4.4	4.5	0.0	4.5
Periodic Census And Programs								
Electronic Information Collection	8.1	5.8	6.1	6.2	6.4	6.5	0.0	6.5
Geographic Support	41.7	32.5	34.8	37.3	39.1	40.6	0.0	40.6
Data Processing System	25.3	22.7	23.5	23.1	28.8	29.1	2.0	31.1
Suitland Federal Center Reconstruction	0.0	0.0	0.3	2.1	40.0	0.0	0.0	0.0
Total Funding	78.6	64.5	68.5	72.8	118.6	80.7	2.0	82.7
IT Funding <sup>1</sup>	47.4	47.4	47.4	38.6	47.8	47.8	-2.8	45.0
FTE	366	285	347	418	451	451	0	451

<b>Grand Total</b>	<b>FY 1999 Actual</b>	<b>FY 2000 Actual</b>	<b>FY 2001 Actual</b>	<b>FY 2002 Actual</b>	<b>FY 2003 Estimate</b>	<b>FY 2004 Base</b>	<b>Increase/ Decrease</b>	<b>FY 2004 Request</b>
Salaries And Expenses	145.3	139.9	156.3	168.9	205.0	213.6	7.3	220.9
Periodic Census And Programs	1247.3	4,259.0	585.5	383.8	588.9	508.8	-55.6	453.2
Mandatory Programs	10.0	19.9	20.0	19.9	20.0	20.0	0.0	20.0
Total Funding	1576.0	4,589.5	967.0	799.5	1,048.4	979.7	-48.3	931.4
Direct	1402.6	4,418.8	761.8	572.6	813.9	742.4	-48.3	694.1
Reimbursable <sup>2</sup>	173.4	170.7	205.2	226.9	234.5	237.3	0.0	237.3
IT Funding <sup>1</sup>	419.0	470.0	347.5	291.4	388.6	388.6	56.7	445.3
FTE	20,639	86,399	10,380	8,420	10,120	10,166	-1,005	9,161

<sup>1</sup> IT Funding Included In Total Funding.

<sup>2</sup> Reimbursable Funding Included In Total Funding.

# FY 2004 Performance Goals

## Performance Goal 1: Meet the Needs of Policy Makers, Businesses and Non-Profit Organizations, and the Public for Current Measures of the U.S. Population, Economy, and Governments

*(This goal has been reworded since the publication of the FY 2001 Annual Program Performance Report and FY 2002 Annual Performance Plan. This goal was previously worded as "Provide and Improve Current Measures of the U.S. Population, Economy, and Governments that Meet the Needs of Policymakers, Businesses, and the Public.")*

### 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 Census Bureau 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**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	100%	100%	100%	100%	(1) 90% (2) 87% (3) 62%	(1) 90% (2) 87% (3) 75%
Actual	100%	100%	100%	100%		
Met/Not Met	Met	Met	Met	Met		

## 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. Since the sample design, interview content, length, and respondent rules vary by survey and are correlated with response rates, Bureau target measures are different: (1) The Current Population Survey (CPS), the National Crime Victimization Survey, and the American Housing Survey, can maintain a 90% or better response rate. These households have rotating address-based panels and are usually contacted by a Field Representative in person when they first enter the sample and remain in sample for repeated visits over a prescribed period of time. The rotating design also ensures that there is a mix of new and returning households that serves to stabilize response rates over time. Field Representatives (FRs) can make subsequent contacts by appointment and by telephone if the respondent wishes. Households that move are not followed; the new occupants are eligible for the interview. This methodology, coupled with an interview lasting from ten to forty minutes depending on the household size, is conducive to maximizing response rates. However, response rates across all surveys, regardless of design and content, have been declining in recent years as the Bureau competes with other surveys and demands on the public's time. (2) The National Health Interview Survey (NHIS) uses a different design in that a household is in sample only once, the FR has a short interval of time to conduct the interview, and the average interview length is sixty minutes, hence the lower target response rate of 87 percent. (3) The Survey of Income and Program Participation (SIPP) is on average a sixty-minute household interview and collects information on income, assets, transfer program participation, and various other socio-economic topics. Since 1996, the SIPP has had "abutting" rather than overlapping panels, which means that at any given time, all households have been in sample for the same time period, i.e., there is no replenishment of sample as in the CPS, NCVS, and AHS designs. In addition, respondents are interviewed every four months, are encouraged to consult their records and to report their social security number to ensure accurate data, and are followed to new locations if they move during the life of the panel, which is usually three to four years. These design features, particularly the requirement to follow original household members, have contributed to sharp declines in panel response rates in recent years. The Census Bureau has taken several steps to maximize response such as monetary incentives, redesigned introductory letters and materials, and enhanced FR training. The target response rates consider the age of the panel in the appropriate year.

### *FY 2003 & FY 2004 Targets*

No changes have been made to the FY 2003 targets since the publication of the FY 2003 Annual Performance Plan. For FY 2004, the measure for the Survey of Income and Program Participation was changed to track the 2004 Panel instead of the 2001 Panel, which has been completed.

