



2016 Texas Demography Conference

Destination Texas:

Population 27,469,114 ... and growing

May 17-18, 2016

Holiday Inn Midtown - Austin, Texas

Conference at a Glance: (PRELIMINARY)

TUESDAY - May 17th Workshop with U. S. Census Bureau Subject Experts

Subject: Keeping Up with a Fluctuating Economy: Census Bureau Data and Online Tools

12:00 noon Workshop/Meeting Registration

12:00-1:00 p.m. Sandwiches/Light Lunch and Networking (in meeting room)

1:00-2:00 p.m. **Measuring the Fluctuating Economy: Census Bureau Business Data**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

2:00-3:00 p.m. **Promoting Economic Development: Introducing Census Business Builder (Part 1)**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

3:15-4:30 p.m. **Local Employment Dynamics: Visualizing National and Local Perspective of the Texas Economy Using OnTheMap**

Earlene Dowell, Outreach/Education Specialist, LEHD Program, U.S. Census Bureau

5:00-6:00 p.m. **Welcome Reception**

NOTE: Wireless Internet will be available in this workshop. Please bring a laptop to better experience the examples provided in this training session by the U.S. Census Bureau.

WEDNESDAY - May 18th Texas Demography Conference

7:30-8:30 a.m. Conference Registration
Breakfast and Networking (in meeting room)

8:30-8:45 a.m. **Welcome and Introductions**

8:45-9:45 a.m. **Data and Product Updates:**

Susana Privett, Data Dissemination Specialist, U.S. Census Bureau
Lloyd Potter, State Demographer, Texas Demographic Center

9:45-10:15 a.m. **Data and Methods Used in Producing the 2014 Population Estimates in Texas**

Helen You, Senior Demographer, Texas Demographic Center

10:30-11:30 a.m. **Destination Texas: Population 27,469,114 and Growing**

Lloyd Potter, State Demographer, Texas Demographic Center

11:30-1:00 p.m. **Lunch - Keynote Speaker: Pia Orrenius, Vice President & Senior Economist, Federal Reserve Bank of Dallas**
Topic: "After the Boom: Texas Economy Downshifts in Energy Bust"

1:10-1:30 p.m. **The Impact of Demographic Shifts on Health Care Delivery in Travis County**

Marianna Gomez, Strategy Analyst, Central Health

1:30-2:00 p.m. **Houston's Growth and Challenges: Comparing Houston to Ten Largest US Cities**

Bala Balachandran, Chief Demographer/Senior Staff Analyst, City of Houston - Planning & Dev. Dept.

2:00-2:30 p.m. TBD - Name, Title, Organization

2:45-3:30 p.m. **Promoting Economic Development: Introducing Census Business Builder (Part 2)**

Andrew W. Hait, Economist and Data Product and Data User Liaison, U.S. Census Bureau

3:30-4:30 p.m. **Local Employment Dynamics: Boom or Bust, Determining Which Industries Are Thriving in the Texas Economy**

Earlene Dowell, Outreach/Education Specialist, LEHD Program, U.S. Census Bureau

4:30 p.m. Adjourn

Presentation Abstracts:

Tuesday, May 17, 2016

1:00 - 2:00pm Measuring the Fluctuating Economy: Census Bureau Business Data

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

In addition to the Population Census that we all are familiar with, the Census Bureau also publishes a wealth of monthly, quarterly, and annual business data that can help measure the ever-changing Texas economy. This session will feature 5 Census Bureau programs that provide data for the state as well as by county and local area, and how you can use these data in your work.

2:00 - 3:00pm Promoting Economic Development: Introducing Census Business Builder (Part 1)

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

The wealth of data that the Census Bureau publishes can be extremely helpful to data users, but accessing these data can often be difficult if you are not familiar with Census Bureau programs. This hands-on session will feature the first edition of the new Census Business Builder tool, the Small Business Edition, first released in September 2015. CBB: SBE is designed to help entrepreneurs and small business owners (and the staffs who often work with these folks) find the key demographic and business data that they need to better understand their markets. Grant writers and other data users can also use CBB to access these same key data. (Note: the second edition of CBB (the Regional Analyst Edition) will be covered on May 18th)

3:15 - 4:30pm Local Employment Dynamics: Visualizing National and Local Perspective of the Texas Economy Using OnTheMap

Earlene K.P. Dowell, Outreach/Education Specialist, Longitudinal Employer-Household Dynamics (LEHD) Program, U.S. Census Bureau

This hands-on workshop is designed for businesses, local planners and other data users who want to research local workforce and employment trends by getting in touch with the state of Texas's local workforce from a national point of view. The course content will include training on navigating the Local Employment Dynamics website and exploring LED data tools, OnTheMap and OnTheMap for Emergency Management. The training provides users access to a wealth of time series data pertinent to understanding the local labor market, planning, managing and thriving in a competitive business environment that includes creating custom detailed reports.

