

THE U.S. ECONOMIC CENSUS MOVING FORWARD

Jack B. Moody

International Workshop on Economic Census Business Registers
and Integrated Economic Statistics

Aguascalientes, Mexico
29 September – 1 October, 2015

Agenda

- Program Overview
- Economic Census Re-engineering
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary
- Questions/Appendix

Program Overview: Purpose

- Authorized under Title 13 U.S.C., Section 131 to take, compile, and publish censuses of manufacturers, of mineral industries and of other businesses every fifth year
- Provides the nation with comprehensive, detailed and authoritative facts about the structure and functionality of the U.S. economy
- Informs policies and programs that promote business vitality and job creation
- Provides the foundation for the National Income and Product Accounts and supports GDP estimates

Program Overview: Key Components

- The Economic Census
 - Core Coverage of 18 industrial sectors for the 50 States and the District of Columbia
- The Economic Census of the Island Areas
 - Puerto Rico
 - American Samoa
 - The Commonwealth of the Northern Mariana Islands
 - Guam
 - The U.S. Virgin Islands
- Survey of Business Owners
 - Selected economic and demographic characteristics of businesses and business owners classified by gender, ethnicity, race, and veteran status

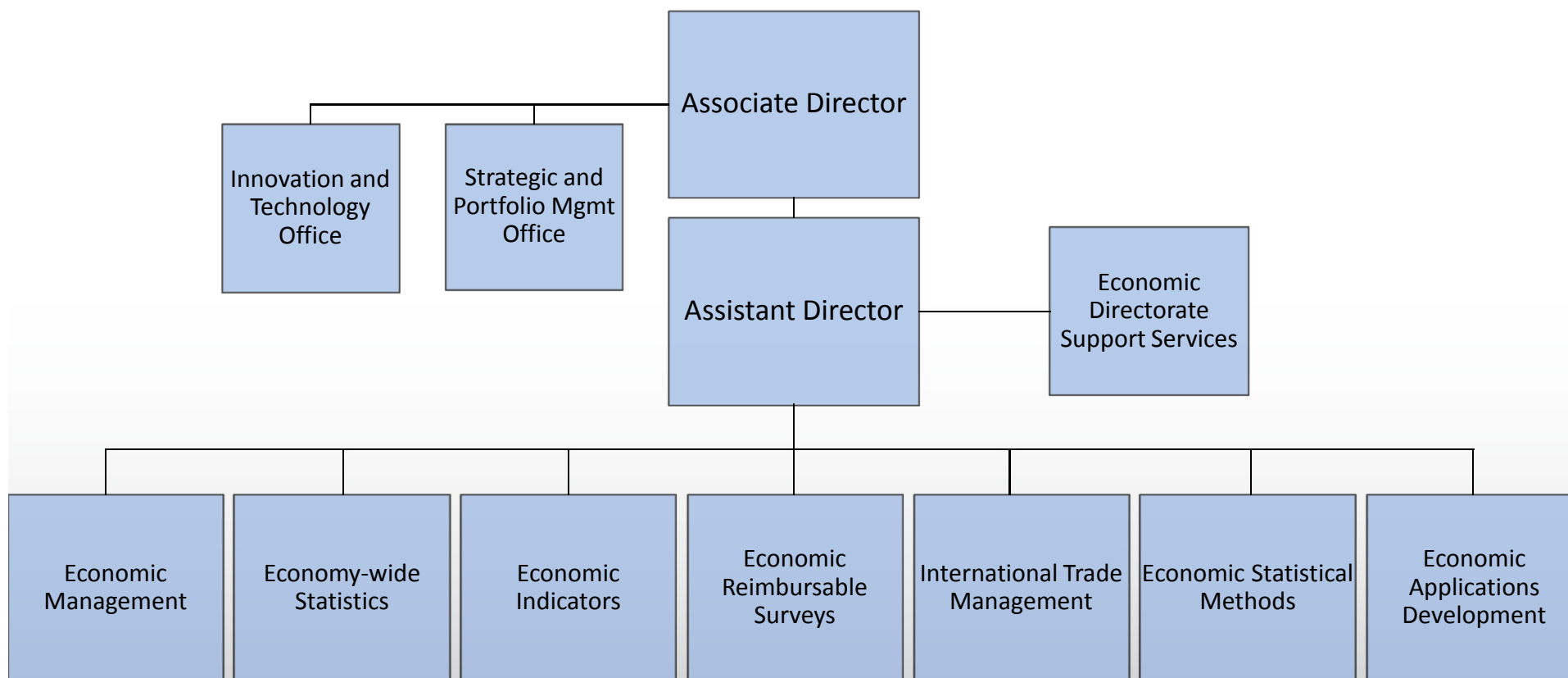
Program Overview: Key Components

- **Commodity Flow Survey**
 - Statistics on the shipment of commodities in the manufacturing, mining, and wholesale trade sectors and in selected industries in the retail trade and services sectors
 - Co-sponsored by the Bureau of Transportation Statistics, Department of Transportation
- **Business Expenses Supplement**
 - Statistics on total and detailed operating expenses for businesses in wholesale trade, retail trade, and accommodation and food services sectors (through annual business surveys)

