

Planning Lunches at Noon (PLAN) Monthly Webinar Series

Welcome to the PLAN Monthly Webinar Series!

“Using Census Data for Municipal Planning”

The webinar will begin shortly.

Check out our [Planning and Zoning Training website page](#) for:

- Slides and recording of all completed PLAN webinars in the
- Schedule for upcoming webinars
- OPD [Planning Board](#) and [Zoning Board](#) Handbooks & Optional Tests and Certificates
- A short, anonymous [online survey](#)

Webinar Logistics

- Presentation then Question and Answer session
- Type questions into Chat box
- Raise hand
- We will be **recording** this webinar.



New Hampshire State Data Center

- NH liaison to U.S. Census Bureau
- Distributes and interprets US Census data
- Supplies state data to the Census
- Conducts annual population estimates
- [Website](https://www.nheconomy.com/office-of-planning-and-development/what-we-do/state-data-center-(census-data)) - [https://www.nheconomy.com/office-of-planning-and-development/what-we-do/state-data-center-\(census-data\)](https://www.nheconomy.com/office-of-planning-and-development/what-we-do/state-data-center-(census-data))
- Ken Gallagher, Principal Planner:
 - kenneth.r.gallager@livefree.nh.gov
 - (603) 271-1773

Using Census Data for Municipal Planning

NH Office of Planning and Development Planning Lunches at Noon (PLAN)

