

# NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

## Workshop on the Benefits (and Burdens) of the American Community Survey

Committee on National Statistics

Division of Behavioral and Social Sciences and Education

The Keck Center

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## Workshop on the Benefits (and Burdens) of the American Community Survey

June 14–15, 2012 • Washington, DC



Keck Center of the National Academies

500 Fifth Street NW

Room 100

### DAY 1: Thursday, June 14, 2012

- 1:00pm Call to Order  
LINDA GAGE, *Co-Chair; California Department of Finance*  
KEN HODGES, *Co-Chair; Nielsen, Ithaca, NY*  
Brief Introduction of Workshop and Participants
- 1:15pm A. How Will the American Community Survey (ACS) Help Us Plan Health Care and Transportation in the Future?  
*Moderator/Organizer: JOAN NAYMARK, Independent Consultant, Minneapolis, MN*  
1:15 KATHLEEN THIEDE CALL, *School of Public Health and State Health Access Data Assistance Center, University of Minnesota*  
1:30 JAMES STARK, *New York City Department of Health and Mental Hygiene*  
1:45 RICHARD THOMAS, *Center for Population Studies, University of Mississippi and Health and Performance Resources, Memphis, TN*  
2:00 BETH JAROSZ, *San Diego Association of Governments*  
2:15 VINCENT SANDERS, *Metropolitan Transit Authority, Houston, TX*
- 2:30pm Break
- 2:45pm B. How Will the ACS Help Us Respond to Disasters and Plan Social Services in the Future?  
*Moderator/Organizer: RICHARD RATHGE, North Dakota State University*  
2:45 LINDA GIANNARELLI, *Urban Institute, Washington, DC*  
3:00 AMY TERPSTRA, *Social IMPACT Research Center at Heartland Alliance, Chicago*  
3:15 ALLISON PLYER, *Greater New Orleans Community Data Center*  
3:30 RUSS PAULSEN, *American Red Cross National Headquarters, Washington, DC*
- 3:45pm C. ACS and the Media: Communicating Estimates (and Uncertainty) to the Public  
*Moderator/Organizer: KEN HODGES, Nielsen, Ithaca, NY*  
3:45 HAYA EL NASSER, *USA TODAY*  
4:05 RONALD CAMPBELL, *The Orange County Register*  
4:25 FORD FESSENDEN, *The New York Times*
- 4:45pm Floor Discussion for Day 1 Sessions
- 5:00pm Adjourn Day 1

**THE NATIONAL ACADEMIES**

*Advisers to the Nation on Science, Engineering, and Medicine*

<b>DAY 2: Friday, June 15, 2012</b>
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- 8:45am Call to Order and Reintroduction to the Workshop
- 9:00am D. The Burdens of the ACS: A Panel Discussion of Respondent Burden, Privacy/Confidentiality Concerns, and User Burden (*"Opening Statements" of up to 10 minutes, plus discussion*)  
*Moderator/Organizer:* LINDA JACOBSEN, *Population Reference Bureau*  
RONALD FECO, *U.S. Government Accountability Office, Washington, DC*  
WARREN BROWN, *Cornell Institute for Social and Economic Research, Cornell University*  
BARRY STEINHARDT, *Friends of Privacy USA, Washington, DC*  
KENNETH DARGA, *Michigan Department of Technology, Management, and Budget, and Michigan State Demographer*  
STEPHEN TORDELLA, *Decision Demographics, Arlington, VA*
- 10:15am *Break*
- 10:30am E. State/Local/Tribal and Urban/Rural Uses of American Community Survey (ACS) Data  
*Moderator/Organizer:* RICHARD RATHGE, *North Dakota State University*  
10:30 SUSAN BROWER, *Minnesota State Data Center, Department of Administration, St. Paul*  
10:45 KATHLEEN MILLER, *Rural Policy Research Institute, University of Missouri, Columbia*  
11:00 STEVEN ROMALEWSKI, *CUNY Mapping Service at the Center for Urban Research, City University of New York*  
11:15 LESTER TSOSIE, *Division of Economic Development, The Navajo Nation, Window Rock, AZ*  
11:30 *Discussion Leader:* JACQUELINE BYERS, *National Association of Counties*
- 11:45am *Working Lunch* to continue discussion of presentations; third floor cafeteria
- 1:00pm F. Business, Economic Development, and Data Aggregator Uses of ACS Data  
*Moderator/Organizer:* PATRICK JANKOWSKI, *Greater Houston Partnership*  
1:00 ANDREW CONRAD, *Business and Community Services and the Institute for Decision Making, University of Northern Iowa*  
1:15 KATIE GENADEK, *IPUMS Project, University of Minnesota*  
1:30 MATTHEW CHRISTENSON, *Acxiom Corporation, Little Rock, AR*  
1:45 GAD LEVANON, *The Conference Board, New York, NY*  
2:00 CHERYL HAYES, *AIR Worldwide, Boston, MA*  
2:15 *Discussion Leader:* DAVID CROWE, *National Association of Home Builders, Washington, DC*
- 2:30pm *Break*

