

Department of Commerce
Bureau of the Census
SUMMARY OF TARGETS AND RESOURCE REQUIREMENTS

Grand Total

	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	Increase/ Decrease	FY 2005 Request
	Actual	Actual	Actual	Actual	Estimate	Base		
Salaries And Expenses	139.9	156.2	168.9	181.7	192.8	202.8	17.7	220.4
Periodic Censuses And Programs	4,259.1	585.5	383.8	420.2	479.0	447.2	163.9	611.1
Mandatory Programs	19.9	20.0	19.9	19.9	20.0	20.0	0.0	20.0
Total Funding	4,589.6	966.9	799.5	846.9	929.1	895.7	181.6	1,077.2
Direct	4,418.9	761.7	572.6	621.8	691.8	670.0	181.6	851.5
Reimbursable ²	170.7	205.2	226.9	225.1	237.3	225.7	0.0	225.7
IT Funding ¹	470.0	347.5	291.4	246.2	379.2	412.2	13.7	425.9
FTE	86,399	10,380	8,420	7,729	8,929	8,598	1,905	10,503

¹ IT Funding Included In Total Funding

² Reimbursable Funding Included In Total Funding

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 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual	FY 2004 Estimate	FY 2005 Base	Increase/ Decrease	FY 2005 Request	FY 2006 Estimate ¹	FY 2007 Estimate ¹	FY 2008 Estimate ¹	FY 2009 Estimate ¹
Salaries And Expenses												
Current Surveys And Statistics												
Current Economic Statistics	88.9	102.7	111.3	122.9	131.4	138.2	17.7	155.9	155.9	155.9	155.9	155.9
Current Demographic Statistics	47.5	49.8	53.5	54.4	57.9	60.8	0.0	60.8	60.8	60.8	60.8	60.8
Mandatory												
Survey Of Program Dynamics	9.9	10.0	9.9	9.9	10.0	10.0	0.0	10.0	10.0	10.0	10.0	10.0
Children's Health Insurance Program	10.0	10.0	10.0	10.0	10.0	10.0	0.0	10.0	10.0	10.0	10.0	10.0
Reimbursable Obligations	170.7	205.2	226.9	225.1	237.3	225.7	0.0	225.7	225.7	225.7	225.7	225.7
Total Funding	327.0	377.7	411.6	422.3	446.6	444.7	17.7	462.4	462.4	462.4	462.4	462.4
IT Funding	110.1	110.1	116.5	48.1	52.4	72.5	13.7	86.2	71.7	59.3	61.7	65.5
FTE	4,510	4,928	5,161	4,614	5,570	5,239	104	5,343	5,343	N/A	N/A	N/A

¹Reflects total resource requirements excluding outyear pay raises and inflation.

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actuals	FY 2004 Target	FY 2005 Target
MEASURE 1a ¹ (1) Collect data for the planned number of households for CPS	(1) New	(1) New	(1) New	(1) New	(1) New	(1) New	(1) 54,000 interviewed households per month from a planned sample of 60,000 eligible households
(2) Collect data for the planned number of households for NCVS	(2) New	(2) New	(2) New	(2) New	(2) New	(2) New	(2) 45,000 interviewed households per period from a planned sample of 50,000 eligible households (two interview periods per year)
(3) Collect data for the planned number of households for AHS	(3) New	(3) New	(3) New	(3) New	(3) New	(3) New	(3) 47,700 interviewed households from a planned sample of 53,000 eligible households
(4) Collect data for the planned number of households for SIPP	(4) New	(4) New	(4) New	(4) New	(4) New	(4) New	(4) 29,750 interviewed households per wave from a planned sample of 42,500 eligible households (three waves per year)
MEASURE 1b ² (1) Release data products from the SIPP	(1) Maintained FY 1999 actual time achieved	(1) Maintained FY 1999 actual time achieved	(1) Maintained FY 1999 actual time achieved	(1) Two data products by 9/30/03	(1) One data product by 9/30/03	(1) Seven data products by 9/30/04	(1) Two data products by 9/30/05
(2) Release data products from the CPS	(2) New	(2) New	(2) New	(2) New	(2) New	(2) New	(2) Twelve data products by 9/30/05
(3) Release data products from the CPS Supplements	(3) New	(3) New	(3) New	(3) New	(3) New	(3) New	(3) Six data products by 9/30/05
(4) Release data products from the AHS	(4) New	(4) New	(4) New	(4) New	(4) New	(4) New	(4) One data product by 9/30/05
MEASURE 1c Release Principal Economic Indicators	New	New	100% On Time	100% On Time	100% On Time	100% On Time	Release All 116 Monthly And Quarterly Principal Economic Indicators According To Pre-Announced Time Schedule
MEASURE 1d ³ Release Annual Survey of Manufacturers (ASM), The Annual Trade Survey (ATS), The Annual Retail Trade Survey (ARTS), and The Service Annual Survey (SAS) on preannounced time schedules.	New	New	New	New	New	New	100% on Time

¹Targets were changed for CPS,NCVS, AHS, and SIPP to give a more transparent measure of effectiveness. Further, the measure for NHIS was removed due to indications from the sponsor that the Survey might not continue in FY 2005 or that it might be scaled back dramatically

²SPD is a mandatory appropriation that was due to expire, and given that there would be no data products to release in FY 2005, the decision was made to remove SPD from the annual performance plan and replace it with CPS and CPS supplement measures which would be more appropriate and available.

³Type of measure for these surveys was changed to better evaluate fulfillment of the customer's need for timely information.

Corresponding Strategic Goal

Commerce Strategic Goal 1: Provide the Information and Tools to Maximize U.S. Competitiveness and Enable Economic Growth for American Industries, Workers, and Consumers.

Commerce General Goal/Objective 1.3: Enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses, and the American public.