Wednesday, May 18, 2016

9:45-10:15 a.m. Data and Methods Used in Producing the 2014 Population Estimates in Texas

Helen You, Senior Demographer, Texas Demographic Center

The Texas Demographic Center produces population estimates annually for counties and places in Texas. In this session, the data and information we collected and the methods we developed to produce the estimates will be discussed. Ways to improve the use and production of the estimates will also be discussed.

1:10-1:30 p.m. The Impact of Demographic Shifts on Health Care Delivery in Travis County

Marianna Gomez, Strategy Analyst, Central Health

Central Health helps the low-income uninsured in Travis County get access to health care. Utilizing 5-yr trend data, they will offer a unique perspective into how demographic shifts effect health care delivery for disparate populations in one of the fastest growing counties in the nation.

Wednesday, May 18, 2016 (Continued)

1:30 - 2:00pm **Houston's Growth and Challenges: Comparing Houston to Ten Largest US Cities**

Bala J. Balachandran, CPM - Chief Demographer / Senior Staff Analyst, City of Houston - Planning & Dev. Dept.

Of the ten most populous cities in the U.S, Houston ranks fourth after New York, Los Angeles and Chicago. According to the U.S. Census Bureau, Houston experienced a 6.6% increase in population between 2010 and 2014. Houston's economy is strong with its positive economic indicators that include strong job growth, affordable housing, and lower cost of living. For most of the large cities, economic opportunity is the driving force for demographic and social changes. Opportunity cities have the ability to provide affordable housing and decent amenities at a reasonable cost to their growing populations.

2:45 - 3:30pm **Promoting Economic Development: Introducing Census Business Builder (Part 2)**

Andrew W. Hait - Economist and Data Product and Data User Liaison, U.S. Census Bureau

The wealth of data that the Census Bureau publishes can be extremely helpful to data users, but accessing these data can often be difficult if you are not familiar with Census Bureau programs. This hands-on session will feature the second edition of the new Census Business Builder tool, the Regional Analyst Edition, released in January 2016. CBB: RAE is designed to help Chamber of Commerce and regional planning and development organization staff find the key demographic and business data that they need to better understand their region. (Note: the first edition of CBB (the Small Business Edition) was covered on May 17th)

3:30-4:30pm **Local Employment Dynamics: Boom or Bust, Determining Which Industries Are Thriving in the Texas Economy**

Earlene K.P. Dowell, Outreach/Education Specialist, Longitudinal Employer-Household Dynamics (LEHD) Program, U.S. Census Bureau

Assess hiring levels by worker race and education levels across the state of Texas. Charts, maps and interactive tables, compare, rank and aggregate Quarterly Workforce Indicators (QWI) across time, geography and/or firm and worker characteristics instantly using the QWI Explorer. The intuitive application highlights comprehensive data coverage that is user friendly. This session will also feature LED's new set of statistics on worker reallocation in the United States, Job-to-Job (J2J) Flows. With the release of the national data, J2J distinguishes hires and separations associated with job change.

Speaker Information:



Bala Balachandran - Chief Demographer/Senior Staff Analyst
City of Houston - Planning & Development Department

Bala, a Certified Public Manager (CPM), serves as the Chief Demographer/Senior Staff Analyst with the Planning & Development Department, City of Houston. He's been with the Department for 16 years. In this position, he is responsible for managing the analysis, process and policy development of demographic and research elements for planning activities, including data re-search, census data, demographic estimates, GIS, and related programs.

Prior to joining the City of Houston, Bala served as a Senior Demographer for the Houston-Galveston Area Council (H-GAC) for 7 years. He has served on the 1990, 2000 and 2010 Census Complete Count Committees and currently is a member of City of Houston - Mayor's Advisory Committee on International Communities. Bala is a graduate of Kansas State University, where he earned a Master's degree in Regional and Community Planning. He also holds a Master's degree in Economics.



Earlene K.P. Dowell - Outreach/Education Specialist
Longitudinal Employer-Household Dynamics (LEHD) Program
U.S. Census Bureau

Earlene Dowell is the Outreach/Education Specialist for the Center for Economic Studies' Longitudinal-Employer Household Dynamics Program at the U.S. Census Bureau. Dowell travels around the nation promoting and training people on LEHD products.

