



Innovation Center

Data Analytics Division

USDA Rural Development and Census Data Use

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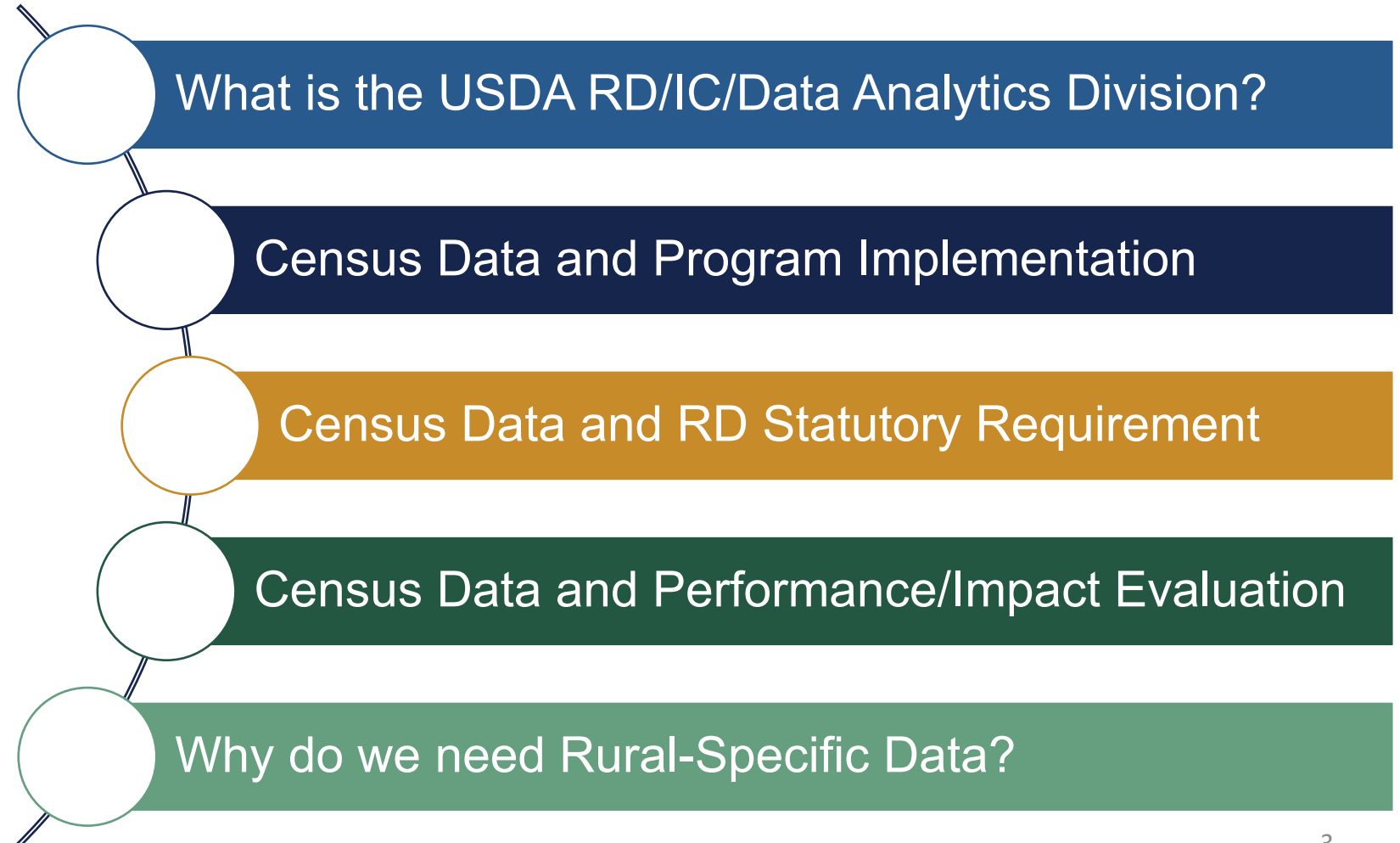
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USDA Rural Development