Census Bureau 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 Census 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 continue to measure the impact of the Personal Responsibility and Work Opportunity Reconciliation Act, 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 for 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 Census 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.

Program Increases that Apply to Performance Goal 1:

Current economic statistics - Improved Measurement of Services \$4.0

Current economic statistics - Electronic Government: Making Economic Statistics Company-Centric \$3.3

Current economic statistics - Improve Quality and Accelerate Release of Trade Statistics \$10.4

Explanation of Measures***Measure 1A***

Maintaining a high level of response for household surveys ensures that the Census 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, our target measures are different: (1) The Current Population Survey (CPS), (2) the National Crime Victimization Survey, and the (3) American Housing Survey, can maintain a level of response where the number of interviewed households is 90% or better of the planned number of eligible households. These household surveys 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 10-40 minutes depending on the household size, is conducive to maximizing response. However, levels of response across all surveys, regardless of design and content, have been declining in recent years as we compete with other surveys and demands on the public's time. (4) The Survey of Income and Program Participation (SIPP) is on average a 60-minute interview for each household and collects information on income, assets, transfer program participation, and various other socio-economic topics for each person in the household. 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. There is no replenishment of sample as in the CPS, NCVS, and AHS designs. In addition, respondents are interviewed every 4 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 3-4 years. These design features make the survey a unique source of data; however, they also contributed to sharp declines in levels of response for recent panels. We have taken several steps to maximize response such as monetary incentives, redesigned introductory letters and materials, and enhanced FR training. The target levels of response consider the age of the panel in the appropriate year.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 targets since the publication of the FY 2004 Annual Performance Plan. For FY 2005, the targets were changed from response rates to levels of response, as measured by the number of actual households interviewed out of the number of households we estimated would be eligible to be interviewed. These new targets will more accurately reflect the impact on the quality of survey estimates that will result from changes in the planned survey design.

We have replaced the release of data products from the SPD as a target for 2005 with products from the CPS, CPS Supplements and the AHS. The release of all data products currently planned for the SPD will be completed in FY 2004.

The target for the National Health Interview Survey was dropped for 2005 because we are currently negotiating with the survey sponsor on significant changes to the design of the program that will affect sample size and the reliability of survey estimates.

Measure 1B

In FY 2004, this measure has addressed the release of products from the Survey of Income and Program Participation (SIPP) and the Survey of Program Dynamics (SPD). For FY 2005, we continue to monitor SIPP. Current funding for the SPD expires March 31, 2004. Future funding for SPD depends on the status of reauthorization legislation; as of December 31, 2003, the House-passed bill continues the funding for the Census Bureau through FY 2008, but how the funds will be spent is under the direction of the Secretary of Health and Human Services (HHS). HHS has directed the Census Bureau to concentrate any additional funding on increasing the sample size of the 2004 panel of the SIPP, and on investigating workforce measures for recipients of the Temporary Assistance for Needy Families program. Once the legislation is passed, we will include performance levels as part of these negotiations. However, since the SPD will be complete with the issuance of the final data product in FY 2004, there will be no SPD performance measure in the FY 2005 plan.

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.

CPS – The CPS, sponsored jointly by the Bureau of Labor Statistics (BLS) and the Census Bureau, is the primary source of labor statistics for the nation. The CPS is the source of numerous high-profile economic statistics including the nation's unemployment rate and provides data on a wide range of issues relating to employment and earnings. The CPS conducts interviews each month on the

labor force participation of persons 15 years old and over. Within two weeks of the completion of these interviews, the BLS releases the major results of the survey.

CPS Supplements – In addition to the regular labor force questions, the CPS often includes supplemental questions on subjects of interest to social scientists. Some CPS supplements are conducted annually, some every other year, and some on a one-time basis depending on the needs of the supplement sponsor.

AHS – The American Housing Survey is designed to provide a current and recurring series of data on housing characteristics of the nation. Sponsored by the Department of Housing and Urban Development (HUD), the AHS consists of a national sample and surveys of selected metropolitan areas. The national sample is conducted biennially in odd-numbered years and the metropolitan sample is conducted biennially in even-numbered years. Data files from these surveys are released to HUD on an annual basis. Analysts and policymakers use AHS data to inform housing policy decisions and design housing programs.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 targets since the publication of the FY 2004 Annual Performance Plan.

By 9/30/2005, we will release the following data products for the Survey of Income and Program Participation:

- **Wave 9 Topical Module File from the 2001 Panel**

Topical modules data are 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.

Following is one of the uses of the Wave Topical Module data:

- 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.

- **Wave 1 Core Preliminary File from the 2004 Panel**

This will be the first product from the 2004 SIPP Panel which will begin interviewing in February 2004.

Since the SIPP follows a cohort of sample over a three year period, each subsequent round of interviewing at 4-month intervals provides updated information on the economic and social impact of formation and disruptions to the household. As such, data products have a longitudinal orientation that requires several waves of data to provide an accurate portrayal of effects. This Preliminary Wave 1 file, however, was requested by data users to provide a preview of survey results from a new panel.

- **CPS data files** - In FY 2005, we will release 12 monthly CPS files containing the labor force information for each month.

- **CPS Supplement data files** – In FY 2005, we will release 6 CPS supplement files on various topics.

AHS data files – In FY 2005, we will release one file from the AHS.

Measure 1C

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

OMB Statistical Directive no. 3 requires that data for our principal economic indicators be released within prescribed time periods. For most monthly indicators this means that they must be made available within one month of the end of the reference period and for the quarterly indicators within two and a half months. Release dates for these indicators are available at www.census.gov/epcd/econ/www/indijun.htm. Our goal is to release all 116 monthly and quarterly principal economic indicators on time throughout FY 2005.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan. It is continued for FY 2005.