**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)**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	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.	(1) Seven data products by 9/30/04. (2) Two data products by 9/30/04.
Actual	9% time decrease	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved	Maintain FY 1999 actual time achieved		
Met/Not Met	Met	Met	Met	Met		

## 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 percent. The Bureau exceeded that target, reducing the time by 9 percent. 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 percent 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, the Bureau slightly modified the measure to provide a list of data products from these surveys that it would release during the year. The Bureau is continuing this approach for FY 2004.

**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.

**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.

### *FY 2003 & FY 2004 Targets*

No changes have been made to the FY 2003 targets since the publication of the FY 2003 Annual Performance Plan.

By September 30, 2004, the Census Bureau will release the following data products for the Survey of Income and Program Participation:

***Waves 5-7 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.

***Waves 3-6 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.

By September 30, 2004, the Census Bureau will release the following data products from the SPD:

***SPD Longitudinal and Cross-Sectional Data Files***

The third longitudinal data file contains a subset of data collected from the SPD cohort that was part of the previous 1992 and 1993 SIPP panels, as well as updates collected as part of the SPD in 1997, 1998, 1999, 2000, 2001, 2002, and 2003. The 2001 cross-sectional file contains the full set of data collected for the calendar year 2000. The SPD also collects data on extended measures of child well-being and detailed residential history that were added to assist in the assessment of welfare reform legislation passed in 1996.

To date, several state and federal government agencies, universities, and research organizations have requested and received copies of SPD data sets. Some of the SPD data users include the Office of Management and Budget (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 rates.

<b>Measure 1c: Release Principal Economic Indicators</b>						
	<b>FY 1999</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Target	New	New	New	100% on time	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.	Release all 116 monthly and quarterly principal economic indicators according to pre-announced time schedule.
Actual				100% on time		
Met/Not Met				Met		

## Explanation of Measure

This was a new specific performance measure for FY 2002. The Census Bureau provides statistics that are critical to understanding current conditions in the 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 the Bureau’s 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 online at [www.census.gov/epcd/econ/www/indijun.htm](http://www.census.gov/epcd/econ/www/indijun.htm). The Bureau’s goal is to release all 116 monthly and quarterly principal economic indicators on time throughout FY 2004.

### *FY 2003 & FY 2004 Targets*

No changes have been made to the FY 2003 Target since the publication of the FY 2003 Annual Performance Plan.

**Measure 1d: Response rates for annual economic surveys used to update benchmark data during intercensal years. (Includes Annual Survey of Manufacturers, (ASM), the Annual Trade Survey (ATS), the Annual Retail Trade Survey (ARTS), and the Service Annual Survey (SAS).**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	New	75%
Actual						
Met/Not Met						

## Explanation of Measure

Maintaining a 75 percent or better unit response rate for annual economic surveys ensures that the Bureau's survey information is continuously reliable, comparable, and widely accepted by customers over the longer term. The unit response rate is calculated as the number of forms returned with data divided by the number of forms mailed. This measure applies to the annual surveys that are used to update benchmark data during intercensal years. The surveys included are the Annual Survey of Manufacturers (ASM), the Annual Trade Survey (ATS), the Annual Retail Trade Survey (ARTS), and the Service Annual Survey (SAS).

### *FY 2003 & FY 2004 Targets*

This is a new performance measure for FY 2004.

## Program Evaluation

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

### *Demographic Statistics*

The Bureau regularly generates quality profiles and 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 U.S. 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.

## 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 Census Bureau'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.

### *Other Government Agencies*

**Bureau of Labor Statistics**—The Bureau of Labor Statistics shares costs for the Census Bureau'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 Census Bureau 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 Census Bureau's most longstanding and successful partnerships. This cooperative program between the states and the Census Bureau 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 Census Bureau 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 Census Bureau'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 fifty 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 Census Bureau.

One major mitigation strategy for this problem is to continually inform the public of the Bureau's privacy and confidentiality policies for all Census Bureau activities. This involves publishing policy statements via the Census Bureau 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 Census Bureau'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: Support the Economic and Political Foundations of the United States by Producing Benchmark Measures of the Economy and Population for the Administration and Equitable Funding of Federal, State, and Local Programs

*(This goal has been reworded since the publication of the FY 2001 Annual Program Performance Report and the FY 2003 Annual Performance Plan. This goal was previously worded as "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.")*

### 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 Census Bureau's benchmark programs are a major source of baseline information upon which most data-based decisions and activities take place. Whether it is information gathered through the Decennial Census of Population and Housing, the upcoming 2002 and 2007 Economic Censuses and the 2002 and 2007 Census of Governments, or the Intercensal Estimates that provide baseline demographic information in between the decennial censuses—the place where everyone looks is to 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 U.S. 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 Census Bureau 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 Census Bureau’s Performance Goal 2 focuses on the major conduct and dissemination milestones for the 2002 Economic and Government Censuses and provides improved demographic intercensal estimates. Specific performance goals and measures related to these activities include:

- Publishing and disseminating data from the 2002 Economic Census and the 2002 Census of Governments on a timely, scheduled basis.
- Mailing Survey of Business Owners forms for the 2002 Economic Census.

