2018-2019 ConnectHome
Using Census Data for ConnectHomeUSA, 9/25/19

Dina Lehmann-Kim: As Janelle mentioned, it's called Using Data for ConnectHomeUSA. What we should've said was "Using Census Data for ConnectHomeUSA."

We are very fortunate to have two experts on data who will help us understand where the latest data from the Census can be found, how that data relates and describes what's happening on the ground in terms of broadband availability in your community and how you can use that data to help you plan your ConnectHomeUSA work and also prepare funding proposals.

So let me introduce our first speaker. Tyson Weister is a program analyst in the Census Bureau's communications team for data.Census.gov, the new site to access Census data. In this role, he trains users to access data through the site with specialized expertise in the American Community Survey Statistics.

Tyson has bachelor's degrees in economics and public affairs along with a master's degree in communication. And Tyson will be followed by Emy Tseng who is a senior broadband program specialist with the National Telecommunications and Information Administration's BroadbandUSA program.

She works primarily with local and state governments, provides technical assistance on their digital inclusion and smart communities programs and strategies. Emy has a bachelor's degree in math and physics and a master's degree in technology and policy. We are very excited to have both of them with us today and without further ado, I will now turn it over to Tyson. Thank you.

Tyson Weister: Great. Thanks, Dina. And thank you all for joining this afternoon. We are really excited to share some information that I think you all will find really valuable.

At the end of the presentation today, our goal is to make sure that you all walked out feeling comfortable if you're not already familiar with what the American Community Survey is, specifically, a little bit more detail on where our questions come from for computer and Internet use and then most importantly, how to access the data on the brand-new site, data.Census.gov.

In the past, you may have accessed this data through American FactFinder. We are rolling out a new site to access the American Community Survey data. So this will mainly focus on the live demonstrations with that information. We'll talk more about application when I turn it over to our next co-presenter.

But to go ahead and get started, what is the American Community Survey? Most people know us at the Census Bureau for counting the population every 10 years. The American Community Survey is something that we've been doing on an annual basis since 2005. It's the largest household survey in the world and we have the most current, reliable and accessible data source for local statistics.

So we cover a lot of similar topics that other federal surveys and programs cover, but what sets the ACS apart is our ability to produce that information for small geographic areas down to the neighborhood or Census tract level and small population groups. Our survey is based off of a 3 1/2 million sample address every year and we collect over 40 different topics.

So not only can you look at data for those topics individually, things like Internet access, computer ownership and income, but you can also look at cross-tabulations for those topics. We'll see what that looks like on the live site on data.Census.gov. And then just as a note we do have three annual data releases each year.

Our one-year estimates are for geographies with populations of 65,000 or more and our 5-year estimates are for all geographies, regardless of the population size and that bullet in the middle that you see on the bottom of this screen is a mid-sized geography. For you all today, we're going to focus a little bit on the ACS five-year estimates.

To give you a picture of what geographies the American Community Survey has to offer, we have a slide here showing some of the more common geographic areas. You can see from the nation the American Community Survey produces data all the way down to the block group level that you see here on this slide and any of the geographic areas where you see connected by direct lines means that it fits neatly within the higher level geographies or it's nested together.

So as an example, congressional districts always fit neatly within state boundaries, but they don't necessarily have a relationship to metropolitan areas or places. With that, we do have computer and Internet use data that we've been collecting since 2013 and the great things that relates to the 5-year estimates is that we have new data for the 5-year estimates that we released for the first time last year on December 6, 2018.

Those were based on the data collected from the 5-year period of time 2013 to 2017. So that's the first time that you've been able to get this data for all geographic areas and we'll show you how to access that on this site. Before we get into that, just to give you an overview of the different ways you can access American Community Survey across the board today we're going to focus on data.Census.gov, the new platform to access American Community Survey data.

You can also access these data through the Census Application Programming Interface, or API, our file transfer protocol site if you'd like to download all of this data in bulk and then you do have access to American FactFinder until early 2020. So that existing ACS 5-year data that we just showcased on the last slide for you that will be available through American FactFinder, but no new data will be delivered to the site and you'll only be able to access data on AFF until early 2020.