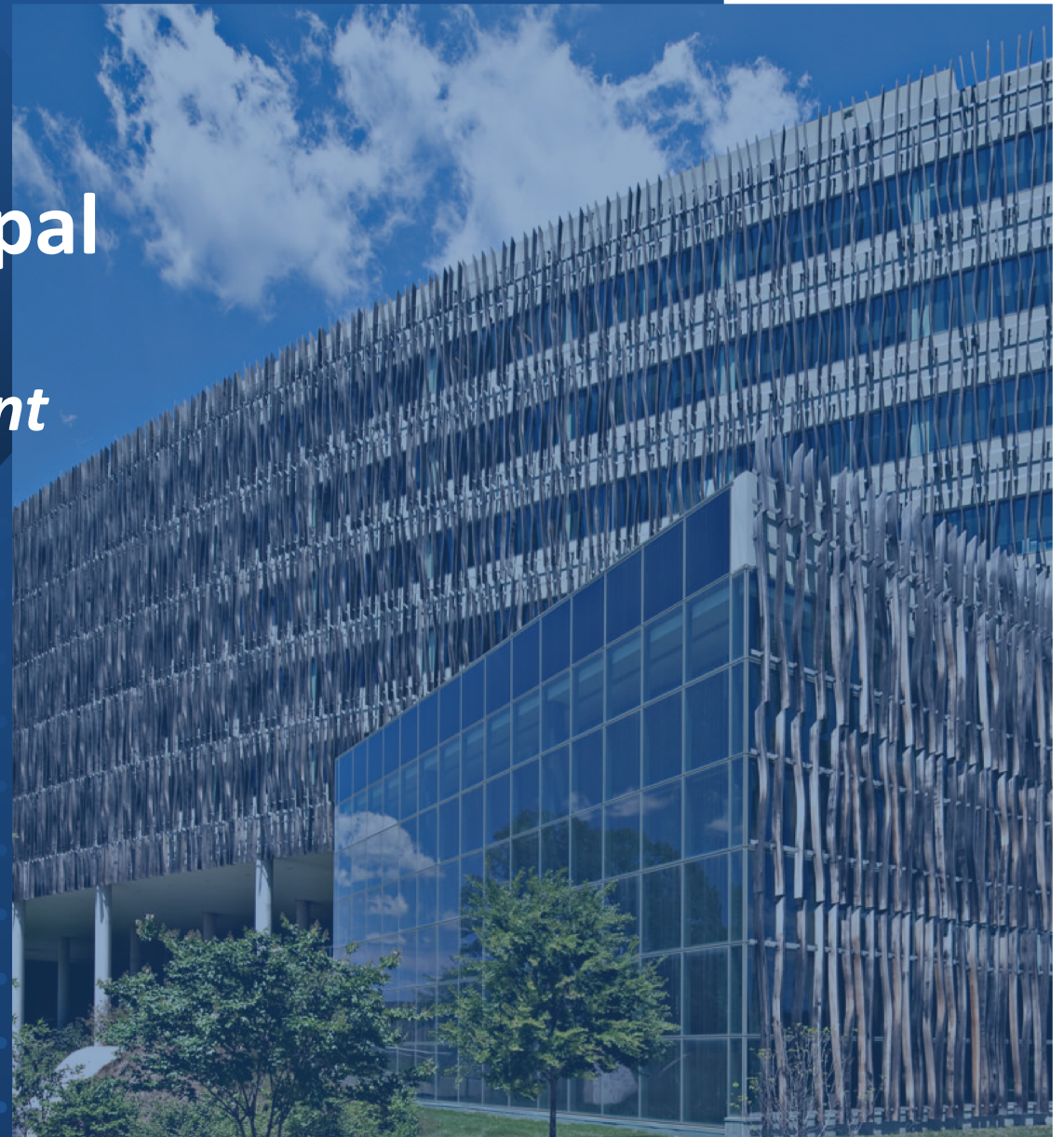
November 9, 2023

Nicole McKenzie

U.S. Census Bureau, Data Dissemination and Training Branch

nicole.e.mckenzie@census.gov

202-740-0430



Meet Your Instructor

Nicole began at the U.S. Census Bureau in 2019, serving as the Senior Partnership Specialist in New Hampshire. Nicole currently works within the Data Dissemination and Training Branch providing training on data products and tools for customers in New Hampshire, Maine, Vermont, Massachusetts and Rhode Island.

Prior to working at the Census Bureau, Nicole was president and co-founder of a grant acquisition and management company where she helped private businesses, non-profit organizations, educational institutions, and government entities research, write and manage grant-funded projects. Nicole holds a Bachelor of Science Degree in Marketing/Math.



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Data Dissemination and Training

- ✓ **Bring our data experts to you.**

Request a free data training for your organization.

- ✓ **Receive our Data Gems.**

These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- ✓ **Get access to our Courses.**

You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- ✓ **Interact with our instructors via Webinars.**

Learn about our data releases and tools while attending these live virtual classes.



Census.gov/Academy



Contact us:

Census.askdata@census.gov

1-844-ASK-DATA

*Share your ideas and feedback at
census.academy@census.gov*

Outline

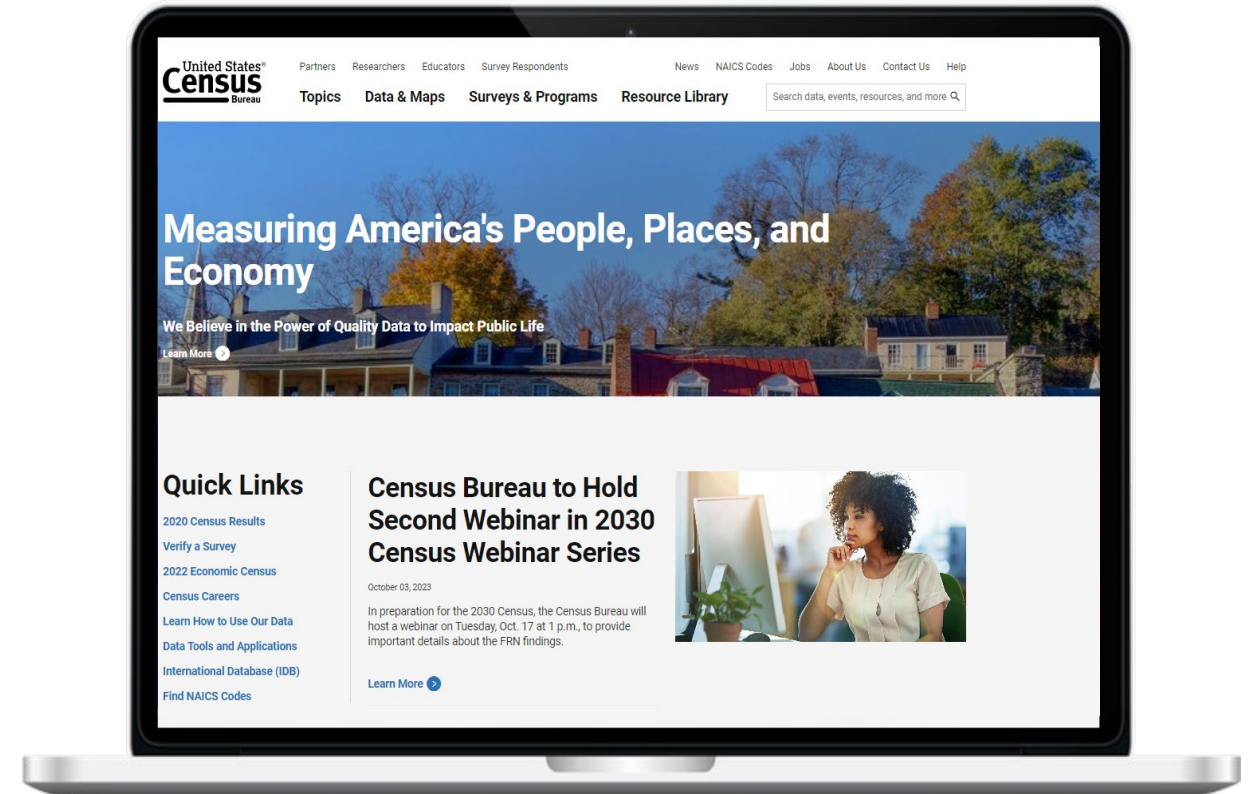
Presentation

- ✓ Census Bureau Overview
- ✓ Popular Surveys and Data Profile Tables
- ✓ Survey Explorer
- ✓ Census Geographies

Live Demo and Hands-On Exercises

- ✓ data.census.gov
- ✓ Narrative Profiles

Questions/Answers



About the U.S. Census Bureau



- The Census Bureau is the federal government's largest statistical agency.
- Our mission is to serve as the leading source of quality data about America's people and economy.
- We strive to provide accurate, reliable and timely data to data users, communities and businesses to make informed decisions.
- We conduct more than 130 censuses and surveys each year.
- More than \$2.8 trillion in federal funding distributed to states, communities, tribal governments and other recipients using Census Bureau data in whole or in part.

Decennial Census

- A Snapshot every 10 years, since 1790.
- Official Count of the Population, mandated in the Constitution.
- Basic Characteristics (10 questions).
- Every housing unit accounted for.
- Used for reapportionment and redistricting
- 2020 was the first Decennial where respondents could provide response on-line!

230 Years and Counting!



What is the American Community Survey (ACS)?

- Annual sample size of 3.5 million addresses
- Data collected by mailed questionnaire, in person and online
- Approximately 72 questions covering social, demographic, housing, and economic characteristics
- Geographic levels: nation to block group
- Data released yearly (1-year and 5-year data)



Key Release Dates

- ACS 1-Year: September 2023
- ACS 5-Year: December 2023

What Topics Are Available in the ACS vs. Decennial Census?

Social (DP02)

- ✓ Ancestry
- ✓ Citizenship Status
- ✓ Disability Status
- ✓ Educational Attainment & School Enrollment
- ✓ Fertility
- ✓ Grandparents as Caregivers
- ✓ Language Spoken at Home
- ✓ Marital History; Marital Status
- ✓ Migration/Residence 1 Year Ago
- ✓ Period of Military Service
- ✓ Place of Birth
- ✓ Undergraduate Field of Degree
- ✓ Veteran Status
- ✓ Year of Entry

Demographic (DP05)

- ✓ Age
- ✓ Race
- ✓ Hispanic Origin
- ✓ Sex

Economic (DP03)

- ✓ Income
- ✓ Benefits
- ✓ Employment Status
- ✓ Occupation
- ✓ Industry
- ✓ Commuting to Work
- ✓ Place of Work

Housing (DP04)