- 3:00pm G. Legal/Political and Social Equity Uses of ACS Data  
*Moderator/Organizer: LINDA GAGE, California Department of Finance*  
 3:00 KIMBALL BRACE, *Election Data Services, Manassas, VA*  
 3:15 JOE SALVO AND PETER LOBO, *New York City Department of City Planning*  
 3:30 JEANNE GOBALET, *Lapkoff and Gobalet Demographic Research, Inc., Saratoga, CA*  
 3:45 ANDREW BEVERIDGE, *Social Explorer, Inc., Bronxville, NY, and Queens College and Graduate Center, Flushing, NY*  
 4:00 *Discussion Leader: TERRI ANN LOWENTHAL, Funders Census Initiative and The Census Project*
- 4:15pm H. Wrapping Up: The Future of ACS Data, and Floor Discussion of Workshop Themes  
*Moderators: LINDA GAGE, California Department of Finance and KEN HODGES, Nielsen, Ithaca, NY*  
 STEVE MURDOCK, *Department of Sociology and Hobby Center for the Study of Texas, Rice University*
- 5:00pm *Planned Adjournment*

## **STEERING COMMITTEE FOR THE WORKSHOP ON THE BENEFITS (AND BURDENS) OF THE AMERICAN COMMUNITY SURVEY**

LINDA GAGE (*Co-Chair*), California Department of Finance

KEN HODGES (*Co-Chair*), Nielsen, Ithaca, New York

LINDA JACOBSEN, Population Reference Bureau

PATRICK JANKOWSKI, Greater Houston Partnership

JOAN NAYMARK, Independent Consultant, Minneapolis, Minnesota

RICHARD RATHGE, Departments of Agribusiness and Applied Economics and Sociology and  
Anthropology, North Dakota State University

DANIEL L. CORK, *Study Director*

CONSTANCE F. CITRO, *Senior Program Officer*

AGNES GASKIN, *Administrative Assistant*

## **ABOUT THE WORKSHOP**

The U.S. Census Bureau requested that the Committee on National Statistics (CNSTAT) convene this workshop on the benefits to a broad array of non-federal users of the data products from the U.S. Census Bureau's American Community Survey (ACS). The workshop will also address the burden on the American public of responding to the ACS questions. A workshop on the benefits of the ACS is timely because the survey has just completed its first full cycle of releasing 1-year, 3-year, and 5-year period estimates (for 2009, 2007–2009, and 2005–2009, respectively), and there is need to take stock of user experience with the data and to identify priority uses for the future. The workshop is part of a larger review the Census Bureau is conducting to assess the overall mission, vision, goals, and objectives of the ACS. The Bureau's review also includes examining the data products along with the methods for conducting and managing the survey.