USDA Rural Development and Census Data Use

Agenda



USDA Rural Development at a Glance

- United States Department of Agriculture, Rural Development seeks to help rural communities develop and improve the quality of life.
- USDA Rural Development is the leading provider of loans, grants, and technical assistance in rural America, carrying out more than 40 programs.
- Rural Development has three main Program Areas: Rural Housing Service, Rural Utilities Service, and Rural Business Service.
- Inside USDA RD, Innovation Center under Chief Innovation Officer, provides innovative and data-driven products and services.
- Data Analytics Division is a part of the USDA RD Innovation Center.
- For more information, https://www.rd.usda.gov/files/RD_ProgramMatrix.pdf



Telecommunications Programs



Electric Programs



Community Facilities Programs



Water and Environmental Programs



Business and Cooperative Programs



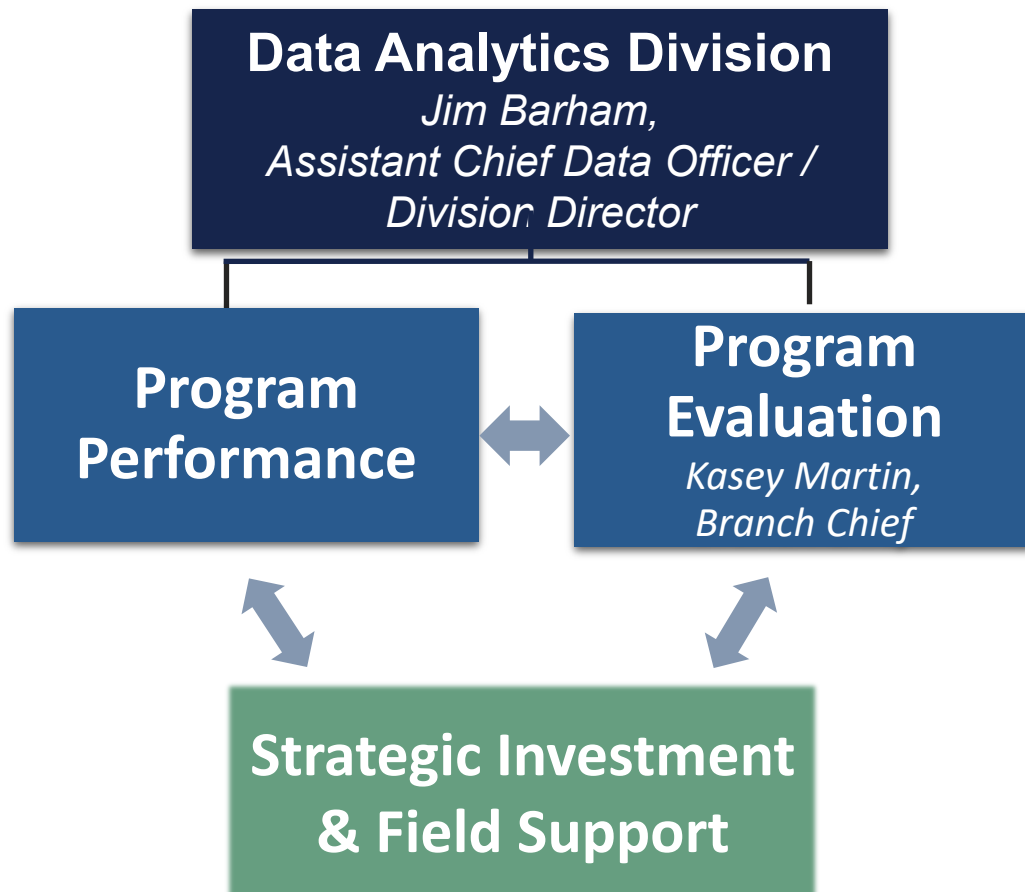
Single-Family Housing Programs



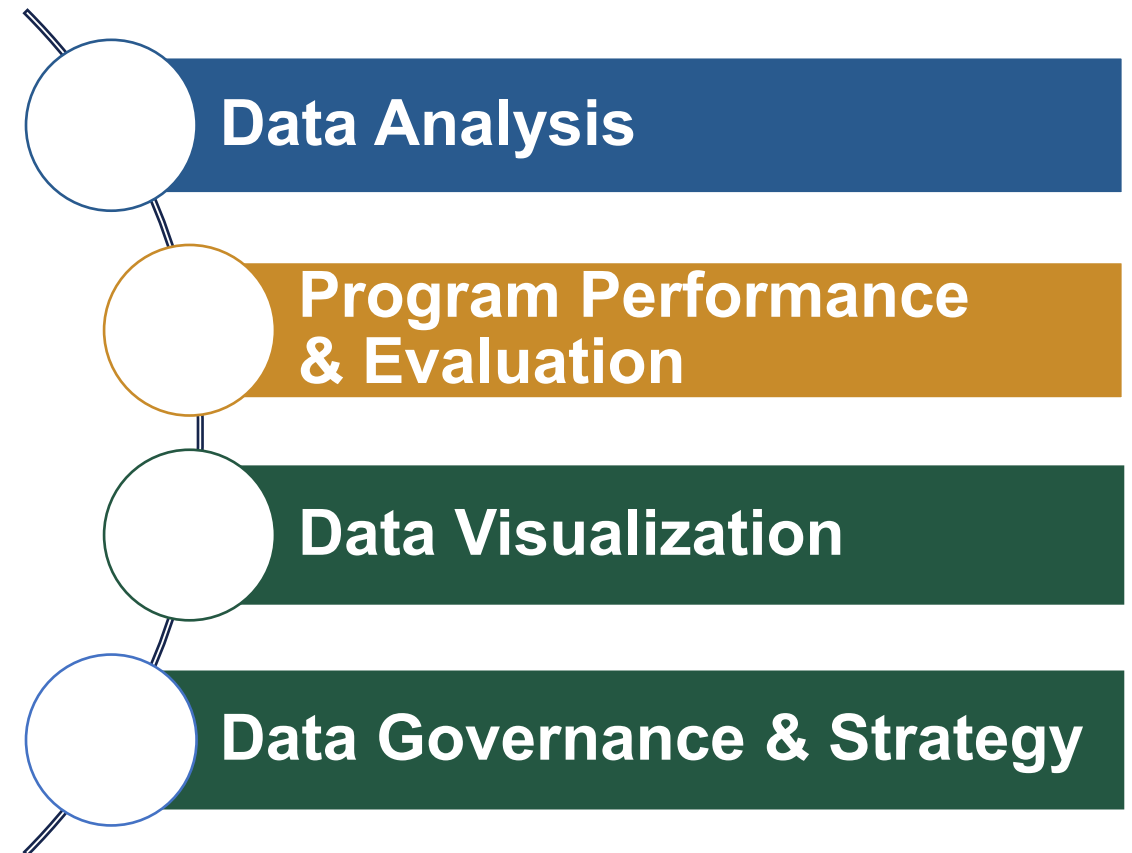
Multi-Family Housing Programs

Data Analytics Division

Harnessing the Power of Data Analytics to Enhance Evidence-Based Decision Making



The Division supports program delivery through:



Data Analytics Division Uses Census Data to Support

RD Program Implementation

Eligibility
Allocation of funding
Civil rights Compliance
State Non-Metro Median Household Income

RD Program Statutory Requirement

Social and Demographic factors
Equity Outreach
Technical Assistance
Strategic Investment

RD Program Performance Impact Evaluation

Performance Measurement
Impact Evaluation



USDA RD and Census Data: Program Implementation

- USDA RD uses the Decennial Census Data for the **size of population**, one of the RD Programs' eligibility factors
- In general, USDA RD invests in rural areas, **outside the boundaries of a city, town, or places of more than 50,000 population**.
- Program eligibility is **statutorily defined by population** using the Decennial Census data and other criteria.
 - For example, the Community Facility Program invests in rural areas below 20,000 population
 - Water and Environmental Program invests in rural areas below 10,000 population.
- DAD (Data Analytics Division) supports the Program implementation by archiving the **demographic and socio-economic data in one place**.
 - We have developed an **internal SharePoint Site** where program officers can easily access the Census Data or links to several Census sites for more resources and training.