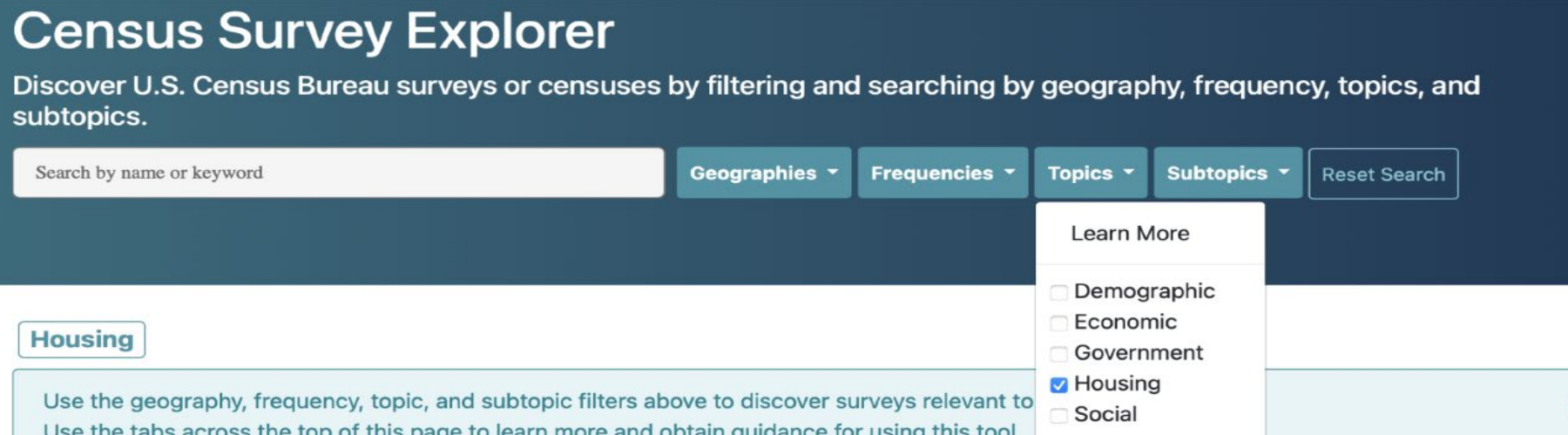
- ✓ Tenure
- ✓ Housing Value
- ✓ Occupancy
- ✓ Taxes and Insurance
- ✓ Household Size
- ✓ Utilities

What topics can you get from the 2020 Census?

- ✓ Age
- ✓ Race
- ✓ Sex
- ✓ Hispanic or Latino Origin
- ✓ Household Relationship
- ✓ Tenure (Owned vs. Rented)
- ✓ Vacancy Characteristics

Data Tool:

Census Survey Explorer



Census Survey Explorer

Discover U.S. Census Bureau surveys or censuses by filtering and searching by geography, frequency, topics, and subtopics.

Search by name or keyword

Geographies ▾ Frequencies ▾ Topics ▾ Subtopics ▾ Reset Search

Learn More

- Demographic
- Economic
- Government
- Housing
- Social

Housing

Use the geography, frequency, topic, and subtopic filters above to discover surveys relevant to