One of the things we'd like to highlight that there's lots of different tables from the American Community Survey. It can seem overwhelming if it's your first time getting into the data given that we push 11 billion estimates live every year. We'll show you, in particular, two tables on the site that I think you're going to love, S2801 and S2802.

They cover a lot of different ways of looking at computer and Internet use across different topics and it provides estimates as well as percentages. But where does this data come from? Well, there are three questions on the American Community Survey that ask about computer and Internet use. For Internet, you can see on the left-hand side this is what the first question looks like, question 10.

For the household level, we ask if folks pay for an Internet subscription, the box two is if they have access maybe without paying for it themselves and then the third box is do they not have access at all. With that, we're able to tabulate data that you'll in just a moment, but in combination with this, you can look at the ways that folks have access.

So on the right-hand side on question 11, you can look whether they have access to the Internet through their cell phone plan, broadband, satellite, dialup or some other service and of course, some folks may have access to the Internet through more than one. As an example, access to the Internet through their cell phone plan as well as the broadband Internet subscription at their home.

Just to give you a high-level look at some of this data from the 2013 to 2017 ACS 5-year estimate since we'll be kind of comparing some of this across smaller geographies, you can see at a high level that 78.7 percent of folks have an Internet subscription and 21.3 do not and then you can see some of the breakouts that are provided across this data.

You can look at folks that have, as an example, access through a mobile data plan being the 49.3 percent or if you wanted to focus in on folks that only have access through their cell phones, you can see that number in our data tabulations on data.Census.gov. We have another question for computer ownership, pretty simple here, we ask whether they -- folks have desktop, laptop, smartphone, tablet or some other device.

And then similarly, folks may be able to check more than one combination as yes. So you can kind of look at the different types of devices, whether a person, on a very high level, have access to one or more computing devices versus no computer at all and then you can see the breakouts of folks who have access to particular devices and then folks who only have access through that particular type of device.

So with that, let's focus in on how you can access the data, it's already been paid for and funded through tax dollars. So it's free on our site. We do want to point out that we're transitioning from American FactFinder to data.Census.gov. Just to give you a little bit of background about this transition it's driven by a model that wasn't working out so well for Census Bureau data users before we had collect, process, edit and review information in 1994 we launched Census.gov.

And then in the right side of this picture you can see we disseminated that data by organically developing hundreds of tools and applications like American FactFinder, QuickFacts, DataFerrett and you as a user had to know to go to these separate sites to access the information. You had to take time to learn each individual site and the skills you learned in accessing Census data in one site weren't necessarily transferrable in helping you access data in another site.

With that, we're moving towards a new model here at the bottom where we continue to collect, process, edit and review quality information, put it out one time through the Census application programming interface and then feed it to you on data.Census.gov where you can search for the information in one location. So the long-term vision being streamlining your access, putting things in one place and helping us do things more efficiently as well.

As a note, what we're showcasing today is the official way to start accessing Census Bureau data, but it's by no means a final site. It's only going to get better and better and the way that you'll see that are continuous improvements pushed out live every two months based on user feedback. So with that, let's go ahead and swap over here to the live demo on data.Census.gov.

And you all are more than welcome to follow along on screen. Give me just one moment and I'll get right back over here to the site. Okay. So with data.Census.gov, there are multiple pathways to get to the end result data that you're looking for. You'll notice that through the freeform search box up here at the top as well as the advanced search button here.

I'm going to introduce you to a few different ways to go about searching for data. We'll look at some things, customize our table view and map it so you should feel comfortable starting to navigate and explore the site, specifically for computer and Internet use data. My favorite place to get started is the single search bar.

You can type in key words and codes, things like topic, geography or table ID, if you know it, and it's a great way to quickly get to what you may be looking for. So in this example, we'll pull up data for San Francisco County, California and hit enter. So with that topic plus the geography, it takes us to a list of results. This is the all results page that gives us a preview of different options available.

I like to click right into tables and start looking at some of the data that we can choose from. On the left-hand side, you can see there are 66 table results. We can scroll through the list. Everything loads in sections. So we can kind of click load more, we can click very nicely between table title and start seeing it and view on the right-hand side of our screen as to what type of data that table has to offer.

