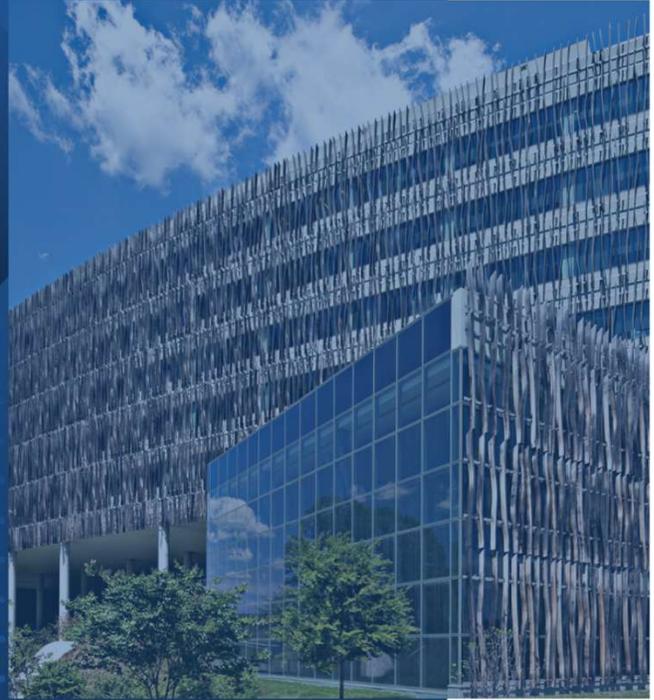


Census Data Tools for Grant Applications: data.census.gov

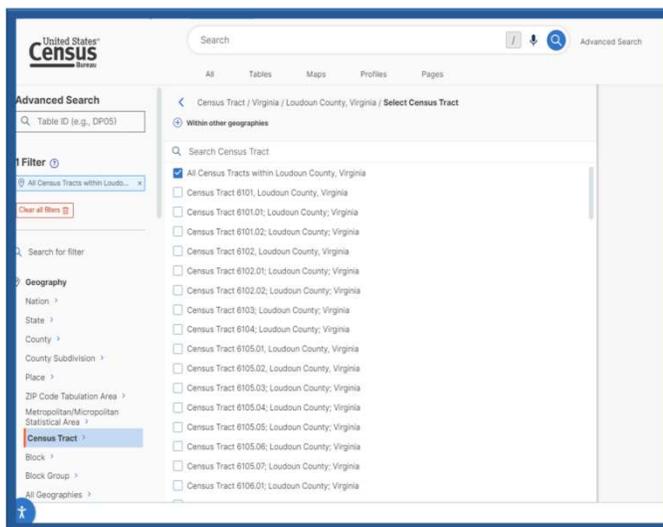
October 24, 2023

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Stacie.Cochran.Mcneal@census.gov
240-890-1875



Overview of Today's Session

- What You Will Find In data.census.gov
- Census Data Search Framework
- Geography
- American Community Survey Review
- data.census.gov
 - Overview
 - Exercises
 - Questions?



Today we are looking at our most versatile tool. Another really useful one to add to your Census Data Toolbox.

What You Will Find in data.census.gov...

Diversity: What is the demographic composition of your service area?

- Race/Ethnicity
- Age
- Sex
- Household Composition
- Language Spoken at Home
- Workforce Characteristics

Workforce Characteristics: Where do people work in your service area?
How many people commute to work in your service area?

Disability: How many people have disabilities in your service area?

Education: What are the characteristics of school age children? How many residents are high school graduates? How many are college graduates?



I wanted show this slide again so that we have a reminder of the data that we will be able to find in data.census.gov and the ways it can be used are fresh in our mind.

Data Profiles

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

Census Data Search Framework



Question

What question do you want to answer?

Tips...

Follow the data to see where it can lead
Determine the priority...geography vs. frequency



Geography

State
County
Zip Code
Census Tract



Data Tool

- data.census.gov
- Narrative profiles
- Quickfacts



Data

- Demographic
- Visual/mapping
- Tables
- Economic



Before you start your search, I have found it helpful to do some pre-planning. It can help save time and frustration.

First ask yourself...What are you trying to find out?

It may be a hypothesis you have about the people and/or businesses in your community.

It may be based on an article that you read about a trend in small businesses at a National level and you want to see if that trend is happening in your county.

It may be that you are working on your quarterly outreach metrics and you want to be able to focus your efforts towards non-employee women owned businesses.

Next...What is the geographic level?

zip code
census tract
County

What data tool can be useful? Think about the question you are asking and the data that you are looking to find.

Demographic
Economic
Visual?
tables

What is the type of data that you are looking for?

Frequency more important than geography...High frequency = Higher Geography

This is a bit of a trick question....because stay open minded on the data you will find will help with the trial and error process that often develops.

Staying flexible can help you discover data points that may take you in a completely, but useful direction. Sometimes what you do not find can be as useful as what you do find. It can bring light to gaps that may not have been apparent before.

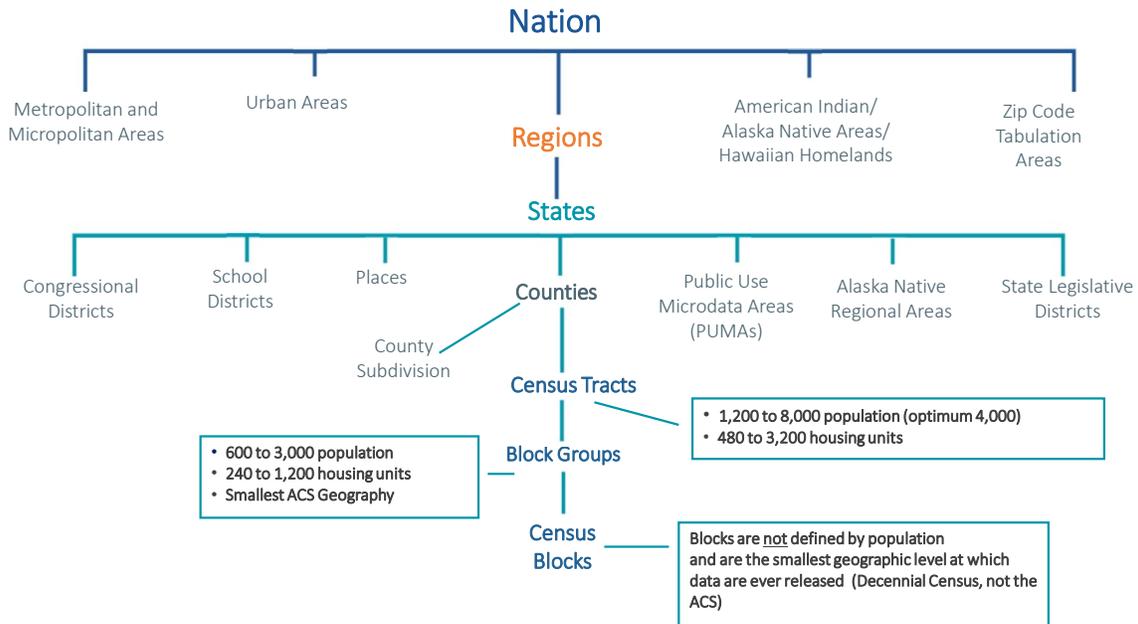
Follow the data to see where it can lead. There is a great deal of data and having a clear focus can help proceed.



Census Geography

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Selected Census Geographic Concepts



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Understanding Census geography is not always as simple as it would seem. There are traditional methods for dividing up geography in the United States that most people are familiar with, such as states, counties, and zip codes. The Census uses its own methods and terminology for geography as well, the most prominent of which is a division known as a "Census tract."