Welcome to USDA Rural
Development
Census Data Hub
Census Data and Census Resources



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Data Analytics



Contact Us For Assistance

USDA Rural Development

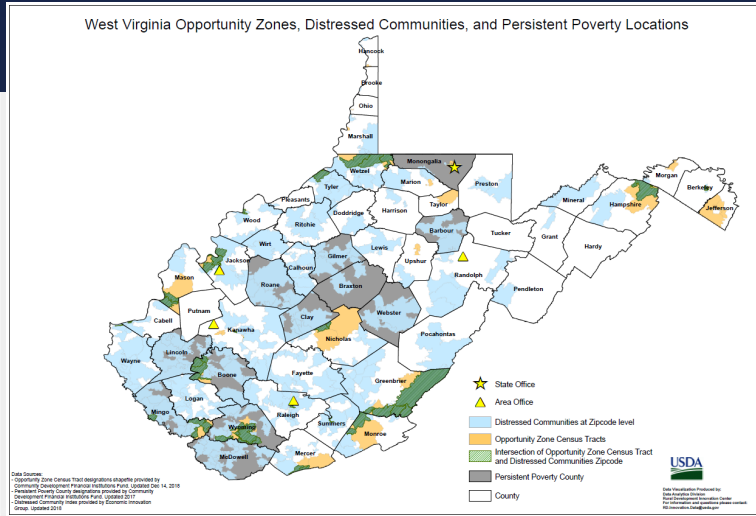




USDA RD and Census Data: Statutory Requirements

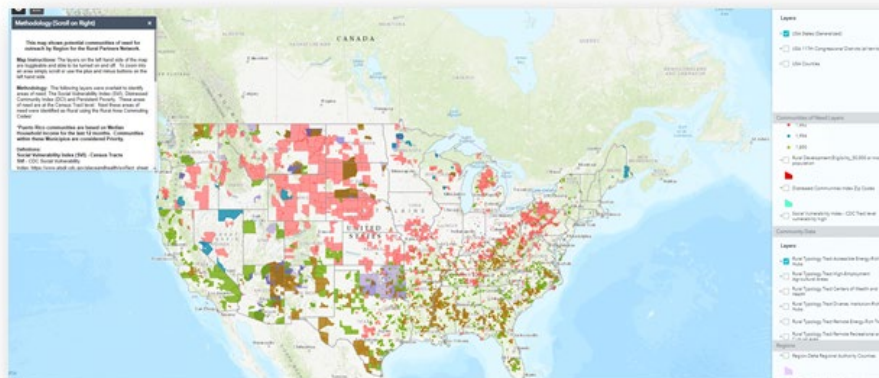
- USDA RD uses socio-economic data from the Census Bureau to fulfill **statutory requirements** to improve outreach and investment in underserved, poverty-struck communities in rural areas.
- The communities of color and low economic well-being measures are based on the Census data (**Decennial Census and ACS**)
- We have developed a **strategic investment tool** using ArcGIS to quickly identify underserved communities with high program demand with ability to layer additional **demographic and socioeconomic data**.

