

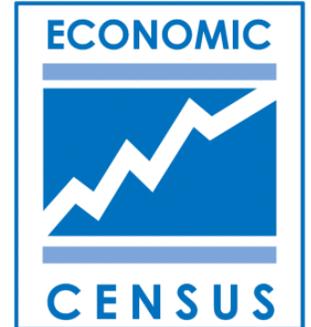


# Plan Bay Area 2040

## Economic Census Workshop

**REVISED AGENDA**

Monday • March 14, 2016 • 8:30am to 3:00pm  
MetroCenter Auditorium • 101 Eighth Street • Oakland, California



Register at <http://abag.ca.gov/planning/economic-census-2016.html>

The Association of Bay Area Governments (ABAG) is hosting an Economic Census Workshop to offer insights on the economic data available to support the region's efforts around economic development and middle wage job retention. This is the first in a series of sessions to be held in 2016 and 2017 to contribute to helping the region address the economic challenges that linger even as the Bay Area leads the nation in employment growth.

**8:30 am Welcome and Check-In**

**9:00 am Introduction**

**9:15 am Census Bureau Economic Programs: Overview and Update on Economic Census**

An overview of monthly, quarterly, annual, and periodic economic programs conducted by the US Census Bureau. These programs yield state and local area data on businesses in the San Francisco Bay Area. The session will also focus on monthly Economic Indicator programs that provide timely national-level business data from the Census. An update on which reports have already been released, and which are coming soon, will be shown, with highlights of the important industry, geographic, and other changes that will impact data users. Key terms and concepts that users need to understand to most effectively use these data will be covered.

**10:30 am Break**

**10:45 am Using Census Bureau Data to Spur Economic Development (Part 1)**

This presentation will provide a deep, detailed dive into data from economic programs conducted by the US Census Bureau that planners and economic development staff can use to promote economic growth in their areas. These programs display state and local area data on businesses in the San Francisco Bay Area. The session will also discuss programs that can be used to compare the region to California and to the nation.

**11:45 am Lunch – On Your Own**

**1:00 pm Using Census Bureau Data to Spur Economic Development (Part 2)**

Continuation of the morning presentation with additional in-depth data analysis.

**1:30 pm Introducing Census Data to Aid Businesses: Census Business Builder**

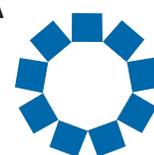
This session will provide an overview on how data from key Census Bureau demographic and economic programs can be used by entrepreneurs and small business owners in business plans and loan application. Local area data for California will be discussed that can help businesses better understand their customers and market as well as their competitors and industry. The workshop will feature a brand new tool called Census Business Builder (released in September 2015) that makes it easy for users to access key data, following a real-life scenario of an entrepreneur who's interested in opening their first business.

**2:15 pm What's Coming Up for the 2017 Economic Census?**

In 2017, the Economic Census will be 100% electronic responses (no paper form), so what does that mean for those who need to report back?

**2:30 pm Summary and Q&A**

**3:00 pm Conclusion**



Sponsored by Association of Bay Area Governments