The Decennial Census

The purpose is to **conduct** a census of population and housing and **disseminate** results to the President, the States and the American People

- Uses of Census data:
  - **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
  - **Drawing** congressional and state legislative districts, school districts and voting precincts
  - **Enforcing** voting rights and civil rights legislation
  - **Distributing** federal dollars
  - **Informing** planning decisions of federal, tribal, state and local government and organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
Programs Using Census Data

- Medical Assistance Program (Medicaid)
- Supplemental Nutrition Assistance Program (SNAP)
- Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title I Grants to Local Education Agencies
- National School Lunch Program
- Special Education Grants (IDEA)
- State Children’s Health Insurance Program (S-CHIP)
- Section 8 Housing Assistance Payments Program (Project-based)
- Head Start/Early Head Start
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Foster Care (Title IV-E)
- Health Center Programs (Community, Migrant, Homeless, Public Housing)
- Low Income Home Energy Assistance (LIHEAP)
- Child Care and Development Fund – Entitlement
The 2020 Census
Count Everyone, Only Once, in the Right Place

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond
Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

Count the Population
Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count
Identify all addresses where people could live
- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

Release Census Results
Process and Provide Census Data
- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data

Count Everyone Once In the Right Place
2020 Census and Local Governments

- What Local Officials Need To Do

1. Addresses (Participate in the Local Update of Census Address Program)
2. Outreach – Educate and Motivate Residents to Participate in the Census (Form a local Complete Count Committee)
Community Partnership and Engagement Program

Partnership Methods

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Hard-to-Count populations
- Language Support Program
- Faith Based Organizations
- Statistics in Schools
- Social Media Outreach
Community Partnership and Engagement Program
Complete Count Commission

**HIGHEST LEVEL PARTNERSHIP**

Develop partnerships at the highest levels within each state

State Complete Count Commission may be codified and grounded in law, if desired

**PURPOSE**

- Act as 2020 Decennial Champion for the State by providing leadership and support for 2020 Census
- Provide “trusted voices” to act as Census Ambassadors
- Provide authoritative and knowledgeable contact point to meet goal of timely, accurate and cost-effective Census count

**GOALS AND OBJECTIVES**

- Monitor Census participation to target outreach efforts and support
- Focus attention on low response rate areas
- Marshall financial and staffing resources to support Complete Count Commission goals
- Promote the formation of Complete Count Committees at the county and municipal levels, with support from the Census Bureau
Community Partnership and Engagement Program

Complete Count Committees

• Educate and Motivate Residents to Respond
• Tell Your Census Story (Local Uses of Census Data)
• What’s In It For Me?
  • Medical, playgrounds, senior centers, food stores, etc.
Complete Count Committee

- Highest Elected Official
  - Appoints CCC Chair and/or Liaison
- CCC Chair/Liaison
- Government Subcommittee
- Recruiting Subcommittee
- Business Subcommittee
- Media Subcommittee
- Education Subcommittee
- Community Organizations Subcommittee
- Faith-Based Subcommittee
- Special Housing Subcommittee
Increase Self Response
2020 Census Environment

The 2020 Census

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government
2020 Census Partnerships

What to do next

• Encourage Local Governments to participate in LUCA
• Join Complete Count Committee
• Participate in the Statistical Areas Review (PSAP)
• Encourage use of Statistics in Schools
• Promote job opportunities
Census 2020

Questions?
2020 Census
Local Update of Census Addresses Operation (LUCA)
Promotion
LUCA Background

- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)

- Implemented in the support of the 2000 Census and refined to support the 2010 Census

- Provides a voluntary opportunity for designated representatives of tribal, state and local governments to review and comment on the addresses used to conduct the decennial census
Confidentiality and Security

Information provided to/from LUCA is covered under Title 13 of the United States Code which:

- Requires the Census Bureau to ensure confidential treatment of census-related information, including individual addresses and map structure points
- Requires all liaisons, reviewers, and anyone with access to Title 13 materials abide by Confidentiality and Security Guidelines
- Requires the Census Bureau maintain the confidentiality of all information it collects
What’s New for 2020 LUCA

▪ Offers streamlined participation – Full Address List Review
▪ Provides the digital address list in convenient standard software formats
▪ Includes ungeocoded address records for state and county participants
▪ Requires residential multi-unit structure identifiers (e.g., Apt 1, Unit A2, #3001, etc.)
▪ Includes residential structure coordinates, if available
▪ Allows participants to submit residential structure coordinates, if available
▪ Allows participants to submit non-city style addresses with corresponding map spot
# Preparation - 2020 LUCA Schedule

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2017</td>
<td>✓ Advance Notice mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors, and other LUCA contacts</td>
</tr>
<tr>
<td>March 2017</td>
<td>✓ LUCA promotional presentations begin</td>
</tr>
<tr>
<td>July 2017</td>
<td>✓ LUCA invitation and registration materials mailed to HEOs, TCs, and Governors</td>
</tr>
<tr>
<td>October 2017</td>
<td>✓ LUCA training workshops begin</td>
</tr>
<tr>
<td><strong>December 15, 2017</strong></td>
<td><strong>Deadline for LUCA Registration</strong></td>
</tr>
<tr>
<td>February-April 2018</td>
<td>✓ LUCA materials ship. Participants begin review and update the Census Bureau’s address list</td>
</tr>
<tr>
<td>February-September 2018</td>
<td>✓ Census Bureau processing of LUCA submissions begins</td>
</tr>
<tr>
<td>August-September 2019</td>
<td>✓ Census Bureau delivers LUCA feedback</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>✓ CENSUS DAY</td>
</tr>
</tbody>
</table>
Preparation - Participation Methods

Geographic Update Partnership Software (GUPS)

Paper Format - Address List and Maps

Digital Format - Address List and Maps
GUPS – Participation Method

- Customized Geographic Information System (GIS) software for participation in 2020 LUCA
- Pre-packaged to include all components
- Designed for participants with no GIS experience
- Allows for simple to complicated reviews and edits
- Programmed with a review tool to validate LUCA edits
- No internet connection required
GUPS screen example (Main screen)

**No Title 13 Data Displayed**
Preparation – Address List Formats

- **Paper**
  - Available to governments with 6,000 or fewer addresses
  - Legal size (8.5” x 14”) - SIX addresses per page
  - Two sorts:
    - Street Name/House Number
    - Census Tract/Census Block/Street Name/House Number
  - Separate ‘Add Page’ - FOUR addresses per page

- **Digital**
  - Available to all governments
  - Excel (.xlsx) or Comma Delimited Text (.csv) format
  - No separate ‘Add Page’
## Address List Structure

### LUCA 2010 – 26 Fields

<table>
<thead>
<tr>
<th>Entity ID</th>
<th>Line #</th>
<th>MAFID</th>
<th>Action</th>
<th>State</th>
<th>County</th>
<th>Tract</th>
<th>Block</th>
<th>GQ Flag</th>
<th>House Number</th>
<th>Street Name Prefix Qualifier</th>
<th>Street Name Prefix Direction</th>
<th>Street Name Prefix Type</th>
<th>Street Name</th>
<th>Street Name Suffix Type</th>
<th>Street Name Suffix Direction</th>
<th>Street Name Suffix Qualifier</th>
<th>Location Description or GQ Name</th>
<th>Apartment/Unit Number</th>
<th>ZIP Code</th>
<th>Non-city style Mailing Address</th>
<th>Non-city style ZIP Code</th>
<th>Structure Point</th>
<th>Latitude</th>
<th>Longitude</th>
<th>City-Style Flag</th>
</tr>
</thead>
</table>

