

Geographic Approach to Managing the Census Bureau's *Enterprise Fusion Center*

American Association of Geographers 2024

Presenter:
Bryn Johnson

Topics

- **Enterprise Fusion Center Overview**
- 2020 Census Fusion Center Monitoring Tools
- Enterprise Fusion Center and Monitoring Tools
- Recap and Closing Remarks



Measuring America's People, Places, and Economy

We Believe in the Power of Quality Data to Impact Public Life

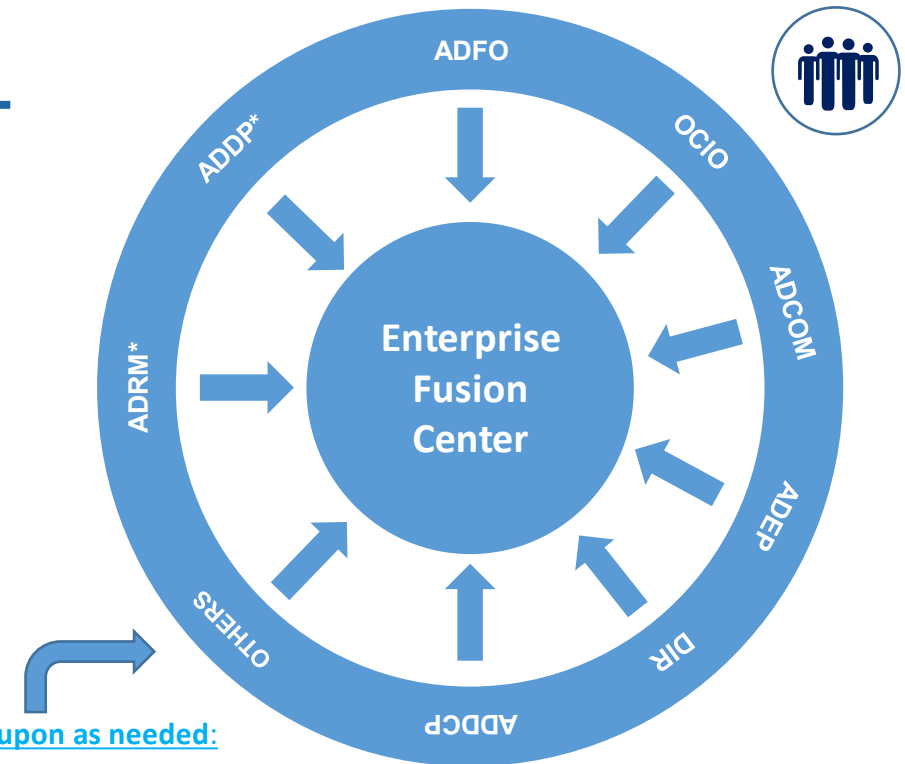
- ❖ The [Census Bureau](#) measures America's people, places and economy through its surveys and censuses.
- ❖ To accomplish this, we have field and office staff located throughout the country and Puerto Rico, including all U.S. territories during the decennial censuses, our Census Bureau headquarters, the National Processing Center and phone centers, and six Regional Offices.
- ❖ Approaching the 2020 Census - - how to measure, monitor, and track 35+ Census operations, field workers, and field offices, and at what levels of geography. How to best identify, track, and report to senior leadership the status of work in the field when an incident or significant event arises.
- ❖ Transition: 2020 Census Fusion Center transitions to an Enterprise Fusion Center post-2020 Census.

Enterprise Fusion Center Overview

Mission: To continuously collect, curate, and analyze a range of risk indicators, and disseminate and report key information to the right stakeholders before a disruption escalates in severity, ultimately making the Census Bureau more resilient.

What the Enterprise Fusion Center (EFC) Is

- A centralized team of **representatives** from **source areas** across the Census Bureau who connect to:
 - report on information about incidents impacting the Census Bureau.
 - assess whether an incident in one area of the Census Bureau impacts another area.
 - identify potential impacts from disruptions before they increase in severity.
 - monitor how various areas are supporting the resolution of disruptions.
 - keep Leadership informed on a consistent and timely basis.



Other Source Areas called upon as needed:
Ex: DOC, OSY, PPSI, OCAO, etc.

*Called upon as needed

Topics

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- **2020 Census Fusion Center Monitoring Tools**
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- Recap and Closing Remarks

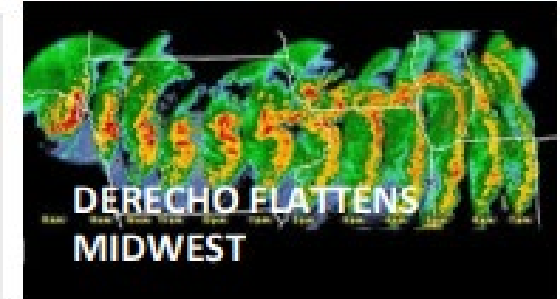


2020 Census Fusion Center

Critical Times and Significant Events

With the dashboard and other monitoring solutions available, fusion center analysts led the way to provide information for decision making during various critical times of the 2020 Census including:

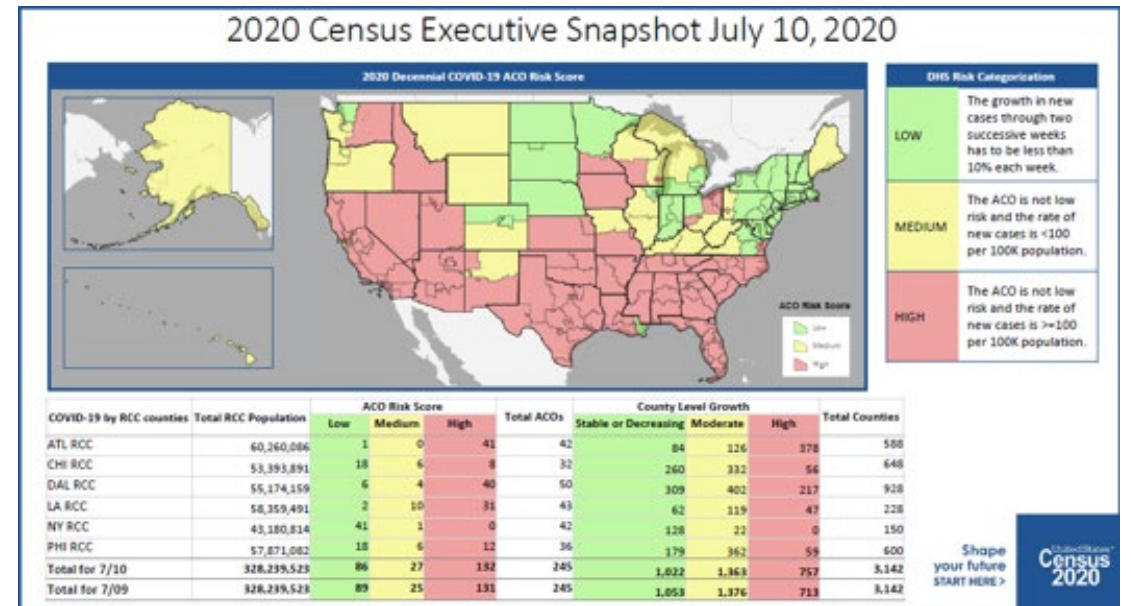
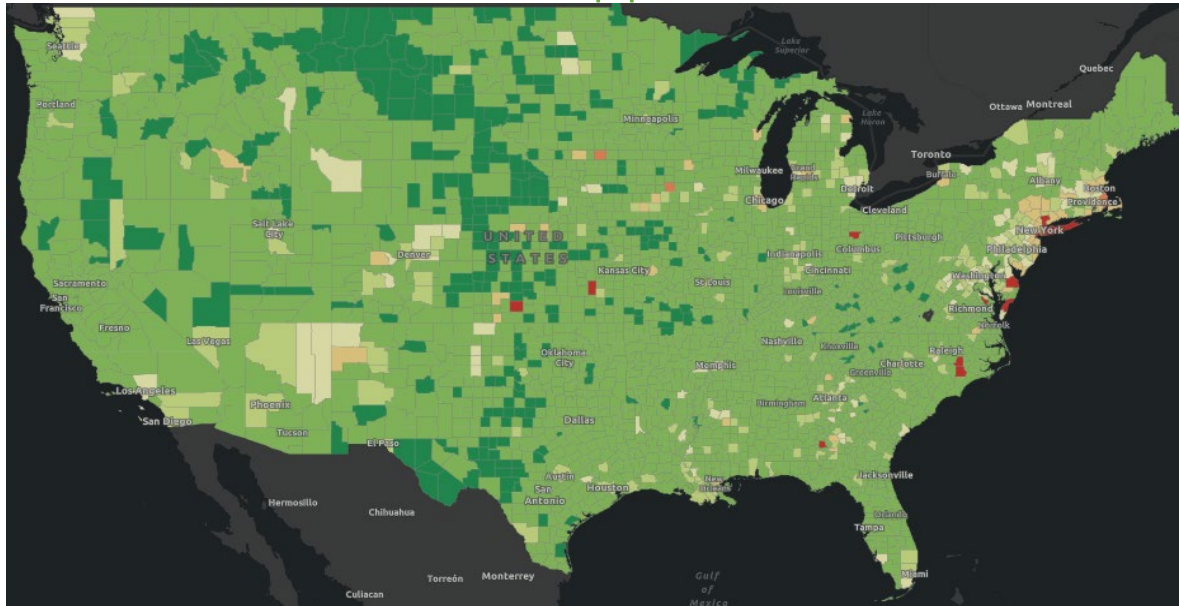
- COVID-19 pandemic and restart of field operations
 - The COVID-19 pandemic was declared as an official crisis for the 2020 Census, on March 10, 2020
- Hurricanes
- Wildfires
- Bad air quality