Dowell received her Master's degree in communications and a Bachelor's degree in public relations from Hawaii Pacific University.



Marianna Gomez - Strategy Analyst, Central Health

Marianna Gomez is a Strategy Analyst in Central Health's department of Strategy and Business Development. In her position, she contributes to organizational planning and improvement through project management, research, and data analysis. Her principal objective is to use the best available information to bring truth to the planning initiatives that improve the health and well-being of Travis County residents. Prior to working for Central Health, Gomez served the state of Texas for over 5 years and has also worked for several non-profit, research and advocacy organizations. She received a Bachelor of Science in Policy Analysis and Management from Cornell University and a Master of Public Health from George Washington University.



Andrew W. Hait - Economist and Data Product and Data User Liaison
Economy-Wide Statistics Division
U.S. Census Bureau.

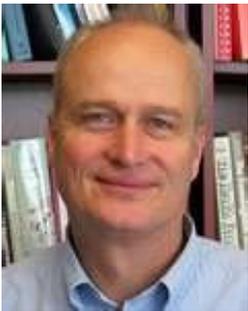
Andy Hait is an economist and serves as the Data Product and Data User Liaison in the Economy-Wide Statistics Division at the U.S. Census Bureau. With over 28 years of service at the Census Bureau, Hait oversees the data products and tools and coordinates data user training for the economic census and the Census Bureau's other economic survey programs. He is also the lead geographic specialist in the Economic Programs Directorate. Hait holds a bachelor's degree in economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.



Pia M. Orrenius - Vice President and Senior Economist
Federal Reserve Bank of Dallas

Orrenius is a labor economist working on regional economic growth and demographic change. She manages the regional group in the Dallas Fed Research Department, is executive editor of the quarterly publication *Southwest Economy* and co-edited *Ten Gallon Economy: Sizing up Economic Growth in Texas*. Her academic research focuses on the labor market impacts of immigration, unauthorized immigration and U.S. immigration policy. She is coauthor of the book *Beside the Golden Door: U.S. Immigration Reform in a New Era of Globalization* (2010, AEI Press).

Orrenius is affiliated with several academic institutions. She is research fellow at the Tower Center for Political Studies at Southern Methodist University and at the IZA Institute of Labor in Bonn, Germany, as well as adjunct scholar at the American Enterprise Institute. Orrenius is also adjunct professor at Baylor University (Dallas campus), where she teaches in the executive MBA program. Orrenius was senior economist on the Council of Economic Advisers in the Executive Office of the President, Washington D.C., in 2004–05, where she advised the Bush administration on labor, health and immigration issues. She holds a PhD in economics from the University of California at Los Angeles and bachelor degrees in economics and Spanish from the University of Illinois at Urbana—Champaign.



Lloyd Potter, Ph.D., M.P.H. - State Demographer;
Director, Texas Demographic Center
The University of Texas at San Antonio

Lloyd Potter serves as the State Demographer for the state of Texas and is the director of the Texas State Data Center housed at the University of Texas at San Antonio. The State Data Center program provides the State Demographer's Office with population estimates and projections for the State of Texas, serves as a data archive for Texas, and offers technical expertise in demographic and socioeconomic research.

Dr. Potter is also a professor of Demography at The University of Texas at San Antonio where he serves as the director of the Institute for Demographic and Socioeconomic Research. He holds a Ph.D. in Demography and Sociology from the University of Texas at Austin, a Master of Public Health Degree from Emory University, a Master of Science in Education from the University of Houston at Clear Lake and a Bachelor of Science from Texas A&M University. His current academic work focuses on training applied demographers in the area of public policy; research in public policy and health related topics.



Susana Guerra Privett - Data Dissemination Specialist, Data Dissemination Program,
U. S. Census Bureau

Susana Privett is with the Data Dissemination Program for the U. S. Census Bureau covering all of Texas east and west but north of Austin.

As a Data Dissemination Specialist, Susana gives presentations and conducts workshops about Census Bureau data, various surveys and Bureaus internet site. She works closely with the organizations, local governments, businesses, Federal and State agencies to provide a clear understanding of the Census Bureau and the data they collect.

Most of Susana's work history has been in customer service and she has enjoyed her employment with the Census Bureau for over ten years. She lives in Fort Worth and travels the roads of Texas for her work.