Advanced Geospatial Analytics



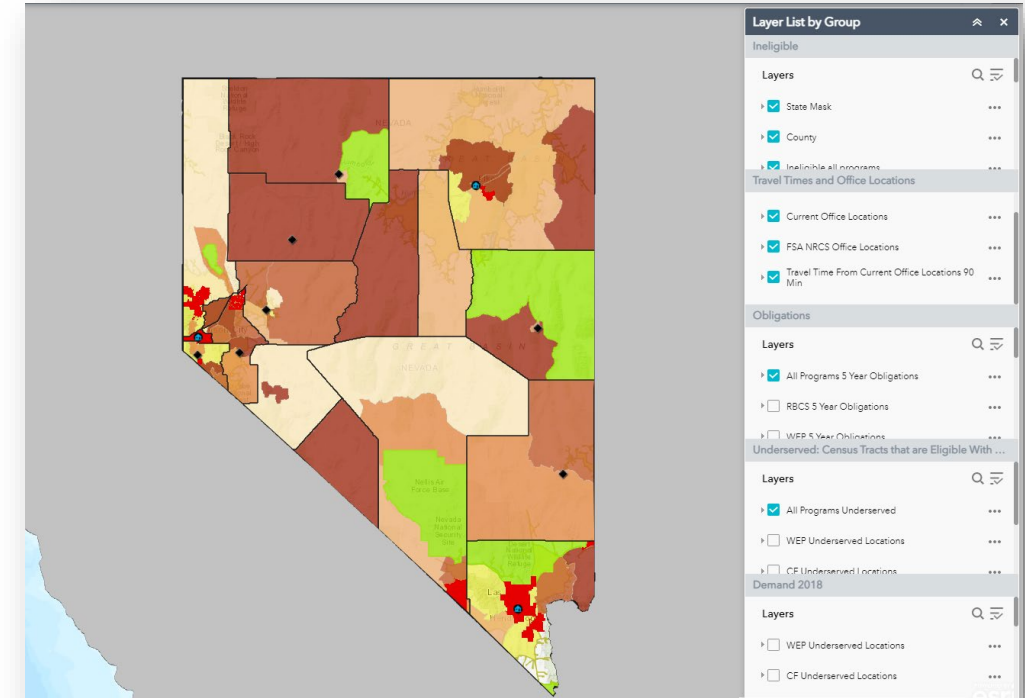
Targeting Outreach

Example: Targeting communities of greatest need – layering Persistent Poverty Counties, Distressed Communities, and Opportunity Zones



Building New Initiatives

Identification of communities for capacity building using the Census data, population, demographic data, socio-economic data. Census data are critical in implementation of administrative priorities!



Strategic Investment Mapping Tool

Quickly identify underserved communities with high program demand with ability to layer additional demographic and socioeconomic data.

USDA RD and Census Data (2020 DHC): Statutory Requirements

- RD program **funding allocation formula and statutory requirements**
 - Census data, mostly the decennial data and the ACS data.
- **USDA RD Data Needs:**
 - 2020 Decennial Demographic and Housing Characteristics Tables
 - **Sex by Race and by Hispanic or Latino Origin** (e.g. Male: White alone/Hispanic, White alone/Not Hispanic or Latino) P12 and all the DHC P12A-P12AH
 - **Age Breakdown Tables** (e.g. Population over 16 years and over) DP1 and DP3
 - for “**rural population**” at the county (or equivalent) and rolled up to state and the U.S. total.





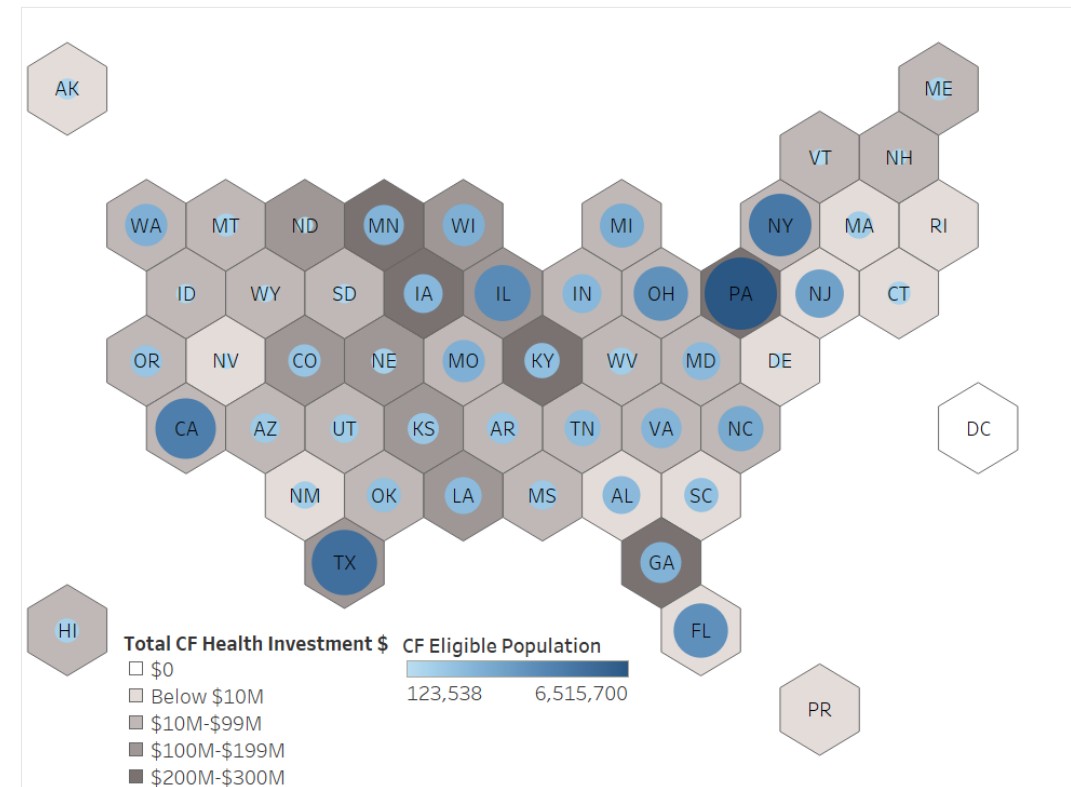
USDA RD and Census Data: Statutory Requirements II