Activity / Operation	Original Dates	Final Dates
Update Leave (Stateside)	March 15 – April 17	Phased re-opening occurred between May 4 and June 12
Service Based Enumeration	March 30 – April 1	September 22 – 24
Targeted Non-Sheltered Outdoor Locations	March 31 – April 1	September 23 – 24
Group Quarters Enumeration	April 2 – June 5	April 2 – September 3
Enumeration of Transitory Locations	April 9 – May 4	September 3 – 28
Nonresponse Followup*	May 13 – July 31	August 9 – October 15

*For a period, NRFU was 8/11/20-10/31/20

2020 Census Fusion Center COVID-19 Pandemic Support



May 1, 2020, FEMA COVID-19 Risk Model (Seven Day County-level Virus Spread and Undersupply Risk)

RCC	Population in High Risk (HR) Counties	Population in Medium Risk (MR) Counties	Population in Low Risk (LR) Counties
ATL	188,937	4,230,999	56,925,989
CHI	21,924	8,140,800	45,137,403
DAL	55,668	2,150,850	52,527,455
LA	0	10,128,119	48,101,759
NY	4,283,227	27,739,796	11,280,996
PHI	270,736	3,935,866	52,046,910
Total for 5/1	4,820,492	56,326,430	266,020,512



FOR IMMEDIATE RELEASE: MONDAY, MAY 04, 2020

Census Bureau to Resume Some 2020 Census Field Operations in Select Locations

MAY 04, 2020
RELEASE NUMBER CB20-ON-44



May 4, 2020 — The U.S. Census Bureau, in coordination with federal, state and local health officials, will begin a phased restart of some 2020 Census field operations in select geographic areas this week.

Updates on the operations resuming by location are available at 2020census.gov. This webpage will be updated weekly as 2020 Census operations resume across the United States.

The health and safety of Census Bureau staff and the public is of the utmost importance. All returning staff



2020 Census: Soft Launch of Census Taker Visits

What Your Community Needs to Know

To ensure everyone is counted, census takers visit households that haven't responded yet to the 2020 Census to collect their responses in person. These visits will begin July 16 in communities covered by six area census offices—one in each census region. The U.S. Census Bureau soft launches large-scale operations like this to ensure all systems and procedures are ready to launch nationwide.

Locations

The following area census offices will begin sending census takers to visit households:

- Beckley, West Virginia
- Boise, Idaho
- Gardiner, Maine
- Kansas City, Missouri
- New Orleans, Louisiana
- Oklahoma County, Oklahoma

Additional areas will soft launch later in July, and the operation will begin everywhere on August 11. All follow-up efforts will conclude no later than October 31.

The initial areas offer a variety of situations to help roll out Census Bureau systems. The Census Bureau also thoroughly reviewed each area's operating status and the Census Bureau's ability to safely begin operations, including the procurement of personal protective equipment.

Health and Safety

Census takers will follow public health guidelines when they visit.

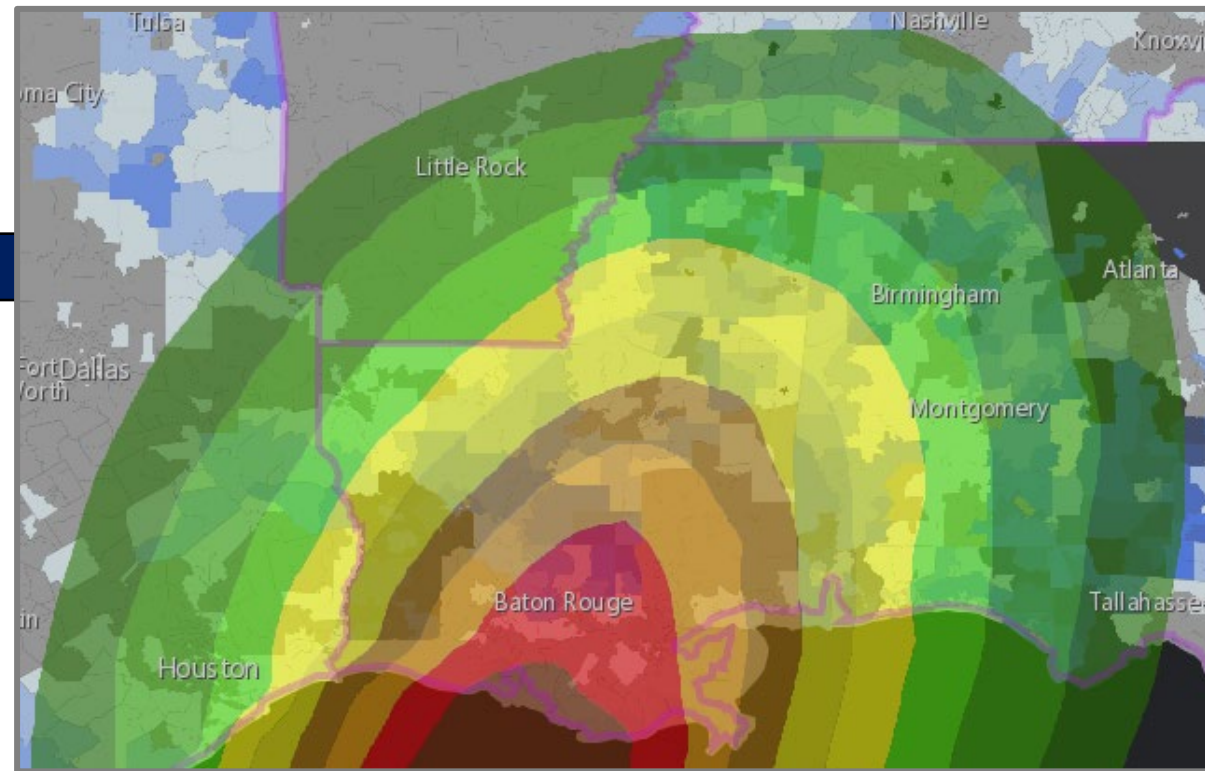
Census takers are trained to:

- Wear a mask.
- Conduct the interview outside a home in an open, well-ventilated space, when possible.