The image on this slide shows some of the geographies for which ACS data are produced & the relationship between them. As you can see, lower geographic areas fit neatly within the larger areas directly connected with lines. For example, school, congressional, & state legislative districts fit neatly within states & do not cross state boundaries. However, they may cross boundaries of counties or metropolitan areas. It is important to note that Block Data is only available from the Decennial Census, ACS smallest geography is at the Block Group Level.

One of the things we say at the Census Bureau is, the census begins and ends with geography. You must define the geography of your service area. Are you working in a certain zip code? Are you working in a certain census tract? Are you working city-wide? Are you working county-wide? Do you have a state-wide focus? Defining your geography will help you narrow your search.

The census geographies are nested within each other

Census Tracts are small, statistical subdivisions within a county with populations of 1,200 to 8,000 people (think small towns, rural areas, neighborhoods).

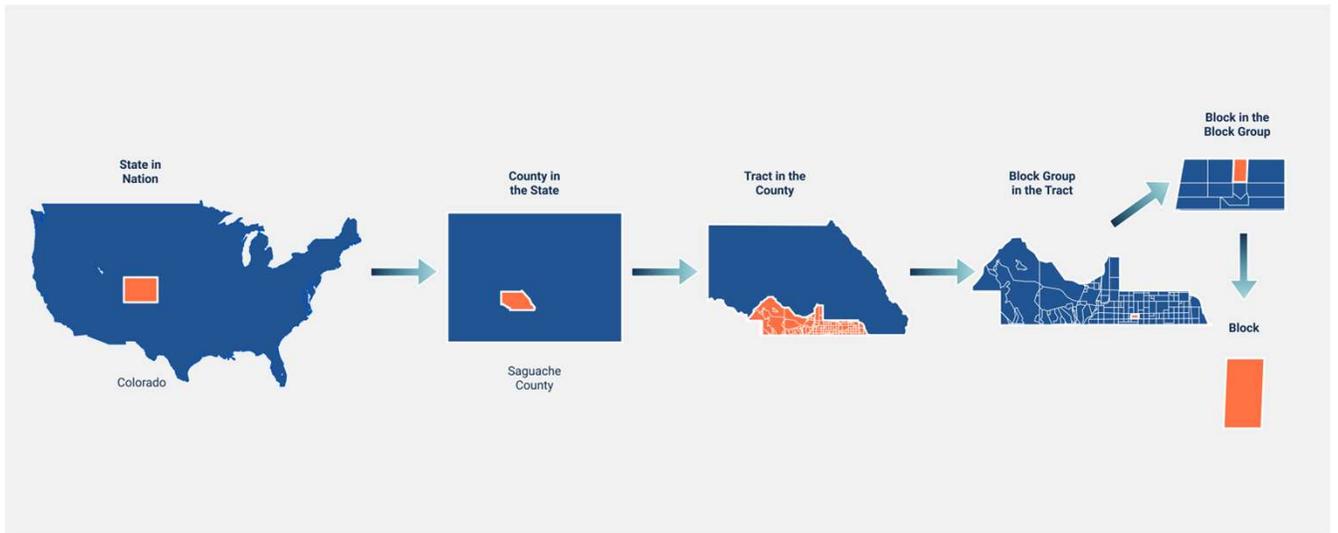
Within each one of those census tracts are further delineated into block groups.

Block groups are a group of blocks within a census tract with ~600-3,000 people,

You are able to attain ACS data all the way down to the census block group and Decennial Data to the Census Block.

A good rule of thumb is that the Higher the data frequency, the higher the level of geography

Hierarchy of Census Geography, From Nation to Block



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Other Useful Geographies:

- ✓ ZCTA
- ✓ Congressional District
- ✓ Place
- ✓ School District

Beginning at the left with the map of the Nation, the State of Colorado is depicted

towards the center of the country.

To the right, the next graphic depicts Saguache County within the State of Colorado.

The next graphic depicts a census tract within the county.

The next graphic is the Block Group within the County.

Finally a single block within the Block Group.

It is important to note that Block Data is only available from the Decennial Census

and ACS smallest geography is at the Block Group Level.

ZCTAs vs ZIP CODES

Zip Code Tabulation Areas (ZCTAs)

- ✓ US Census Bureau Geography
- ✓ Updated Every 10 Years @ Decennial
- ✓ Rely on the Most Frequently Occurring Zip Code
- ✓ Allow Data Users to More Accurately Compare Statistics

Zip Codes

- ✓ US Postal Service Geography
- ✓ Updated as needed due to an increase in population or to improve postal operations
- ✓ Frequently Used Geography outside of the Census
- ✓ In most instances are the same as ZCTA's



I would like to tell you about a different level of census geography what's called a ZCTA, which stands for Zip Code Tabulation Area. ZIP Code Tabulation Areas (ZCTAs) are generalized areal representations of United States Postal Service (USPS) ZIP Code service areas.

The USPS ZIP Codes identify the individual post office or metropolitan area delivery station associated with mailing addresses. USPS ZIP Codes are not real features but a collection of mail delivery routes.

The term ZCTA was created to differentiate between this entity and true USPS ZIP Codes. ZCTA is a trademark of the U.S. Census Bureau; ZIP Code is a trademark of the U.S. Postal Service.

How are they created? The Census Bureau first examined all of the addresses within each census block to define the list of ZIP Codes by block. Next, the most frequently occurring ZIP Code within each block was assigned to the entire census block as a preliminary ZCTA code. After all of the census blocks with addresses were assigned a preliminary ZCTA code, blocks were aggregated by code to create larger areas.

So when looking for data, you can safely assume that in urban areas, every zip code is a ZCTA. However, in more rural areas, every zip code may not be available.

Ways to Identify Census Geographies

Census Geocoder

The screenshot shows the 'Census Geocoder' interface. At the top, there are navigation tabs: 'Census Geocoder', 'Find Locations', 'Find Geographies', 'Detailed Information and FAQs', and 'Contact Us'. The main section is titled 'Find Address Geographies'. It contains a 'One Line Address' field with the text '201 W Holly Ave, Sterling, VA 20164'. Below this are dropdown menus for 'Benchmark' (set to 'Public_AR_Current'), 'Vintage' (set to 'Current_Current'), and a 'Get Results' button. A section labeled 'Input:' shows the processed address: 'One Line Address: 201 W Holly Ave, Sterling, VA 20164', 'Benchmark: Public_AR_Current (4)', and 'Vintage: Current_Current (4)'. A 'Matched Address' section lists: '201 W HOLLY AVE, STERLING, VA, 20164', 'Interpolated Longitude (X) Coordinates: -77.4042423592529', 'Interpolated Latitude (Y) Coordinates: 39.002436711242275', 'Tigerline ID: 613888059', and 'Tigerline ID Side: L'. An 'Address Range Components' section lists: 'Tiger Address Range: 201 - 299', 'Street PreDirection: W', 'Street PreDirection: W', 'Street PreType:', 'Street Name: HOLLY', and 'Street SuffixType: AVE'.

Census Reporter

The screenshot shows the 'Census Reporter' interface. It features a search bar with the text '201 West Holly Avenue, Sterling, Virginia 20564'. Below the search bar is a list of search results with checkboxes. The first result is '201 West Holly Avenue, Sterling, Virginia 20564'. Other results include '80 L Tract 611602 Loudoun, VA', '20564', 'Loudoun County Public Schools, VA', 'Loudoun County (Shortwood)-Sterling & Ashburn Shortwood/Ashburn Village/PMA, VA', 'Sterling, VA', 'Sterling district, Loudoun County, VA', 'State House District 87, VA', 'State Senate District 33, VA', 'Congressional District 33, VA', 'Loudoun County, VA', 'Washington, DC-VA-MD Unincorporated Area', 'Washington-Arlington-Alexandria, DC/VA/MD/WY Metro Area', 'Virginia', 'South Atlantic Division', 'South Region', and 'United States'. To the right of the search results is a map showing the location of '201 West Holly Ave' in Sterling, VA, with a green marker and a green shaded area around it. The map also shows 'Dulles Town Center' and 'Oak Grove'.

