Improving How Customers Find and Use Census Bureau Products

Robert Chestnut

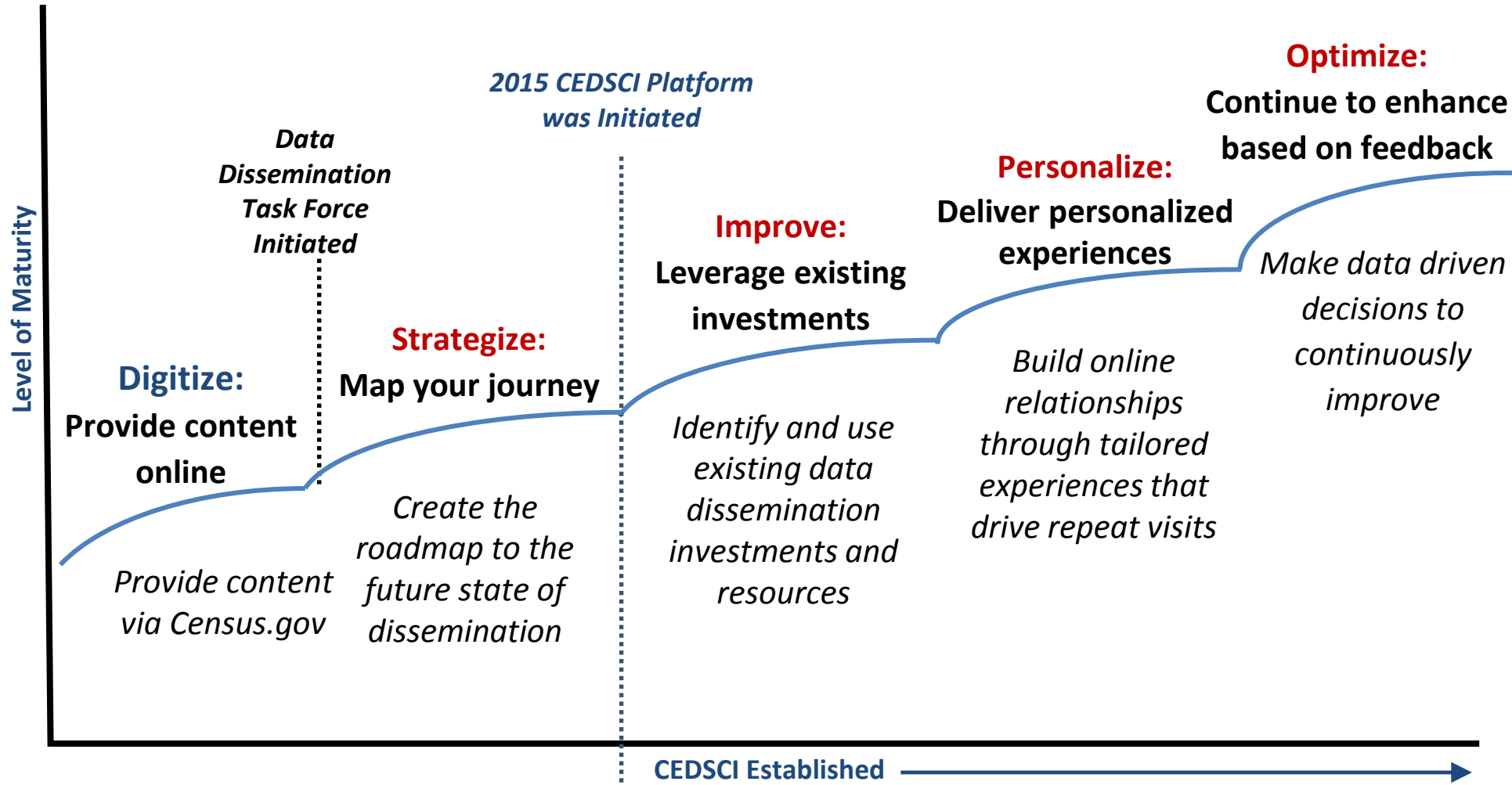Dissemination Communications and User Engagement Chief

U.S. Census Bureau

Center for Enterprise Dissemination Services

and Consumer Innovation (CEDSCI)

Call to Action

- The U.S. Census Bureau serves as the leading source of quality data about the nation's people, business, and economy.

- However, we recognize the need to evolve how we disseminate data and information to our customers.