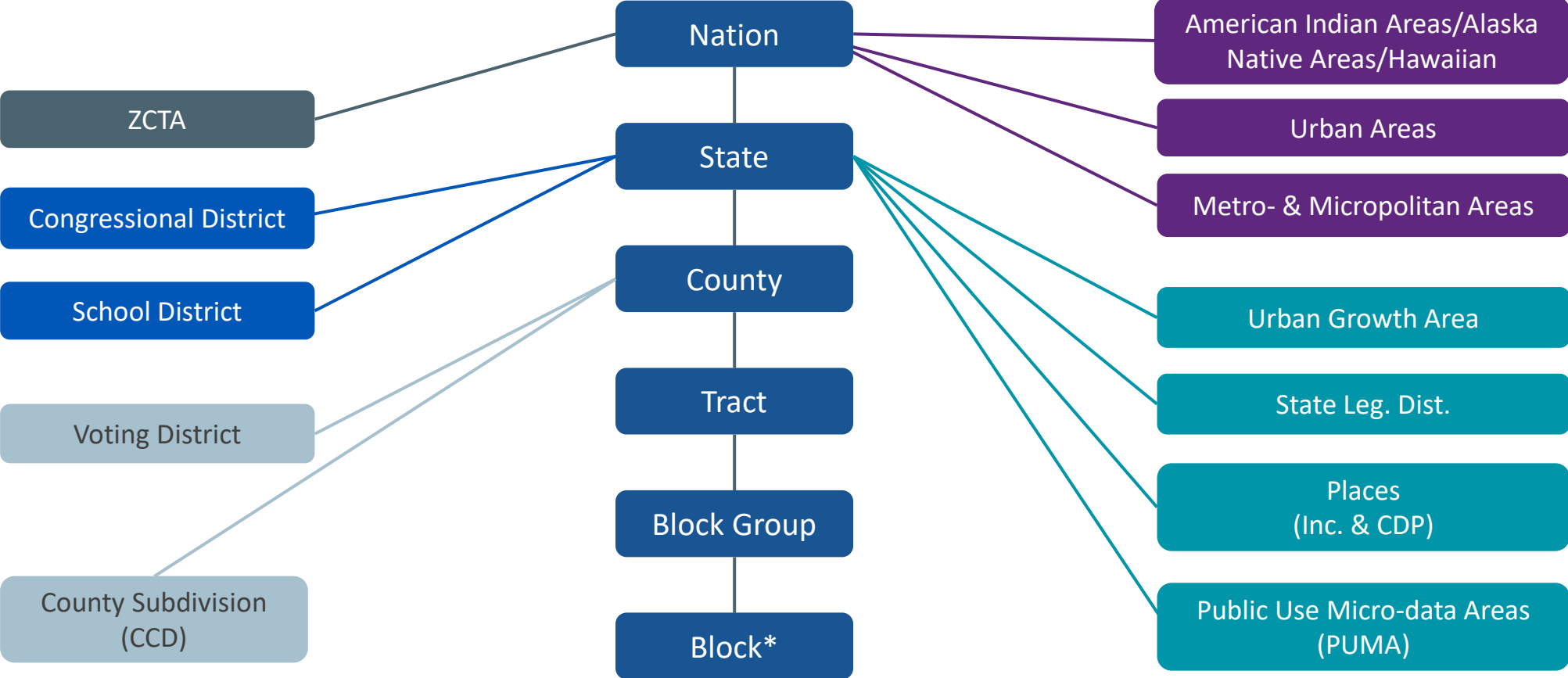
Use the tabs across the top of this page to learn more and obtain guidance for using this tool

Result: 22 Surveys relative to HOUSING

- American Community Survey (ACS)
- American Housing Survey (AHS)
- Characteristics of New Housing
- Construction Spending
- Consumer Expenditure Survey (CE)
- Current Population Survey (CPS)
- Decennial Census (DC)
- Household Pulse Survey
- Housing Vacancy Survey (HVS)
- Manufactured Housing Survey (MHS)
- New Residential Construction
- New Residential Sales
- New York City Housing and Vacancy Survey (NYCHVS)
- Population and Housing Unit Estimates
- Post-Enumeration Survey (PES)
- Puerto Rico Community Survey (PRCS)
- Redistricting Data Program
- Rental Housing Finance Survey (RHFS)
- Residential Finance Survey (RFS)
- Survey of Construction (SOC)
- Survey of Income and Program Participation (SIPP)
- Survey of Market Absorption of New Multifamily Units (SOMA) - *HUD sponsored*



Census Geographies



*Not available for ACS data

Census Bureau Tools Explored Today

data.census.gov

Narrative Profiles



What is data.census.gov?

- ✓ Platform to access and visualize demographic and economic data
- ✓ Produce data analysis at various geographical levels
- ✓ Create reports that are customized to your data needs
- ✓ Directly download Data Tables from the tool