**Measure 2a: Conduct the Economic Census and Census of Governments**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	(1) Complete initial mailing for the finance phase of the 2002 Census of Governments by 10/31/02 and 5 million 2002 Economic Census forms by 12/20/02.  (2) Completion of initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/03.	(1) Complete initial mailing of 2002 Survey of Business Owners forms to 1.5 million businesses without paid employees by 7/31/04.  (2) Obtain an 80% response rate for the employment phase of the Census of Governments and an 82% response rate for the finance phase.
Actual						
Met/Not Met						

**Explanation of Measure**

The Survey of Business Ownership (SBO), previously known as the Survey of Women and Minority-Owned Business Enterprises, is a supplement to the Economic Census and was first conducted as part of the Economic Census for 1972. The survey’s purpose is to characterize businesses and their owners, particularly with respect to the owners’ gender, race, and Hispanic ethnicity, by state and type of industry.

Maintaining high response rates that are consistent with previous census response rates is critical to the Bureau’s mission, because stakeholders rely on Bureau data to accurately portray the structure of U.S. state and local governments. High response rates are crucial to the reliability of these data.

**FY 2003 & FY 2004 Targets**

An additional target has been added to FY 2003 since the publication of the FY 2003 Annual Performance Plan, covering the mailing of forms for the Survey of Business Owners to businesses with paid employees. The Census Bureau will mail forms to businesses without paid employees in FY 2004.

**Measure 2b: (1) Release Decennial Census Data Products, (2) Release Census of Governments Data Products, and (3 & 4) Release Economic Census Data Products**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	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	(1) None (2) 4 Data products by 9/30/04 . This represents a more than 15% improvement in delivery time over the previous census. (3) Issue by March 2004, the 2002 Economic Census advance report. This first report shows a snapshot of the economy at broad NAICS levels. (4) Issue 651 of the 1,700 Economic Census products by September 30, 2004. This represents a 40% increase in the number of reports released over the comparable time period for the 1997 Economic Census.
Actual			100% of scheduled releases	100% of scheduled releases		
Met/Not Met			Met	Met		

**Explanation of Measure**

**Decennial Census**

In FY 2003, the Census Bureau will complete the release of all Census 2000 data products. This measure has been discontinued in FY 2004 because most of the data collection for the 2002 Economic Census will have been completed by the end of FY 2003 and the Bureau’s focus will be on the release of Economic Census data.

**Economic Census**

FY 2004 marks a transition for the 2002 Economic Census from processing to data dissemination. Over the course of a year a large number of the Economic Census’s approximately 1,600 products will be released. The first Economic Census report, the Advance Report, covering all industries will be released by March 31, 2004. Following that, 600 of the approximately 650 industry reports to be produced from the Economic Census will be released by September 30, 2004. These reports provide detailed statistics by industry, as classified by the North American Industrial Classification System (NAICS). All reports will be released via the Internet in the Census Bureau’s American FactFinder system, which allows users to create summary reports and download files in HTML tables and in publication-quality Adobe Acrobat files. In addition to the release of these data on the Internet, a CD-ROM will be released quarterly containing all the Economic Census reports released to date, with software to make the data easily accessible. During FY 2004, the first of the Bureau’s Geographic Series of reports, which are produced for states by major industry sector, will be released. Development and review of Economic Census products to be released in FY 2005 will also be underway in FY 2004.

**Census of Governments**

Dissemination activity includes all operations related to the final review for public release, tabulation and publication (electronically and in printed format) of census findings, and dissemination of information to data users. Activity during FY 2004 will include preparation of the Employment and Finance Survey results in both electronic and printed formats. By September 30, 2004, the Bureau will release and disseminate four major products:

- Employment of Major Local Governments, Vol. 3, No. 1
- Compendium of Public Employment, Vol. 3, No. 2
- Employee Retirement Systems of State and Local Governments, Vol. 4, No. 6
- 2002 Census of Governments State Government Finance Series (Internet Only)

**FY 2003 & FY 2004 Targets**

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan.

**Discontinued Measures**

<b>Conduct an Evaluation Program to Measure the Effectiveness of Census Operations and Survey Procedures</b>						
	<b>FY 1999</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Target	New	New	New	New	Release eight census 2000 evaluation topic reports by 9/30/03	Discontinued
Actual						
Met/Not Met						

## Explanation of Measure

This measure is discontinued in FY 2004. The Census Bureau will complete the Census 2000 evaluation program in FY 2003.

The Census 2000 evaluation program measures the effectiveness of the Census 2000 design, operations, systems, and processes, and provides information about new survey procedures applied in a census environment. All work underwent 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, to be released in FY 2003, 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.

### *FY 2003 & FY 2004 Targets*

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan. The program will be completed in FY 2003.

