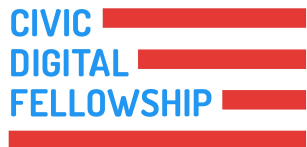


DESIGNING FOR DATA EQUITY

U.S. Census Bureau

Supervised by *Maria Malagon* — Chief of the Office of Strategic Alliances



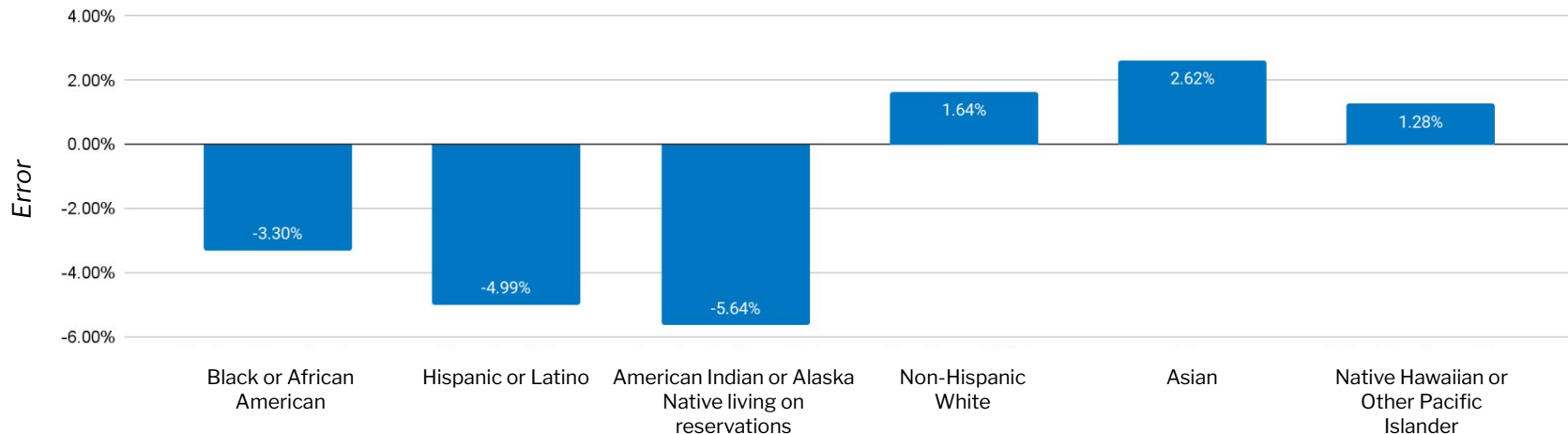
JOEL YONG

Rhode Island School of Design
Industrial Design

ARLA SUTTON

Olin College of Engineering
Human Centered Design

Statistically Significant Under or Overcount by Demographic (2020 Census)



"The quality of the 2020 Census *total population count* is consistent with that of recent censuses. [...] **the 2020 Census undercounted many of the same population groups we have historically undercounted**, and it overcounted others."

- Director Robert L. Santos

WHY DOES AN UNDERCOUNT MATTER?

Funding

Representation

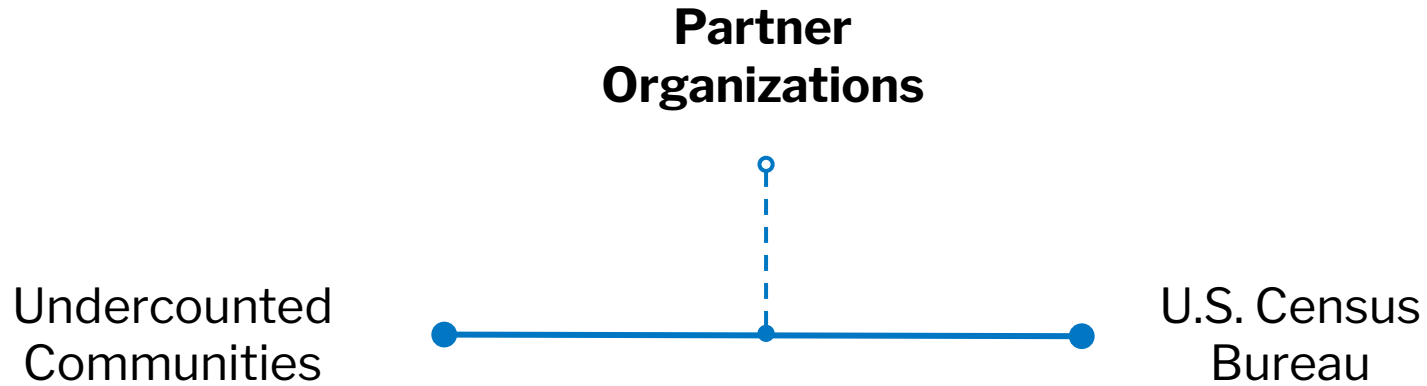
Reliable Data

DESIGN QUESTION

How can we better equip organizations to serve their communities through the **collection** and **dissemination** of equitable data?