Helen You Ph.D. - Senior Demographer
Texas Demographic Center

Helen You is a senior demographer at the Texas Demographic Center. She is the lead scientist for the Center's Population Estimates and Projections program. Her works cover a wide range of topics including welfare, education, migration, health and health care in Texas. Some of her recent projects include the Population Estimates for Texas, the Educational Attainment Projections of the Texas Labor Force, the Diabetes Projections and the Projections of the Uninsured in Texas.

Helen received her Ph.D. in Demography and Sociology from The University of Texas at Austin and her Master's degree in Demography and Sociology from Texas A&M University.

Census Business Builder: Small Business Edition

Helping Small Business Owners Find Their Place in the World



Small Business Edition

A new tool to help small business owners get data for the type of business they want to open.

To access the tool, please visit:
<https://cbb.census.gov/sbe>

Three Easy Steps

- 1 Choose the type of business and a location **you are interested in researching.**

A screenshot of the Census Business Builder interface. The left panel, titled '1. What type of business do you want to start or research?', shows six icons for business categories: Construction (yellow), Food Services (orange), Healthcare (green), Personal Services (grey), Prof & Biz Services (purple), and Retail (blue). The right panel, titled '2. Where are you considering locating the business?', has a text input field for 'County, City/Town, or ZIP Code' and a 'Go to Map' button. A small note at the bottom left of the first panel says: 'Don't see your type of business listed? Click [here](#) to request that your industry be added.'

- 2 **Browse the economic and demographic data on the map to help you better understand your markets.**

A screenshot of the data selection interface in Census Business Builder. It features three tabs: 'My Potential Customers', 'Other Businesses Like Mine' (which is selected), and 'Consumer spending'. Below the tabs, there are radio buttons for 'Show: Employers', 'Nonemployers', and 'Key Ratios' (which is selected). A list of variables is shown, with 'Population per employer establishment' highlighted in blue. At the bottom, there are 'Select Variable' and 'Cancel' buttons.

- 3 **View a Local Business Profile report for data on customers and competitors for your industry.**

“Census Business Builder” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the **Small Business Edition** and a **Regional Analyst Edition**, but will include other tailored editions in the future.

The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business or expanding an existing one. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or customer base.
- Ability to compare data to neighboring counties and comparisons to state and national averages.
- Downloadable and printable business reports with county-level information dynamically generated from Census Bureau data.

Census Business Builder: Regional Analyst Edition - Beta

Helping Organizations Better Understand their Region



census
business
builder

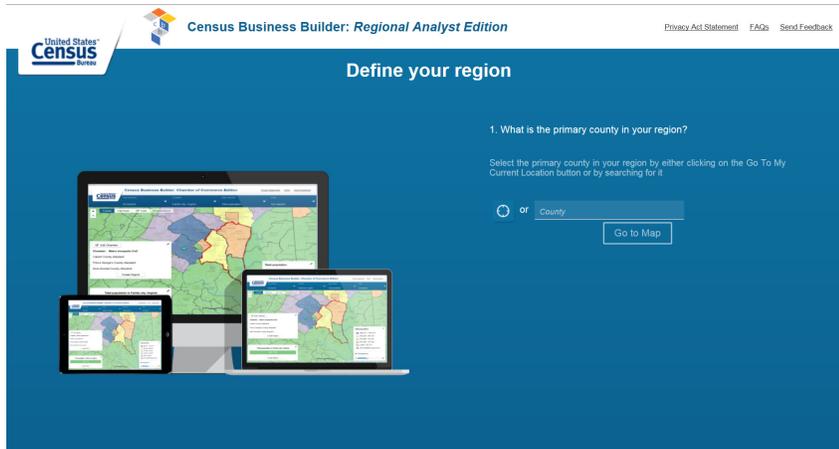
A tool that presents key demographic and economic information about a user-defined region.

Regional Analyst Edition

To access the tool, please visit:
<https://cbb.census.gov/rae/>

Three Easy Steps

1 Define the boundaries of your region and name your region.



2 Browse the information for your region on the map.

My Potential Customers	Other Businesses Like Mine	Consumer spending
Show: <input type="radio"/> Employers <input type="radio"/> Nonemployers <input checked="" type="radio"/> Key Ratios		
Average employment per employer establishment		
Average payroll per employee (of employer establishments) (\$1,000)		
Population per employer establishment		
Select Variable		Cancel

3 View profile reports of your region and its components.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business. The **Regional Analyst edition** presents the same statistics to help organizations better understanding their regions. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
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