Improving How Customers Find and Use Census Bureau Products

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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

**Digitize:** Provide content online
Provide content via Census.gov

**Strategize:** Map your journey
Create the roadmap to the future state of dissemination

**2015 CEDSCI Platform was Initiated**

**Level of Maturity**

**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**
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.

**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.

**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.

**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
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!
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
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!