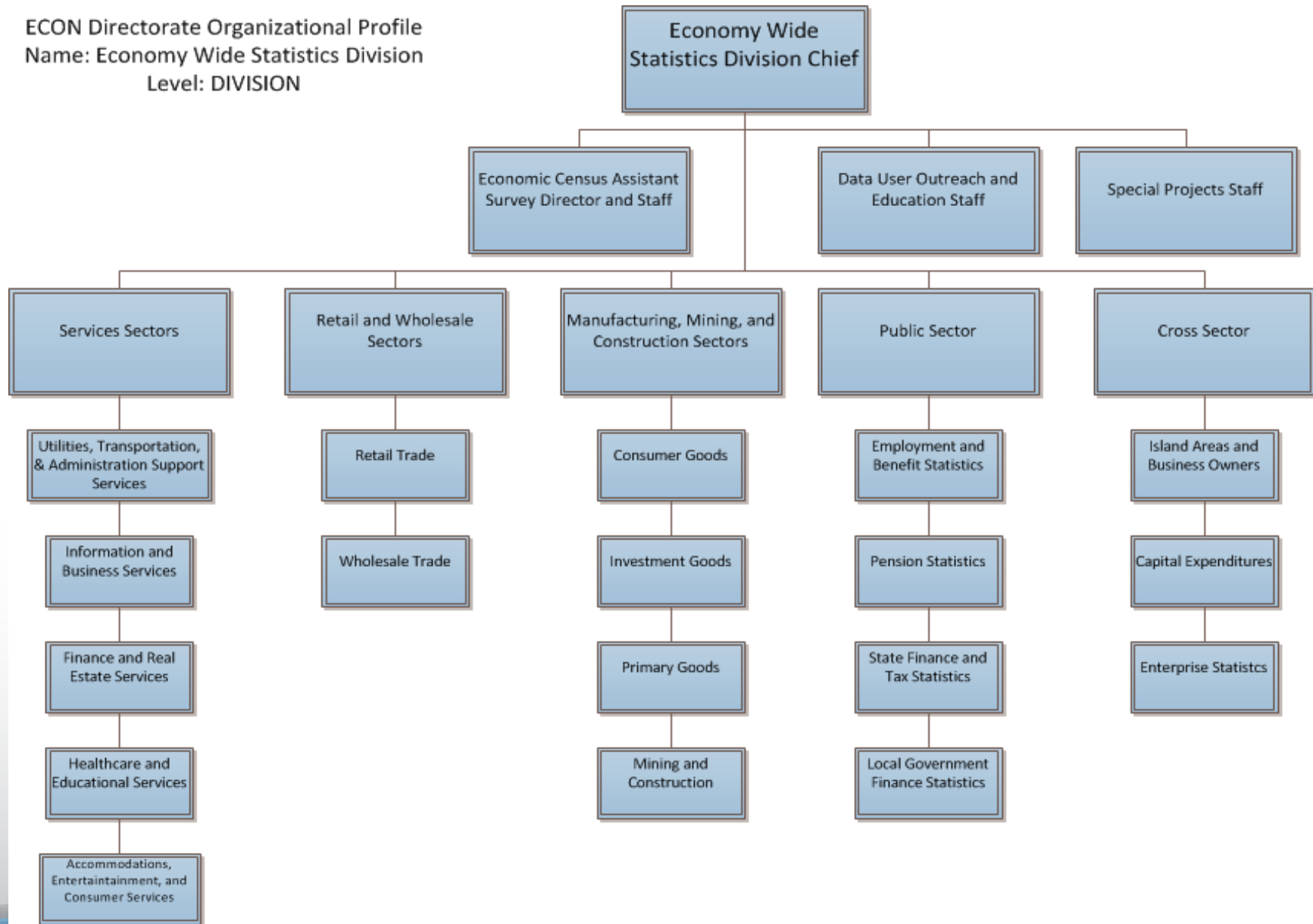
Program Overview: Size and Complexity

- 29 million business establishments
 - 4 million larger businesses by direct collection, including all multi-location businesses
 - 25 million smaller, single-location businesses from administrative records, including 22 million businesses without paid employees
- Extensive and detailed data products
 - 963 detailed industries classified according to the North American Industry Classification System
 - More than 19,000 geographic areas, including the Island Areas (some sectors also release limited data for 42,000 ZIP Code areas)
 - More than 8,000 goods and services products on the new NAPCS basis
 - Specialized content on characteristics of U.S. enterprises, characteristics of business owners, commodity transportation flows, business expenses, and a rich variety of other measures
 - Overall, more than 1,600 data product releases