WHY PARTNERS?



PROCESS & METHODS



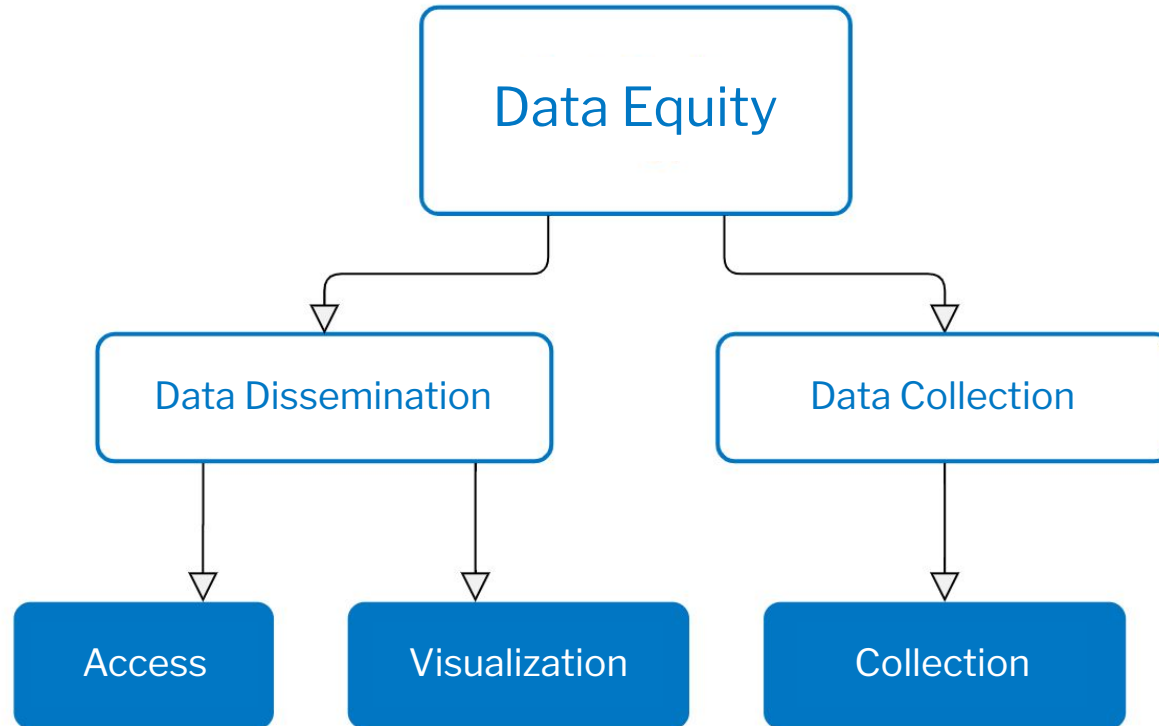
20 one-on-one conversations

- First Round: Learn & Listen
- Second Round: Gather Feedback



Our takeaways come **directly** from the people we talked to; we are able to use our position to **amplify** their feedback and stories

WHAT DID WE HEAR?