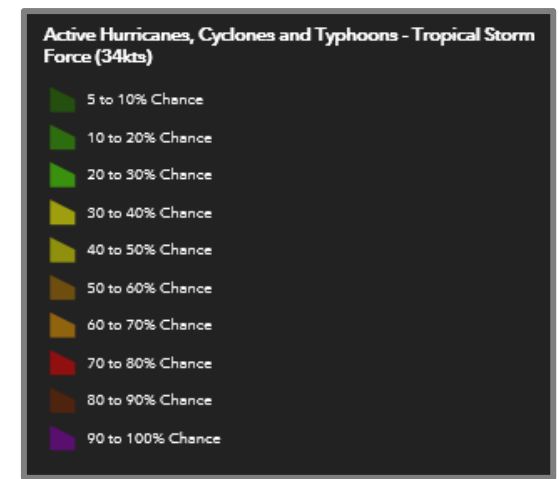
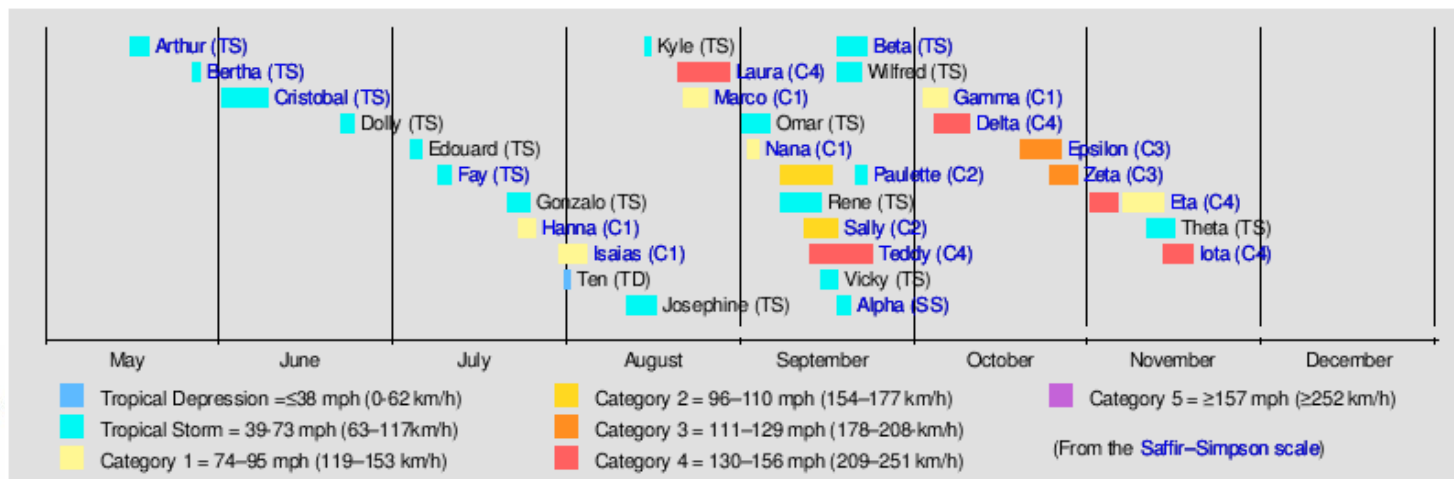
2020 Census Fusion Center Hurricane Delta Related Support

Total Potentially Impacted Remaining NRFU Workload: #####

State	Total NRFU Incomplete by State	Estimated Incomplete NRFU Cases for Impacted Area*
Louisiana	#####	#####
Mississippi	#####	#####
Alabama	#####	#####
Texas	#####	#####

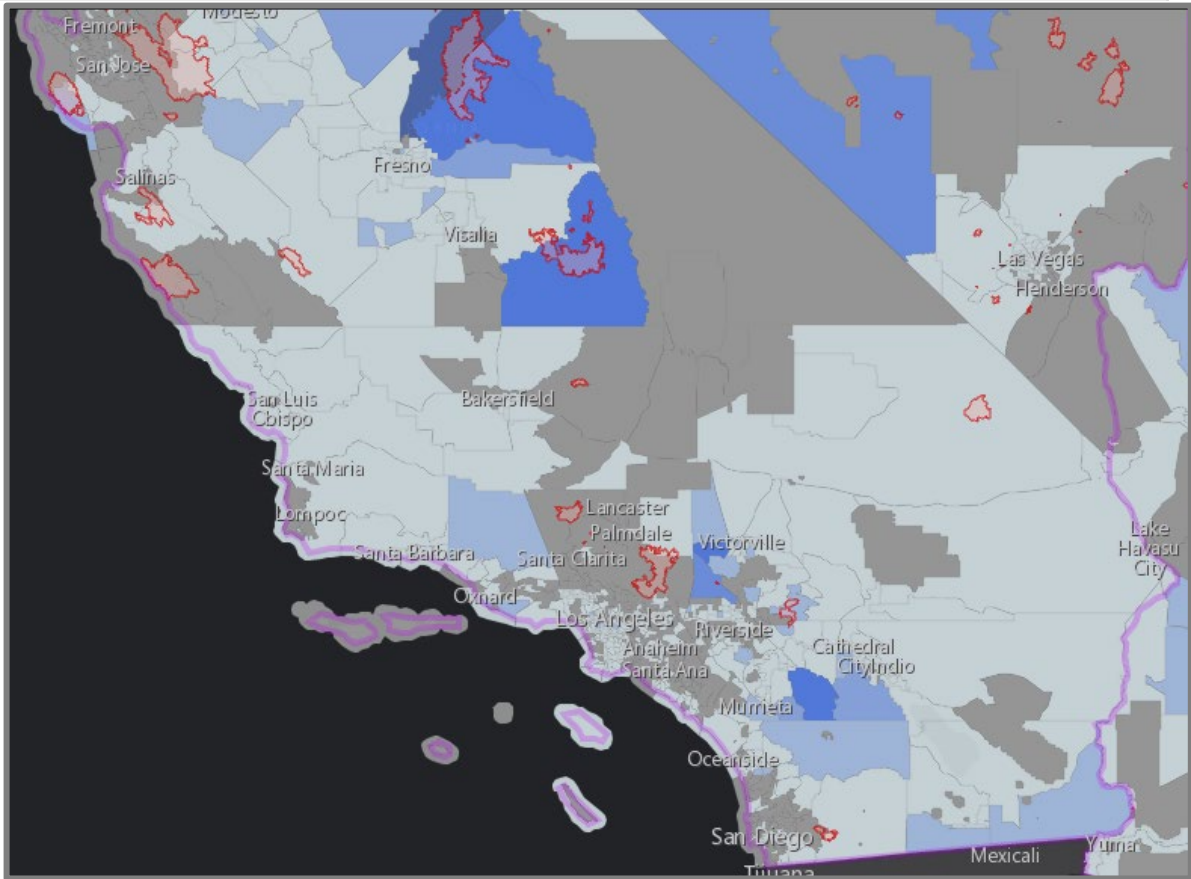
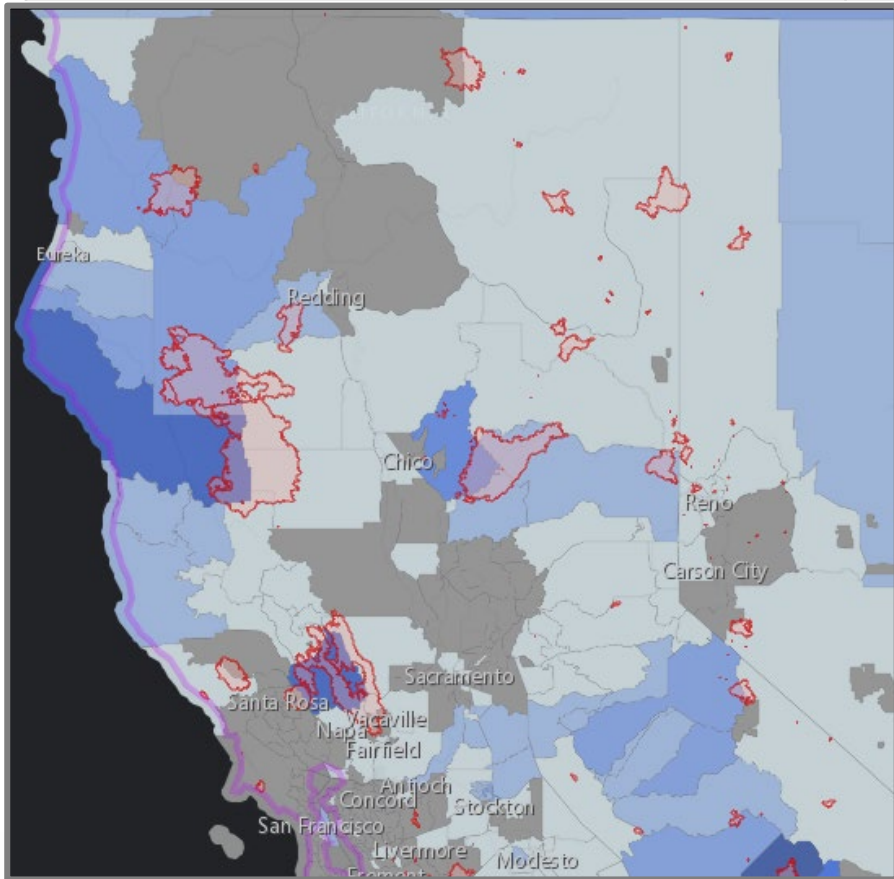