## **COMMITTEE ON NATIONAL STATISTICS**

The Committee on National Statistics was established in 1972 at the National Academies to improve the statistical methods and information on which public policy decisions are based. The committee carries out studies, workshops, and other activities to foster better measures and fuller understanding of the economy, the environment, public health, crime, education, immigration, poverty, welfare, and other public policy issues. It also evaluates ongoing statistical programs and tracks the statistical policy and coordinating activities of the federal government, serving a unique role at the intersection of statistics and public policy. The committee's work is supported by a consortium of federal agencies through a National Science Foundation grant.

**CONTRIBUTORS TO ACCOMPANYING VOLUME OF  
CASE STUDIES AND USER PROFILES**

*We note with deep sadness the untimely passing of RANDY GUSTAFSON, a contributor to our set of case studies and an early and enthusiastic supporter of this workshop, on June 9, 2012.*

PATRICIA C. BECKER, APB Associates, Inc.  
CHRIS BENNER, Geography Graduate Group and Department of Human and Community Development, University of California, Davis  
ANDREW G. BIGGS, American Enterprise Institute  
THOMAS BRYAN, Bryan Geodemographics  
RONALD CAMPBELL, *The Orange County Register*  
ROSA CASTRO, Metropolitan Water District of Southern California  
WON KIM COOK, Asian & Pacific Islander American Health Forum  
A. RUPA DATTA, NORC at the University of Chicago  
GENEVIEVE DUPUIS, Population Reference Bureau  
NED ENGLISH, NORC at the University of Chicago  
OWEN FURUSETH, University of North Carolina at Charlotte  
NANCY GEMIGNANI, California State Census Data Center, Demographic Research Unit  
ROBERT GEORGE, Chapin Hall Center for Children  
MARK GOLDSTEIN, Maryland Department of Planning  
RANDY GUSTAFSON, Tennessee State Data Center  
JEFF HARDCASTLE, Nevada State Demographer  
LESLEY HIRSCH, New York City Labor Market Information Service  
GEORGE C. HOUGH, JR., Rice University  
PATRICK JANKOWSKI, Greater Houston Partnership  
BARBARA JOHN, University of North Carolina at Charlotte  
DANIEL KASPRZYK, NORC at the University of Chicago  
THOMAS LUDDEN, University of North Carolina at Charlotte  
MARK MATHER, Population Reference Bureau  
MEG MERRICK, Portland State University  
PETER A. MORRISON, RAND (retired)  
KORY NORTHROP, Graduate Student in Environmental Studies, University of Oregon  
BECKY PETTIT, University of Washington  
ROSELLA PICADO, Parsons Brinckerhoff  
PHILLIP REESE, *The Sacramento Bee*  
PAUL REIM, Boston Region Metropolitan Planning Organization  
IDANIA R. RODRÍGUEZ AYUSO, Puerto Rico Institute of Statistics  
GUY ROUSSEAU, Atlanta Regional Commission  
DAVID A. SWANSON, University of California, Riverside  
BRYAN SYKES, DePaul University  
JANE TRAYNHAM, Maryland State Data Center  
LESTER TSOSIE, The Navajo Nation  
QINGFANG WANG, University of North Carolina at Charlotte  
KIRK WOLTER, NORC at the University of Chicago  
DAVID W. WONG, George Mason University  
TING YAN, NORC at the University of Chicago  
LAWRENCE YUN, National Association of Realtors

## **BIOGRAPHICAL SKETCHES OF WORKSHOP SPEAKERS AND STEERING COMMITTEE MEMBERS**

### **A. HOW WILL THE AMERICAN COMMUNITY SURVEY (ACS) HELP US PLAN HEALTH CARE AND TRANSPORTATION IN THE FUTURE?**

KATHLEEN THIEDE CALL is a professor in the University of Minnesota's School of Public Health, Division of Health Policy and Management. She is an Investigator at the State Health Access Data Assistance Center (SHADAC), funded by the Robert Wood Johnson Foundation, which assists other states in monitoring rates of coverage and using data to inform policy and improve access. Dr. Call created a survey of health insurance coverage for use by states and has developed a stream of research concerning the complexities of measuring and estimating rates of insurance coverage. Her research interests include disparities in access to health care and health insurance as well as developing community-driven solutions to health care barriers.