### LUCA 2020 – 24 Fields

<table>
<thead>
<tr>
<th>Line #</th>
<th>MAFID</th>
<th>Action</th>
<th>Entity ID</th>
<th>State</th>
<th>County</th>
<th>Tract</th>
<th>Block</th>
<th>GEO ID</th>
<th>GQ Flag</th>
<th>House Number</th>
<th>Street Name</th>
<th>Apartment/Unit #</th>
<th>ZIP Code</th>
<th>GQ Name</th>
<th>Facility Name</th>
<th>Location Description</th>
<th>Non-city style Mailing Address</th>
<th>Non-city style ZIP Code</th>
<th>Mapspot ID</th>
<th>Address Use</th>
<th>Latitude</th>
<th>Longitude</th>
<th>City-Style Flag</th>
</tr>
</thead>
</table>
## ADDRESS LIST ADD PAGE

### 2020 LOCAL UPDATE OF CENSUS ADDRESSES OPERATION (LUCA)

<table>
<thead>
<tr>
<th>Add Page For:</th>
<th>Entity ID Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Entity Name)</td>
<td>(Copy from Address List Page)</td>
</tr>
</tbody>
</table>

### Census Geographic Location of Address

<table>
<thead>
<tr>
<th>Line #</th>
<th>State Code Number</th>
<th>County Code Number</th>
<th>Census Tract Number</th>
<th>Census Block Number</th>
</tr>
</thead>
</table>

### Residential Address

<table>
<thead>
<tr>
<th></th>
<th>Complete Street Name</th>
<th>Group Quarters Name</th>
<th>Facility Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>(4a)</td>
<td>(4b)</td>
<td>(4c)</td>
<td>(4d)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address Use, if known</th>
<th>Unique Map Spot Number</th>
<th>City-Style Mailing ZIP Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>M=Mailing</td>
<td>L=Location</td>
<td>B=Both</td>
</tr>
</tbody>
</table>

**DISCLOSURE PROHIBITED BY TITLE 13, U.S.C.**
Preparation – Map Formats

▪ Paper
  ▪ Available to all governments
  ▪ Two types of paper map materials:
    ▪ Large format (42” x 36”) maps
    ▪ DVD of Adobe small format (8.5” x 14”) census block maps

▪ Digital
  ▪ Available to all governments
  ▪ TIGER partnership shapefiles (LUCA specific)
  ▪ Utilize GIS software
Preparation – Early Tools  
(Census Geocoder)

- Takes individual addresses or file of addresses and obtains approximate coordinates and census geography
- Geocoder updates include:
  - Increasing the maximum number of records for batch processing from 1,000 to 10,000
  - Providing larger governments another means to submit addresses to be geocoded
**Preparation - Early Tools**

2020 LUCA Address Block Count List

- Provides access to an address count list which includes the count of residential addresses and group quarters by block

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>State</td>
<td>County</td>
<td>Tract</td>
<td>BLOCK</td>
<td>BLOCK_GEOID</td>
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<tr>
<td>2</td>
<td>21</td>
<td>051</td>
<td>9501.00</td>
<td>1000</td>
<td>2105195010010000</td>
<td>0</td>
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<td>21</td>
<td>051</td>
<td>9501.00</td>
<td>1001</td>
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<td>9501.00</td>
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<td>0</td>
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<td>9501.00</td>
<td>1011</td>
<td>210519501001011</td>
<td>37</td>
</tr>
</tbody>
</table>
Preparation – Next Steps (Participant)

- **Prepare** (now!)
- **Register** to participate (July 2017)
- **Attend** a training workshop (Fall/Winter 2017)
  - In-person workshops
  - Self-training aids and Webinars available online
- **Conduct** your LUCA review (Feb-April 2018)
  - **120** calendar days upon receipt of materials to complete review
Questions about 2020 LUCA?

Visit our 2020 LUCA website: https://www.census.gov/geo/partnerships/luca.html

Contact us:
Via telephone: 1-844-344-0169
Via Email: GEO.2020.LUCA@census.gov