If you wanted to narrow this down a bit, you do have the filter button here available to you to specify additional search criteria. One other trick you can go about to narrow your results is to type in the table ID. In this case, we mentioned S2802 as one example of a subject table from the American Community Survey that has those percentages and estimates in a nice look across that topic.

So here we've narrowed our result down to that one individual table and then we click customize table in the upper-right. That's just to bring it across our full screen so we get a nice view. So with this, we can see we get data for the total population in the county. We see data for folks that have a broadband Internet subscription in terms of estimates as well as the corresponding percent broadband Internet subscription.

The same kind of repeating process totals for folks without an Internet subscription, the percent and then folks that don't have a computer in their household at all. So just to make this view a little clearer so you can kind of see what this table has to offer I'm going to get rid of a couple columns by hiding the margin over there.

For now, we do recommend that you look at it when you're using the estimates, but just to see what this table has and then I'm going to remove the estimates as well. So we'll just look at percents to get a view as to what the data has to offer. One other thing, where it's shaded you can expand and collapse the columns.

So what this tell us in San Francisco, there's approximately 864,000 households, 91.5 have broadband Internet subscription, 4.1 percent without an Internet subscription and 4.3 percent with no computer in the households. So with this, we could -- if we're interested in a particular demographic group, such as 65 years and over, as you maybe would expect, there's 71.5 percent with broadband Internet, 8.8 percent without and then 19.3 percent without a computer in the household.

We can get these characteristics across age, race, educational attainment, employment status just from this one table and keep in mind we did have 66 tables in our results. So your ability to explore this data across different groups is available to you. I'm going to change gears a little bit now and focus on the alternative pathway to go about accessing the data and what's really the benefit of the ACS five-year estimates is getting this down to the neighborhood level.

So maybe you wanted to look at smaller areas within San Francisco County and where there may be higher concentrations of folks that don't have access to the Internet. We'll show you how you can go about doing that. So first thing I'm going to do is click on the U.S. Census Bureau logo in the upper-left.

That's going to clear out everything I've done, take us back to the landing page and we're going to use the advanced search, but before we get there, I've pulled up another tab here to one of our geography resources. It's called the Census Geocoder and what this allows you to do is find a particular Census tract associated with an address.

So in this example, I'm going to walk through how to find the Census tract associated with 125 West Point Road and to do that, I'm first going to click where it says geography, find geographies using option, address. So this lets me type in that single address and the reason we're using this address is because there's a real life use application for how this data has been used in order to benefit the community surrounding this address.

And Emy's going to talk more about that in just a moment. So typing in 125 West Point Road in San Francisco, California and the zip code and once you've done that, click find and then it gives you different geographies associated with the address. I look here up at the top for the different layer. And give me just one moment, it looks like I have a typo somewhere.

I apologize for that. Sometimes you do want to play around. That was my mistake where I abbreviated. In this case, it is helpful to spell out West. So if you're not getting the exact result

you want, do try kind of playing around with the abbreviations in order to get the match. Here we can see, as we scroll down, we get the different geographies and we want to look for the one that says Census tracts.

So once we find Census tracts, what I like to do is go over to where it says name and that gives you the nice clean label that you would be able to pick from the system on data.Census.gov. So we see this address falls within Census tract 231.03 in San Francisco County. So now we're ready to go about the advanced search.

It's how you can get to things like Census tract in metro area or just an alternative way to go about searching. So to get started, maybe you want to specify whatever's most important. These filters build off of each other. So I'm going to click years, make sure we're getting the most recent data from the ending period of the ACS for 2013 to 2017, 5-year estimates and then I'm going to go ahead and specify some geographies.

So as we work our way through this step-by-step approach, what we're looking for is a checkbox as a final selection in order to add it to our filters here in the lower-left. So starting here with tract and then following through the prompts we click to California, then we'll scroll down until we get to San Francisco County and then it loads all of the tracts within that county.