<b>Implementation of Electronic Reporting and 24/7 Internet Help Desk for the Economic Census</b>						
	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	2002 Economic Census 24/7 internet help desk is operational by 12/20/2002.	Discontinued
Actual						
Met/Not Met						

## Explanation of Measure

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. The Bureau's 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 Bureau's 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. The Bureau's plan is to offer Web-based reporting to all 3.5 million participating businesses. If successful, the Bureau expects that both respondent burden and Census Bureau data processing costs will be significantly reduced.

Also, as part of its strategy to exploit the capabilities introduced by the Web, the Bureau will establish a 24/7 Internet site to provide assistance to 2002 Economic Census respondents in FY 2003. 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. The Bureau will measure the success of the site by conducting a customer satisfaction survey and monitoring the traditional use metrics such as number of hits and downloads, among others.

***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan. The measure is discontinued in FY 2004.

<b>Response Rate for the Economic Census</b>						
	<b>FY 1999</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>
Target	New	New	New	New	84%	Discontinued
Actual						
Met/Not Met						

**Explanation of Measure**

FY 2003 is the key data collection year for the FY 2002 Economic Census, therefore this measure has been discontinued for FY 2004.

Maintaining high response rates that are consistent with previous census response rates is critical to our mission, because stakeholders rely on Bureau data to accurately portray the structure of the U.S. economy. High response rates are crucial to the reliability of these data. The Census Bureau's goal is to at least match the response rates it received for the 1997 Economic Census during the 2002 cycle. However, unless it takes some innovative and aggressive promotion and respondent contact steps, the Bureau anticipates that its response rate will decline, by as much as 5 percent because of expanded content and longer report forms. Much of the Bureau's planning for the Economic Census started several years ago. The Bureau did not anticipate the decline in economic activity the U.S. has 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 percent response rate looks to be much more of a challenge.

***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan. The measure is discontinued in FY 2004.

**Program Evaluation**

The continued dissemination of data products to federal, state, local and tribal governments, as well as to users in the private sector and the public make them available for countless applications. Some uses of the data include the resolution of population and boundary issues, and the distribution of federal dollars to states and localities to meet their needs.

## Cross-cutting Activities

### *Government/Private Sector*

#### **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 Census Bureau'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 Census Bureau has organized a Customer Relationship Management (CRM) unit to re-engineer its relationship with very large companies and help 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 3.5 million reporters.

## External Factors and Mitigation Strategies

#### **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.

Much of the planning for the Economic Census started several years ago. The Census Bureau did not anticipate the decline in economic activity seen since mid 2001, nor the economic consequences of the events of September 11, 2001. Corporate downsizing, increased security concerns, and corporate consolidation may all impact census response. Maintaining an 84 percent response rate now looks to be much more of a challenge.

To counter this general trend, the Census Bureau is 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. The Bureau 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 the Bureau 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, the Bureau will be working with media and intermediary organizations (trade, business, and professional organizations) to highlight the importance of the census. The Bureau is currently researching which themes and messages, as well as communication strategies, will be most effective in reaching businesses.

## Performance Goal 3: Meet Constitutional and Legislative Mandates by Implementing a Re-engineered 2010 Census that is Cost-Effective, Provides More Timely Data, Improves Coverage Accuracy, and Reduces Operational Risk

*(This goal has been reworded since the publication of the FY 2001 Annual Program Performance Report and FY 2003 Annual Performance Plan. It previously was worded as “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”)*

### 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

Census 2000 was an operational and data quality success: all operations were completed on time and within overall budget, overall coverage was improved, and differential undercount was improved for all minority groups and for children. However, Census 2000 was conducted at high cost and at great operational risk. In response, and in striving to better meet the U.S.’s ever-expanding needs for social, demographic, and geographic information, the Department of Commerce and the Census Bureau have developed a multi-year effort to completely modernize and re-engineer the Decennial Census program.

This re-engineering effort for the 2010 Decennial Census has four major goals:

- 1 Improve the relevance and timeliness of census long-form data.
- 2 Reduce operational risk.
- 3 Improve the accuracy of census coverage.
- 4 Contain costs.

The re-engineered 2010 Decennial Census program consists of three highly integrated activities designed to take advantage of opportunities for innovations made possible through the expanded use of technology, major changes in the Bureau’s business process for data collection, and the use of focused coverage improvement procedures:

- 1 The Census Bureau will collect and tabulate long-form data *every year* throughout the decade using a large household survey (the American Community Survey). Besides improving the timeliness of these detailed socio-economic data for federal programs and other data users, this will allow the 2010 Census to focus solely on short-form data collection and coverage.

- 2 The Census Bureau will conduct a multi-year effort to enhance and improve its Master Address File (MAF) and geographic data base (TIGER) by bringing them into alignment with global positioning system (GPS) coordinates and by converting the Bureau’s home-grown processing environment into one based on commercial off-the-shelf (COTS) and geographic information system (GIS) software products. In addition to the great benefits of these improvements to the U.S.’s geographic information infrastructure, this will allow the 2010 Census to utilize GPS-equipped mobile computing devices. This in turn will allow the Bureau to make major improvements in its business process for data collection.
- 3 The Census Bureau will conduct a multi-year program of integrated planning, development, and testing to completely restructure the management and conduct of a short-form only census in 2010. This effort encompasses time-critical major field tests under census-like conditions in 2004 and 2006, and a full dress rehearsal in 2008.