Narrative Profiles

The screenshot shows the 'Narrative Profiles' interface. At the top, it says '2022 American Community Survey 1-year estimates are now available.' Below this is a navigation bar with 'Census.gov', 'Our Surveys & Programs', 'American Community Survey (ACS)', 'Data', 'Data Tables', and 'Narrative Profiles'. The main section is titled 'Narrative Profiles'. It contains a 'Narrative Profiles' section with a description: 'Narrative Profiles are short, analytic reports derived from the ACS 5-year estimates. Each Narrative Profile covers 18 different topic areas and provides text and bar charts to display highlights of selected social, economic, housing and demographic estimates for a selected geographic area.' Below this is a year selector with a dropdown menu set to '2021' and a 'Use Address Lookup' button. A '2017 - 2021 ACS 5-Year Narrative Profile' section is visible. Below this is an 'Address Lookup Tool' section with a description: 'Enter an address in a single line to retrieve a Narrative Profile link for the corresponding Census Tract and links for other available geographies for the requested address such as State, Town (place), County, and more.' Below this is a search bar with the text '201 W Holly Ave, Sterling, VA 20164' and a 'LOOK UP ADDRESS' button. Below this is a 'Match found: 201 W HOLLY AVE, STERLING, VA, 20164' section with a 'VIEW NARRATIVE PROFILE' button. Below this is a 'ZIP Code Tabulation Area: 22745 20164' section with a 'VIEW NARRATIVE PROFILE' button. At the bottom, it says 'Place: Sterling CDP'.



If you have a specific address, I suggest that you use one of these 3 tools to find out the specific geography that you need.

Links are in the Links Document

The Data in data.census.gov

American Community Survey

Decennial Census

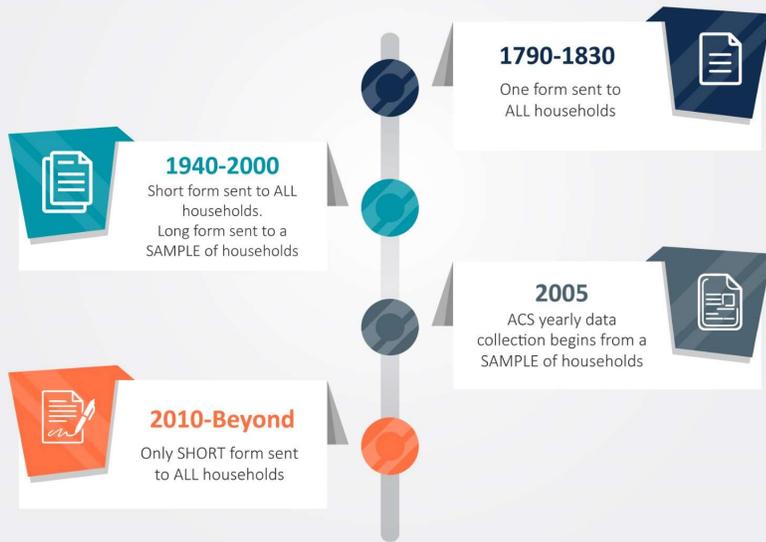
Economic Surveys



You can find data from American Community Survey, 2020 Census and Economic Surveys.

We are going to be focusing on American Community Survey data today.

EVOLUTION OF THE DECENNIAL CENSUS



- ✓ Every 10 Years Ending in Zero
- ✓ 100% or Complete Data
- ✓ Point in Time
- ✓ Available at Block Level
- ✓ Official Population Count

DATA COLLECTED

DEMOGRAPHIC

- ✓ Total Population
- ✓ Age
- ✓ Race
- ✓ Hispanic Origin
- ✓ Sex

HOUSING

- ✓ Tenure
- ✓ Housing type
- ✓ Units in structure

Although the U.S. Census Bureau carries out hundreds of surveys every year, its most well-known duty is still to conduct the decennial census. Census results have several high-profile applications: they are used to reapportion seats in the House of Representatives, to realign congressional districts, and as a factor in the formulas that distribute trillions of dollars in federal funds each year.

The first census of the United States was conducted in 1790 & occurred every ten years with one form being used to collect data from all households until 1930.

From 1940 to 2000, the decennial census included a **short form** used to collect data from all households & a **long form** that was used to collect data from a **sample** of households. The long form approach worked well at first, but the data became less & less current as the decade progressed after each decennial Census.

In the early 1990s, the demand for current, nationally-consistent data led policymakers to consider the possibility of collecting social, economic, & housing data continuously throughout the decade.

After a large scale demo in 2000, the ACS was then fully realized in 2005, & began collecting data for all of America's communities each year. There is also the Puerto Rico Community Survey (PRCS), which is the equivalent of the ACS in Puerto Rico.

As a result, in 2010 & moving forward, the decennial census is only a short form sent to all households because now, the ACS collects information each year, that was once collected by the long form each decade.

The American Community Survey



Purpose

- **Nationwide household survey**
- **Sample size of 3.5 million addresses**
- **Informs over \$2.8 trillion of Federal government spending in 2021**
- **Supports over 300 evidence-based Federal government uses**



Topics

- **35+ topics including Age, Children, Veterans, Commuting, Education, Income, & Employment**

Three key annual data releases:

1-year Estimates (September)

Data for areas with populations of 65,000 or more

1-year Supplemental Estimates (October)

Data for areas with populations of 20,000 or more

5-year Estimates (December)

Data for all areas

Let's talk about the American community survey.

- **Ongoing Survey, Sent to 3.5 million addresses per year, Produces Detailed Population and Housing estimates each year.**
- **Produces critical Information on small areas and small population groups, Covers over 35+ topics and supports over 300 known Federal Government uses**
- **Three key annual data releases:**
 - ✓ 1-year Estimates (for populations over 65,000)
 - ✓ 1-year Supplemental Estimates (for populations over 20,000)
 - ✓ 5-year Estimates (for all areas and small populations)

The good news is you can find most of all the demographic economic social and housing characteristics as well as a business and economic characteristics from data collected at The Census Bureau.

Through the American Community Survey or ACS for short, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics. Public officials, planners, and entrepreneurs use this information to assess the past and plan the future.

Find information about the American Community Survey <https://www.census.gov/programs-surveys/acs>

1-year American Community Survey Data

- ✓ 12 months of data collection
- ✓ For use with populations of 65,000 +
- ✓ Smallest sample size
- ✓ Less reliable
- ✓ Most current
- ✓ Annually released

Best used when

- Frequency is more important than Geography
- Analyzing large populations

5-year American Community Survey Data

- ✓ 60 months of data collection
- ✓ Data for all areas
- ✓ Largest sample size
- ✓ Most reliable
- ✓ Least current
- ✓ Annually released

Best used when

- Geography is more important than frequency
- Analyzing very small populations
- Examining tracts and other small geographic areas

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

Social (DP02)	Demographic (DP05)	Economic (DP03)	Housing (DP04)
<ul style="list-style-type: none">✓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	<ul style="list-style-type: none">✓Age✓Race✓Hispanic Origin✓Sex	<ul style="list-style-type: none">✓Income✓Benefits✓Employment Status✓Occupation✓Industry✓Commuting to Work✓Place of Work	<ul style="list-style-type: none">✓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

United States Census Bureau

For a full list of ACS topics and why we ask each question, go to: [Census.gov/acs](https://www.census.gov/acs)

Pictured here are all of the topics available from the ACS. In the small orange box are the topics available from the decennial census.

I think we all can agree that we want to use the ACS data as opposed to the decennial census data, right?

This slide shows the different topics covered by the American Community Survey, organized under four different categories: Demographic, Social, Housing and Economic Characteristics. We have Data Profiles for each of these four general categories, which are a great place to start for individuals that want to better understand their local communities and for those individuals that are not familiar with our data.