Measure 1D

This measure applies to the annual surveys 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). The timely release of these reports is critical to the Bureau of Economic Analysis' work in preparing annual updates to the GDP.

Measure 1d was changed from achieving a targeted level of response to meeting predetermined release dates. This was done to more accurately reflect priorities, i.e., of maintaining and wherever possible improving the timeliness of our data. While achieving satisfactory response levels are critical to data quality and can be important measures of success, the ability to deliver products on time to our key stakeholders is considered our top priority. The four annual surveys in the measure are used by the Bureau of Economic Analysis (BEA) to update benchmark data during intercensal years. Delays in their release directly impact BEA's mission to produce timely and accurate measures of the Nation's Gross Domestic Product. It is for this reason that meeting these deadlines is viewed as the ultimate measure of our success.

FY 2004 & FY 2005 Targets

This is a new performance measure for FY 2005

Program Evaluation

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

Demographic Statistics

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

Economic Statistics

Evaluation of programs by the economic statistics staff has led to better measures of capital expenditures by American companies; improved the Census 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 Census 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 (CPS) 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.

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 Census Bureau disseminates demographic data relating to poverty, income, population trends, child health insurance issues, and other important measures to SDCs for distribution throughout local communities. The Business and Industry Data Center (BIDC) program was added in 1988 to meet the needs of local business communities for economic data. State governors appoint data center lead organizations.

Government/Private Sector

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

International/Private Sector

The International Programs Center (IPC), which is part of the 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 50 years, the IPC has assisted in the collection, processing, analysis, dissemination, and use of statistics with counterpart governments throughout the world.

External Factors and Mitigation Strategies

Public perception of both government and non-government 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 our privacy and confidentiality policies for all Census Bureau activities. This involves publishing our policy statements via the Census Bureau web site and carrying out other information activities. The web site indicates the Census Bureau's privacy policy in the following areas:

- Web site visitor activities
- Purchase of Census Bureau 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

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual	FY 2004 Estimate	FY 2005 Base	Increase/ Decrease	FY 2005 Request	FY 2006 Estimate ¹	FY 2007 Estimate ¹	FY 2008 Estimate ¹	FY 2009 Estimate ¹
Periodic Censuses And Programs												
Economic Statistics Programs												
Economic Censuses	47.5	41.4	52.1	86.4	73.0	78.0	(9.5)	68.5	69.0	75.8	120.8	103.1
Census Of Governments	3.6	3.1	5.7	6.5	6.3	6.5	(1.3)	5.2	4.5	6.9	7.8	7.5
Demographic Statistics Programs												
Intercensal Demographic Estimates	5.4	5.7	6.3	9.3	9.4	9.8	1.2	11.0	12.2	12.2	12.2	12.2
2000 Decennial Census	4,116.5	441.5	147.9	92.4	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Continuous Measurement	19.9	21.2	26.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demographic Surveys Sample Redesign	5.1	7.9	12.4	12.1	13.0	13.5	(1.2)	12.2	10.1	10.1	10.0	14.3
Total Funding	4,198.0	520.8	250.8	206.7	111.2	107.8	(10.8)	96.9	95.8	105	150.8	137.1
IT Funding	322.5	181.9	118.2	52.4	84.9	63.7	0.0	63.7	66.8	69.9	102.2	19.9
FTE	81,604	5,105	2,243	1,653	768	780	(93)	687	676	N/A	N/A	N/A

¹Reflects total resource requirements excluding outyear pay raises and inflation.

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2004 Target	FY 2005 Target
MEASURE 2a Conduct the economic census and census of governments	New	New	New	<ul style="list-style-type: none"> Initial mailing for the finance phase of the Census Of Governments complete by 10/31/02 and 5 Million Economic Census forms by 12/20/02 Complete initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/03 	<ul style="list-style-type: none"> Initial mailing for the finance phase of the Census Of Governments was complete by 10/31/02 and 5 Million Economic Census forms by 12/20/02 Completed initial mailing 2002 Survey of Business Owners forms to 1 million businesses with paid employees by 9/30/03 	<ul style="list-style-type: none"> Complete initial mailing of 2002 Survey of Business Owners forms to 1.5 million businesses without paid employees by 7/31/04 Obtain an 80% response rate for the employment phase of the Census of Governments and an 82% response rate for the finance phase 	<ul style="list-style-type: none"> Prepare a detailed project plan for all phases of the 2007 Economic Census by 9/30/05 Prepare a detailed project plan for all phases of the 2007 Census of Governments by 9/30/05
MEASURE 2b (1) Release Decennial Census data products (2) Release Census of Governments data products (3) Release Economic Census products	New	100% of Scheduled Releases	100% Of Scheduled Releases	<p>(1) Four data products by 9/30/03</p> <p>(2) Two data products released by 9/30/03.</p> <p>(3) New</p>	<p>(1) Five data products by 9/30/03</p> <p>(2) One product released ahead of schedule. Second product being released on a flow basis beginning 9/03 to be completed by 12/03.</p> <p>(3) New</p>	<p>(1) None</p> <p>(2) Four data products by 9/30/04. This represents a more than 15% improvement in delivery time over the previous census. Issue by March 2004, The 2002 Economic Census Advance Report. This first report shows a snapshot of the economy at broad NAICS levels. 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</p>	<p>(1) None</p> <p>(2) None</p> <p>(3) Issue 1,027 Economic Census data products by 9/30/05, for a total of 1,647 reports released since 3/1/04, and 58 remaining reports for release in FY 2006. This represents a 40% increase in the number of reports released over a comparable time period for the 1997 Economic Census.</p>
MEASURE 2c Release population estimates and survey controls for all subgroups and geographies	New	New	New	New	New	New	<ul style="list-style-type: none"> Improved controls for the 2004 American Community Survey released by 5/30/05 Current Population Survey Controls released each month in time for weighting monthly estimates
MEASURE 2d (1) Introduce new Census 2000-based samples for the consumer expenditures survey-quarterly (CE-Q) (2) Introduce new Census 2000-based samples for the consumer expenditures survey-diary (CE-D) (3) Introduce new Census 2000-based samples for the National Crime Victimization Survey (4) Introduce new Census 2000-based samples for the American Housing Survey-National (AHS-N)	New	New	New	New	New	New	<p>(1) CE-Q samples introduced by 11/30/2004</p> <p>(2) CE-D samples introduced by 1/31/2005</p> <p>(3) NCVS samples introduced by 1/31/2005</p> <p>(4) AHS-N samples introduced by 5/31/2005</p>