Full implementation of the American Community Survey (ACS), completion of the MAF/TIGER Enhancements Program, and continued development of a fully tested, redesigned plan for a short-form only 2010 Census all must occur for the Census Bureau to achieve its long-range performance goals for the 2010 Census, which are maintaining or reducing net differential undercounts compared to Census 2000, increasing the mail response rate compared to Census 2000, and containing the full cycle costs. *That is, while each of these components can yield great benefits on its own, the full overall benefit comes from the combination and integration of these activities into a fully re-engineered Decennial Census program.*

**Measure 3a: Implement the American Community Survey (ACS)**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
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.	At least 92% overall weighted response rate for the ACS, using three modes of data collection – mail, telephone, and personal visit.  Meet reliability requirements for annual state estimates with a median coefficient of variation of 5% or lower on typical characteristics that are reported for 10% of the population.
Actual				Completed field activities supporting the release of 2001 data from the long form transitional database in Summer of 2002.		
Met/Not Met				Met		

## Explanation of Measure

The ACS's methods of data collection involve three modes. First, the Bureau collects data by mailing out forms and processing the completed responses. The Bureau then attempts to contact non-responding households by telephone in order to collect these data. Finally, the Bureau takes a sample of households that have still not responded and attempts data collection by visiting these households and conducting interviews. The overall weighted response rate reflects the contribution of all three modes of response. During FY2004, the monthly sample will reach 250,000 households for the fourth quarter, which is the planned sample size for the fully implemented program. The ACS will also assist data users to understand the quality of the published estimates by calculating and displaying the confidence interval for all estimates in the ACS data products.

In FY 2000-2002, the Census Bureau conducted the Census 2000 Supplementary Survey, the 2001 Supplementary Survey, and the 2002 Supplementary Survey using ACS methods. 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, the Bureau is able to generate data that will provide estimates for all states and essentially all counties of 250,000 people or more.

The success of the ACS is predicated on the Bureau's ability to validate, as well as on data users to accept, the current expectation that the ACS will eliminate the need for the decennial census long form. Conducting this analysis will provide the Census Bureau with good census tract-by-tract comparisons between the 1999-2001 ACS cumulated estimates and the Census 2000 long form. The Bureau uses these comparisons to identify the causes of differences, ways to improve ACS design, and areas that require additional research. This analysis is a critical part of the transition to using data from the ACS as a national program. When the ACS becomes a comprehensive national program, community profiles will be available every year rather than every ten 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.

### *FY 2003 & FY 2004 Targets*

No changes have been made to the FY 2003 targets since the publication of the FY 2003 Annual Performance Plan. In FY 2004, the Bureau will release estimates for the 2003 ACS, which will be based on at least a 92 percent overall weighted response rate. Annual state estimates for 2004 will be based on data with at least the same response rate and will achieve a median coefficient of variation of 5 percent on typical characteristics that are reported for 10 percent of the population, using the three modes of data collection: mail, telephone, and personal visit. About two-thirds of the characteristics reported by the ACS are "typical." The others include vacancy rates and correlated characteristics. Vacancy rates are not typical because it is only possible to determine that a housing unit is vacant during the personal visit portion of the data collection. Correlated characteristics (such as low-level income) are ones that are usually the same for all the people living in a household. This phenomenon, in essence, reduces the amount of information collected from the household and leads to somewhat higher coefficients of variation.

**Measure 3b: Implement MAF/TIGER Modernization**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
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.	TIGER features are within 5 meters of true GPS location for 7.7% of the Nation's counties by 9/30/03.	TIGER features are within 5 meters of true GPS location for 26.3% of the Nation's counties by 9/30/04.
Actual				Prepared 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.		
Met/Not Met				Met		

**Explanation of Measure**

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, the Census Bureau's data product customers, and the needs of the U.S. Geological Survey/The National Map. The Census Bureau's field staff reported extensive difficulties in Census 2000 when asked to complete address list updating and verification tasks and to find addresses and streets that required follow-up visits. Many local and 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 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 the Census Bureau's data products, both for the ACS and the 2010 Census. Funding requested for FY 2004 will allow for the design of a quality improvement program to measure housing unit coverage and the start of associated data collection activities.

***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan.

The Bureau will conduct map feature and housing unit location corrections and quality assurance to verify their accuracy in 600 additional counties in FY 2004. The Bureau will design a quality improvement program to measure housing unit coverage and begin the collection of data in FY 2004.