Looking at the Demographic Characteristics, you are able to get data for Age, Sex, Race and Hispanic Origin. Note that these topics are also covered in the 2020 Census. Census data becomes outdated with the passing years in the decade, the ACS will provide updated estimates on these key demographics.

The Social Characteristics category has the greatest number of topics, including Educational Attainment, Language Spoken at Home and Marital Status.

The Housing Characteristics topics allows you to better understand the housing stock as well as the affordability of a community – how much people spend on rent/mortgage as a percentage of their income.

The Economic Characteristics topics include Income, Employment and Occupation among other topics.

Guidance for Using Census Data

Decennial Census

- ✓ Every 10 years
- ✓ Point in Time
- ✓ Official counts
- ✓ General demographics
- ✓ Census Block lowest geography level

General Guidance

- ✓ “Neighborhood and Community” are not Census geographic terms
- ✓ Use Census Geographies as building blocks to your service areas
- ✓ Geographic boundaries may change over time
- ✓ Comparing Decennial and ACS
Look for Differences:
 - Question wording
 - Residence rules (Household Occupancy status)
 - Reference periods that can impact comparability

American Community Survey

- ✓ Estimates – Trends
- ✓ 3.5 million households per year
- ✓ 1- year and 5-year estimates
- ✓ Social, economic, housing, demographic characteristics
- ✓ Census Block Group lowest geography level
- ✓ Compare non-overlapping 5-year datasets
- ✓ Compare 1-year with 1-year and 5-year with 5-year



When working with Census Data, it is helpful to keep some things in mind.

It is important to remember that the Decennial Census is a point in time, while the ACS data are estimates.

Use 2020 Census data for official counts

Use American community survey data for estimates of social economic housing and demographic characteristics.

The ACS is useful for looking at trends and making comparisons over time.

When making comparisons of ACS data be sure to compare non-overlapping 5-year datasets.

Also, compare 1-year with 1-year and 5-year with 5-year only.

The middle rectangle are helpful tips when using the data:

- The lowest level of geography on decennial sense is a block and block group for the American community survey.
- Neighborhood and community are not census geographic terms, use Census geographies as building blocks to your service areas
- Geographic boundaries may change over time, such as census tracts and zctas
- It is possible to compare Decennial and ACS data, but important to look out for differences in the question wording, residence rules, and reference periods that can impact comparability of data sets.
- If you plan on doing this, we suggest that you take a look at the “Understanding and Using American Community Survey Data”. There is a section that discusses the differences between the ACS and the Decennial Census. The link has been put in the chat



Live Demo and Exercises in data.census.gov

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Data.census.gov

Statistics on a variety of topics for areas of all sizes including states, congressional districts, counties, cities/towns and census tracts.

[Data.census.gov](https://data.census.gov) provides access to:

- Data Profiles
- Detailed Data Tables
- Thematic Maps
- Microdata Access



Explore Census Data

Learn about America's People, Places, and Economy

Find Tables, Maps, and more ...

Help Feedback Advanced Search

Try searching for [poverty in Georgia in 2020](#)

The screenshot shows the search results for the query "Language Other Than English Spoken At Home in Virginia is 17.0%". The main heading is "Language Other Than English Spoken At Home in Virginia is 17.0%". Below this, there is a "Tables" section with several results, including "American Community Survey 201601 | Language Spoken at Home" and "American Community Survey 201602 | Limited English Speaking Households". On the right side, there is a "State Profile" for Virginia, showing statistics such as "Total Population: 6,631,393", "Median Household Income: \$65,873", and "Bachelor's Degree or Higher: 42.2%". A map of Virginia is also visible in the top right corner.

Let's take a look at data.census.gov, the primary data dissemination platform to access demographic and economic data from the U.S. Census Bureau. This tool provides much more detailed data than available in QuickFacts and narrative profiles.

Data is available for areas of all sizes and on a wide variety of data topics including population, employment, children, Veteran status, disability status and characteristics, businesses and more. Data formats include detailed tables, subject profiles and maps.

You can also dynamically add geographies, topics and filters to get the data tables and maps you need.

American Community Survey Data Profiles

2022 American Community Survey (ACS) 1-year Public Use Microdata Sample files and 2022 ACS 1-year Supplemental Estimates are now available.

// [Census.gov](#) / [Our Surveys & Programs](#) / [American Community Survey \(ACS\)](#) / [Data](#) / [Data Tables](#) / [Data Profiles](#)

AMERICAN COMMUNITY SURVEY (ACS)

WITHIN DATA TABLES

Data Profiles

[Geographic Comparison Tables](#)

[Narrative Profiles](#)

[Ranking Tables](#)

[Subject Tables](#)

[Supplemental Tables](#)

[Table IDs Explained](#)



Data Profiles

Data Profiles have the most frequently requested social, economic, housing, and demographic data. Each of these four subject areas is a separate data profile. The Data Profiles summarize the data for a single geographic area, both numbers and percent, to cover the most basic data on all topics.

2021 2020 2019 2018 2017 2016 2015 2014

2017 - 2021 ACS 5-Year Data Profile

Select a Geography Type

- Nation
- State
- County
- County Subdivision
- Place
- Census Tract
- ZIP Code Tabulation Area
- Metropolitan/Micropolitan Statistical Area
- American Indian Area/Alaska Native Area/Hawaiian Home Land

Selected Geography: **United States**

Scenario

A non-profit would like to find data for the area surrounding two of the schools in the organization's service area in Loudoun County using Census Tracts and ZCTA's.

Sterling Middle School, 201 W Holly Ave, Sterling, VA 20164

Stone Bridge High School, 43100 Hay Rd, Ashburn, VA 20147

Step 1: Locate Census Tract and ZCTA Geography using the address lookup in Narrative Profiles

Step 2: Use Census Tract in data.census.gov to locate data using American Community Survey 5-year Data Profiles

Data.census.gov Group Exercise – Census Tract Data Search

Go to data.census.gov

Click on Advanced Search

Select filters

Geography > Census Tract > Virginia > Loudoun County>6110.04 and 6116.02

Surveys > American Community Survey > 5-Year Estimates>Data Profiles

Search

Select DP02

Select DP03

What is the percentage of people over 5 years old who speak a language other than English at home?

What is the percentage of people who commute to work?

What is the Median earnings for full-time year-round workers?



Individual Exercise– Ashburn, VA Data Search

- Go to data.census.gov
Click on Advanced Search
Select filters
Geography > Place > Virginia > Ashburn (HINT: Use the search bar directly above the list of places to find Ashburn)
Surveys > American Community Survey > 5-Year Estimates > Data Profiles
Search

Look at the Data Profiles to find the Answers:

What is the percentage of people over 25 years and over who had at least graduated from high school?

What is the percentage of people in poverty?

What is the percentage of people who have health insurance coverage?



Exercise #3

- We are going to walk someone through finding Disability Data...

Go to data.census.gov

Click on Advanced Search

Select filters

Geography > County > Virginia > Loudoun County

Topics > Health > Disability

Search





Questions about Data?

Stacie.cochran.mcneal@census.gov

240-890-1875

Thank You!



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

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✓ **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.

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





Visual Reference: Online Resources

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Start your grant writing by finding and understanding grants at [Grants.gov](https://www.grants.gov)

Convenience Comes to Federal Grants
Download the Grants.gov Mobile App to search and submit on the go.

GRANTS LEARNING CENTER
The Grants Learning Center is your gateway to the federal grants world. Bookmark this page and participate in our growing communities on Blog.Grants.gov and Twitter (@grantsdotgov).