Corresponding Strategic Goal

Commerce Strategic Goal 1: Provide the Information and Tools to Maximize U.S. Competitiveness and Enable Economic Growth for American Industries, Workers, and Consumers.

Commerce General Goal/Objective 1.3: Enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses, and the American public.

Census Bureau 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 economic censuses and the census of governments, or the intercensal estimates that provide baseline demographic information in between the decennial censuses - the place where everyone looks is the Census Bureau's benchmark programs.

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

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

As a complement to the sectoral economic census program components, the 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 supplies 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 publishing and disseminating data from the 2002 Economic Census on a timely, scheduled basis

- Conducting a comprehensive evaluation of the content, processing, and dissemination components of the 2002 Economic Census and Census of Governments, and
- Using the results of the evaluation, developing a priority list of improvements for the 2007 Economic Census and Census of Governments.

Program Increases that Apply to Performance Goal 2:

Intercensal demographic estimates – measuring migration across U.S. borders \$1.2

Explanation of Measures

Measure 2A

FY 2005, besides being the last year of the six-year funding cycle for the 2002 Economic Census, is also the first year of the funding cycle for the 2007 Economic Census and Census of Governments. FY 2005 work on the 2007 censuses involves vital planning, scheduling, and organizing activities. While we expect the basic format of the censuses to stay the same, a key aspect of the FY 2005 work is to determine whether the censuses provide sufficient and proper information to our users and how much change is required in the operational aspects of the work. To accomplish this, we will complete a comprehensive evaluation of the content, processing, and dissemination components of both censuses and develop a priority list of improvements for the 2007 censuses.

FY 2004 & FY 2005 Targets

An additional target has been added to FY 2005 since the publication of the FY 2004 Annual Performance Plan, covering the evaluation of the conduct, processing, and dissemination activities related to the 2002 Economic and Census of Governments. An evaluation report of both censuses, containing a list of improvements for the 2007 censuses will be completed by 9/30/05.

Measure 2BDecennial Census

In FY 2003, the Census Bureau completed the release of all Census 2000 data products.

Census of Governments

In FY 2004, the Census Bureau will complete the release of all of the 2002 Census of Government data products.

Economic Census

The primary focus of activity for FY 2005 will be on the publication and dissemination of information collected and processed in the previous two years. The FY 2005 budget request provides for an accelerated release schedule compared to previous censuses. It responds to the Bureau of Economic Analysis request to accelerate the release of the manufacturing industry series, the manufacturing and mining product class data, the retail merchandise line series, and the wholesale commodity line series. Full funding will support a 4 month improvement in the release time of the manufacturing industry series, an 11-14 month improvement in the product class data release, a 20 month improvement in the first release of the merchandise and commodity line data.

By the end of the fiscal year we will have released all but a handful of the 2002 Economic Census data products. 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.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan.

Measure 2C

The intercensal demographic estimates program assists elected and appointed officials in allocating about \$200 billion each year by providing them updated estimates of the United States population for the country, states, counties, cities, and townships. Through this legislatively required program, these policy makers and program managers are able to better understand their population's size, as well as its basic characteristics like age, sex, race, and Hispanic origin, in the years between the decennial censuses. Since the United States population does not stand still between decennial censuses and governments base many of their funding decisions on the size and

basic characteristics of the population, effective and efficient government requires these estimates be prepared annually and released in a timely manner.

Title 13, Section 181 of the U.S. Code requires the Census Bureau to produce annual data on the population size and certain population characteristics (age, race, ethnicity, and sex) for the nation, states, counties, and local units of government with a population of 50,000 or more. This law also requires the Census Bureau to produce biennial estimates of total population for all local units of general purpose government, regardless of their size. Further, the law specifies the use of such estimates by federal agencies when allocating federal benefits to states, counties, and local units of government when they are based on population size.

Among the federal programs that use these intercensal estimates to allocate funds are the Department of Health and Human Services' Medical Assistance Program (Medicaid) and Social Service Block Grant Program; the Department of Housing and Urban Development's Community Development Block Grant Program; and the Department of Labor's Employment and Training Assistance -Dislocated Worker Program. About \$200 billion per year in federal funding is distributed to states and other areas based in some part on intercensal estimates.

These estimates of the geographic distribution of the population are also used for decisions about state and local government services, planning utility services, redefining metropolitan areas, and locating retail outlets and manufacturing establishments. Federal time-series that are produced on a per capita basis, such as per capita income, births per capita, and cancer incidence rates per capita also rely on these estimates for their denominators. Finally, they are used as population controls for the major household surveys, such as the Current Population Survey (CPS) and the American Community Survey (ACS) and, hence, have a major impact on the accuracy of the country's key measures such as unemployment, inflation, income, poverty, and health insurance.

FY 2004 and FY 2005 Targets

There were no FY 2004 targets as these are new performance measures for 2005.

By 5/30/2005, we will release improved controls for the 2004 ACS. It is important that we meet this date to insure the timely processing and release of ACS data to the public so that they can make informed planning decisions. The controls will reflect improved estimates of immigration.