In the upper-left, I like to click on the spy glass and you only need three characters to start doing your search here. So just by typing in 231 we can see the second result has populated Census tract 231.03 in San Francisco County, then maybe we want to compare this estimate for Internet subscription to higher-level geographies.

We'll select county, California and go to San Francisco County. This is an alternative way to having typed it into the single search bar earlier. We could compare the data to the state as well as the overall U.S. estimate. In this fashion, we could continue to select geographies that we're interested in. I want to move to find our topic.

And this is collected at the household level. So we go into housing and then it's a physical characteristic of the household. So anytime you have to learn this for the first time it is helpful to explore the options that are available to you, but this is the pathway to select telephone computer, Internet access. Once we've made all of our selections, we can click more, verify we've selected exactly what we want, nothing more, nothing less and then click search on the right.

Moving onto the tables, in this case, we're going to look at S2801. I will click customized table again in the right and here we can start looking at the data that's available. To make it easy again, we'll go ahead and click under hide and I'm going to uncheck the boxes that say total so we can focus on honing in on the percents across these different geographies, especially since the total population across these geographies are drastically different.

This will give us a better look of comparison. This particular table we could look at folks by the type of computer or computer availability in the households. I want to get to the without Internet subscription data. So I'm going to click the arrow on the side, types of computers to hide the sections of the table that I'm not interested in.

So by doing this, we can see without an Internet subscription, we can compare across these different geographies. So we can see in the Census tract we selected 35.7 percent of households do not have an Internet subscription versus 15.1 percent for the county, 16.9 percent for the state or 21.3 percent for the U.S. overall.

So this is very good information. Maybe if you're writing a grant application, to be able to compare across these geographies. You may be interested in mapping to visually look across geographies as well. My favorite way to get there is to click tables in the upper-left and then we can navigate very seamlessly between tables and maps to map out this individual estimate.

So right now it's recognized that one of our selections is at the Census tract level. It's zoomed in our layer of the maps to say Census tract as we can see in the upper-right and zoomed specifically to the tract we selected. Eventually, we'll be adding check boxes that will allow you to select collections of Census tracts, like all of the Census tracts in San Francisco County in one click.

Until that's there, though, you do have the option to individually click on geographies and select them on your map or you can use this rectangle selection tool in the lower-right to pick a small collection of Census tracts and update your maps for comparison. I'm going to click customized map now in the upper-right.

The only thing that's left to do is everything's based on the table and by default, it's mapping out the very first line of the table. So it's mapping out the total number of households in the Census tract. All we have to do is where it says data variable, click that dropdown and everything loads in sections. So what I like to do is continuously scroll to the bottom to make sure we've loaded all of the possible variables that we may want to map.

In this one, if you click the first set of estimates, it maps out the total estimate and then it repeats all of those variables a second time. So what I'm looking for is actually the second instance of where it says type -- let me find it first, the type of Internet subscriptions without an Internet subscription estimate, because it's the second instance and it's the second column of the table.

That is what's going to map out the percent for you and you can see that's reflected here in the legend on the left that we have clearly mapped out percent and the tracts with darker shades of blue have higher percent of households without Internet subscription in comparison to the other geographies.

So our Census tract, the 231.03, we can see the 35.7 percent of folks in that Census tract do not have Internet subscriptions or this other tract in darker shade of blue, the Census tract 9805.01 is approaching 50 percent without Internet subscription. So that's going to conclude the demo of data.Census.gov. Everything that we do does depend on your feedback.

So as you work through the site, you may have ideas on how we can better serve you. Please let us know by emailing us, cedsci.feedback@Census.gov. What we're able to show today was a

brief introduction, but there is a one-stop shop for educational resources to learn more. So please take a look at that. And with that, I want to go ahead and turn it over to Emy.

Emy Tseng: Hello. Thank you so much for that. That was very informative and I'm just learning myself. So that was great. Just waiting to get -- oh, yes. Okay. There I am. And do I need anything -- I guess I'll see if I have control over the screen. So again, thank you, Dina, for inviting me to speak today, as -- I'm Emy Tseng.

And as was mentioned, I work at the U.S. Department of Commerce at the National Telecommunication and Information Administration. So my focus really is on helping local communities with their digital inclusion strategies to increase broadband adoption use and digital skills. I provide advice on planning and funding and implementation and stakeholder engagements as well as other strategies.