- **State Non-Metro Median Household Income**
 - “Median household income of the State’s nonmetropolitan counties and portions of metropolitan counties outside of cities, towns or places of 50,000 or more population.”
(<https://www.federalregister.gov/documents/2004/11/15/04-25245/definition-clarification-of-state-nonmetropolitan-median-household-income-snmhi>)
- USDA Rural Development collaborates with the Census Bureau to develop **this custom measure of State Non-Metro Median Household Income.**

USDA RD Program Evaluation and Census Data

- For Performance and Impact evaluation, we use the **USDA RD administrative data** and merge them with the **Census socio-economic and demographic data**
 - race and ethnicity, gender, and age breakdown.
- **Census data** allow us to do more rigorous methodology in our program or impact evaluation.
 - Quasi-Experimental Designs such as matching or difference-in-difference analysis
- **USDA RD Community Facility program and its impact on COVID-19 death rate.**
 - For counties that received the CF investments on health-care projects in fiscal years 2016-2020, the rural areas are more likely to have lower death per cases.
- For more information, please read the article in the Special Issue on COVID-19 and Rural America by Choices Magazine: <https://www.choicesmagazine.org/choices-magazine/theme-articles/rural-development-implications-one-year-after-covid-19/usdas-community-facilities-program-may-help-rural-america-cope-with-covid-19>

USDA RD CF Health Investment and Eligible Rural Population FY2016-2020



Why Do We Need Rural-Specific Census data?

- **Key Biden-Harris Priorities**

- “To advance racial equity and support for underserved communities”
- “**Rural Areas**” is one of the underserved groups.*
- The Census Bureau provides the most reliable **publicly available data for rural areas**
- For more successful and better targeted implementation of policy initiatives, we would like **more granular level data** from the Census Bureau.
- the public will benefit with data that are specifically targeted as such data will empower them to promote their needs more rigorously

- *(Executive Order 13985, Sec. 2 <https://www.whitehouse.gov/briefing-room/presidential-actions/2021/01/20/executive-order-advancing-racial-equity-and-support-for-underserved-communities-through-the-federal-government/>)



Why Do We Need Rural-Specific Census data?

- Request: Is it reasonable to compare a rural county's demographics to the United States demographics?
- Hypothetically, a multi-family housing program recipient is about to lose its funding because the racial composition of the residents do not match the **U.S. average**.
 - Out of 10 households in the building, **only 1 unit was occupied by the Black or African American household, short of 13% Black in the U.S.**
 - It turns out **rural U.S., on average, has 6% of Black or African American demographic composition.**
 - Also, the building had **one Asian and Native HI household**, which is another 10% of 10 households in the building, compared to 2% in rural America.
- How about we were to compare the data to rural average at the county level?



Geographic Area Name	Total Population	% Black of African			% Native HI and Other			% Two or More
		% White Alone	American alone % AIAN	% Asian	Pacific Islander	% Some other		
United States	308745538	72%	13%	1%	5%	0%	6%	3%
United States -- Rural	59492267	88%	6%	2%	1%	0%	2%	2%

Analysis using the 2010 Decennial Data from data.census.gov

Let's Connect!

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www.usda.gov/rdinnovation





Rural Development

U.S. DEPARTMENT OF AGRICULTURE