Each month we will release controls for the CPS in time to weight the monthly estimates. It is important that we meet these dates to insure that the survey weighting is completed such that scheduled release dates for the monthly data on unemployment are met.

Measure 2D

Introducing new Census 2000-based, redesigned samples for four major household surveys in FY 2005 is critical to the successful implementation of the 2000 Demographic Surveys Sample Redesign and the continuation of these surveys at a quality and reliability level demanded by Congress, survey sponsoring agencies, and data users. The 2000 Demographic Survey Sample Redesign plans include the release of new, updated survey samples from FYs 2004 through 2007, depending on each survey's sample design requirements and needs.

The demographic surveys sample redesign program is a once-a-decade cyclical program following the completion of the decennial census. This program takes the new census information on the location and characteristics of the American population and uses that up-to-date snapshot to select smaller, but representative, samples of that population. These new samples then become the basis for the major federal household surveys conducted throughout the remainder of the decade. Using these updated samples allows federal agencies that sponsor these surveys to avoid substantial deterioration in the accuracy of their surveys' data and maintain confidence in major federal socioeconomic indicators such as the monthly consumer price index and the rate of violent crimes, which are vital to the effective management of the United States economy and government programs.

FY 2004 & FY 2005 Targets

This is a new measure for FY 2005.

By 11/30/2004 we will introduce new samples for the Consumer Expenditures Survey - Quarterly Survey (CE-Q).

By 1/31/2005 we will introduce new samples for the Consumer Expenditures Survey - Diary Survey (CE-D).

Program Evaluation

Evaluation activities in FY 2005 will relate to the content, processing, and dissemination components of the 2002 Census of Governments. In preparation for the 2007 Census of Governments, a complete a comprehensive evaluation of question detail, data quality, editing, and imputation activities related to the 2002 Census of Governments will be undertaken. Further evaluations of central collection and electronic reporting operations, as well as the content and utility of all data dissemination will also be undertaken in FY 2005.

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 record keeping 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 the Census Bureau 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 Census Bureau 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 our planning for the economic census started several years ago. We did not anticipate the decline in economic activity we have seen since mid 2001, nor, of course, the economic consequences of the events of September 11. Corporate downsizing, increased security concerns, and corporate consolidation may all impact census response. Now, maintaining an 84% response rate looks to be much more of a challenge.

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

PERFORMANCE GOAL 3: MEET CONSTITUTIONAL AND LEGISLATIVE MANDATES BY IMPLEMENTING A REENGINEERED 2010 CENSUS THAT IS COST-EFFECTIVE, PROVIDES MORE TIMELY DATA, IMPROVES COVERAGE ACCURACY, AND REDUCES OPERATIONAL RISK

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual	FY 2004 Estimate	FY 2005 Base	Increase/ Decrease	FY 2005 Request	FY 2006 Estimate¹	FY 2007 Estimate¹	FY 2008 Estimate¹	FY 2009 Estimate¹
Periodic Census And Programs												
2010 Decennial Census	New	New	64.3	144.7	264.8	260.2	174.7	434.9	480.8	435.5	693.1	1,603.1
Total Funding	New	New	64.3	144.7	264.8	260.2	174.7	434.9	480.8	435.5	693.1	1,603.1
IT Funding	New	New	36.1	86.2	145.4	208.7	0.0	208.7	122.5	120.5	117.9	137.2
FTE	New	New	598	1,067	2,140	2,128	1,894	4,022	5,026	N/A	N/A	N/A

¹Reflects total resource requirements.

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2004 Target	FY 2005 Target
MEASURE 3a Implement the American Community Survey	New	New	Completed 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.	Evaluation reports not released.	<ul style="list-style-type: none"> At least 92% overall weighted response rate for the American Community Survey, using three modes of data collection – mail, telephone, & 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. 	At least 92% overall weighted response rate for the American Community Survey, using three modes of data collection – mail, telephone, & personal visit.
MEASURE 3b Implement MAF/TIGER modernization	New	New	Prepared 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	Complete map feature corrections of 250 (8%) of the nation's counties by 9/30/03	Completed map feature corrections of 250 (8%) of the nation's counties by 9/30/03	TIGER features are within 7.6 meters of true GPS location for 26.3% of the nation's counties by 9/30/04	TIGER features are within 7.6 meters of true GPS location for 48% of all counties in the U.S., Puerto Rico, and the island areas by 9/30/05.
MEASURE 3c Conduct early 2010 Census planning, development, and testing	New	New	New	<ul style="list-style-type: none"> Select test sites for 2004 census test by 12/31/02 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 	<ul style="list-style-type: none"> Selected test sites for 2004 census test by 12/31/02 Developed and documented design requirements for 2004 census test by 12/31/02 (3) Developed 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"> questionnaire content mobile computing devices for field work coverage improvements special place/group quarters residence rules 	<ul style="list-style-type: none"> Complete evaluations of the 2004 census test and, based on findings, make appropriate revisions to our research, testing, and development efforts for the 2010 Census. Determine design requirements and select sites for the 2006 census test. Complete preparations for and begin implementation of The 2005 National Content Survey. Use research, testing, and development efforts to date (for race/hispanic origin questions, residence rules, enterprise architecture, etc.) to update relevant 2010 Census action plans

Corresponding Strategic Goal

Commerce Strategic Goal 1: Provide the Information and Tools to Maximize U.S. Competitiveness and Enable Economic Growth for American Industries, Workers, and Consumers.

Commerce General Goal/Objective 1.3: Enhance the supply of key economic and demographic data to support effective decision-making of policymakers, businesses, and the American public.