JAMES STARK is an epidemiologist for the New York City Department of Health and Mental Hygiene. He works in the Bureau of Epidemiology Services and provides methodological consultation to programs throughout the agency. In addition, he collaborates with the Built Environment and Health group at Columbia University's Mailman School of Public Health.

RICHARD K. THOMAS is a Memphis-based healthcare consultant with over 40 years experience in health services research, planning and development. He provides consultation to hospitals, health systems, clinics and other healthcare organizations. He is on the faculties of the University of Mississippi and the University of Tennessee Health Science Center and has authored numerous publications on healthcare and demographics.

BETH JAROSZ is senior demographer at the San Diego Association of Governments (SANDAG) and has more than a decade of experience in demographic estimation, forecasting, and analysis. At SANDAG, she manages the annual population estimates and long range forecast programs, and she has worked on a variety of topics ranging from transportation planning to public health. Ms. Jarosz now also teaches sociology at Pensacola State College. She holds a B.S. in applied economics from the University of Rhode Island and an M.A. in demographic and social analysis from the University of California, Irvine.

VINCENT L. SANDERS is a lead transportation systems planner for the Metropolitan Transit Authority of Harris County, Texas (METRO). He joined METRO's Service Design & Development/Travel Demand Forecasting & Analysis Division in 1998. He is primarily responsible for managing patronage forecasts, and also manages the socioeconomic and travel databases which generate reports on trip patterns, demographic profiles and ridership estimates for proposed transit service and regional options and facilities. He has worked with other agencies to help coordinate joint development and commerce studies relative to employment concentrations and worker travel patterns, and serves on several interagency committees. Prior to joining METRO, he worked as a transportation consultant with RSM Services. Mr. Sanders earned a B.S. in business administration from Wayne State University and an M.S. in transportation planning and management from Texas Southern University.

### **B. HOW WILL THE ACS HELP US RESPOND TO DISASTERS AND PLAN SOCIAL SERVICES IN THE FUTURE?**

LINDA GIANNARELLI is a senior fellow in the Income and Benefits Policy Center of the Urban Institute. She serves as project director for the maintenance and development of the TRIM3 microsimulation model, and conducts research in the areas of poverty, child care, and low-income benefit programs. In recent years, she has co-led efforts applying the TRIM3 model to ACS data to estimate the impact of state policy choices on poverty.

AMY TERPSTRA is the associate director of the Social IMPACT Research Center at Heartland Alliance. Her work focuses on researching and disseminating knowledge on poverty and income-related issues. She holds a master's degree in social work from the Jane Addams College of Social Work at the University of Illinois at Chicago.

ALLISON PLYER is deputy director of the Greater New Orleans Community Data Center. Allison is co-author of The New Orleans Index series, developed in collaboration with the Brookings Institution to analyze the state of the New Orleans recovery. Allison is recognized as an international expert in post-Katrina demographics and New Orleans recovery trends.

RUSS PAULSEN is executive director, hurricane recovery, at the American Red Cross National Headquarters in Washington. he leads Red Cross efforts to build public preparedness. Prior to his current position, he led the Red Cross's long-term recovery efforts after Hurricane Katrina.

### **C. ACS AND THE MEDIA: COMMUNICATING ESTIMATES (AND UNCERTAINTY) TO THE PUBLIC**

HAYA EL NASSER has been with *USA TODAY* for 28 years, first as a business reporter and later as the newspaper's Los Angeles news correspondent. She began covering demographics and the Census in 1996 and has reported on the lead-up to the 2000 Census and the 2010 Census and data findings from both. She has also covered the introduction of the American Community Survey and has mined the data for several stories. Haya is responsible for wading through all Census data and identifying national trends, both on deadline and for enterprise stories. She tries to incorporate demographic data in everything she covers, including planning and development issues which have become part of her beat.