*Estimated Incomplete NRFU Cases for Impacted Area estimated based upon NRFU data reported on 10/06 for areas with ≥ 30% to 40% chance of Hurricane activity.



2020 Census Fusion Center California Wildfires Related Support

Total NRFU Incomplete by State	Estimated Incomplete NRFU Cases for Impacted Area*
#####	#####



Regional Census Center Areas

- USA Current Wildfires - Current_Perimeters
- CFS with NRFU Data
 - NRFU Workload Not Completed
 - > 2,196 - 4,412
 - > 1,291 - 2,196
 - > 870 - 1,291
 - > 610 - 870
 - > 420 - 610
 - > 280 - 420
 - > 167 - 280
 - > 83 - 167
 - > 25 - 83
 - 1 - 25
 - No Workload



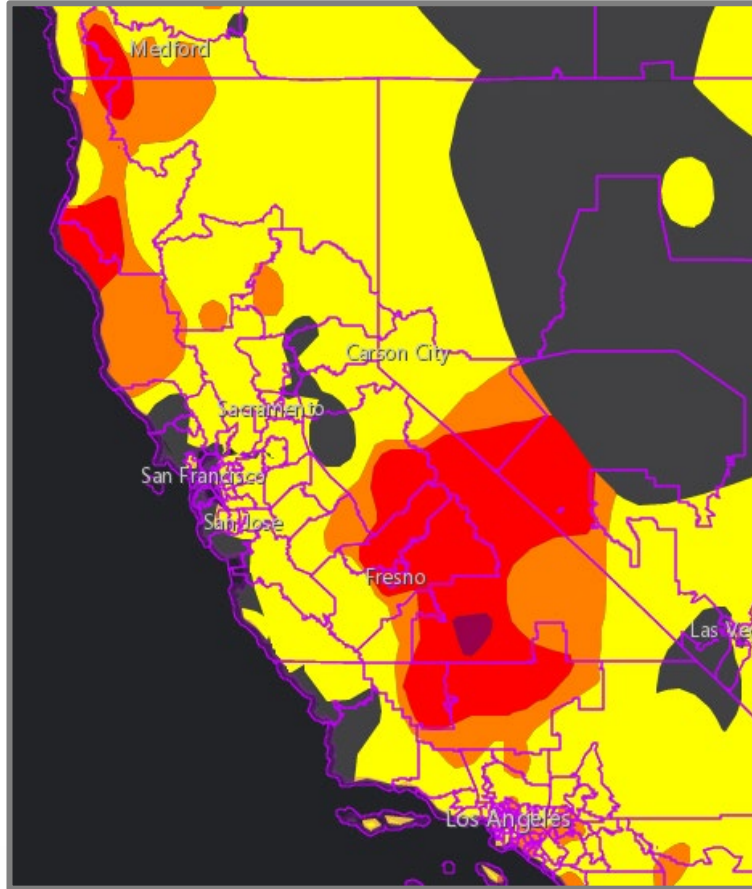
*Potentially Impacted NRFU Workload (Remaining) estimated based on NRFU data reported on 10/06.

Pre-Decisional
For Internal
Use Only

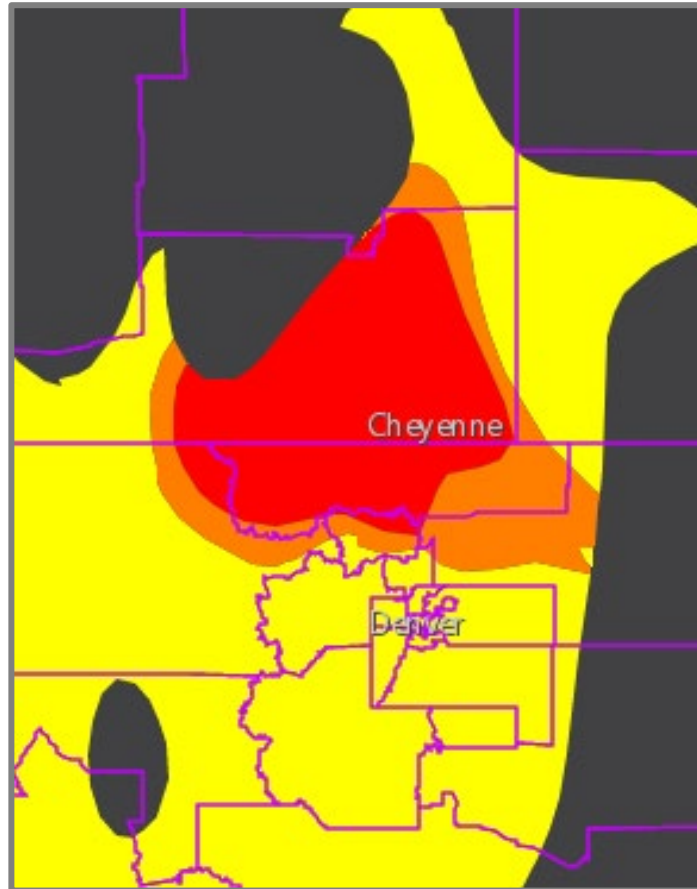
2020 Census Fusion Center Air Quality Related Support