- **We established CEDSCI to transform and improve the customer experience for finding, using, and sharing all Census Bureau data products.**
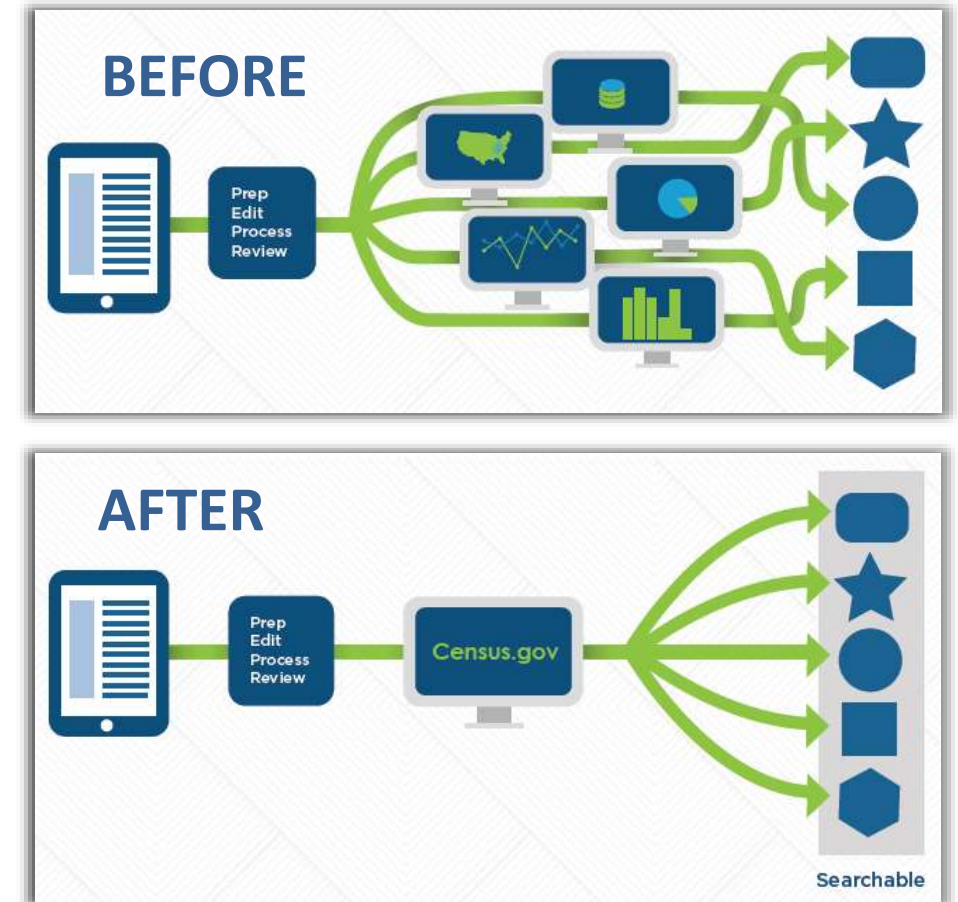
Data Dissemination Journey

Level of Maturity

Digitize:
Provide content online

Provide content via Census.gov

Data Dissemination Task Force Initiated

Strategize:
Map your journey

Create the roadmap to the future state of dissemination

2015 CEDSCI Platform was Initiated

Improve:
Leverage existing investments

Identify and use existing data dissemination investments and resources

Personalize:
Deliver personalized experiences

Build online relationships through tailored experiences that drive repeat visits

Optimize:
Continue to enhance based on feedback

Make data driven decisions to continuously improve

CEDSCI Established

3

Established the CEDSCI Program

The Center for Enterprise Dissemination Services and Consumer Innovation program is working to:

- Simplify and improve how customers find and use Census Bureau data and information

- Develop a single, integrated data dissemination platform on Census.gov, where users can find all data, maps, web content

- Enable more efficient and standard dissemination operations and sharing within the Census Bureau

- Currently, you can test the Beta version of this platform at https://data.census.gov

CEDSCI Goals & Benefits

CEDSCI is an innovative effort to transform and expand the dissemination of Census Bureau content to seize the digital opportunity and better serve our internal and external customers.

Improve Customer Satisfaction

The CEDCSI program allows for increased customer satisfaction through standardizing and normalizing Census Bureau content.

Personalized Experience

The U.S. Census Bureau has an opportunity to drive a personalized customer experience, providing customers with access to improved web features, self-service data capabilities, and multi-channel integration.

Public Perception

Public opinion and perceived value of the Census Bureau is directly tied to customer experience. An enhanced experience would benefit public perception.

Grow our Audience

Building an enhanced digital platform will better serve the American people to help grow the Census audience.