RONALD CAMPBELL is a staff writer at *The Orange County Register* in Southern California. His multipart series on immigrants and the California economy—which he describes in a case study in this agenda book—was recognized in April 2011 with a “Best in Business” award from the Society of American Business Editors and Writers. He specializes in stories based on numbers, a theme that terrifies most reporters. In his spare time, he climbs rocks, which terrifies him.

FORD FESSENDEN is a graphics editor at *The New York Times*. He has been a reporter on the metropolitan desk and the investigations desk, specializing in exploiting databases and computer tools for news stories, including a study of rampage killers, and the re-creation of the last 102 minutes of the World Trade Center. He ran the Florida ballot project for a consortium of the *New York Times*, *Washington Post*, and *Wall Street Journal* in 2001, cataloguing the ballots that went uncounted after the Supreme Court stopped the recount. He has worked for *Newsday* and other newspapers.

### **D. THE BURDENS OF THE ACS: A PANEL DISCUSSION OF RESPONDENT BURDEN, PRIVACY/CONFIDENTIALITY CONCERNS, AND USER BURDEN**

RONALD FECO is chief statistician at the U.S. Government Accountability Office (GAO), a position he has held since 2006. Prior to GAO, he served as chief statistician in the Division of Science Resources Statistics at the National Science Foundation (now the National Center for Science and Engineering Statistics) and the National Agricultural Statistics Service (NASS) of the U.S. Department of Agriculture. He has a B.A. in mathematics from Rider College and an M.A. in mathematical statistics from the University of Rochester.

WARREN BROWN is senior research associate at the Cornell Institute for Social and Economic Research at Cornell University. He returned to Cornell (where he previously directed the Program on Applied Demographics) after serving as public service associate and director

of the applied demography program at the Carl Vinson Institute of Government at the University of Georgia. Accordingly, he has been responsible for producing population estimates and projections for both New York and Georgia. A member of the Population Association of America's Committee on Population Statistics and Committee on Applied Demography, he currently serves on the National Research Council's Panel to Review the 2010 Census. He received a B.A. in religious studies from the University of Virginia, an M.A. in sociology from the New School for Social Research, and a Ph.D. in development sociology from Cornell University.

BARRY STEINHARDT is founder of Friends of Privacy USA and a senior advisor and trustee of Privacy International. He founded Friends of Privacy USA after retiring in 2009 following nearly 30 years with the American Civil Liberties Union (ACLU), including service as associate director of the ACLU and director of ACLU's Program on Technology and Liberty. He has also served as president of the Electronic Frontier Foundation. During his time with the ACLU, he was a member of the Decennial Census Advisory Committee. He is currently a member of the Data Privacy and Integrity Committee of the U.S. Department of Homeland Security.

KENNETH DARGA has served as State Demographer for Michigan since 2000. He is a member of the Steering Committee of the Federal-State Cooperative for Population Estimates and is the author of two books on the census.

STEPHEN TORDELLA, president of Decision Demographics, Inc., in Arlington, VA, is an applied demographer with more than 35 years of public and private sector consulting experience who uses every major population dataset created by the Census Bureau. He was a state-level demographer for ten years, and then worked in the commercial demographics industry for three years. Since 1987 he has run a small consulting business. He holds an M.A. in demography from Brown University. The Delaware native believes that the world consists of several basic elements: family, cooking (especially baking), eating, tennis, and also demography.

#### **E. STATE/LOCAL/TRIBAL AND URBAN/RURAL USES OF AMERICAN COMMUNITY SURVEY (ACS) DATA**

SUSAN BROWER became Minnesota's State Demographer in February 2012. Prior to that, she worked as a demographic researcher in non-profit and academic settings. She has a Master's Degree in Public Policy from the University of Minnesota, and is completing a Ph.D. in Sociology-Demography at the University of Michigan.