Potentially Impacted NRFU Workload (Remaining)*: #####

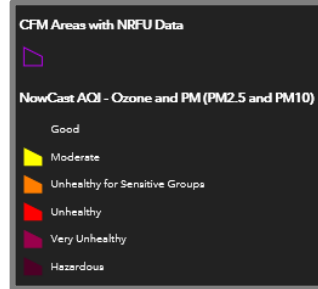
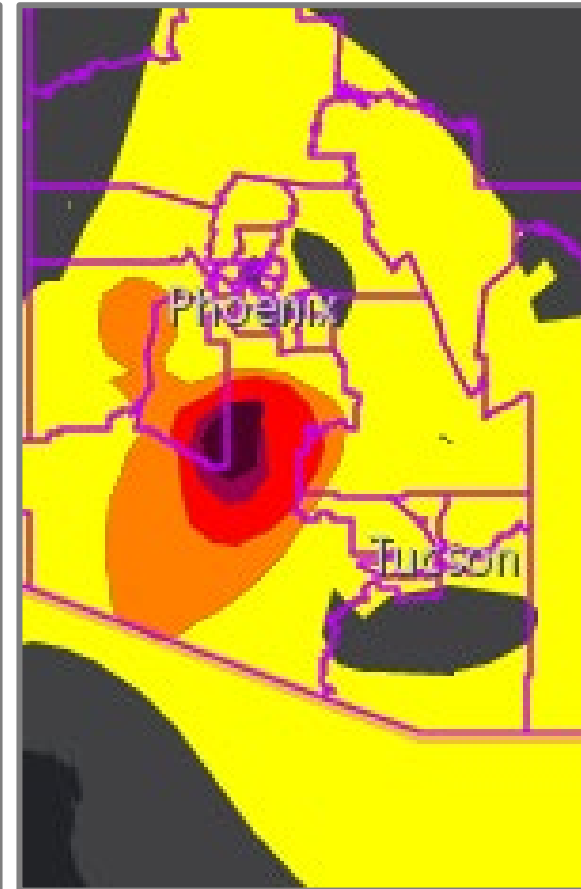
Oregon, California & Nevada



Wyoming & Colorado



Arizona



*Potentially Impacted NRFU Workload (Remaining) estimated based on NRFU data reported on 10/06 and 10/06's NowCast AQI Forecast defined Unhealthy, Very Unhealthy, and Hazardous air quality areas.

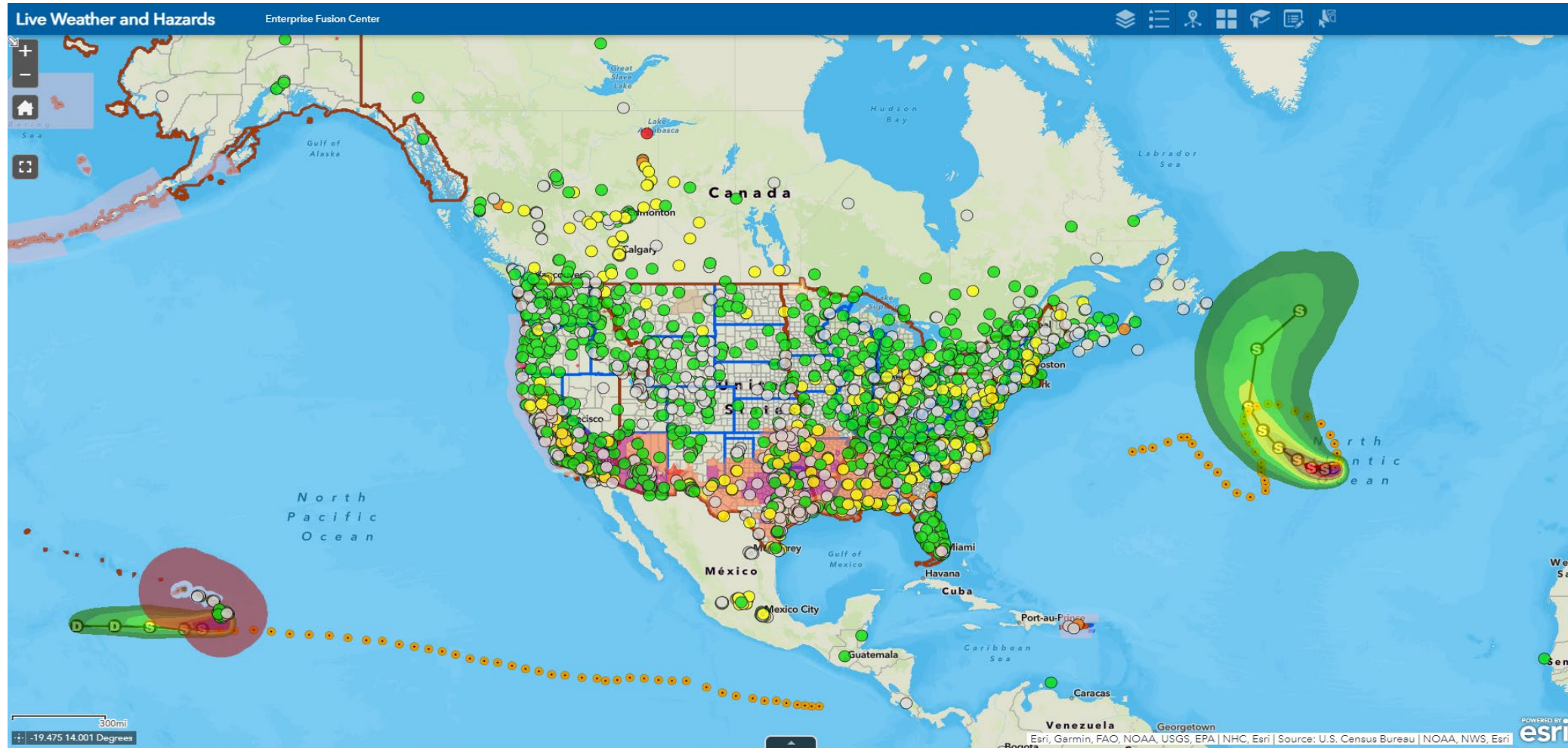
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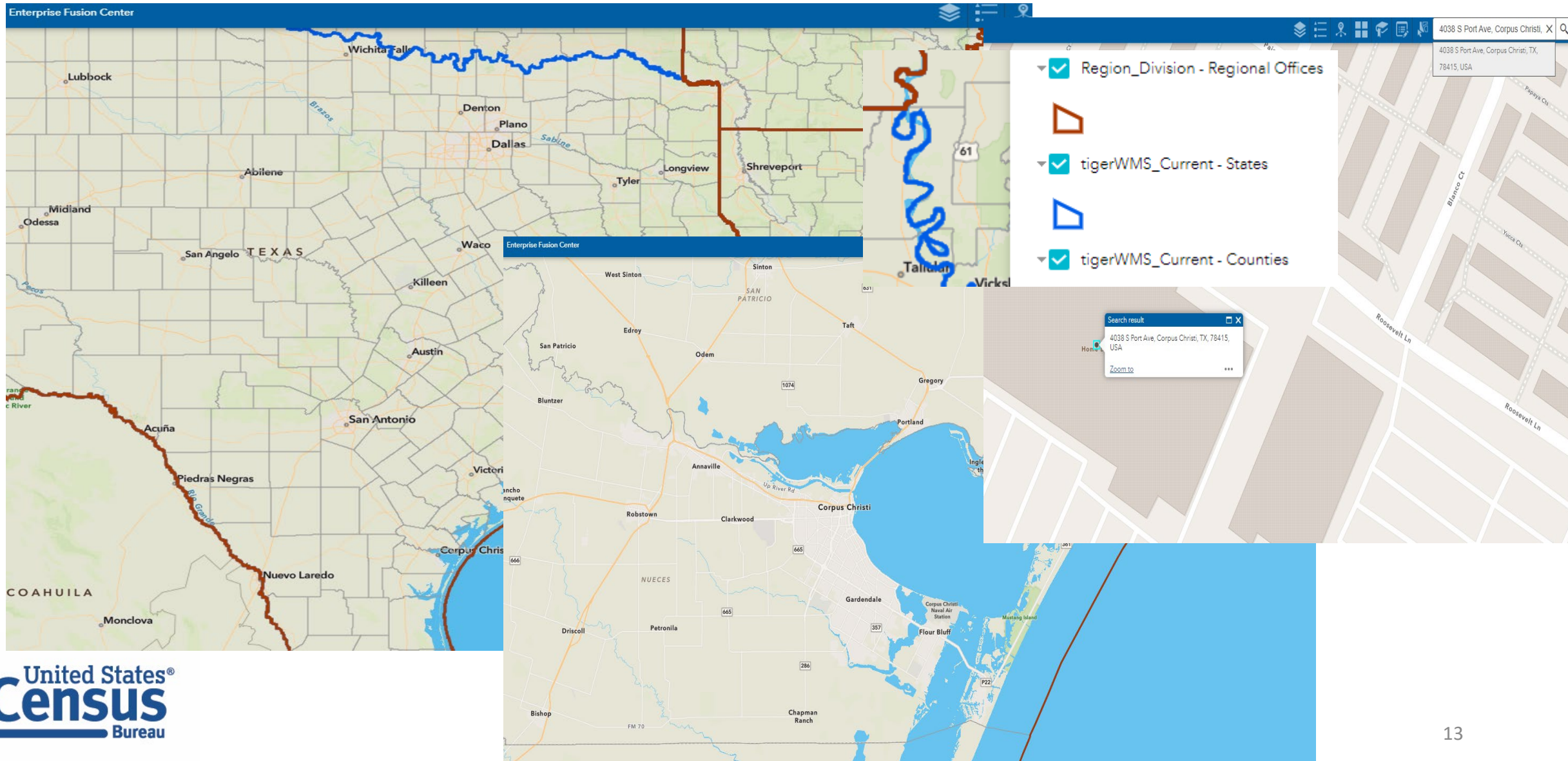