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

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	(1) Select 2004 Census test sites by 12/31/2002.  (2) Develop and document design requirements for 2004 Census test by 12/31/2002.  (3) Develop detailed operational schedule for the 2004 Census test in April 2004 by 9/30/2003.	Implement the activities that support the following objectives of the 2004 Census test: <ul style="list-style-type: none"> <li>• Questionnaire content</li> <li>• Mobile computing devices for field work</li> <li>• Coverage improvements</li> <li>• Special place/group quarters</li> <li>• Residence rules</li> </ul>
Actual						
Met/Not Met						

## Explanation of Measure

A sustained, multi-year, integrated program for planning, testing, and development of a short-form only census for 2010 is the third key component of the Census Bureau's re-engineering effort. Without it, the Bureau is left with a census that improves data timeliness and relevance (through the ACS) and geographic accuracy (through the MAF/TIGER efforts), but at a greatly expanded cost and with no serious reductions in operational risk or improvements in coverage accuracy. With it, the data collection effort for 2010 can take advantage of and build on these other improvements to contain costs and improve accuracy while keeping operational risk to a minimum. This will be accomplished through things such as:

- Data collection using GPS-equipped mobile computing devices. Use of these devices will allow the Bureau to make major improvements to its business process for data collection—the largest and most expensive component of any census. For example, their use will allow the Bureau to significantly reduce the need for paper forms and maps; the huge staff and space required to handle that paper; and the printing, postage, and data capture costs associated with data collection using paper forms. These devices also will provide better information to field staff as they conduct their work. This should result in improved productivity and fewer errors.
- Mailing a second questionnaire to households that do not respond to the initial mailout. Bureau research has shown this to have significant promise for increasing mail response rates, thus lowering field follow-up workloads and costs. The Bureau also plans to offer alternative response modes, such as the Internet and telephone, to increase response rates.
- Finding ways to increase data quality for all population groups by improving questionnaire wording and instructions when collecting data about race and Hispanic Origin.
- Exploring ways to increase within-household coverage for all groups and areas by improving questionnaire wording and instructions regarding Bureau residence rules.
- Making methodological improvements in the way the Bureau collects data for persons who live in group quarters.

To do these things successfully, procedures must be fully tested under census-like conditions, and refined well in advance of Census Day. This requires a sustained, multi-year effort of integrated planning, development, testing, revising, and retesting of all the many procedures needed to complete a successful census. The Census Bureau will conduct a major field test in 2004, focused primarily on improved methodologies for data collection and coverage. The FY 2004 request supports two test sites. In 2006, the Bureau plans a second major field test focused primarily on the systems integration needed to carry out this new census design. In 2008, the Bureau plans a full dress rehearsal of the new census methods and systems, setting the stage for a 2010 Census that can achieve all the goals of the 2010 Decennial Census re-engineering. Throughout the decade the Bureau also will conduct focused special purpose tests, cognitive studies, and technology assessments.

The objectives for the 2004 Census Test are:

- *Questionnaire Content* – Develop different methods/questions that would improve race and Hispanic origin data by addressing respondent reporting issues, wording and format of the race and Hispanic Origin questions, and forms design issues.
- *Mobile Computing Devices (MCD) for Field Work* – Develop methods for using MCDs (including GPS technology) for field data collection, and assess their impact on field infrastructure and data processing.
- *Coverage Improvements* – Develop new methods for improving housing unit coverage and procedures to reduce housing unit duplication issues, and develop new methods for improving overall coverage of the population and procedures to reduce person duplication issues.
- *Special Place/Group Quarters* – Develop improved definitions and methods for distinguishing between group quarters and housing units in field canvassing operations in order to update the MAF in a comprehensive, integrated manner.
- *Residence Rules* – Develop methods to improve the implementation of residence rules in order to improve coverage.

In 2004 the Census Bureau also will be defining a program of development and testing necessary to count all U.S. citizens overseas in the 2010 Census. Possible methods for the enumeration of Americans overseas include the Internet, paper data collection modes, and administrative records. An integral component of this program will be to develop a marketing plan to inform and motivate overseas Americans to participate. In FY 2004, the Bureau will direct the day-to-day operations of the 2004 Overseas Test. The Bureau will continue developing requirements and plans for the 2006 Overseas Test, and continue consultations with stakeholders, including members of Congress.

While the short-term milestones are the appropriate units for measurement in FY 2004, the Census Bureau is adding information on its long-term goals to the target to highlight the importance of each step in the early-planning process.

### ***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan. For FY 2004, the Bureau's performance target is to successfully implement the activities that support the objectives of the 2004 Census Test.

### ***Program Evaluation***

Since the ACS is a continuing program, staff at the Census Bureau will continue to evaluate and report on the quality of ACS data. The overall objective of this evaluation project is to demonstrate the feasibility, desirability, and importance of implementing the ASC as a replacement for the decennial census long form. This objective will be achieved through a series of technical and external reports documenting key findings on the performance of nationwide implementation.

One of the major objectives of the MAF/TIGER Enhancements Program is implementation of a comprehensive plan for periodic MAF/TIGER evaluation, quality reporting, and corrective activities that will guide planning for cost-effective coverage and geocoding improvement operations. A quality assurance team is preparing MAF and TIGER error models that include descriptions of frequently found errors, performing a qualitative study to characterize each error's significance, and establishing a priority to guide implementation of quality metrics for each of the other four objectives. For example, the Bureau will develop a statistically sound sampling method for evaluating incoming state, local, and tribal GIS files and location-corrected contractor files using a random sample of 100 GPS quality assurance points for each file provided. Other proposed metrics include overall housing unit coverage (perhaps with separate measures for predominantly rural areas), currency of street and address information, and level of participation by potential geographic partners.