KATHLEEN MILLER joined the Rural Policy Research Institute (RUPRI) at the University of Missouri in January 2000 as program director. Ms. Miller is responsible the coordination of the RUPRI program of work, which encompasses researchers and practitioners across the country analyzing the rural impacts of public policies and programs in health care, human services, entrepreneurship, regional and community development. Her research interests include understanding how the definitions of rural geographies impact policy outcomes, and she has published several RUPRI policy briefs on this topic. She received an M.S. in agricultural economics from Penn State University, where she also received her B.S. in agricultural economics and rural sociology.

STEVEN ROMALEWSKI directs the CUNY Mapping Service at the Graduate Center of the City University of New York. For the past 20 years he has leveraged geographic information system (GIS) tools and concepts to help organizations in diverse fields understand and act on the spatial dimensions of their work. Since 2006 he has also taught GIS to graduate planning students at Pratt Institute.



LESTER TSOSIE has been working for the Navajo Nation Division of Economic Development as a demographer. He has used U.S. Census and ACS data and information to create data products for Navajo Nation leaders, local elected leaders, practitioners, and residents of local Navajo chapters. He believes that using reliable demographic data helps anyone who wants to make informed decisions for policy, regulations, and mandates.

JACQUELINE BYERS is director of research and outreach at the National Association of Counties, a post she has held since October 1996. Prior to joining NACo, she directed the research center at the Georgia Department of Community Affairs. She has been a member of the Decennial Census Advisory Committee since 1996, and is a member of the District of Columbia Bar. She has a B.A. from Bloomfield College, Bloomfield, NJ, and a J.D. from Catholic University, Columbus School of Law.

#### **F. BUSINESS, ECONOMIC DEVELOPMENT, AND DATA AGGREGATOR USES OF ACS DATA**

ANDREW CONRAD is senior program manager for the Institute for Decision Making and the special projects manager for the Business and Community Services Division at The University of Northern Iowa. His responsibilities include the design, delivery and follow-up of community and economic development services to communities and regions. A Certified Economic Developer, Drew currently serves on the Council for Community and Economic Research (C2ER) Board of Directors and the Iowa Workforce Development Board. He is a graduate of the Economic Development Institute (EDI) at the University of Oklahoma, and holds a B.A. in American history/pre-law and a Masters in Public Policy.

KATIE GENADEK is a research assistant on the Integrated Public Use Microdata Series (IPUMS) user support core at the Minnesota Population Center, University of Minnesota. She has been an IPUMS user since 2003 and has worked on the IPUMS projects since 2007. Katie currently directs IPUMS outreach and dissemination efforts and she gives IPUMS trainings at conferences, universities, and policy institutes. Katie is also finishing a Ph.D. in applied economics at the University of Minnesota; she holds an M.S. in applied economics and a B.S. in economics from Montana State University.

MATTHEW CHRISTENSON is a senior research analyst at Acxiom Corporation in Little Rock, AR. As Acxiom's resident expert on census data, he is responsible for building and supporting U.S. and international census data products and services. He also consults with clients and internal stakeholders on appropriate use of geospatial data. Prior to joining Acxiom in 2006, Matt was a statistician-demographer in the Population Division of the U.S. Census Bureau for more than eight years. He holds his M.A./Ph.D. in sociology from the Ohio State University and a B.A. in communications from Concordia College, Moorhead, MN.

GAD LEVANON is director of macroeconomic research at The Conference Board, where he also leads the labor markets program. He created The Conference Board Employment Trends Index<sup>™</sup>, a widely used measure that fills the need for a leading index of employment. His research focuses on compensation growth, retirement trends, labor shortages, labor productivity, and future trends in employment and unemployment. Levanon received his Ph.D. in economics from Princeton University, and he holds undergraduate and master's degrees from Tel Aviv University in Israel.