SEARCH GRANTS

Basic Search Criteria:
 Keywords(s):
 Opportunity Number:
 CFDA:
 SEARCH

Opportunity Status:
 Forecasted (385)
 Posted (2,629)
 Closed (5,784)
 Archived (63,653)

Funding Instrument Type:
 All Funding Instruments
 Cooperative Agreement (1,138)
 Grant (1,990)

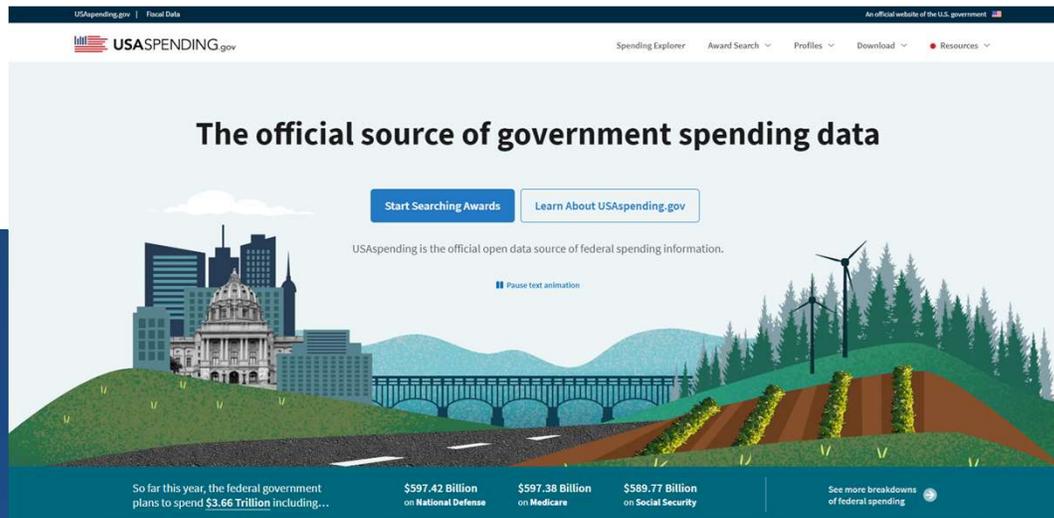
Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
ND-NOFO-23-101	In Country Press Tour for Emerging Journalists	DOS-IND	Posted	04/12/2023	06/11/2023
ND-NOFO-23-100	Established Opinion Leaders Press Events	DOS-IND	Posted	04/12/2023	06/11/2023
ED-GRANTS-041223-001	Office of Postsecondary Education (OPE) Higher Education Programs (HEP) Native American-Serving Nontribal Institutions (NASNTI) Program, Assistance Listing Number 84.031X	ED	Posted	04/12/2023	06/12/2023
CDC-RFA-PS20-20100101SUPP23	PS20-2010 Integrated HIV Programs for Health Departments to Support Ending the HIV Epidemic in the United States (EHE) Component C inject Supplement	HHS-CDC-NCHSTP	Posted	04/12/2023	05/12/2023
72051923RF00001	RFI 72051923RF00001 Local Governance	USAID-ELS	Posted	04/12/2023	05/15/2023

The Grants.gov system houses information on over 1,000 grant programs and vets grant applications for federal grant-making agencies. Site provides a common website for federal agencies to post discretionary funding opportunities and for grantees to find and apply to them. Using the Grants.gov system makes it faster, easier and more cost effective for grant applicants to electronically interact with federal grant-making agencies



See Where Federal Funding Was Allocated

usaspending.gov



United States
Census
Bureau

29

USA spending –USAspending.gov is the official open data source of federal spending information. The site tracks how federal money is spent in communities across America. Learn more about government spending through interactive tools that explore elements of the federal budget, such as federal loan, grant, and contract data.

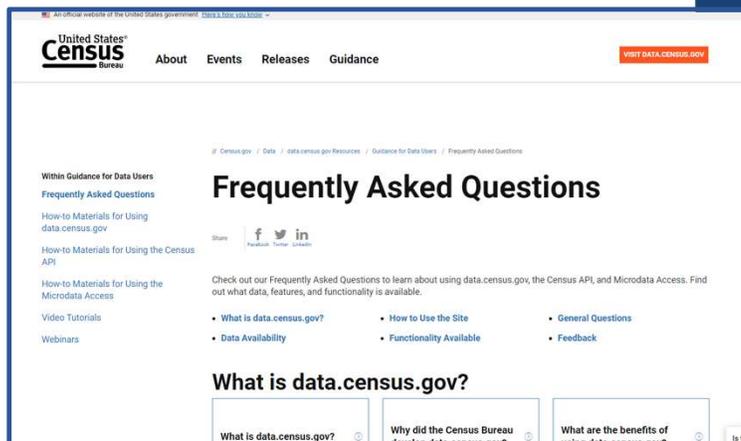
Online Resources

- ✓ [Census Academy](#)
- ✓ [Census.gov](#)
- ✓ [Census Reporter](#)
- ✓ [data.census.gov](#)
- ✓ [Data Profiles | American Community Survey | U.S. Census Bureau](#)
- ✓ [Data Tools and Apps \(census.gov\)](#)
- ✓ [My Community Explorer](#)
- ✓ [QuickFacts](#)



Here is a screenshot of a few of our online resources. I have provided links to accessing census.gov our primary website, a link to data.census.gov our data extraction tool for accessing most of the census data that the Census Bureau provides. There is a link to Census Academy where you can have access to quick tutorials via data gems and sign up and or view upcoming webinars archived webinars. I also have provided links to quick facts and narrative profiles which we are going to go through in our demo. And I just want to highlight Census reporter which is not one of our data access tools but was developed by a journalists for journalists. The tool is a great resource and Census reporter does allow you to do an address look up and get the geographic identifiers for that address as well as the data.

Data.census.gov Resources



- [data.census.gov Information Page](#)
- [Webinars \(census.gov\)](#)
- [Video Tutorials \(census.gov\)](#)
- [An Introduction and Getting Started on data.census.gov](#)



Key Definitions

Key Definitions

RACE

American Indian/Alaska Native
Asian
Black
Native Hawaiian/Other Pacific Islander
White

HISPANIC ORIGIN

Hispanic, Latino, or Spanish Origin

Can be of any race and ancestry

Sex

Female
Male

FOREIGN BORN

Based on the Place of Birth
(Example: Russia, Brazil, Bulgaria, etc.)

Could be of any race,
origin, and ancestry

ANCESTRY

A person's ethnic origin or
descent, "roots," or heritage

Respondents can have
multiple ancestries
(Example: Russian, Brazilian,
Bulgarian, etc.)



First thing all of these have in common is self-identification.

Let's start with Race

- The Census Bureau collects race and ethnicity data according to Office of Management and Budget (OMB) standards
- **OMB defines race and ethnicity as two separate concepts**
- Generally reflect a social definition of race recognized in the United States
- Not an attempt to define race biologically, or genetically
- Self identify, can choose all that apply
- It is recognized that the categories of the race item include racial and national origin or sociocultural groups. People may choose to report more than one race to indicate their racial mixture
- Tabulated into five OMB Categories
- ✓ American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White

Hispanic Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the persons birth or the persons parents or ancestors before their arrival in the US. "Hispanic", "Latino", and "Spanish" are used interchangeably.

For tabulation, individuals are either "Of Hispanic, Latino, or Spanish origin" or "NOT of Hispanic, Latino, or Spanish origin"

Foreign Born - The Census Bureau collects data from all foreign born who participate in its censuses and surveys, regardless of legal status. Unauthorized migrants are included in Census Bureau estimates of the total foreign-born population. However, it is not possible to tabulate separate estimates of unauthorized migrants or any other legal status category.

Ancestry refers to a person's ethnic origin or descent, "roots," or heritage, or the place of birth of the person or the person's parents or ancestors before their arrival in the United States.

The Census Bureau uses the terms native and native born to refer to anyone born in the United States, Puerto Rico, a U.S. Island Area (Guam, the Commonwealth of the Northern Mariana Islands, or the U.S. Virgin Islands), or abroad of a U.S. citizen parent or parents.