I do want to give a caveat despite my somewhat nerdy educational background, I don't necessarily consider myself a data and mapping expert, people like Tyson. You know, they -- there are a lot of people who know a lot more about the specifics of the data itself. My focus is really on policies and programs and in this arena, it's really --

I use this data a lot when I engage with communities and what I like to think about my role is almost a translator or somebody who can like help figure out what kinds of questions and what questions to ask and what can be answered with data. So again, the whole point of this part of the presentation is to show you some examples on how you can use this data for your own planning and fundraising purposes.

So I'll start by giving a short overview about our agency. The -- so NTIA is part of the U.S. Department of Commerce similar to Census and NTIA is responsible for advising the Executive Branch on telecommunications and information policy issues.

Our major initiative, cover a broadband policy and assistance through the BroadbandUSA program, which is where I work, inspection policy, Internet policy, which covers things like digital privacy, the Internet of Things, the digital economy as well as Internet governance as well as public safety. Some of you might have worked with or know about FirstNet, which is the first responder network authority, a nationwide public safety broadband network.

So oftentimes, we're confused with the FCC, but the FCC is a regulatory agency and ultimately, it answers to Congress. Really, we are -- as part of the Department of Commerce, we are an executive agency. So a little more about BroadbandUSA itself, BroadbandUSA, the initiative supports community efforts to increase broadband access and digital inclusion in the following ways.

We help educate state and local leaders by providing guides and tools and we also present a monthly webinar on a variety of related topics. We hold convenings and we bring together key stakeholders, both in-person and online and really help facilitate conversations amongst government entities, again, at all levels from local to federal, industry, nonprofits and advocacy groups.

In fact, we are having a workshop this Friday, I think, in Nevada and we hold, again, a lot of workshops throughout the country as well as we have -- we facilitate online meetings. We also offer more direct technical assistance program, which I actually specifically work on and we work with either individual communities or groups of communities to really help inform and advise them, again, on the broadband and digital inclusion efforts.

So when I refer to digital inclusion, I really mean the part of the whole broadband, so that encompasses Internet usage, promoting access to computers and Internet devices, digital skills, relevant content and applications as well as community and technical support.

Of course, this presentation, we focus mainly on and we will be focusing -- I will be focusing mainly on the American Community Survey, but I just want to let you know about a couple other federal data sources that does provide information about broadband availability, broadband adoption, broadband subscription rates and computer ownership.

So the FCC collects data on broadband availability, providers and broadband adoption directly from the Internet service providers through their 477 Form.

They've actually aggregated subscription data from the providers and that's available on their website, but now that we have this five-year data usually I point people to the ACS data to get a more exact view, but in particular, if you're looking for information about if Internet is available in your community and who the providers may be, I definitely recommend going to the FCC website to look at that.

The other data set is one that actually NTIA administers and it's data -- the Digital Nation data is data that NTIA collects through a detailed service in the Census Current Population Survey and this actually is a deep-dive into how people are using the Internet, what they're using it for, where they're using it and if they aren't using it, what are the barriers?

Is it -- you know, are they interested, is it too expensive, do they have a computer? Again, this gives you a pretty good look at sort of the usage, however, this data is only available pretty much at the national and state level. So I know since this is ConnectHome and most of you work in local communities, maybe you'll probably want to extrapolate the data.

For example, if you know that you have a population that has a high number of seniors, we know through the Digital Nation data that they're much more likely to site relevance as a reason not to adopt and subscribe to the Internet where families with school-aged children are much more likely to site cost. So that will -- you can use that kind of information to design your programs, depending on who you have living in your housing developments and larger community.

So I'd like to emphasize that you really should keep the community context in mind and really, your community goals, the things that you want to see happen in your community should shape the analysis. I often see a divide between the data folks who are just focused on data and the people who work in the programs, the ones that work maybe more closely with the community and maybe understand what the needs are.