Bureau of the Census Strategic Goal 3: Meet constitutional and legislative mandates by implementing a reengineered 2010 census that is cost-effective, provides more timely data, improves coverage accuracy, and reduces operational risk

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 with high cost and at great operational risk. In response, and in striving to better meet this nation'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 performance outcomes:

1. Improve the relevance and timeliness of census long-form data,
2. Reduce operational risk,
3. Improve the accuracy of census coverage, and
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 our business process for data collection, and the use of focused coverage improvement procedures:

1. We 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. We will conduct a multi-year effort to enhance and improve the Census Bureau's Master Address File (MAF) and geographic data base, TIGER, by bringing them into alignment with global positioning system (GPS) coordinates and by converting our processing environment into one based on commercial off-the-shelf and geographic information system (GIS) software products. In addition to

the great benefits of these improvements to the nation's geographic information infrastructure, this will allow the 2010 Census to utilize GPS-equipped mobile computing devices. This in turn will allow us to make major improvements in our business process for data collection.

3. We 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 Dress Rehearsal in 2008.

Full implementation of the American Community Survey, 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—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.*

Program Increases that Apply to Performance Goal 3:

2010 Decennial Census - \$174.7

Explanation of Measures

Measure 3A

The American Community Survey's methods of data collection involve three modes. First, we collect data by mailing out forms and processing the completed responses. We then attempt to contact non-responding households by telephone in order to collect these data. Finally, we take a sample of households that have still not responded and attempt data collection by visiting these households and conducting interviews. The overall weighted response rate reflects the contribution of all three modes of response. In the last Quarter of FY 2004 and throughout 2005 the monthly sample will reach 250,000 households. The American Community Survey 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 American Community Survey data products.

In FY 2000-2004, the Census Bureau conducted the Census 2000 Supplementary Survey, the 2001 Supplementary Survey, and the 2002 Supplementary Survey using American Community Survey 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, we are 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 American Community Survey is predicated on our ability to validate, as well as on data users to accept, our current expectation that the American Community Survey will eliminate the need for the decennial census long form. To this end, the Census Bureau will conduct census tract-by-tract comparisons between the 1999-2001 American Community Survey cumulated estimates and the Census 2000 long form in the 31 test sites. We use these comparisons to identify the causes of differences, ways to improve American Community Survey design, and areas that require additional research. This analysis is a critical part of the transition to using data from the American Community Survey as a national program. When the American Community Survey becomes a comprehensive national program, community profiles will be updated every year rather than every 10 years. These vastly improved data will enable the U.S. Government to distribute billions of dollars more efficiently and to more effectively evaluate federal programs.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 targets since the publication of the FY 2004 Annual Performance Plan.

In FY 2005, full implementation data collection will be in place for the ACS, which will be based on at least a 92% overall weighted response rate across the three modes of data collection.

Measure 3B

Correctly locating every street 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.

FY 2004 & FY 2005 Targets

The target for measure 3b in FY 2004 has been changed from “TIGER features are within 5 meters of true GPS location for 26.3% of the nation’s counties by 9/30/04” to “TIGER features are within 7.6 meters of true GPS location for 26.3% of the nation’s counties by 9/30/04.” The 5 meter target corresponds with a typographical error in accuracy percentage (99.8%). The correct accuracy requirement of 99.6% translates to a 7.6 meter street centerline target accuracy. There was no change in program methodology. These same efforts will continue in FY 2005 for additional counties. The additional wording is to clarify that this multi-year effort includes Puerto Rico and the island areas.

Measure 3C

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 our re-engineering effort. Without it, we are left with a census that improves data relevance and timeliness (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:

- Development and extensive testing of data collection using GPS-equipped mobile computing devices. Use of these devices will allow us to make major improvements to our business process for data collection—the largest and most expensive component of any census. For example, their use will allow us 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.
- Finding a way to mail a second questionnaire to households that do not respond to the initial mail out. Our research has shown this to have significant promise for increasing mail response rates, thus lowering field follow-up workloads and costs. We also plan 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 our residence rules.
- Exploring methodological improvements in the way we collect 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. We will conduct a major field test in 2004, focused primarily on improved

methodologies for data collection and coverage. The FY 2004 estimate supports two test sites focused primarily on the systems integration needed to carry out this new census design. In 2006, we plan a second major field test. In 2008, we plan 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 we also will conduct focused special purpose tests, cognitive studies, and technology assessments.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan. The targets for FY 2005 reflect completing the 2004 Census Test Evaluations; completing preparations and early activities for a nationally representative content test and for the 2006 Census Test; and updating our key 2010 planning and development documents to reflect results of testing efforts through FY2004.

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 island areas.

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

public use forms used in our 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 American Community Survey and the MAF/TIGER Enhancements Program, interacts regularly with seven external advisory committees composed of members from governmental, professional, public, and private sector organizations. These comprise the Advisory Committee of Professional Associations (American Statistical Association, Population Association of America, American Economic Association, and American Marketing Association), the Decennial Census Advisory Committee to the Secretary of Commerce, and the five Racial and Ethnic Advisory Committees (African American, American Indian and Alaska Native, Asian, Hispanic, and Native Hawaiian and Other Pacific Islander). These committees provide advice and connections used by all three programs in shaping the specific approaches that will be used. Work is 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.

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 ACS 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, we have developed 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. We 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 we will begin in FY 2004 will assess the effectiveness of using mobile computing devices (MCDs) for nonresponse follow-up.

External Factors and Mitigation Strategies

Each decade, the Census Bureau must adapt the design of the decennial census to changes in the nation'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 14 months before Census Day.

Unlike the most recent decennial censuses, our strategy for this decade is to begin to develop and fully test the 2010 Census design earlier in the decade, so that we can mitigate late decade operational risks and costs. Both the American Community Survey and MAF/TIGER 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: SUPPORT INNOVATION, PROMOTE DATA USE, MINIMIZE RESPONDENT BURDEN, RESPECT INDIVIDUAL PRIVACY, AND ENSURE CONFIDENTIALITY.

