

The U.S. Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

The Census Bureau's Office of the Director is planning a survey to elicit feedback from a variety of federal and non-federal American Community Survey (ACS) data users. The feedback from this survey will educate the Census Bureau with regard to what changes ACS stakeholders want from the ACS Program in the areas of data products, surveys methods, research and evaluation, and ongoing communication.

The feedback form asks the stakeholders to make recommendations and focus on the underlying issues. This information will become input into two elements of the ACS Program Review - Methodological Review and Data Product Review. The results of this survey will be described in a qualitative summary report, similar to how we report out on the results of responses to *Federal Register* notices. The report will be distributed to internal Census Bureau stakeholders and will be submitted to the formal ACS Program Review currently under contract with the National Academies. Using the analysis of the complete ACS Program Review, the Census Bureau will consider changes to the ACS Program. For example, the Census Bureau might decide to redesign the data product set to better meet the program objectives. Asking for stakeholder feedback is a necessary input to those types of decisions. The attached document "Stakeholder Engagement Plan Summary for the American Community Survey Program Review" provides additional information on the objectives, scope, methodology, and communications approaches we plan to use.

In February of 2012, the Census Bureau will post a feedback form on the Internet, and individually e-mail stakeholders an invitation to participate in the feedback process. Stakeholders will be able to fill out an online form or type their answers in a Microsoft Word document and e-mail it to a special e-mail box, "ACS.Program.Review@census.gov." The Census Bureau plans to send e-mails to about 100 people at governmental and non-governmental organizations with interest in the ACS. They will be invited to go online to read about the program and give feedback. The feedback survey itself will be available at an unadvertised location on the public ACS Internet site. While some of the invited participants may forward the link to others interested in the ACS, we expect most responses to come from the list of invited respondents.

The members of the ACS Communications and Stakeholder Management Review Team, the Deputy Director, and the Director of the Census Bureau have reviewed the questionnaire. We estimate respondent burden at one hour per questionnaire for a total respondent burden of 100 hours.

We plan to maximize response rates by sending e-mail messages and reminders. All respondents will be invited to attend an informational webinar.

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