Sexual Orientation and Gender Identity (SOGI) Research and the American Community Survey (ACS)

The U.S. Census Bureau is committed to collecting accurate data on our nation's people and families.

This year (2023), the Census Bureau will begin researching adding questions about sexual orientation and gender identity (SOGI) to the American Community Survey (ACS).

This research can help us measure the growing and diverse LGBTQI+ population in the United States.

As part of our ongoing commitment to transparency, we will provide our research findings as they become available. In addition, the Household Pulse Survey, which is studying how the coronavirus pandemic and other emergent issues impacting households across the country from a social and economic perspective, has included questions about sexual orientation and gender identity. There is a link in the chat where you can learn more about this survey and data releases.

The Census Bureau plans to request Office of Management and Budget (OMB) approval to conduct a test of sexual orientation and gender identity questions on the ACS. The test is referred to as the 2024 ACS Sexual Orientation and Gender Identity (SOGI) Test. Federal agencies have expressed interest in and identified legal uses for this information, including civil rights and equal employment enforcement. As of today, you can find the Federal Register Notice at the link below. Please submit your comments regarding this proposed information collection on or before November 20, 2023.

- About the Topic of Race <https://www.census.gov/topics/population/race/about.html>
- About the Hispanic Population and its Origin <https://www.census.gov/topics/population/hispanic-origin/about.html>
- About the Foreign-Born Population <https://www.census.gov/topics/population/foreign-born/about.html>
- About Ancestry <https://www.census.gov/topics/population/ancestry/about.html>
- About Same-Sex Couples <https://www.census.gov/topics/families/same-sex-couples/about.html>
- Household Pulse Survey <https://www.census.gov/programs-surveys/household-pulse-survey.html>
- Census Survey Now Asks about Sexual Orientation, Gender Identity <https://www.census.gov/library/stories/2021/08/household-pulse-survey-updates-sex-question-now-asks-sexual-orientation-and-gender-identity.html>
- You can submit public commentary for changes to future ACS Surveys through the Federal Register Notice on Sexual Orientation & Gender Identity here: <https://www.federalregister.gov/documents/2023/09/19/2023-20256/agency-information-collection-activities-submission-to-the-office-of-management-and-budget-omb-for>

Key Definitions

RACE
American Indian/Alaska Native
Asian
Black
Native Hawaiian/Other Pacific Islander
White

HISPANIC ORIGIN
Hispanic, Latino, or Spanish Origin
Can be of any race and ancestry

SEX
Female
Male

FOREIGN BORN
Based on the Place of Birth
(Example: Russia, Brazil, Bulgaria, etc.)
Could be of any race,
origin, and ancestry

ANCESTRY
A person's ethnic origin or
descent, "roots," or heritage
Respondents can have
multiple ancestries
(Example: Russian, Brazilian,
Bulgarian, etc.)

United States
Census
Bureau



Visual Reference: Slides From Live Demonstrations



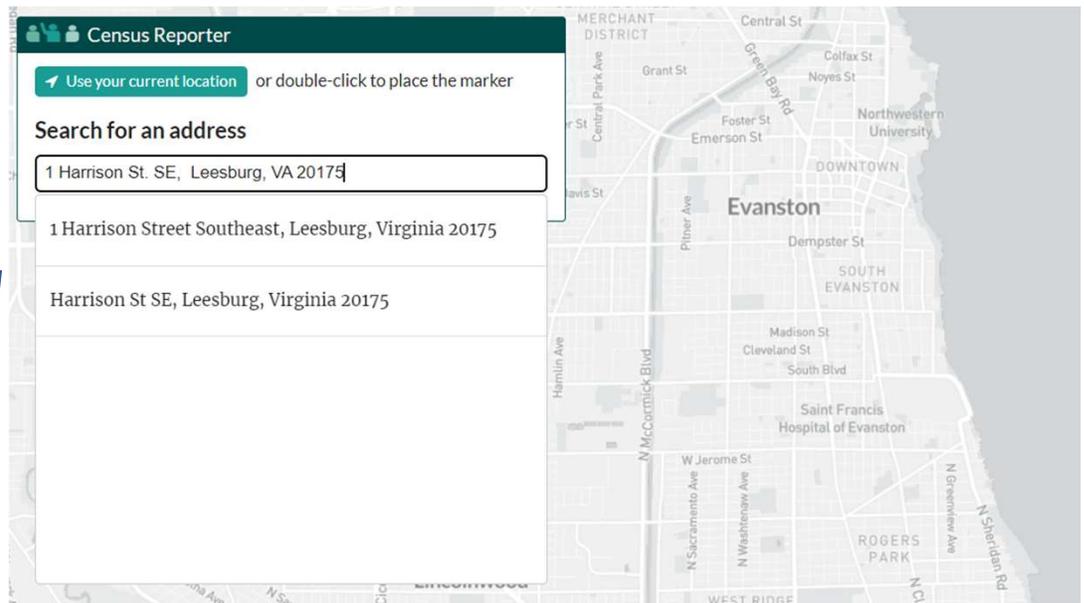
Census Reporter: Visual Reference Slides

Census Reporter

- Use to find Census Tract and Census Block Group
- A product of Northwestern University

1. Go to
[Census Reporter](#)

2. Type in the address



- To access the “Census Reporter,” please click the link on the slide. It is an active link. You may also access it by going here : <https://censusreporter.org/locate/>
- Type in an address (the blue arrow)
- Upon typing in an address, several address options will display on the screen. Please choose the correct address that you are looking for. In this example, the first option is the correct address (the green arrow)

3. Geographic Information is Displayed here

Census Reporter

Use your current location or double-click to place the marker

Search for an address

Search for an address

1 Harrison Street Southeast, Leesburg, Virginia 20175 is in:

- BG 2, Tract 6105.05, Loudoun, VA *block group*
- Census Tract 6105.05, Loudoun, VA *census tract*
- 20176 *ZIP code*
- Loudoun County Public Schools, VA *school district (unified)*
- Loudoun County (West & South)--Leesburg Town PUMA, VA *PUMA*
- Leesburg, VA *place*
- Leesburg district, Loudoun County, VA *county subdivision*
- State House District 10, VA *state house (lower)*
- State Senate District 33, VA *state house (upper)*
- Congressional District 10, VA *congressional district*
- Loudoun County, VA *county*
- Washington, DC--VA--MD Urbanized Area *urban area*
- Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area *metro area*
- Virginia *state*

Map showing Leesburg, Virginia, with a marker at 1 Harrison Street Southeast, Leesburg, Virginia 20175.



- After you have selected the correct address (previous slide), the tract information will be displayed (blue arrow)



Visual Reference: data.census.gov Screen Shots

Data.census.gov – Basic Search

1. Go to data.census.gov

2. Type *Your City, VA* and Select Search

The screenshot shows the 'Explore Census Data' page. The search bar contains 'Sterling, Virginia' and is highlighted with a red box. A microphone icon to the right of the search bar is also highlighted with a red box. Below the search bar, a list of search results is displayed, including 'Sterling CDP, Virginia', 'Sterling Heights city, Michigan', 'Sterling Heights city, Macomb County, Michigan', 'Sterling CDP, Ohio', and 'Sterling CDP, Alaska'. A 'Use Advanced Search...' link is also visible. The 'Tables' section is partially visible at the bottom.

3. Click either Profiles or select a table

The screenshot shows the search results page for 'Sterling CDP, Virginia'. The 'Profiles' tab is selected and highlighted with a red box. The main content area displays 'Total Population in Sterling CDP, Virginia is 30,337' for the 2020 Decennial Census, with a 'View This Result' link. Below this, the 'Tables' section is visible, with a red box highlighting the 'Decennial Census' table, specifically the 'PI | RACE' table, which has a 'View All 4 Products' link. The 'American Community Survey' section, specifically the 'DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES' table, is also visible with a 'View All 13 Products' link. The left sidebar shows a filter for 'Sterling CDP, Virginia' and a search for filter. The 'Geography' section is expanded to show 'Place'.