Enterprise Fusion Center

Monitoring Dashboard – Live Incidents Tracker Map

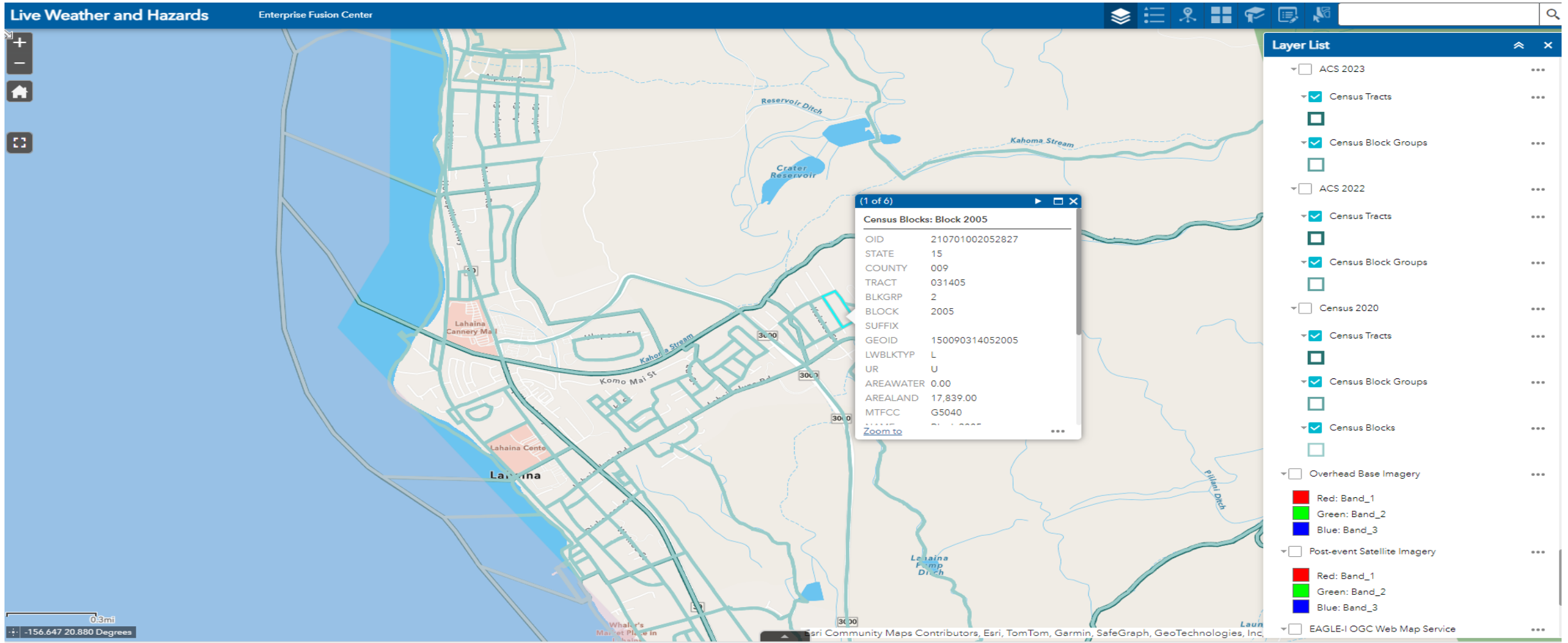


Enterprise Fusion Center Dashboard with Census Geographic Layers and Attributes



Enterprise Fusion Center

Monitoring Examples: Lahaina Wildfires – Base Map



Enterprise Fusion Center

Monitoring Examples: Lahaina Wildfires – Overhead Base Imagery

The screenshot displays the Enterprise Fusion Center interface. The main map area shows an aerial view of Lahaina, Hawaii, with census tracts and block groups overlaid in light blue. A pop-up window titled "Census Blocks: Block 2005" is open over a specific block, displaying the following data:

Field	Value
OID	210701002052827
STATE	15
COUNTY	009
TRACT	031405
BLKGRP	2
BLOCK	2005
SUFFIX	
GEOID	150090314052005
LWBLKTYP	L
UR	U
AREAWATER	0.00
AREALAND	17,839.00
MTFCC	G5040
*****	*****
Zoom to	*****

The Layer List on the right side of the interface shows the following layers:

- ACS 2023
- Census Tracts
- Census Block Groups
- ACS 2022
- Census Tracts
- Census Block Groups
- Census 2020
- Census Tracts
- Census Block Groups
- Census Blocks
- Overhead Base Imagery
 - Red: Band_1
 - Green: Band_2
 - Blue: Band_3
- Post-event Satellite Imagery
 - Red: Band_1
 - Green: Band_2
 - Blue: Band_3
- EAGLE-1 OGC Web Map Service

Enterprise Fusion Center

Monitoring Examples: Lahaina Wildfires – Post-event Imagery

The screenshot displays the Enterprise Fusion Center interface. The main map area shows a satellite view of Lahaina, Hawaii, with census tracts and block groups overlaid in light blue. A pop-up window titled "Census Blocks: Block 2005" is open, displaying the following data:

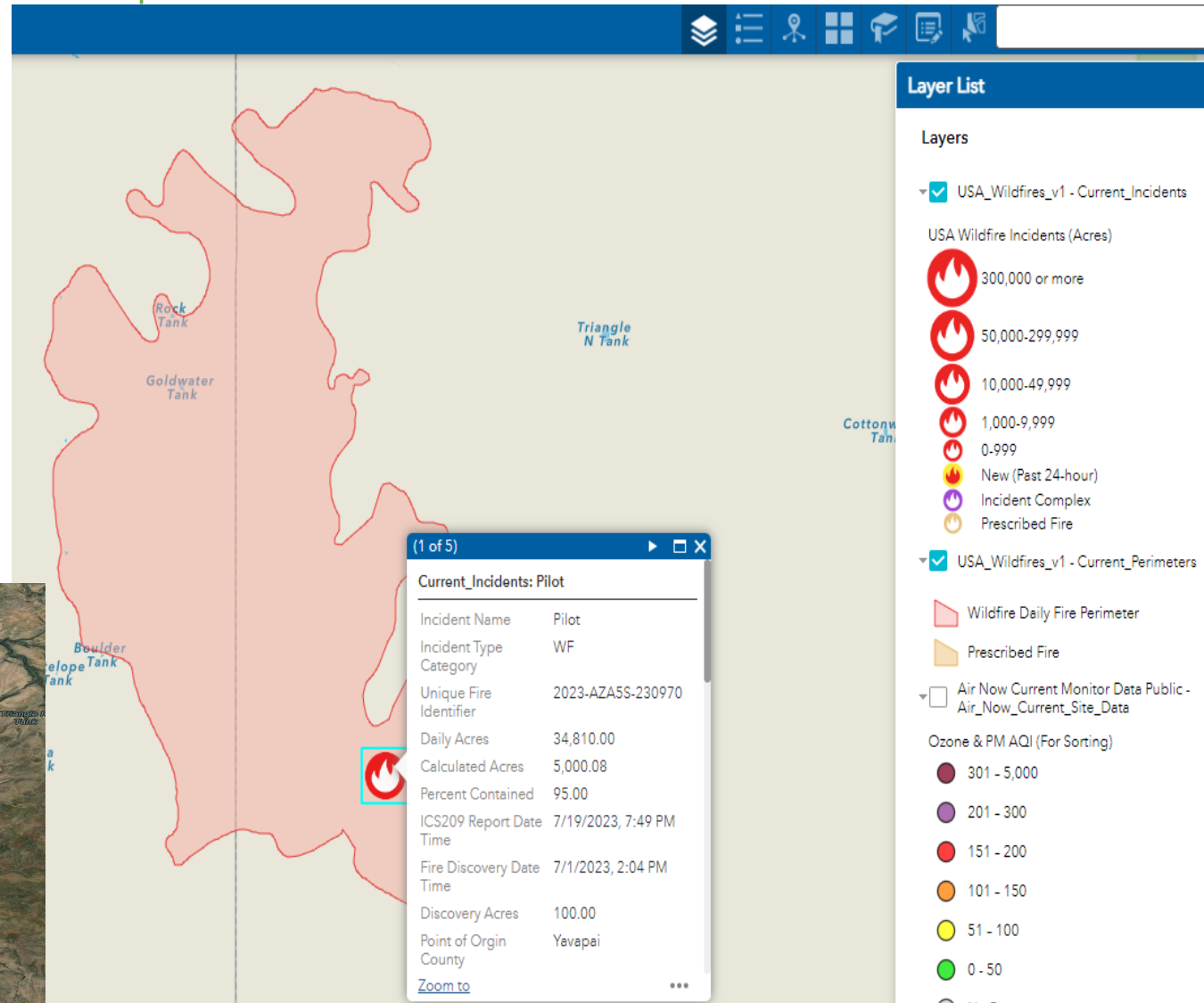
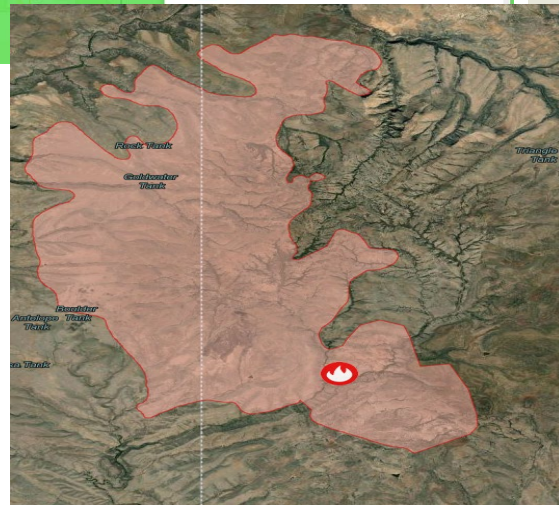
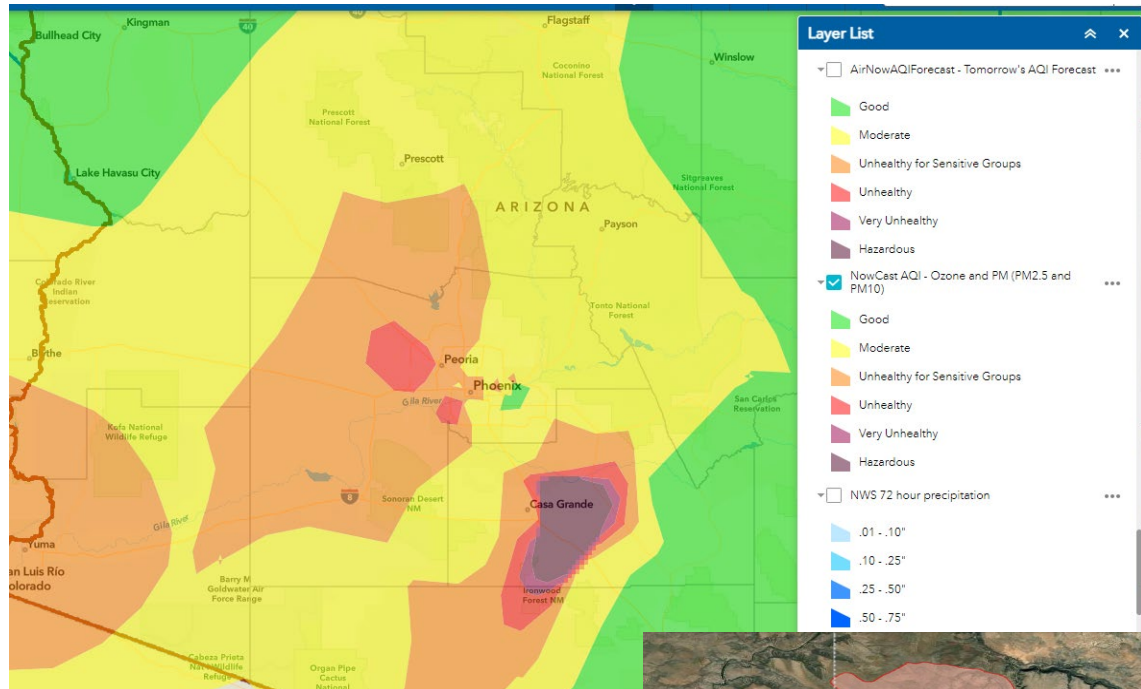
Census Blocks: Block 2005	
OID	210701002052827
STATE	15
COUNTY	009
TRACT	031405
BLKGRP	2
BLOCK	2005
SUFFIX	
GEOID	150090314052005
LWBKLTYP	L
UR	U
AREAWATER	0.00
AREALAND	17,839.00
MTFCC	G5040
Zoom to	...

The Layer List on the right side of the interface includes the following layers:

- ACS 2023
- Census Tracts
- Census Block Groups
- ACS 2022
- Census Tracts
- Census Block Groups
- Census 2020
- Census Tracts
- Census Block Groups
- Census Blocks
- Overhead Base Imagery
- Post-event Satellite Imagery
- EAGLE-1 OGC Web Map Service

At the bottom left, there is a scale bar showing 0.9 miles and coordinates: -156.645 20.871 Degrees. The United States Census Bureau logo is also present in the bottom left corner.