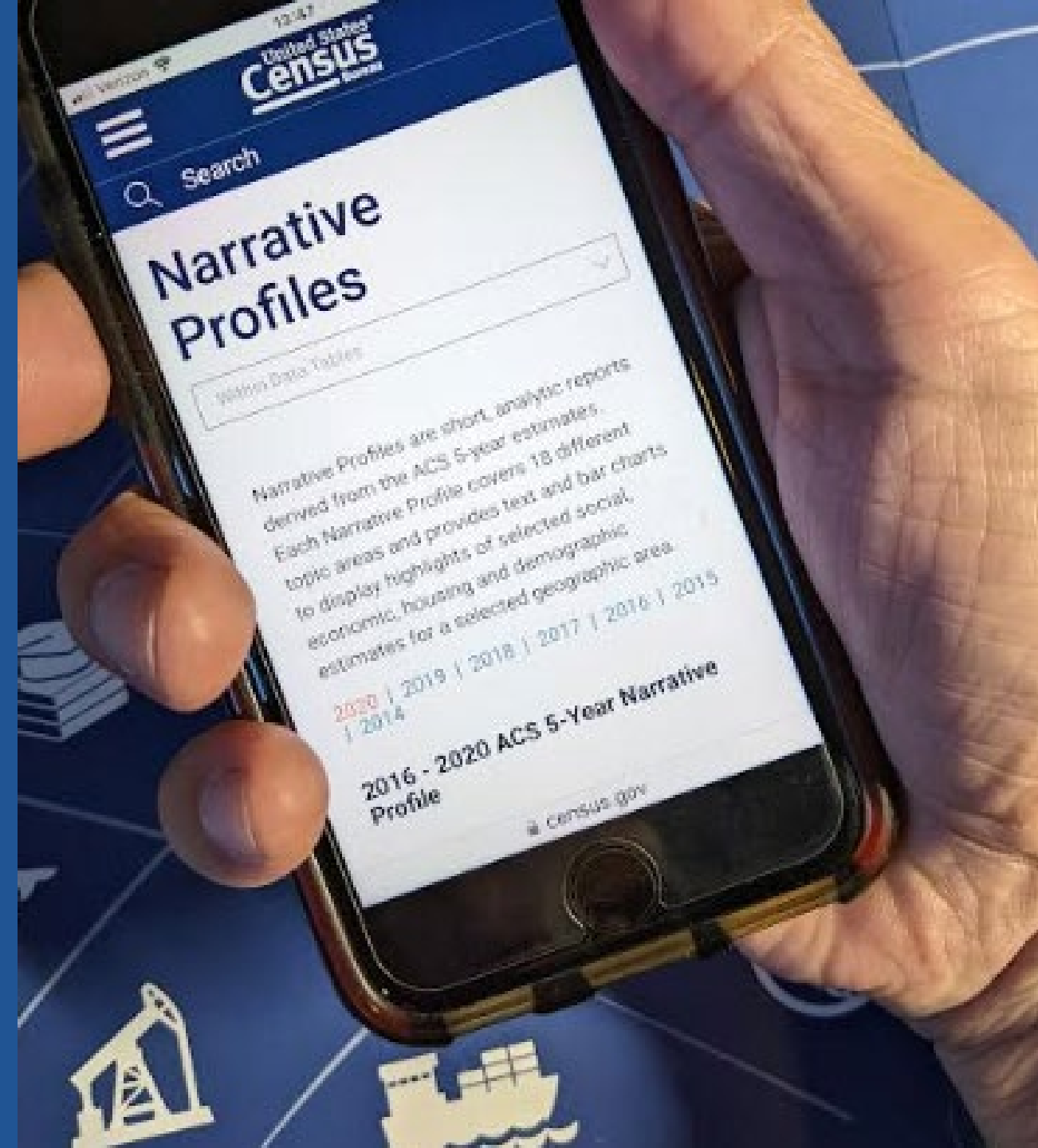
Where Do the Data Come From?

- ✓ American Community Survey
- ✓ Community Resilience Estimates
- ✓ Decennial Census
- ✓ Decennial Census of Island Areas
- ✓ Economic Census
- ✓ Economic Census of Island Areas
- ✓ Economic Surveys
- ✓ Population Estimates
- ✓ Public Sector

Narrative Profiles

- Smart Phone Friendly
- Select Single Geography and Year
- 5-Year Data
- Provides text and bar charts of selected social, economic, housing and demographic estimates

<https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/>



Census Bureau Tools Demo and Exercises

<https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/>

Narrative Profiles

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<https://data.census.gov/>



Get in Touch With Us



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Subscribe: [Census.gov/academy](https://www.census.gov/academy)

**Please share your feedback:
www.questionweb.com/59212**

Questions and Answer Section

- If you would like to ask a question, please either raise your hand or type your question in the Chat box.
- If on the phone, lines have been unmuted



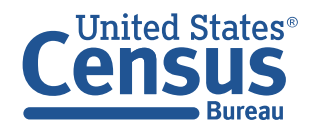
OPD Information

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- A short, anonymous online survey
- OPD Planning and Zoning Training page
- Planning and Zoning Board Tests
- Office of Planning and Development website

**Next PLAN Webinar is scheduled for
December 21, 2023, from 12:00PM-1:00PM
"A Review of 2023 Planning & Zoning
Legislation and Preview of 2024"**



New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS



THANK
YOU!