The evaluation of the re-engineered 2010 Census will start with evaluations of the 2004 Census Test. Specific evaluations will be conducted to answer each of the research questions we have identified for our test objectives. The Census Bureau will evaluate the proposed methodology tests to ensure that they are well designed and answer critical questions about how the plan for the 2010 Census can be modified to meet the goals of a re-engineered census. One of the important evaluations that the Bureau will begin in FY 2004 will assess the effectiveness of using MCDs for nonresponse follow-up.

## **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 GPS 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 Caribbean island areas.

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

### ***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 ACS and the MAF/TIGER Enhancements Program, interacts regularly with seven external advisory committees composed of members from governmental, professional, and 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 also done in cooperation with a National Academy of Science panel.

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

### ***External Factors and Mitigation Strategies***

Each decade, the Census Bureau must adapt the design of the decennial census to changes in the U.S.'s 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 that 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 fourteen months before Census Day.

Unlike the most recent decennial censuses, the Bureau's strategy for this decade is to begin to develop and fully test the 2010 Census design earlier in the decade, so that it can mitigate late decade operational risks and costs. Both the ACS and MAF/TIGER Enhancements Program 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 Census. There will be small special purpose field tests of individual activities and methods. These small tests will use relatively few people. There also will be relatively large integrated field tests that will study several methodologies in combination involving several hundred thousand people. Results from these carefully designed tests will be used 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: Foster an Environment that Supports Innovation, Reduces Respondent Burden, and Ensures Individual Privacy

*(This goal has been reworded since the publication of the FY 2001 Annual Program Performance Report and FY 2003 Annual Performance Plan. It was previously worded as “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 administrative records, 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.

- An administrative records research program improves and enhances the processes and products of Census Bureau censuses, surveys, and estimates.
- An integrated Census Bureau privacy and confidentiality research program leverages ongoing work and complements that work with new research to monitor, understand, respond to, and inform the public’s views about privacy and confidentiality.
- Geographic systems, the cornerstone to the Bureau’s 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 housing unit addresses, streets, roads, governmental unit boundaries, and related attribute information.
- Centralized information technology (IT) services that provide stable, dependable information technology support and the ability to continually increase our capacity for IT innovation are intimately linked to the accuracy, timeliness, and effectiveness of all Census Bureau programs. These IT services must include an IT security program.
- Research, testing, and the prototyping of tools, systems, and new methods to improve the Bureau’s 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, 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 the United States. Information is compiled from more than 250 government, private, and international organizations. There are also 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*.

This performance goal has been broadened to include an administrative records research program and a privacy and confidentiality research program.

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

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	83%	83%
Actual			81%	81%		
Met/Not Met						

**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 Census 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.

Information in the Census Bureau's geographic database must be updated on a periodic and regular basis to meet the needs of the Economic Census, Current Demographic Statistics Programs, the Intercensal Demographic Estimates Program, the American Community Survey, and the early planning efforts of the 2010 Census. The Boundary and Annexation Survey is an important vehicle for these updates. The geographic program at the Census Bureau is but one of several cross-cutting programs that provide essential support for survey and census collection, processing, and dissemination; thus providing support for the Bureau's performance goal of fostering an environment that supports innovation, reduces respondent burden, and ensures individual privacy.

***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan.

**Measure 4b: Meet Milestone Dates for Web-enabled Portal Technology**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	100%	100%
Actual						
Met/Not Met						

**Explanation of Measure**

Designing and testing Web-based 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.

***FY 2003 & FY 2004 Targets***

No changes have been made to the FY 2003 target since the publication of the FY 2003 Annual Performance Plan.

**Measure 4c: Segment score for overall customer satisfaction on the American Customer Satisfaction Index**

	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Target	New	New	New	New	New	72%
Actual						
Met/Not Met						

**Explanation of Measure**

The American Customer Satisfaction Index (ACSI) is a survey conducted since 1994 by the University of Michigan in cooperation with other groups. It tracks trends in customer satisfaction and provides benchmarks that can be compared across industries and between the public and private sectors. The ACSI uses a statistical model that links customers' evaluations of their experiences with an organization's products and services to overall satisfaction. Results from ACSI allow managers to better understand customers' perceptions and helps guide agency decisions about quality products, services, and customer satisfaction. The Census Bureau, along with thirty-one other federal government agencies, participated in the ACSI for the first time in FY 2000, with subsequent participation in FY 2001 and FY 2002. The Census Bureau's model traditionally focuses on key communications, services, and products: data products, Web products, and overall customer service as these relate to customers' perceived quality, expectations, overall customer satisfaction, complaints, and loyalty.

***FY 2003 & FY 2004 Targets***

This is a new measure for FY 2004.