And so again, there's a need to sort of translate some of these issues, such -- these broader social and policy issues, but just the homework gap at Aging in Place, workforce development into questions that then data can answer, but again, data is really at your service. And so you don't want data to drive -- I mean, you want your program goals to drive the data analysis rather than the other way around.

So I also encourage that people combine the data that we've seen presented, the broadband adoption and computer ownership data with other types of information that you may have. I referred to the broadband availability data. So you'll probably want people, especially in rural or smaller communities -- may want to know whether people are not subscribing because they don't have access or there aren't providers or is it because of other reasons.

Also, look at things like employment and education data. Again, a lot of that's available through the Census and also many local governments collect that data as part of their economic development and workforce development planning. I'd also look at who the providers of computer training and public computer centers are, whether that's the libraries, community colleges, the workforce training programs and also looking at where is public WiFi available.

And again, data is just a tool. So even though I think it's really useful for planning and again, seeking funds, you still need the whole stakeholder engagement, the stories, the community outreach and partnership development and hopefully, again, this -- the data analysis can help you in all of that.

So to go more specifically on how you can use data, I see a lot where people might implement new programs or they might deploy WiFi or they might deploy some Internet without identifying whether they actually are addressing the areas that need the services the most. So you saw a really dramatic example in San Francisco where you look at the really high level of Internet subscription, but there are these Census tracts that have very low levels.

And so an analysis that could be done or like are there computer centers there, are there training programs? If you look at workforce and job data, are there workforce training programs that integrate Internet access in the areas that, again, have low Internet adoption rates as well as low employment rates?

Also, hopefully then once you've identified the communities in need, both you, your housing authority or the local government can really set the priorities and prioritize funding for those areas, because it really becomes -- with scarce resources, a lot of it becomes a resource allocation issue. So if you can make the argument that certain areas are more in need, for example, the library is in a certain area, need more computers because they have a lower broadband subscription rate.

Also, you can start using this for program design. I mentioned that there's a difference between maybe a program that you design for an area with seniors who don't subscribe and that it might be more around training and showing people applications, like medical applications and such

versus an -- working with low-income families where really, again, there's a high interest, but cost is a real barrier.

So working more on those discount programs may have more impact and really, it's not only an issue of equity, which I think people on this call are interested, but it's really about efficiency and maximizing the impact. Again, you can use it to shape local policy and also I think the statistics become really compelling to build political stakeholder and community support and then of course, demonstrating the needs, specifically with data for funders.

I've been a funder both in the -- for foundations as well as for the government and it is really compelling to have specific data and that you can demonstrate that your particular area has this high need compared and this is really, again, probably most important -- or really important for people who are working in urban areas where the relatively high Internet adoption rate may mask the fact that there are these areas very much in need.

I just want to give a little bit of a context of the examples that Tyson used. I was familiar with this -- in fact, the addresses of this housing development called Hunters View and when I used to be the digital inclusion director of San Francisco way back in, I think, 2006, 2007 is when I first went to this housing development.

You can see the before and after pictures and at that point, we were just starting to do some outreach efforts and training efforts around digital training and they actually have rebuilt the site or they're in the phase of rebuilding the site and the first two phases out of three are complete and I know that they're -- there is now a digital inclusion citywide program and they're looking at services there too and I think people are eligible for the AT&T discount program there.

I wanted to lightly touch on another example that involves housing and again, this is an example of San Mateo County, which is located just south of San Francisco and is actually part of Silicon Valley. As you can imagine, it is a wealthy county, but the county government knew that there were still a number of people in their community left behind digitally and in Silicon Valley, that's a huge disadvantage.

So they had a -- or they have a public WiFi project and they wanted to use public WiFi to address the digital divide and homework gaps throughout the county. So they actually used the California Broadband Map, which includes FCC and some state data on broadband availability with broadband subscription data as well as a Purdue University Digital Divide Index, which I'll talk about shortly to identify the areas most in need.

And so they really set a priority list together and basically, the top priority were areas most in need and I highlighted the example, the St. Francis Center, which provides affordable housing, youth and education services. They did provide some Internet capacity to this center and also have partnered with a local -- other local nonprofits that focus on digital training to bring that to this center.

