

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2023 HISP CX Action Plan

Census Bureau

As a High Impact Service Provider (HISP), the U.S. Census Bureau focuses on service assessment, collecting customer feedback, and making measured improvements for two designated services:

- 1) Responding to a Census Bureau-Administered Survey:** Each year, the Census Bureau invites millions of households to respond to Census Bureau surveys. By completing these surveys, a participant can make a difference in their community by improving the quality of the data used to make decisions that distribute funding, target resources, provide assistance, and create jobs.
- 2) Obtaining Census Bureau Statistics Online:** Millions of people attempt to access data published by the Census Bureau every year to allocate funding, apply for grants, conduct research, collect facts for news stories, choose their major or career, or make critical decisions for their business or community. The Census Bureau has many online data platforms, such as census.gov, QuickFacts, and an API, where the public can access these data.

What we delivered in 2023:

- **Launched a Spanish-language webpage for the American Community Survey (ACS)**

The Census Bureau launched a Spanish-language webpage that includes resources like Q&As on how to respond and how to access ACS data. These resources will help the 41 million Spanish speakers in the United States respond to the survey and find the ACS data they need.

- **Launched a webpage for the American Indian and Alaska Native (AIAN) community to understand how their data are used**

The Census Bureau launched a webpage dedicated to helping the AIAN community understand how the data they submit to the Census Bureau as part of the ACS are used. This page helps the approximately 8 million members of the AIAN community understand how the data they provide supports implementation of the Civil Rights Act, Indian Health Care Improvement Act, Native American Programs Act, and other vital protections for their community.

- **Reduced the page load time of QuickFacts on mobile devices**

The Census Bureau reduced the mobile page load time of QuickFacts, our most popular tool for finding Census Bureau data. This enabled the roughly 30,000 daily mobile users of QuickFacts to access data more quickly, resulting in a 53% increase in its mobile page experience score, which especially benefits people from underserved communities without access to broadband internet.

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What we commit to deliver in 2024:

- **Develop an online option for the Current Population Survey (CPS)**

The U.S. Census Bureau will develop, in collaboration with the U.S. Department of Labor's Bureau of Labor Statistics, an online option for people to respond to the CPS, which provides vital, timely information about the U.S. economy. When fully launched, this online response option will allow the 60,000 monthly households to respond to the CPS on their own, online, and at a time convenient to them. This will reduce the need for CPS participants to take part in monthly 10-minute in-person or phone interviews by a Census Bureau field representative over two separate four-month periods.

- **Add a neural network to improve online data search**

The Census Bureau will improve the website data site search experience by piloting a new neural network-powered data search engine. With this improvement, the more than 40,000 weekly data users of its most advanced data tool, data.census.gov, can easily discover statistics related to their city, county, or region by using popular, colloquial search terms for local geographies.