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Actual	FY 2004 Estimate	FY 2005 Base	Increase/ Decrease	FY 2005 Request	FY 2006 Estimate ¹	FY 2007 Estimate ¹	FY 2008 Estimate ¹	FY 2009 Estimate ¹
Salaries And Expenses												
Survey Development And Data Services	3.5	3.8	4.1	4.3	3.5	3.7	0.0	3.7	3.7	3.7	3.7	3.7
Periodic Censuses And Programs												
Electronic Information Collection	5.8	6.1	6.2	6.2	6.5	6.6	0.0	6.6	6.6	6.6	6.6	6.6
Geographic Support	32.5	34.8	37.3	37.7	40.1	41.6	0.0	41.6	41.6	41.6	41.6	41.6
Data Processing Systems	22.7	23.5	23.1	23.5	30.8	31.0	0.0	31.0	31.0	31.0	31.0	31.0
Suitland Federal Center Office Space Construction	0.0	0.3	2.1	1.5	25.7	0.0	0.0	0.0	37.1	0.0	0.0	0.0
Total Funding	64.5	68.5	72.8	73.2	106.6	82.9	0.0	82.9	120.0	82.9	82.9	82.9
IT Funding	47.4	47.4	38.6	59.5	86.8	76.6	0.0	76.6	69.8	68.2	56.2	25.0
FTE	285	347	418	395	451	451	0	451	451	N/A	N/A	N/A

¹Reflects total resource requirements excluding outyear pay raises and inflation

	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2004 Target	FY 2005 Target
MEASURE 4a Response to the Annual Boundary and Annexation Survey	New	81%	81%	83%	88%	83%	83%
MEASURE 4b Meet milestone dates for evaluating and expanding web-based technology solutions to include more functionality/business processes.	New	New	New	100%	100%	100%	100%
MEASURE 4c Segment score for overall customer satisfaction on the American Customer Satisfaction Index	New	New	New	New	New	72%	73%

Corresponding Strategic Goal

Commerce Strategic Goal 1: Provide the Information and Tools to Maximize U.S. Competitiveness and Enable Economic Growth for American Industries, Workers, and Consumers.

Commerce General Goal/Objective 1.3: Enhance the supply key of economic and demographic data to support effective decision-making of policymakers, businesses, and the American public.

Census Bureau 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 our collection, processing, and dissemination systems, provide the basic maps, address lists, address and geographic reference files, and associated processing systems needed to meet the geographic requirements of all Census Bureau programs. The geographic support system (GSS) manages large volumes of information from both internal and external sources to establish and maintain a current and complete inventory of housing unit addresses, streets, roads, governmental unit boundaries, and related attribute information.
- Centralized information technology services that provide stable, dependable information technology support and the ability to continually increase our capacity for information technology (IT) innovation are intimately linked to the accuracy, timeliness,

and effectiveness of all Census Bureau programs. These information technology services must include an IT security program.

- Research, testing, and the prototyping of tools, systems, and new methods to improve our core processes--data collection, processing, and dissemination--across programs are essential for the Bureau to meet its increasing customer demands for more complex data in a timely and efficient manner. Maintaining adequate response rates, reducing respondent burden, meeting complex data needs, improving data quality, and developing innovative training techniques can all be facilitated through research and the application of core expertise in statistical and survey methodologies.
- The annual compilation and issuance of the *Statistical Abstract of the United States* provides vital program data for policy background and research for congressional staff members and federal, state, and local government officials. The *Statistical Abstract of the United States* is also the principal source for annual statistics describing the social and economic structure of 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.

Program Increases that Apply to Performance Goal 4:

None

Explanation of Measures

Measure 4A

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 our performance goal of fostering an environment that supports innovation, reduces respondent burden, and ensures individual privacy.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan.

Measure 4B

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

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan.

Measure 4C

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 31 other federal government agencies, participated in the American Customer Satisfaction Index (ACSI) for the first time in FY 2000 (Census Bureau's score was 67%), with subsequent participation in FY 2001 (69%), FY 2002 (73%), and FY 2003 (71%). 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. The Census Bureau's target of 73% is higher than the overall score for the federal government as a whole in the most recent survey (70%). Other participating agencies include the Social Security Administration, the Food and Drug Administration, the Veteran's Health Administration, the U.S. Mint, and the Internal Revenue Service.

FY 2004 & FY 2005 Targets

No changes have been made to the FY 2004 target since the publication of the FY 2004 Annual Performance Plan.

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 Encoding 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*.

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 our mission needs of day-to-day and year-to-year measurement of the U.S. economy and population. Evaluations of our mission critical support programs are numerous and ongoing. Examples include Boundary and Annexation Survey respondent reporting rates recorded in production control systems, the annual 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.

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 such as, 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.

Unit Cost Measures Summary:

Unit cost measures are reflected in the appropriate narrative justifications. A great deal of effort went into selecting the Unit Cost Measures. The measures selected were chosen with four key factors in mind:

1. They are measurable and are currently being measured,
2. represent a cross section of the programs activities,
3. line up with budget items, and
4. support the goals identified in the Bureau and Department Strategic Plans.

The Bureau continues to work to develop meaningful cost measures for all activities.