Enterprise Fusion Center Dashboard with Consumed Services and Markups



Enterprise Fusion Center

HURRICANE IDALIA

OpCom - Tuesday, August 29, 2023; 4:35 pm

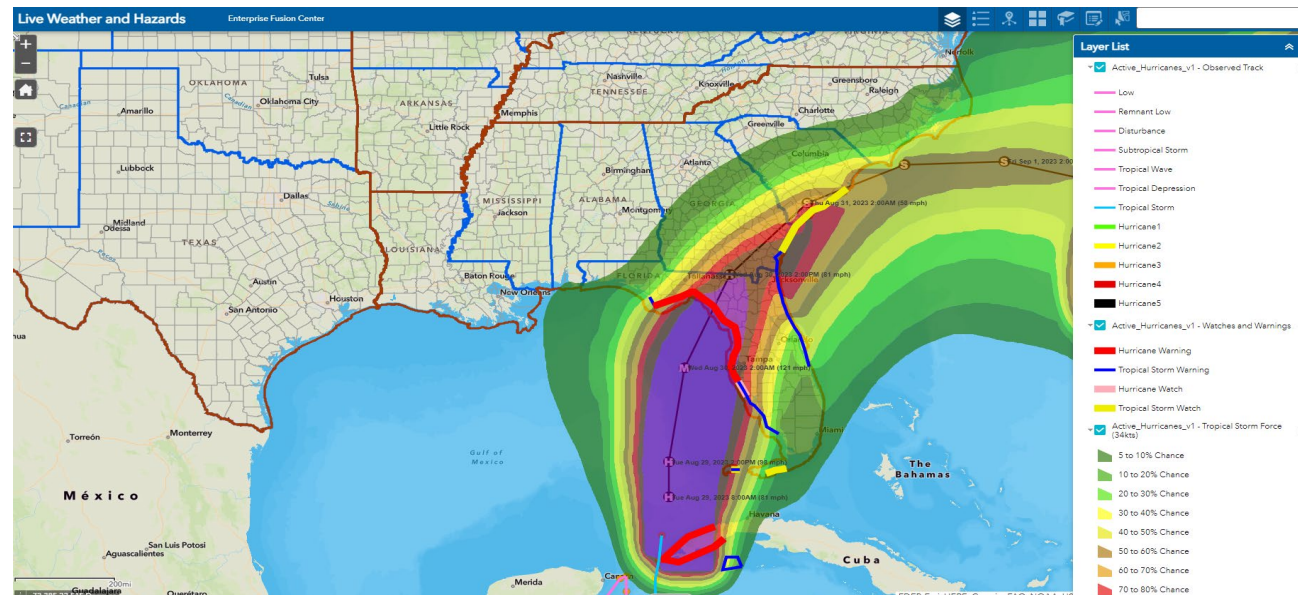
- **Hurricane Idalia (ee-DAL-ya)** ([Daily Status Update](#); [Incident tracker ID #205](#))
 - **Overview:** *Tropical Storm Idalia is now a hurricane. Expected to Rapidly Intensify into an Extremely Dangerous Category 3 Hurricane Before Approaching the Big Bend/Tampa, FL area later tonight, and landfall early on Wednesday (8/30). Significant inland winds expected.* Currently off the western tip of Cuba, moving northward. Expecting increasing speed over the Gulf of Mexico. **Life-threatening storm surge is a real concern in the Tampa Bay region. Flash flooding from Florida up into Georgia and the Carolinas is anticipated.**
 - **Recommended Site:** *Florida Division of Emergency Management Website:* [Updates](#) | [Florida Disaster](#)

- **Regional Office Area Impacted:**

- Atlanta

- **States Impacted:**

- Florida
- Georgia
- South Carolina
- North Carolina



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The Enterprise Fusion Center Builds Upon the Success of the 2020 Census Fusion Center

The Enterprise Fusion Center (EFC) builds upon the success of the 2020 Census Fusion Center (FC) and **more closely integrates existing programs** – Risk & Issue Management, Mis/Dis Information & Public Trust, Incident Management, Crisis Management, and Continuity of Operations – to **establish an enterprise-wide risk analysis and preparedness capability** at the Census Bureau. An EFC allows Census to:

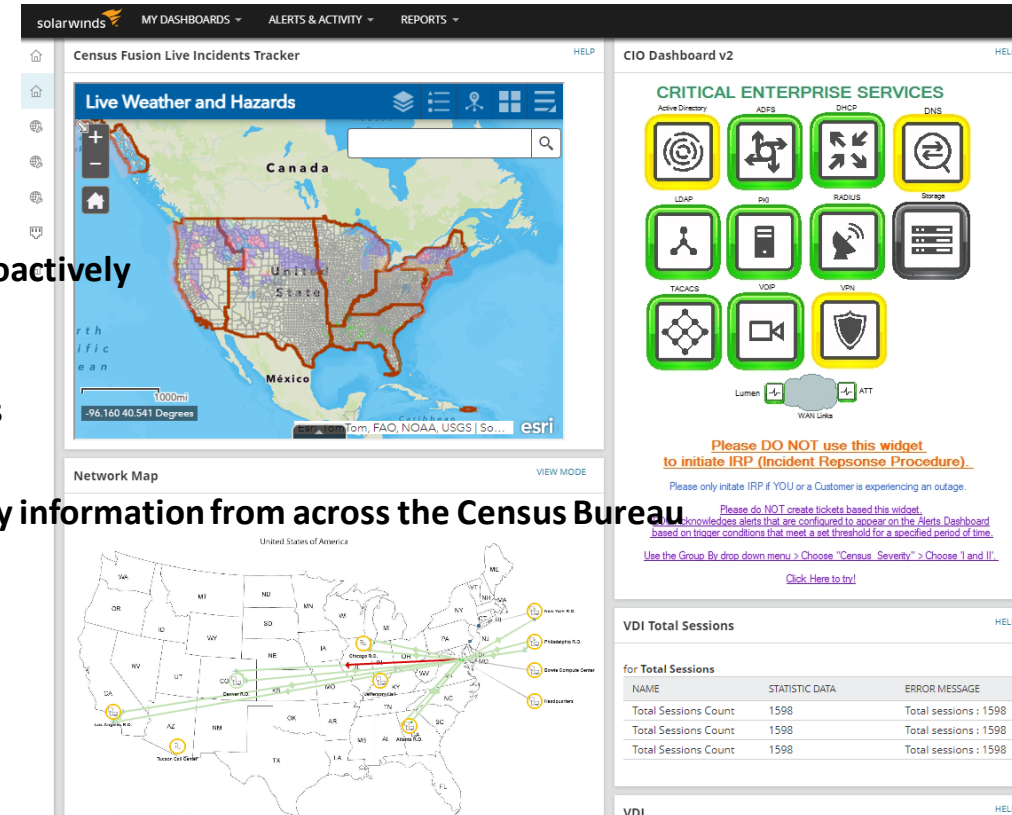
 Align existing risk, issue, incident, crisis, and response processes

 Centralize information management to increase awareness and allow disruptions to be proactively managed at the right level before they escalate in severity

 Integrate risk stakeholders, mitigation strategies, response plans, and continuity objectives

 Permanently establish a centralized location that executive leadership can turn to for a key information from across the Census Bureau

 Build long-term organizational resilience



A properly positioned EFC monitors a range of risk indicators and reports key information to the right stakeholders before a disruption escalates in severity, ultimately making the Census Bureau more resilient.

Questions?