Reduce IT Costs

Consolidating data dissemination systems, processes, and tools reduces costs while using existing tools better and by making the workplace more efficient and effective.

Strategic Planning

A unified, analytics- driven, actionable and highly understandable model that provides a single consumer-centric planning framework. Supports more effective strategic decision-making to gather customer insights, develop analytics, and drive behavior.

Efficient Operations

A shared service operating model for enterprise-wide dissemination provides operational efficiencies.

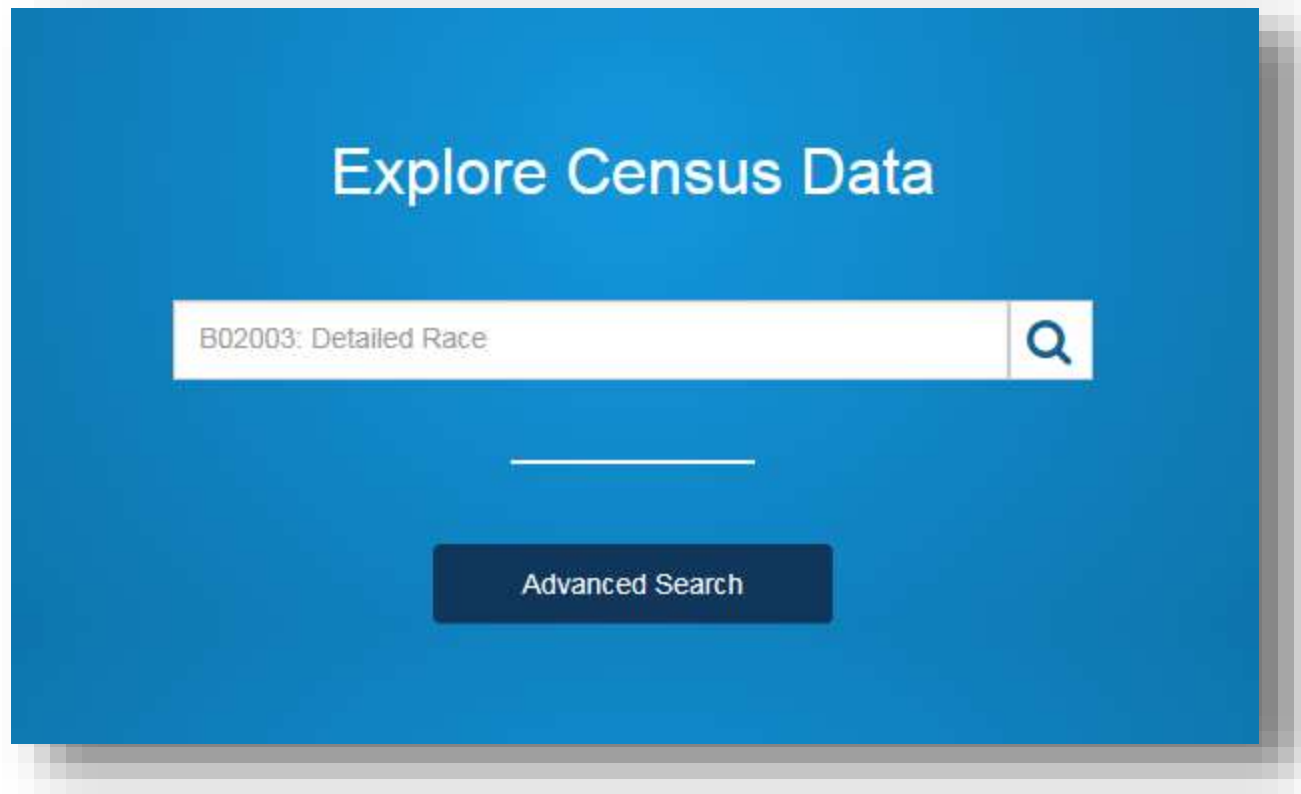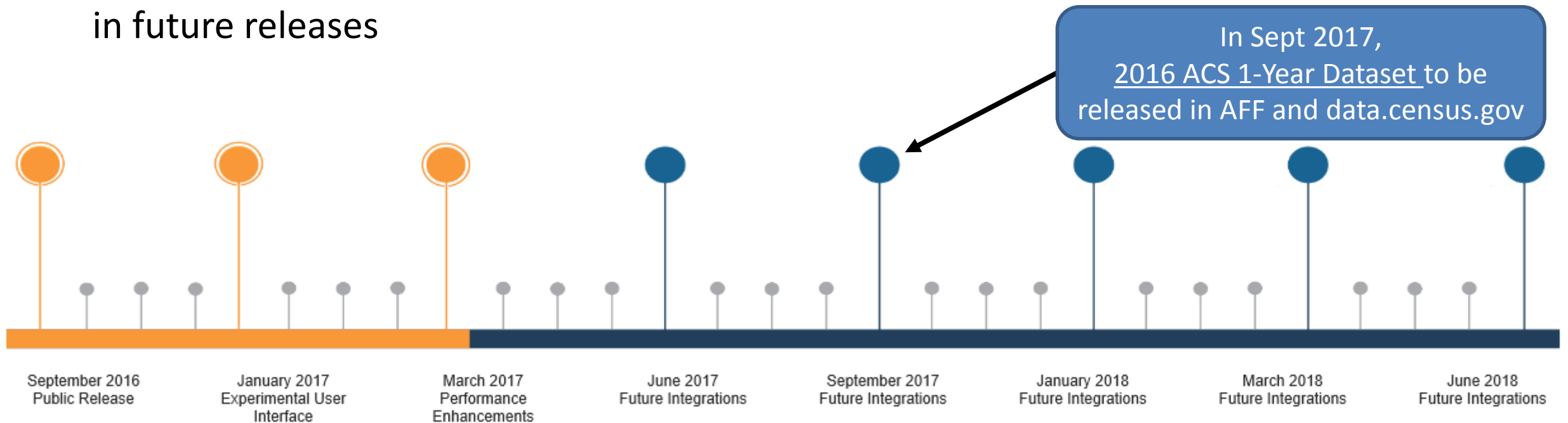# Transition from Many Dissemination Systems