Also, I just want to talk about a couple tools, of course, and a couple that some other people provide, some people who have done sort of a first level analysis data that Tyson covered. The

National Digital Inclusion Alliance is a national nonprofit that provides information and resources to digital inclusion programs across the country.

I highly recommend that you join their listserv and check out their guides. Their discount broadband programs guide is particularly -- I found particularly useful. They've also developed a Home Internet Map where they took some of the data that we saw before and developed an interactive map.

So you can actually drill down to your own community and see the percentage of households with cable, fiber, DSL for your own Census tract or as a percentage of households with no home Internet and this can really help you get started. I mean, I still suggest that you do a deeper dive using the data.census.gov and look at more information on demographics and computer ownership and how those all interact, but this will get you started.

At least you'll know, at a top level, whether your community has some of these issues. And related to that, I mentioned the Purdue University Digital Divide Index, Professor Roberto Gallardo and his colleagues at Purdue University have, again, taken and pulled together the -- not only the broadband subscription data, but also combined it with the FCC availability data and also certain demographics that usually indicate that people are -- which would indicate that people are more likely to be on the wrong side of the digital divide.

So seniors, people with less than a high school education, low income or disability and again, this is a -- this map shows Indiana and that's what's available on their website, but I encourage people to actually contact Roberto if you want information for your own community. Again, this is, I think, really useful for rural areas, small towns or outer ring suburbs to help determine whether the low Internet subscription rate may be due to lack of providers or just these other factors.

And I can -- you know, you can contact me, I can get you in touch, but I've actually put him -- connected a number of communities with Professor Gallardo to help them with their analysis and to access to data.

And just to end, we're here to help. We offer advice on all these issues and we really want to help communities improve their broadband capacity and again, I talked about some of the -- between the tools and the guides, our webinars and also I'm available to talk to people as well. So please reach out.

Dina Lehmann-Kim: Thank you, Emy and Tyson. This was so great. If I could applaud and you could hear me, I would do that, but I can't. So thank you so much. I know I will turn it over to Janelle for taking any questions. So folks, if you have questions, please, you can raise your hand and Janelle will connect you over the phone.

If you see like the little mitten in the middle of your screen, you can click that or you can type your question in the chat box. So please send us your questions. Okay. So it looks like Janelle's line just dropped. So she -- if you guys have questions, if you could use it, use it, send it into the chat box and I should be able -- this is Dina, I should be able to see your questions.

I guess, maybe while we're waiting, maybe I can ask Tyson a question about the upcoming Census. Tyson, I'm not sure -- I imagine you know about it, obviously, but can you talk a little bit more about when it'll come out and the types of -- I imagine they'll also ask questions about broadband availability, computers, etc., etc. Can you talk to us a little bit about that?

Tyson Weister: I can speak a little bit to the Census in terms of the 2020 Census. That --

Dina Lehmann-Kim: Right. That's what I was asking about.

Tyson Weister: Yes. That has questions on the population. So it's basic demographics. It doesn't include any kind of broadband or Internet. That's only through the American Community Survey, but it is a huge time for us here at the Census Bureau as making sure we get 100 percent population count, counting people once, only once, and in the right place is very important in terms of the data being used and not only for kind of that initial time, but over the course of the next 10 years.

In terms of precise specifics on the schedule, I don't have exact details. I do know that this is the first Census where we'll have online response as a first option. So you, most helpful, will receive an invitation to complete the Census online, but that's just an option.

There will be continued follow-up, mailings, reminders and then of course, in-person in follow-up if we still haven't received a response, but responding online is the most cost-effective way for us to get that response. So that is one thing we're pushing. Census day is April 1, 2020. So ramping up towards that time.

Dina Lehmann-Kim: Great. Thank you so much. And I'm glad you mentioned that about the various forms and how also that the preference is going to be for an online response to the 2020 Census. On that point, I did want to mention to everyone on the line that we will have representatives from the Census at the upcoming ConnectHomeUSA Summit.

So please stay tuned for that, but that's another benefit of attending the Summit. So we look forward to seeing you there. Does anybody have any questions through the chat box or online?