Program Overview: Economic Directorate Reorganization



ECON Directorate Organizational Profile
 Name: Economy Wide Statistics Division
 Level: DIVISION



Agenda

- Program Overview
- Economic Census Re-engineering
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary
- Questions/Appendix

Economic Census Re-engineering

- Desired Outcome
 - Re-engineer the Economic Census to accelerate data collection, analysis, and product delivery; cut costs; eliminate redundancy; and produce consistent processes
- Scope
 - Economic Census survey life-cycle processes

Economic Census Re-engineering

- Objectives
 - Flatten the 5½-year budget cycle
 - Enhance respondents' reporting experience
 - Facilitate consistent processes across the survey life-cycle
 - Optimize data collection infrastructure for e-reporting
 - Create North American Product Classification System (NAPCS) economy-wide comparable data products

Economic Census Re-engineering

- Assumptions
 - Re-engineering of requirements will take place over several censuses – it's important for 2017 to provide the building blocks for a re-engineered Economic Census
 - Integrate and leverage enterprise solution capabilities
 - Census Enterprise Data Collection and Processing (CEDCAP)
 - Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

Economic Census Re-engineering

- Build and maintain collaborative relationships with external stakeholders and respondents to enhance electronic respondent capabilities
- Secure infrastructure (e.g. telephone, help desk, help site) and robust marketing strategy to support 100% electronic reporting
- Publish comparable data sets for the entire economy utilizing the NAPCS

Agenda

- Program Overview
- Economic Census Re-engineering
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary
- Questions/Appendix

Four Elements of an Efficient 2017 Economic Census:

- Move to 100% Internet Collection
- Reduce the Burden for Businesses
- Automate Operations to Increase Productivity
- Improve Data Products to Reflect Our Ever-Changing U.S. Economy

Element 1: Move to 100% Internet Collection

- What are we talking about?
 - Giving businesses easier ways to respond
- What are the intended outcomes?
 - 100% Internet response (Internet is faster and cheaper to process than paper forms)
 - More self-response
 - Speedier business response (potential to release data earlier and at less cost)
 - Improve coverage and data quality

Element 2: Reduce the Burden for Businesses

- What are we talking about?
 - Relying more on existing business records, including research into using data from new third party sources
- What are the intended outcomes?
 - Reduce respondent burden
 - Maintain or reduce costs from 2012 levels

Element 3: Automate Operations to Increase Productivity

- What are we talking about?
 - Using Census Bureau-wide solutions to increase productivity and reduce costs
- What are the intended outcomes?
 - Eliminate duplicate systems and processes
 - Increase productivity
 - Better allocate staff resources
 - Enable users to combine Economic Census statistics with other information

Element 4: Improve Data Products to Reflect Our Ever-Changing U.S. Economy

- What are we talking about?
 - Updating content to reflect the changing economy
 - Disseminating more timely and relevant results
- What are the intended outcomes?
 - Capture the most accurate picture of our changing economy
 - Help users find better information to make data-driven decisions
 - Improve relationships with all data users

Agenda

- Program Overview
- Economic Census Re-engineering
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary
- Questions/Appendix

Major Program Milestones

Deliverable	Planned Date
Research and Testing phase	2015-2016
<ul style="list-style-type: none"> ▪ Conduct research to determine new content and support 100% electronic collection ▪ Develop collection strategy 	2015
<ul style="list-style-type: none"> ▪ Develop electronic instrument ▪ Finalize content 	2016
Implementation Phase	2017-2018
<ul style="list-style-type: none"> ▪ OMB Clearance 	2017
<ul style="list-style-type: none"> ▪ Begin respondent outreach 	2017
<ul style="list-style-type: none"> ▪ Begin electronic mail out 	2017
<ul style="list-style-type: none"> ▪ Begin data processing 	2018
Dissemination Phase	2018-2020
<ul style="list-style-type: none"> ▪ Release Advance Report 	December 2018
<ul style="list-style-type: none"> ▪ Release Industry Series Reports 	2019
<ul style="list-style-type: none"> ▪ Release Geographic Area Series Reports 	2020

Agenda

- Program Overview
- Economic Census Re-engineering
- Four Elements of an Efficient 2017 Economic Census
- Major Program Milestones
- Program Summary
- Questions/Appendix

Program Summary: What is going well?