<u>Salaries & Expenses</u>							
Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2004 Target	FY 2005 Target
<u>Current Surveys and Statistics</u>							
<u>Current Economic Statistics</u>							
Cost per variable:							
Current Services	N/A	N/A	N/A	N/A	N/A	N/A	\$11.75/Variable
Construction Statistics	N/A	N/A	N/A	N/A	N/A	N/A	\$ 7.17/ Variable
Annual Survey of Manufacturers	N/A	N/A	N/A	N/A	N/A	N/A	\$ 3.36/ Variable
Business Register	N/A	N/A	N/A	N/A	N/A	N/A	\$ 0.37/ Variable
Foreign Trade Statistics	N/A	N/A	N/A	N/A	N/A	N/A	\$ 0.01/ Variable
Finance	N/A	N/A	N/A	N/A	N/A	N/A	\$ 2.15/ Variable
<u>Current Demographic Statistics</u>							
Cost per Case:							
Current Population Survey	N/A	\$46/case	\$47/case	\$49/case	\$45/case ¹	\$52/case	\$55/case
Survey of Income & Program Participation	N/A	\$134/case	\$142/case	\$149/case	\$164/case	\$157/case	\$165/case
<u>Survey Development and Data Services</u>							
Cost per Table in the Statistical Abstract	\$542/table	\$537/table	\$549/table	\$531/table	\$531/table	\$546/table	\$561/table

¹Actual is below estimate due to one-time temporary cuts in activities. These activities will be reinstated, as well as an addition of supervisors, in FY 2004, returning cost per case to the predicted target.

Measure	FY 2000 Actual	FY 2001 Actual	FY 2002 Actual	FY 2003 Target	FY 2003 Actual	FY 2004 Target	FY 2005 Target
Data Processing Systems							
Cost per unit (number of Census Bureau current staff)							
Data Center Ops and Management	N/A	N/A	N/A	N/A	N/A	N/A	\$655/unit
Enterprise Systems	N/A	N/A	N/A	N/A	N/A	N/A	\$789/unit
Software Engineering/Data Backup	N/A	N/A	N/A	N/A	N/A	N/A	\$628/unit
Capital Planning & IT Policy	N/A	N/A	N/A	N/A	N/A	N/A	\$273/unit
Continuity of Operations	N/A	N/A	N/A	N/A	N/A	N/A	\$137/unit
Desktop Svc – cost per desktop unit	N/A	N/A	N/A	N/A	N/A	N/A	\$1,347/unit
LAN Management – cost per user supported by LAN	N/A	N/A	N/A	N/A	N/A	N/A	\$1,118/unit

Program Assessment Rating Tool (PART):

Four Census Bureau programs have been evaluated during the FY 2005 budget cycle: Current Demographic Statistics, Intercensal Demographic Estimates, Decennial Census, and Demographic Surveys Sample Redesign.

Current Demographic Statistics received a moderately effective rating. The assessment noted that the program has ambitious long-term and annual performance goals and collects timely performance information on field data collection activities to measure and improve efficiency. Recommendations include continued development of long-term Survey of Income and Program Participation (SIPP) goals by including an ambitious data release schedule, improved managerial accountability for SIPP release schedules, and pursuit of additional independent evaluations of SIPP.

The Intercensal Demographic Estimates program received a moderately effective rating. The assessment noted that the program has ambitious long-term and annual performance goals and adequate strategic planning. Recommendations include work to further increase involvement of state partners and other stakeholders, more clearly incorporate programmatic changes into strategic planning documents (including improving estimates of international migration and use of the American Community Survey), and to continue to set ambitious annual performance goals to be incorporated into formal documents.

The Decennial Census received a moderately effective rating. The assessment noted that the program has sound annual and long-term performance goals and adequate strategic planning. Recommendations include the continued examination of all key cost factors and improved managerial responsibility for cost, schedule, and performance.

The Demographic Surveys Sample Redesign program received an effective rating. The assessment noted that the program has developed ambitious annual and long-term performance goals that meet the needs of survey sponsors and has adequate strategic planning. Recommendations include incorporation of programmatic changes into strategic planning documents including redesigning samples on a more frequent basis using the ACS and a continuously updated Master Address File, and the consideration of additional external evaluations.

Validation/Verification Elements:

The Census Bureau conducts periodic reviews 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 Census 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 following is a Census Bureau-wide table showing the validation and verification elements for each performance measure, as appeared in the FY 2003 Performance and Accountability Report.

Data Validation and Verification

Performance Measure	Data Source	Frequency	Data Storage	Verification	Data Limitations	Actions to be Taken
Measure 1a: Percentage of household surveys attaining specified reliability measurements	Performance measure data on reliability are collected, calculated, and assessed as the surveys are tabulated.	Performance measures are available at the time of a survey's public data release.	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).	The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared to these standards to verify that the specified reliability measurements are attained.	None	None
Measure 1b: Household response rate for the Current Population Survey, the National Crime Victimization Survey, and the American Housing Survey. Response rate for the National Health Interview Survey. Response rate for the Survey of Income and Program Participation	The Bureau of the Census collects, calculates, and assesses performance measure data on reliability as the surveys are tabulated.	Performance measures are available at the time of a survey's public data release.	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).	The Bureau publicly reports methodological standards for its surveys. The survey data tabulations are compared to these standards to verify that the specified reliability measurements are attained.	None	None
Measure 1c: Release data products from the Survey of Income and Program Participation and the Survey of Program Dynamics	Data collection dates are published in advance. These set the baseline for release dates.	As scheduled	Census Bureau databases and public data releases	Data are verified by comparison with past release dates. Official responses to customers will verify customer satisfaction.	None	None
Measure 1d: Release principal economic indicators	Data collection dates are published in advance. These set the baseline for release dates	As scheduled	Census Bureau databases and public data releases	The Bureau compares with release schedule.	None	None
Measure 2a: Release Decennial Census, Census of Governments, and Economic Census products	Data dissemination is scheduled. These set the baseline for release dates.	As scheduled	American FactFinder	The Bureau will compare with actual release dates.	None	None
Measure 3a: 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	None
Measure 3b: Implement the American Community Survey	American Community Survey activity schedule	As scheduled	American Community Survey results and the American FactFinder	The Bureau compares actual release dates with completion schedule.	None	None