You can enter key words in the search box, activate the microphone icon and speak your key words, or you can click on the advanced search link.

Start New Search

Always start a new search by clicking the **Census Bureau Logo** in the Upper Left Hand corner of the screen (as opposed to the clear search option)

The screenshot shows the Census Bureau data portal interface. The top navigation bar includes the United States government logo, a search bar with 'DP' entered, and an 'Advanced Search' button. Below the navigation bar, there are tabs for 'All', 'Tables', 'Maps', and 'Pages'. The main content area displays search results for 'Loudoun County, Virginia'. The results list includes 'DP04 | SELECTED HOUSING CHARACTERISTICS', 'DP03 | SELECTED ECONOMIC CHARACTERISTICS', and 'DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES'. A table of data is shown for 'Loudoun County, Virginia' with columns for 'Label' and 'Estimate'. The table includes rows for 'HOUSING OCCUPANCY', 'Total housing units', 'Occupied housing units', 'Vacant housing units', and 'Homeowner vacancy rate'. The 'Clear search & filters' button is circled in red with a diagonal line through it, indicating it should not be used to start a new search.

Label	Estimate
HOUSING OCCUPANCY	
Total housing units	145,120
Occupied housing units	141,935
Vacant housing units	3,185
Homeowner vacancy rate	0.3



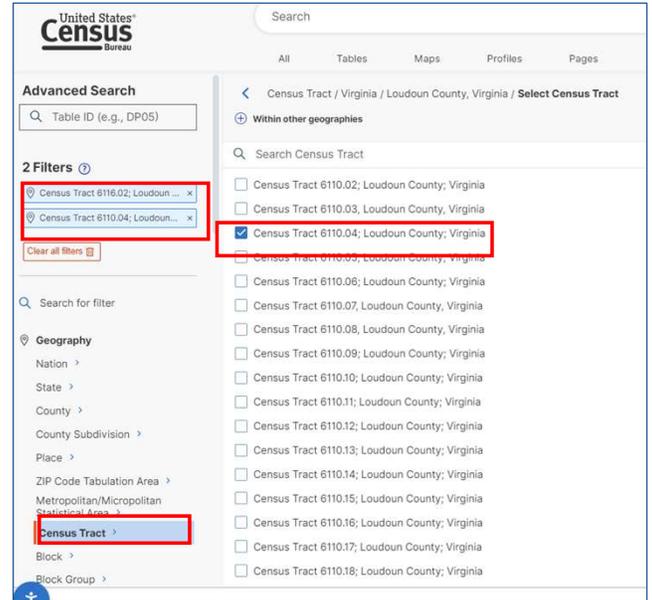
**data.census.gov:
Data Profiles - Visual Reference Slides**

data.census.gov – Advanced Search

- Go to data.census.gov
- Click on Advanced Search



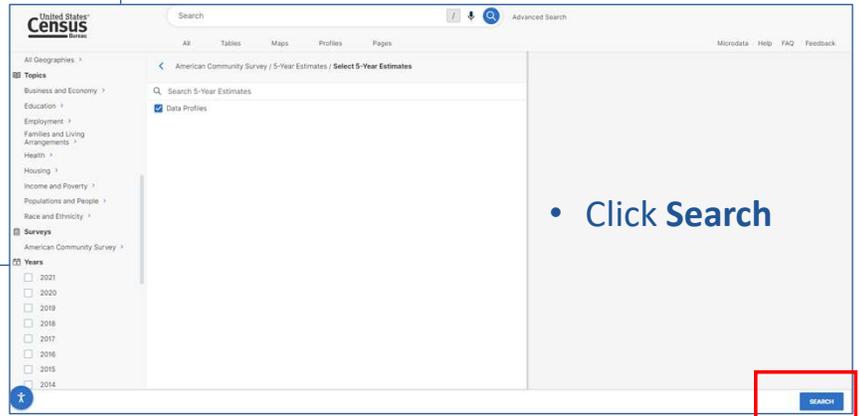
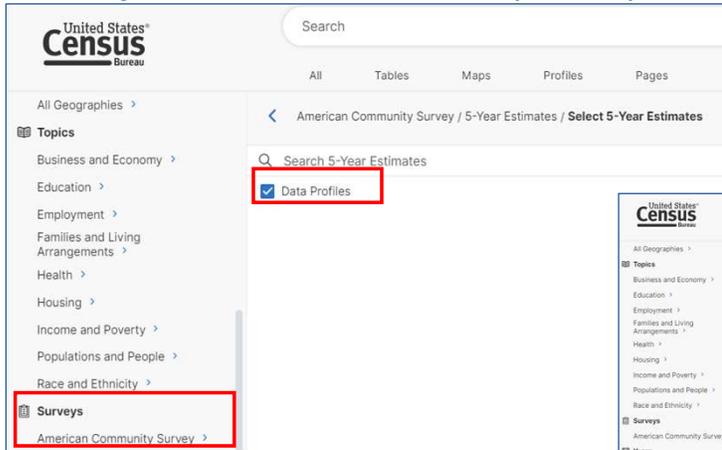
- Select filters
Geography > Census Tract > Virginia > Loudoun County > Surveys > American Community Survey > Data Profiles Search



American Community Survey 5 year – Advanced Search Cont.

- Select filters

Surveys > American Community Survey > Data Profiles



American Community Survey 5 year – Advanced Search Cont.

- Select Data Profile

The screenshot shows the 'Tables' section of the American Community Survey Advanced Search interface. On the left, there are filters for 'Geography' and 'Topics'. The main area displays a list of tables. The table 'DP02 | SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES' is highlighted with a red box. Below it, other tables like 'DP04 | SELECTED HOUSING CHARACTERISTICS' and 'DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES' are visible. A 'VIEW ALL TABLES (4)' button is present.

- View the Data

The screenshot shows the 'Results' section of the American Community Survey Advanced Search interface. The table displays data for 'DP02 | SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES' for Census Tract 610-04, Loudoun County, Virginia. The table has columns for 'Label', 'Estimate', 'Margin of Error', 'Percent', and 'Percent Margin of Error'. The data is categorized by 'HOUSEHOLDS BY TYPE' and includes sub-categories like 'Total households', 'Married-couple households', 'With children of the householder under 18 years', etc.

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
HOUSEHOLDS BY TYPE				
Total households	2,895	+293	2,895	100
Married-couple households	1,957	+207	67.6%	+15.9
With children of the householder under 18 years	1,342	+171	46.4%	+16.2
Cohabiting couple households	55	+32	1.9%	+11.1
With children of the householder under 18 years	21	+15	0.7%	+11.2
Male householder, no spouse/partner present	365	+153	12.6%	+33.7
With children of the householder under 18 years	61	+37	2.1%	+33.3
Householder living alone	254	+136	8.8%	+44.3
65 years and over	15	+12	0.5%	+50.8
Female householder, no spouse/partner present	476	+140	16.4%	+35.0
With children of the householder under 18 years	161	+106	5.6%	+33.8
Householder living alone	249	+117	8.6%	+44.0
65 years and over	100	+73	3.5%	+32.3
Households with one or more people under 18 years	1,507	+170	52.1%	+16.6
Households with one or more people 65 years and over	425	+107	14.7%	+33.7
Average household size	2.53	+0.20	100	100
Average family size	3.30	+0.22	100	100
RELATIONSHIP				





**data.census.gov:
Advanced Search with Topic**

Start New Search

Always start a new search by clicking the **Census Bureau Logo** in the Upper Left Hand corner of the screen (as opposed to the clear search option)

The screenshot shows the Census Bureau website interface. The top navigation bar includes the United States government logo, a search bar with 'DP' entered, and an 'Advanced Search' button. Below the navigation bar, there are tabs for 'All', 'Tables', 'Maps', and 'Pages'. The main content area displays search results for 'Loudoun County, Virginia'. The results list includes 'DP04 | SELECTED HOUSING CHARACTERISTICS', 'DP03 | SELECTED ECONOMIC CHARACTERISTICS', and 'DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES'. The 'DP04' result is selected and expanded, showing a table of housing characteristics for Loudoun County, Virginia. The table has columns for 'Label' and 'Estimate'. The data rows are:

Label	Estimate
HOUSING OCCUPANCY	
Total housing units	145,120
Occupied housing units	141,935
Vacant housing units	3,185
Homeowner vacancy rate	0.3



Advanced Search

What is the percentage of families whose income in the past 12 months is below the poverty level in the census tract of your organization's highest service area?