Emy Tseng: Actually, I'll just add a comment too, as I've been talking to a lot of local governments, in particular, who are ramping up outreach efforts. Again, the concern is since -- at least the initial way to answer is online, that people are concerned. So there is a lot of planning going on around helping do outreach in areas that are less likely to have Internet access and in fact, a lot of people are using this data to do that kind of targeted outreach.

So it may be something that you want to engage with your local government, whether municipal or county government about [inaudible].

Dina Lehmann-Kim: Yeah. That's a really good point. And as a reminder, the federal government bases a lot of the funding decisions on the population. So it's really important to get a very accurate count and we certainly want to make sure that we're counting those who typically

are underserved and to Emy's point, those who might not be likely to answer a Census questionnaire online.

So the work that we all do in ConnectHomeUSA is very important and will continue to be important and especially in this space. So I will turn it over now to Janelle who I know is back on the phone to see if she has received any questions that I may not have seen.

Janelle Beverly: Yeah. So sorry about that. Can you hear me clearly? This is Janelle.

Dina Lehmann-Kim: Yes. We can.

Janelle Beverly: Okay. Fantastic. So the only other question I've seen that has come through the chat box is if we are able to get a copy of the presentation/handout and again, we do upload all of our materials to HUD Exchange following the webinar, but we will also email out a PDF copy. It just takes about a couple weeks to get it onto HUD Exchange so that we're able to get it into 508 Compliance for ADA.

Those are the only questions I've seen so far. I'm not seeing any hand icons waved. Again, you can ask the question by using the hand icon or sending us a message in the chat box.

Emy Tseng: I might make a comment, because I think I powered through a couple points that -- just because I was worried about the timing, and highlight one example. I know I've been working with King County and one interesting approach that they've done is that a lot of places, a lot of, again, local governments, have been putting together metrics for themselves.

The one metric that a lot of people use is total -- for this field is the total number of people in their communities that subscribe to broadband Internet, but then as I mentioned, the concern is that that masks the divide and especially, again, in making a compelling case for funding and to funders, I think a lot of people who do work in these areas that may be overall, again, higher income but have these areas of need need to make the case about the gaps.

So in this case, they've actually formalized the collection or the measurement of the gaps between the areas with the highest and lowest broadband adoption as a key performance metric that they need to resolve. So for example, two communities may have an 80 percent Internet adoption rate, but if one community has areas with 60 percent and then 99 percent and then other has -- another example has 80 percent throughout, then when --

It's not the same thing in that places like King County are actually looking at that, for example, 40 percent divide and saying one of the ways that they're going to measure the success of the county is by actually closing that gap. So that may be also something to think about as you approach, again, local policyholders as well as funders, like community foundations that may be looking -- have a regional approach to addressing the digital divide or addressing poverty issues or addressing the homework gap.

Dina Lehmann-Kim: Thanks, Emy. That's really helpful and it sounds like you can -- based on what you and Tyson said that we can really drill down to very, very localized areas to get really

good information and be able to compare one area of the city to another, for example. So I think for our communities, that's really good to be able to see.

Si the city decisionmakers might think that the city has a pretty good adoption rate, but until they learn that maybe the communities that we serve really are quite different. So this is really good information.

Emy Tseng: And this is what's been really exciting about the release of the five-year data, because prior to that, we weren't able to drill down. So it's a huge step forward in the field.

Dina Lehmann-Kim: Mm-hmm. That's awesome. I guess I would ask Janelle, if there are any other questions, because we are at 3:00 o'clock.

Janelle Beverly: No. We haven't received any other questions.

Dina Lehmann-Kim: Okay. Well, we will, as Janelle said, send out the PDF and that we can do very soon and if folks want to rehear this webinar, it'll be posted on HUD Exchange. So I want to thank the audience for participating and of course, our wonderful presenters for the great information that you provided and I know you're -- you've listed your contact information.

So if folks have questions, I'm sure they can reach out to you. And many thanks to Janelle for helping us coordinate this great webinar. So thanks everybody and have a great rest of your day.

Emy Tseng: Thank you.

Dina Lehmann-Kim: Thanks. Bye.

Janelle Beverly: Thanks. Bye.