To One Dissemination Platform

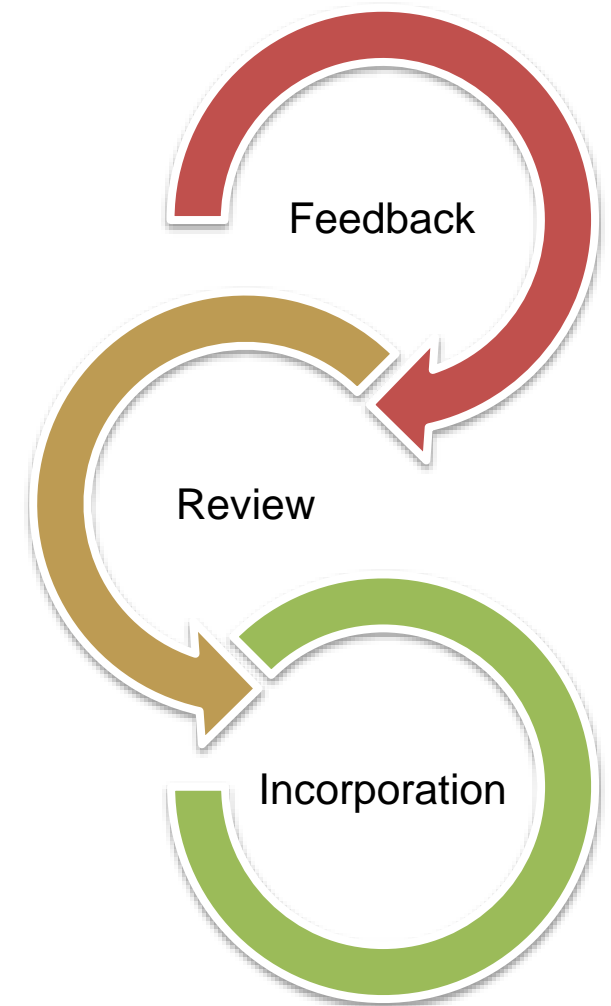(supported by the best features and functions of existing tools)

Data.census.gov Progress Timeline

- Several Alpha releases in 2015, and Beta releases in 2016 & 2017
- Employing iterative Agile approach to develop and test new features for each release
- Data.census.gov does not contain all Census.gov data yet, but new data will be added in future releases

In Sept 2017,
2016 ACS 1-Year Dataset to be released in AFF and data.census.gov

| September 2016 Public Release | January 2017 Experimental User Interface | March 2017 Performance Enhancements | June 2017 Future Integrations | September 2017 Future Integrations | January 2018 Future Integrations | March 2018 Future Integrations | June 2018 Future Integrations |