## Program Evaluation

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 its mission needs of day-to-day and year-to-year measurement of the U.S. economy and population. Evaluations of the Bureau's mission-critical support programs are numerous and ongoing. Examples include Boundary and Annexation Survey respondent reporting rates recorded in production control systems, the annual conduct of the IT Security Self-Assessment survey in accordance with the standards 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 decision making.

## CENSUS Data Validation and Verification

The Census Bureau conducts an annual review of the performance data to ensure that projected targets are met. Data are verified by comparison with past release dates for those targets involving data release measures. The survey data tabulations are compared to publicly-reported methodological standards for its surveys to verify that the specified measures are attained for targets involving reliability measures. During this process, significant deviations from projected targets, if any, are discussed with the appropriate program areas so that changes can be implemented to help meet the Bureau's performance goals.

In some cases, information is manually checked against actual paper files (when available) to ensure the accuracy of information. Additionally, documentation is reviewed and a determination is made on its adequacy and sufficiency to support claims that outcomes and outputs have been achieved. The CENSUS Data Validation and Verification table can be found starting on the following page.

**CENSUS Data Validation and Verification**

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
<p><b>Measure 1a:</b>                      (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</p>	<p>The Census Bureau collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.</p>	<p>Performance measures are available at the time of a survey's public data release.</p>	<p>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).</p>	<p>The Census 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.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 1b:</b>                      (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)</p>	<p>Data collection dates are published in advance. These set the baseline for release dates.</p>	<p>As scheduled.</p>	<p>Census Bureau databases and public data releases.</p>	<p>Data are verified by comparison with past release dates. Official responses to customers will verify customer satisfaction.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 1c:</b>                      Release principal economic indicators</p>	<p>Data collection dates are published in advance. These set the baseline for release dates.</p>	<p>As scheduled.</p>	<p>Census Bureau databases and public data releases.</p>	<p>The Census Bureau compares with release schedule.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 1d:</b>                      Response rates for annual economic surveys used to update benchmark data during intercensal years. (Includes Annual Survey of Manufacturers, (ASM), Annual Trade Survey (ATS), Annual Retail Trade Survey (ARTS), and Service Annual Survey (SAS))</p>	<p>The Census Bureau collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.</p>	<p>Performance measures are available at the time of a survey's public data release.</p>	<p>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).</p>	<p>The Census Bureau maintains methodological standards for its surveys. The survey data tabulations are compared with these standards to verify that the specified reliability measurements are attained.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 2a:</b>                      Conduct the Economic Census and Census of Governments</p>	<p>2002 Economic Census and 2002 Census of Governments master schedules. The Bureau of the Census collects performance measure data on response rates as the responses to the census are tabulated.</p>	<p>As scheduled.</p>	<p>N/A. Census of Governments response database.</p>	<p>The Census Bureau will compare actual completion dates with schedule. The Census Bureau compares the performance measure data with historical data on response rates.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 2b:</b>                      (1) Release Decennial Census data products, (2) Release Census of Governments data products, and (3 &amp; 4) Release Economic Census data products</p>	<p>Data dissemination is scheduled. These set the baseline for release dates.</p>	<p>As scheduled.</p>	<p>American FactFinder</p>	<p>The Census Bureau will compare with actual release dates.</p>	<p>None</p>	<p>N/A</p>
<p><b>Measure 3a:</b>                      Implement the American Community Survey (ACS)</p>	<p>ACS activity schedule.</p>	<p>As scheduled.</p>	<p>ACS results and the American FactFinder.</p>	<p>The Census Bureau compares actual release dates with completion schedule.</p>	<p>None</p>	<p>N/A</p>

**CENSUS Data Validation and Verification (Cont.)**

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
<b>Measure 3b:</b> Implement MAF/TIGER modernization	MAF/TIGER activity schedule.	As scheduled.	Census Bureau MAF/TIGER database.	The Census Bureau compares actual completion dates with scheduled dates.	None	N/A
<b>Measure 3c:</b> Conduct early 2010 Census planning, development, and testing	2010 activity schedule.	As scheduled.	Internal Census Bureau documentation of requirements.	The Census Bureau will conduct the 2004 census test in selected test sites as scheduled.	None	N/A
<b>Measure 4a:</b> Response to the Annual Boundary and Annexation Survey	Geographic support system Intranet status reports.	As scheduled.	Census Bureau MAF/TIGER database.	The Census Bureau compares target response rates with actual reported response rates.	None	N/A
<b>Measure 4b:</b> Meet milestone dates for Web-enabled portal technology project	Data are collected and assessed as research, testing, and evaluations proceed.	As scheduled.	Data are printed in the research reports, methodology and standards reports, and evaluation reports.	The Census Bureau will compare targets with actual project results and reports.	None	N/A
<b>Measure 4c:</b> Segment score for overall customer satisfaction on the American Customer Satisfaction Index	American Customer Satisfaction Index.	Annually	Survey is conducted and data stored by the Federal Consulting Group and the University of Michigan Business School.	The Census Bureau compares target index levels with actual reported index levels.	None	N/A