[Tables](#) [Maps](#) [Pages](#) [Microdata](#)

Explore Census Data

Learn about America's People, Places, and Economy

Find Tables, Maps, and more ...



[Help](#) [Feedback](#) [Advanced Search](#)

Try searching for [poverty](#) in [Georgia](#) in [2017](#)

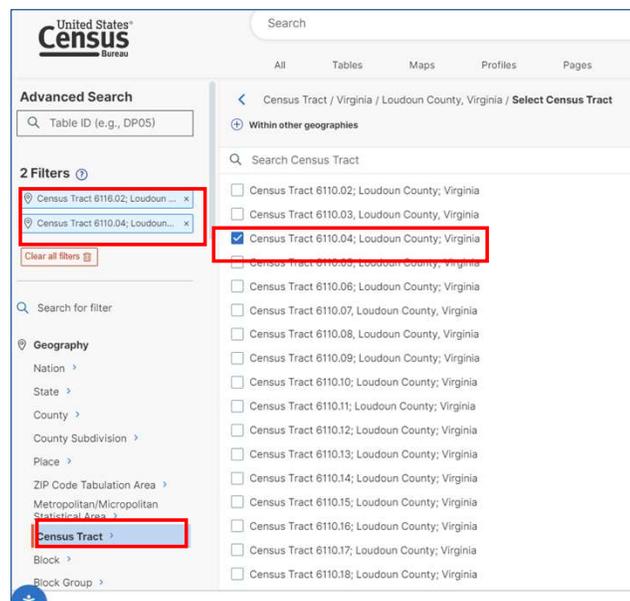


Advanced Search

- Go to data.census.gov
- Click on Advanced Search

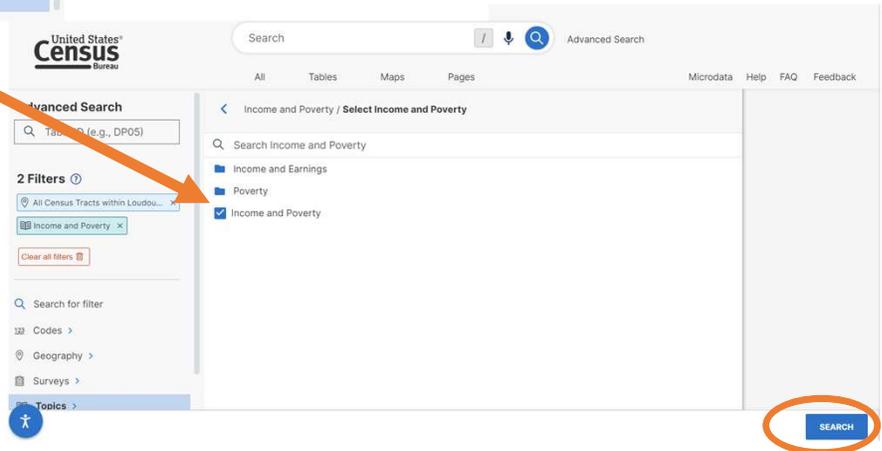
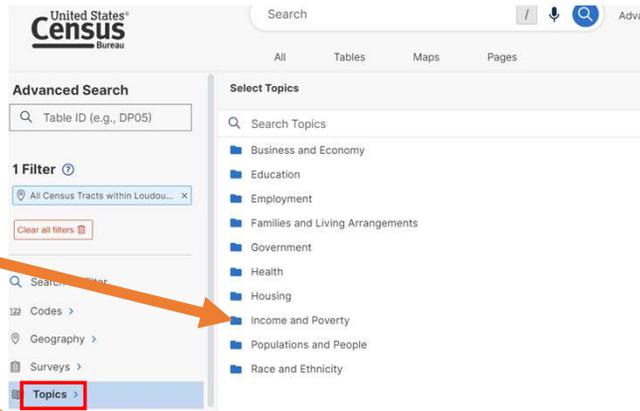


- Select filters
 - **Geography** > Census Tract > Virginia > Loudoun County > Select specific Census Tracts



Advanced Search

- Click **Topics**
- Click **Income and Poverty**
- Click **Income and Poverty**
- Click **Search**



Advanced Search

- Scroll down the list of tables and select **Table S1702**

The screenshot displays the United States Census Bureau's Advanced Search interface. At the top, there is a search bar and navigation tabs for 'All', 'Tables', 'Maps', and 'Pages'. The left sidebar contains a 'Filters' section with two active filters: 'All Census Tracts within Loudoun C...' and 'Income and Poverty'. Below the filters is a search input field and a list of filter categories: Codes, Geography, Surveys, Topics, and Years. The main content area shows a list of search results under the 'All' tab. The first result, 'S1701 | POVERTY STATUS IN THE PAST 12 MONTHS', is highlighted with a red box. Other results include 'S1702 | POVERTY STATUS IN THE PAST 12 MONTHS OF FAMILIES', 'S2001 | EARNINGS IN THE PAST 12 MONTHS (IN 2021 INFLATION-ADJUSTED DOLLARS)', 'S2201 | FOOD STAMPS/SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)', and 'S2303 | WORK STATUS IN THE PAST 12 MONTHS'. On the right side, there is a summary statistics box with the following data: 'Without Health Care Coverage: 8.6%', 'Total Employer Establishments: 8,000,178', 'Total Households: 127,544,730', and 'Hispanic or Latino (of any race): 62,080,044'. A 'View Profile' link is also present.



Advanced Search

- Click the **Filters** and **Results** buttons to close the panels and view the table across your full screen

United States Census Bureau

Search

Advanced Search

All Tables Maps Pages Microdata Help FAQ Feedback

2 Filters 699 Results

All Census Tracts within Loudoun C... x

Income and Poverty x

Clear all filters

Search for filter

Codes >

Geography >

Surveys >

Topics >

Years >

View: 10 | 25 | 50 Download Table Data

American Community Survey

S1702 | POVERTY STATUS IN THE PAST 12 MONTHS OF FAMILIES

2021: ACS 5-Year Estimates Subject Tables

Notes Geos Topics Codes Dataset Year Hide Transpose More Tools

Label	All families	Total
Families		
With related children of householder under 18 years		
With related children of householder under 5 years		
With related children of householder under 5 years and 5 to 17 years		
With related children of householder 5 to 17 years		

“Table is Too Large to Display” Message

Click the link to open the table at the bottom of the message

The screenshot shows the Census Bureau's Economic Surveys interface. On the left, a sidebar lists three survey results under the heading '66 Results'. The first result, 'AB2000CSA01 | Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2020', is highlighted. The main content area displays the survey title and a large error message: 'Table is too large to display'. Below the message is a blue 'DOWNLOAD TABLE' button and a link that says 'To proceed with the table display anyway, open the table.' This link is circled in orange. To the right of the main content area is a vertical list of filter categories, including 'Meaning of Sex code', 'Ethnicity code', 'Meaning of Ethnicity code', 'Race code', 'Meaning of Race code', 'Veteran code', 'Meaning of Veteran code', and 'Year'. The top navigation bar includes 'Geos', 'Years', 'Topics', 'Surveys', 'Codes', 'Share', and 'Map'.