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

AMERICAN COMMUNITY SURVEY
DATA USERS GROUP
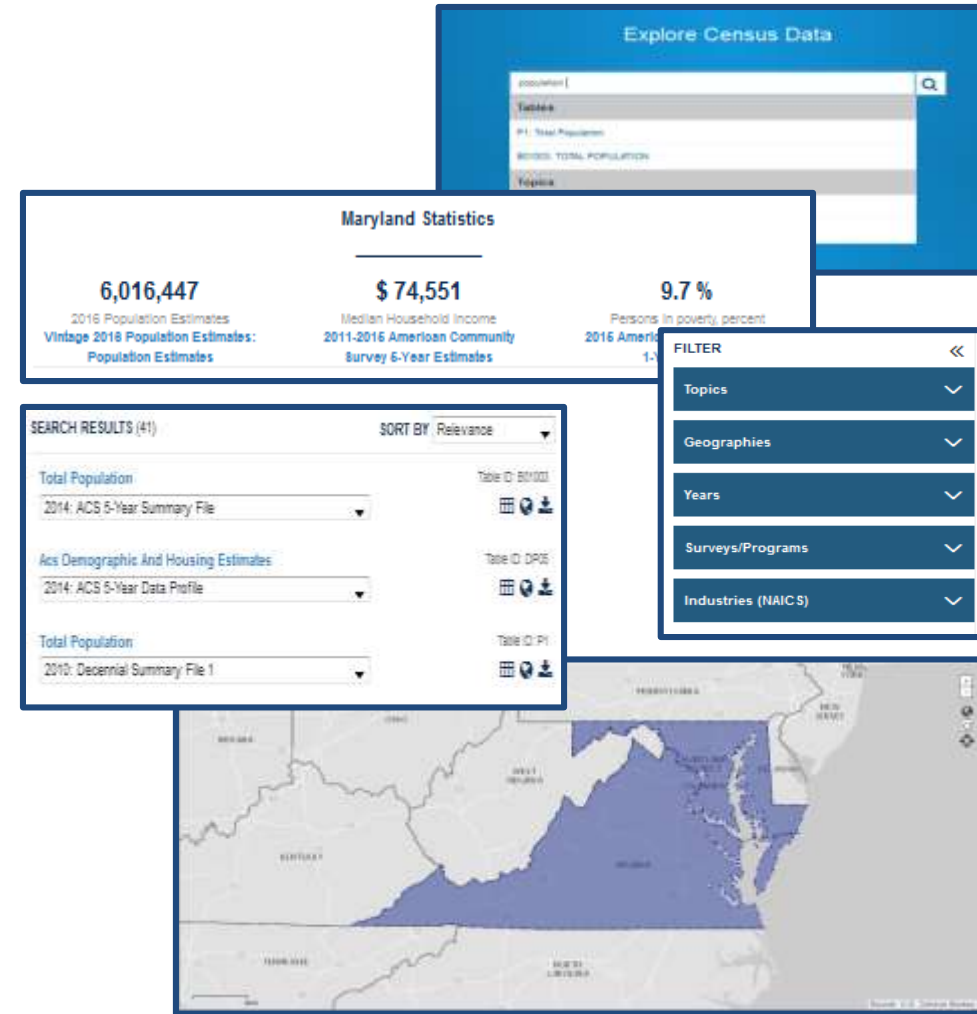
Engaging Stakeholders for Feedback

- Continue our outreach to internal and external stakeholders to understand requirements, successes, and suggestions
- Have incorporated many suggestions such as:
  - Select all geographies
  - Search by Table ID
  - Mapping enhancements
  - Filtering enhancements
  - General look & feel
- Future enhancements to include:
  - Custom data aggregations / manipulations within tables
  - Easy access to single data cells (e.g., average commute time)
- Send your feedback to cedsci.feedback@census.gov!

Feedback

Review

Incorporation

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

AMERICAN COMMUNITY SURVEY
DATA USERS GROUP

Latest Beta Release

Key data.census.gov features include:

- **Unified Search**
  - Automatic scrolling search suggestions
  - Search across multiple filters in a single search (e.g., 'Population Maryland & Virginia')
  - Search by Table ID
  - Integrated Search Results
- **Usability Enhancements**
  - Selection Map Usability
  - Enhanced Table View
  - Filter Usability
  - Thematic Map Enhancements

Video: The Future of Census.gov

Zach Whitman
Chief Data Officer
U.S. Census Bureau

Follow this link to hear more about our plans for the future of Census.gov
https://youtu.be/tR2TgVA83Wo

Interested in More?

Participate in a roundtable today or tomorrow to hear more details about our developing dissemination platform!