CHERYL HAYES is the senior manager of the Exposures team in the Research and Modeling Group at AIR Worldwide. Ms. Hayes is responsible for leading the team in the development of comprehensive, high-resolution industry exposure databases for more than 90 countries worldwide.

DAVID CROWE is chief economist and senior vice president at the National Association of Home Builders (NAHB). Dr. Crowe is responsible for NAHB's forecast of housing and economic trends, survey research and analysis of the home building industry and consumer preferences as well as microeconomic analysis of government policies that affect housing.

#### G. LEGAL/POLITICAL AND SOCIAL EQUITY USES OF ACS DATA

KIMBALL BRACE is president of Election Data Services Inc., and a nationally recognized expert on redistricting, election administration, and the census. He has been an expert witness in many redistricting court cases around the country, and specializes in testifying regarding demographic databases, district compactness and contiguity, racial bloc voting, and communities of interest. He has participated in developing analysis and mapping programs for state and local government organizations, for use with census redistricting and transportation planning data. He has served as a member of the Census Advisory Committee. Prior to founding Election Data Services, Mr. Brace was an associate editor of *Election Administration Reports*. He is a graduate of American University in Washington, D.C.

JOE SALVO is director of the Population Division at the New York City Department of City Planning. He is the former president of the Association of Public Data Users and a member of the Population Association of America's Committee on Population Statistics, and is active in research on the evaluation and use of American Community Survey data and on the demography of immigration in the New York area. He has served on several National Research Council panels related to the census and the ACS, including a recently-completed Panel on Statistical Methods for Measuring the Group Quarters Population in the ACS. A fellow of the American Statistical Association, he holds M.A. and Ph.D. degrees in sociology from Fordham University.

JEANNE GOBALET has been an applied demographer for many years. Since 1992, she has been a principal of Lapkoff & Gobalet Demographic Research, Inc. ([www.demographers.com](http://www.demographers.com)), located in California. Jeanne earned four degrees from Stanford University, including a Ph.D. in sociology, and was a postdoctoral fellow in demography at the University of California, Berkeley. Much of her recent work utilizes geographic information systems techniques and ACS data. Jeanne has served as an expert witness in cases involving political redistricting, racially polarized voting, environmental justice, jury selection, and discrimination in housing, employment, and mortgage lending. Her consulting practice includes helping clients meet Federal and California Voting Rights Act requirements.

ANDREW BEVERIDGE is president and CEO of Social Explorer, Inc., in Bronxville, NY, and professor of sociology at Queens College and the Graduate School and University Center of the City University of New York. Since 1993, he has been a consultant on census data to *The New York Times*, and specializes in using geographic information systems techniques to analyze demographic data. He has previously taught in the sociology department at Columbia University. He holds a B.A. in economics and M.Phil. and Ph.D. degrees in sociology, all from Yale University.

TERRI ANN LOWENTHAL, a former staff director of the House Subcommittee on Census and Population, advises nonprofits, foundations, and the business sector on issues related to the census and federal statistics generally. She is a co-director of The Census Project, a non-partisan coalition of census and ACS stakeholders; consultant to the Funders Census Initiative, a collaborative of foundations interested in an accurate and comprehensive census and ACS; and writes The Census Project Blog.

## **H. WRAPPING UP: THE FUTURE OF ACS DATA, AND FLOOR DISCUSSION OF WORKSHOP THEMES**

STEVE H. MURDOCK is the Allyn R. and Gladys M. Cline Professor of Sociology and director of the Hobby Center for the Study of Texas at Rice University. He served as director of the U.S. Census Bureau from December 2007 until the change of administrations in January 2009. The first official state demographer of Texas, he previously held faculty appointments at the University of Texas at San Antonio and Texas A&M University.