- Finalized re-engineering scope for 2017 Economic Census
- Reorganized functionally and developed plan for managing programmatically – Communicated through Infograph
- Testing various paperless collection strategies across sectors in multiple Annual Surveys – Incorporating feedback and lessons learned
- Cross training analysts for Census and Surveys for resource flexibility

Program Summary: What changes are planned?

- Prioritize efforts for implementing the 2017 Census
- Organize tasks, budget, resources and project outcomes/metrics into the 4 Elements of the 2017 Economic Census
- Expand use of project management tools, such as Project Server
- Expand testing of paperless collection strategies and incorporate iterative, data driven decision making
- Use Enterprise Solutions for single and multiunit instruments for 100% Internet collection
- Provide more timely and relevant content

QUESTIONS

APPENDIX

Element 1 Teams: Move to 100% Internet Collection

Current Teams	Future Teams
Electronic Reporting Design	Contact Strategy- Use of Paradata and Adaptive Design
NAPCS Instrument Design	Respondent Outreach
Account Manager Program	

Element 2 Teams: Reduce the Burden for Businesses

Current Teams	Future Teams
Response Rate Implementation	Administrative Records
Big Data Research	

Element 3 Teams: Automate Operations to Increase Productivity

Current Teams	Future Teams
Business Help Site, MIS and Dissemination using CEDCAP/CEDSCI	Micro and Macro Analytical Systems
Editing and Imputation Improvement	Tabulation Standardization

Element 4 Teams: Improve Data Products to Reflect Our Ever-Changing U.S. Economy

Current Teams	Future Teams
<p>Questionnaire Content:</p> <ul style="list-style-type: none"> ▪ Outreach to BEA ▪ Outreach to CES ▪ Outreach to Associations ▪ OMB and Federal Register Notice ▪ Global Value 	<p>Analytical Review and Planning</p> <p>Cell Suppression</p> <p>Economic Census Website</p> <p>Data User Outreach</p> <p>Dissemination Processing</p>
<p>Dissemination Content</p>	

Major Program Milestones: Element 1

Move to 100% Internet Collection

Deliverable	Planned Date
Test paperless mailout using annual surveys	1/2015
2015 COS/ASM Single Unit instrument rendered from CoMET/Centurion	11/2015
Field Census "Lite" prototype instrument	1/2016 – 6/2016
Begin entering economic census content metadata in CoMET	2/2016
2016 COS/ASM Multiunit instrument rendered from CoMET/Centurion	12/2016
Deploy Economic Census electronic reporting instrument	10/2017
Telephone system ready	10/2017
Complete early mailout of instrument letters to about 2000 large multiunits and classification instrument letters to selected single units	10/2017
Complete initial mailout of remaining instrument letters	3/2018

Major Program Milestones: Element 2

Reduce the Burden for Businesses

Deliverable	Planned Date
IRS administrative records request submitted	4/2016
Finalize mailout/sampling strategy	9/2016
Final mail selection	8/2017

Major Program Milestones: Element 3

Automate Operations to Increase Productivity

Deliverable	Planned Date
Pilot UTS (MIS) for tracking response for 2015 COS/ASM	1/2016
Finalize methodology for imputation of product lines	6/2016
Deploy updated BHS/SMC (eCorrespondence)	9/2017
Deploy (MIS) for tracking response (using UTS)	9/2017
Start production processing and problem solving activities in NPC	2/2018
Trade edits and microanalysis systems in production	2/2018
Tabulation and macroanalysis systems in production	10/2018
Dissemination system (CEDSCI) available for Economic Census	12/2018

Major Program Milestones: Element 4

Improve Data Products to Reflect our Ever-Changing U.S. Economy

Deliverable	Planned Date
Consultations with data users begin, including agreement with BEA on content review process	3/2015
Final 2017 NAICS Decisions	6/2015
Develop high-level dissemination content plans	9/2015
Complete general content review	12/2015
Complete product lines and special inquiry review	3/2016
Finalize content	9/2016
OMB Clearance	11/2016-6/2017
Major Program Releases:	
Advance	12/2018
Industry	3/2019-11/2019
Economy-Wide Product Lines	1/2019-3/2019
Geographic Area	10/2019-8/2020