DATA DISSEMINATION

HOW ORGANIZATIONS ACCESS AND VISUALIZE DATA

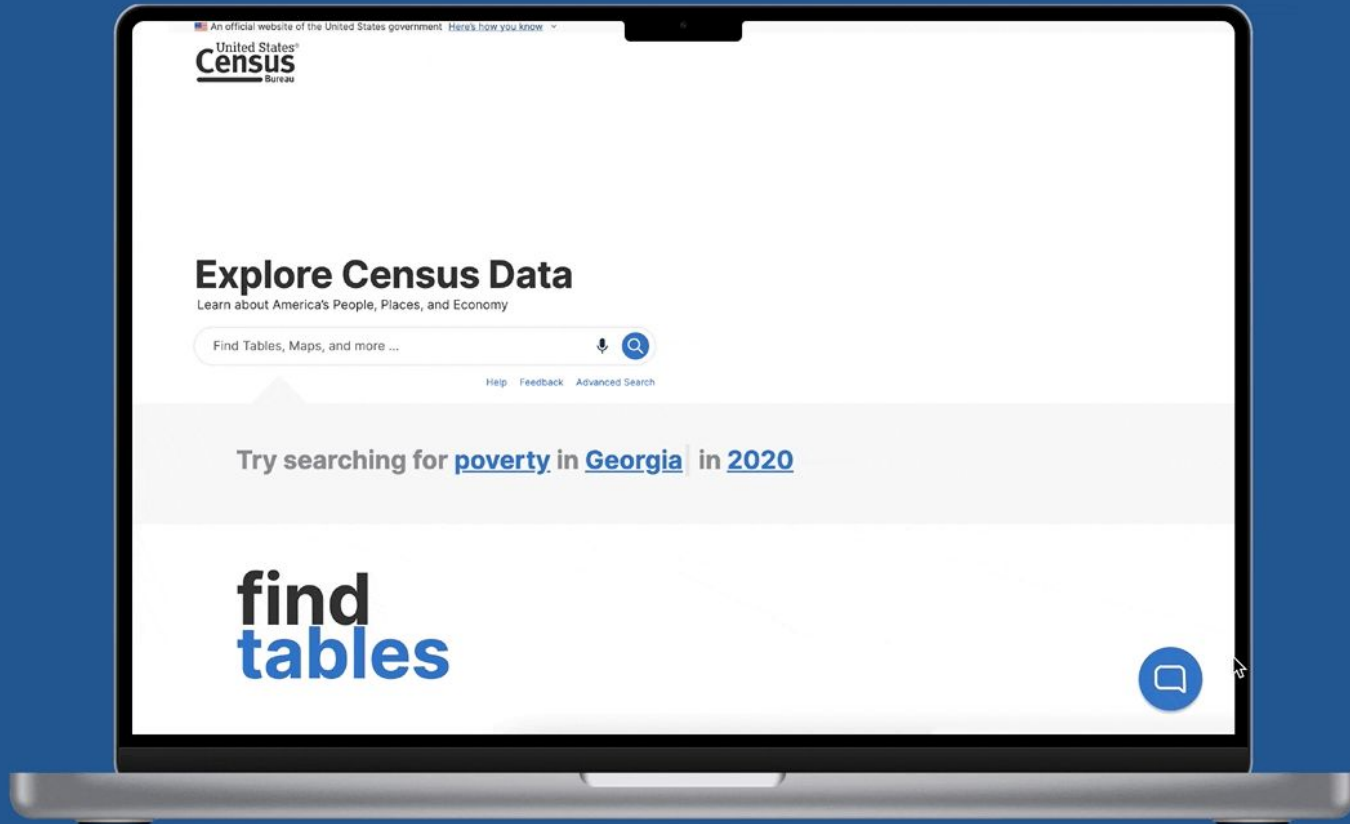
ACCESS

PROBLEM

Organizations don't have the time or resources to sift through all the data that the Census offers.

SOLUTION

A chat feature to receive help when you're navigating the Census database.