## BIOGRAPHICAL SKETCHES OF MEMBERS OF THE STEERING COMMITTEE

LINDA GAGE (*co-chair*) is senior demographer in the State of California's Demographic Research Unit in the Department of Finance. Her primary objective is to improve the currency, completeness, and accuracy of official state and federal demographic data that portray the people of California. She is actively involved in producing and evaluating intercensal population estimates for California and assessing data from the American Community Survey. She represents the state's demographic program and interests in federal and professional forums and evaluates the effect of various demographic and statistical programs on the state. She chairs the steering committee of the Census Bureau's Federal-State Cooperative Program for Population Estimates, serves on the Population Association of America (PAA) Public Affairs Committee and Committee on Population Statistics, and represents PAA on the Census Advisory Committee of Professional Associations. She served as the Governor's Liaison for Census 2000 and represented the State Data Center network and the Population Association of America on the U.S. Secretary of Commerce's Decennial Census Advisory Committee. At the National Research Council, she served on the Panel on the Design of the 2010 Census Program of Evaluations and Experiments. She has B.A. and M.A. degrees in sociology, with emphasis in demography, from the University of California, Davis.

KEN HODGES (*co-chair*) is chief demographer at Nielsen. His responsibilities include methodology and evaluation for domestic small-area demographic estimates, the incorporation of U.S. census (including American Community Survey) data in the company's information products, and universe estimates standards for the company's global operations. He is active in the field of applied demography, having served on the 2010 Census Advisory Committee, the Population Association of America's Committee on Population Statistics, and the boards of the Association of Public Data Users and Council of Professional Associations on Federal Statistics. Prior to joining Claritas (now Nielsen) in 1993, he was director of demography at Donnelley Marketing Information Services. He has a Ph.D. in sociology/demography from Cornell University.

LINDA JACOBSEN is vice president of domestic programs at the Population Reference Bureau (PRB). She directs research projects, develops strategy and tools for disseminating population data and research, and writes PRB reports and web articles. She has extensive research experience with the American Community Survey and decennial census, and served for 6 years on the Census Advisory Committee of Professional Associations. Before joining PRB, she was a senior executive and chief demographer for two leading marketing information companies; research director for American Demographics magazine; and faculty member at Cornell University and the University of Iowa. She is chair of the Government and Public Affairs Committee of the Population Association of America, and a member of the board of directors of the Council of Professional Associations on Federal Statistics. For the Census Bureau, she coauthored two handbooks (targeted at general data users and high school teachers, respectively) in the Bureau's "Compass" series. She holds a doctorate in sociology from the University of Wisconsin-Madison.

PATRICK JANKOWSKI is vice president of research in the Support Services Division of the Greater Houston Partnership (formerly the Houston Chamber of Commerce), a metropolitan planning organization that works to enhance business activity, economic development, and quality of life in the Houston region. He oversees the Partnership's research department, which supports information gathering, data analysis, economic forecasting, and mapping for the Partnership's operating divisions. Prior to joining the Partnership in 1981, he was a business writer, editor, researcher and economic analyst. He is a member of the Texas Economic and Demographic Association, the Council for Community and Economic

Research, the National Association for the Business Economics, and the Commercial Real Estate Research Forum. He has a bachelor's degree in economics from the University of Texas at Austin.

JOAN NAYMARK retired in March 2012 as director of market analytics and planning at Target Corporation. Prior to joining Target Corporation in 1982, she held research positions at the Minnesota State Demographer's Office and the Upper Midwest Council. She has testified before Congress on business uses of census and American Community Survey data and represented the U.S. Chamber of Commerce on the Census Bureau's Census Advisory Committee. She is currently a member of the board of directors of the Association of Public Data Users and chair of the North American Research Task Force of the International Council of Shopping Centers. She coauthored (with Ken Hodges) articles on the use of census data in the private sector in the first and second editions of the *Encyclopedia of the U.S. Census*. She holds B.S. and M.A. degrees in sociology and demography from Western Washington University.

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