ACCESS

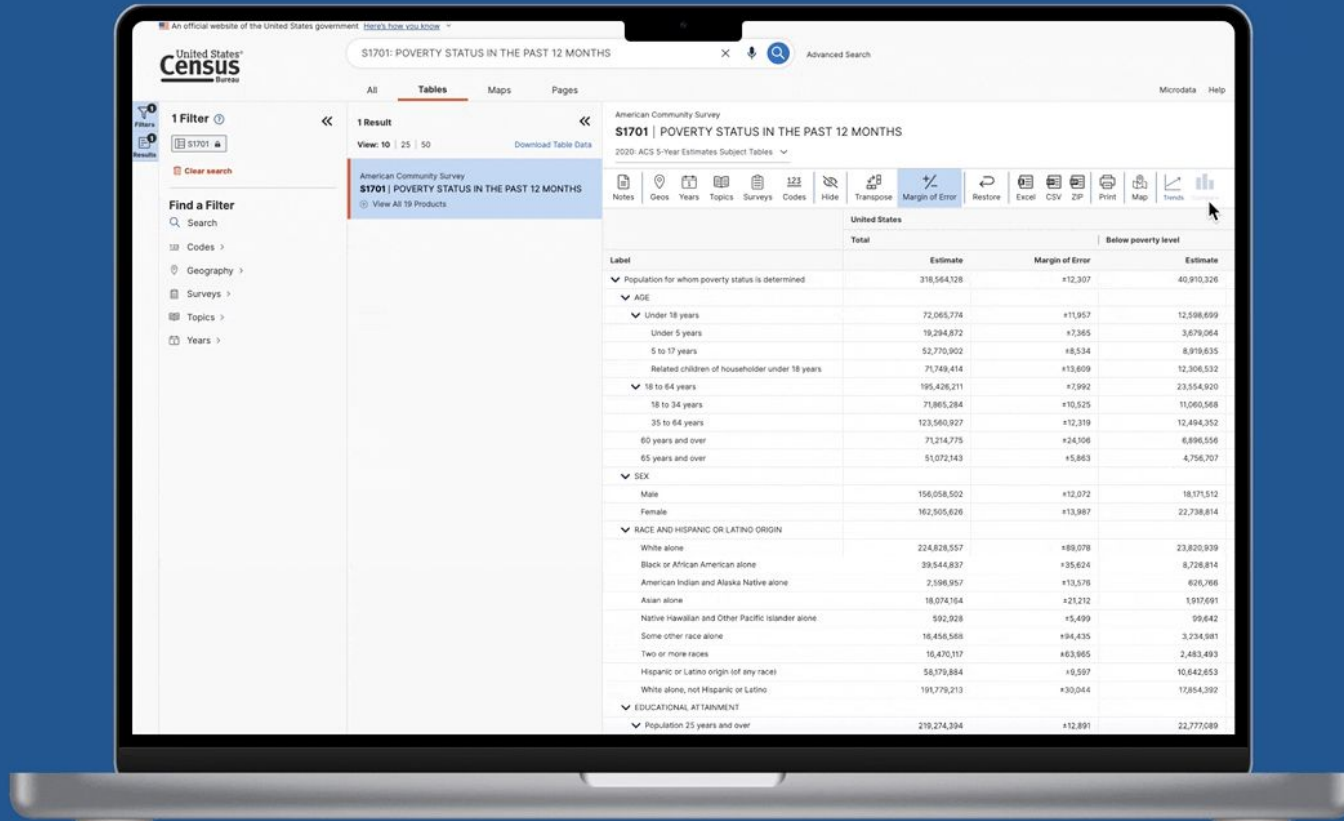
VISUALIZATION

PROBLEM

Organizations need a way to better understand their communities and measure their own impact.

SOLUTION

Additional database tools to improve the way organizations interact with and analyze Census data.



All data was taken from public sources

VISUALIZATION

DATA COLLECTION

HOW THE CENSUS BUREAU COLLECTS DATA

COLLECTION

PROBLEM

Organizations need granular, equitably-collected data.

SOLUTION

A data collection system that reaches underrepresented communities by meeting these people where they're at.*



COLLECTION

Fill out the **American Community Survey** to help fund services like the *San Francisco Food Bank*.

START

EST TIME: 5 MIN



United States[™]
Census
Bureau

COLLECTION

COLLECTION

PROBLEM

Organizations need granular, equitably-collected data.

SOLUTION

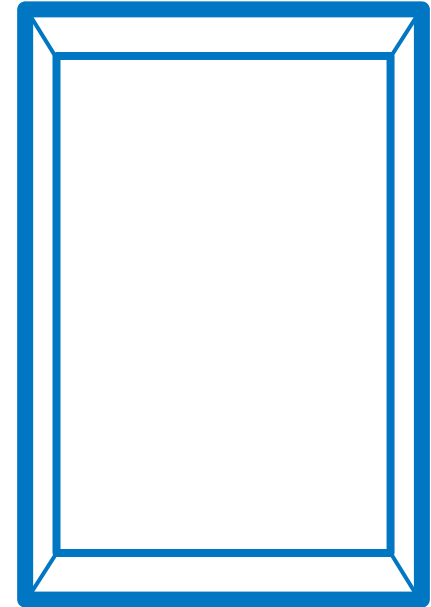
A data collection system that reaches underrepresented communities by meeting these people where they're at.*

** Integration looks different from organization to organization. The best way to develop an equitable system is to **listen**.*

REFRAMING THE SUMMER

The Census' current feedback efforts rely on **passive methods**, which inadvertently **exclude communities**.

Directly reaching out to these communities elicits more **honest, direct and actionable** feedback while fostering relationships that make stakeholders feel **truly heard**.



QUESTIONS