



Road to the 2020 Census

October 13, 2017

4:15 p.m. – 5:15 p.m.

WEBINAR

Presentation for:

South Dakota - State Data Center's
5th Annual Demography Conference

Presenter:

Blanca Ramirez-Salazar, Partnership Specialist
U.S. Census Bureau-Denver Region

Agenda

- Welcome and Introductions
- Census – The Other Years
- 2020 Census-Overview
- Field Operations
- Geographic Programs
- Community Partnership and Engagement Program
- Critical Next Steps and Q&A

Why We Do a Census

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the
States and the American People

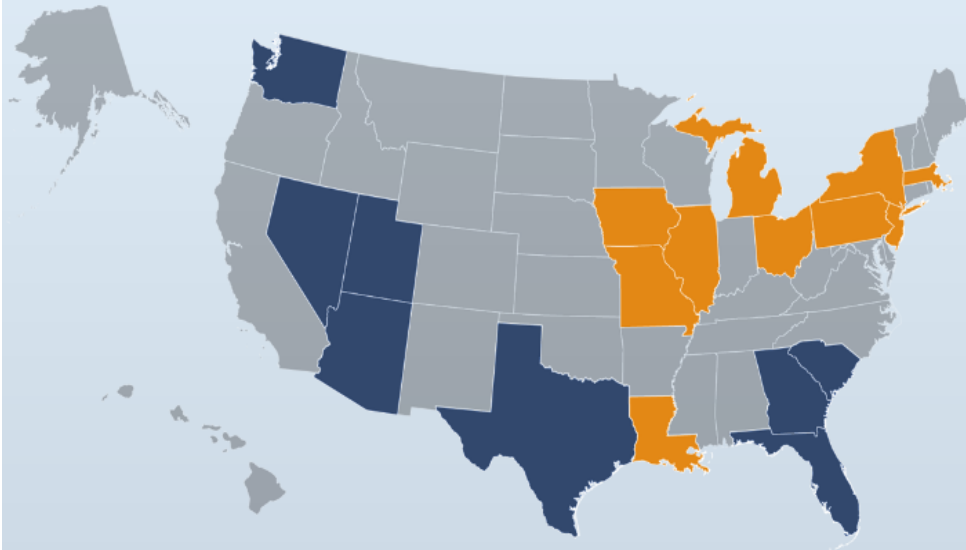
Uses of Census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

United States™
Census
2020

APPORTIONMENT

2010
OFFICIAL RESULTS

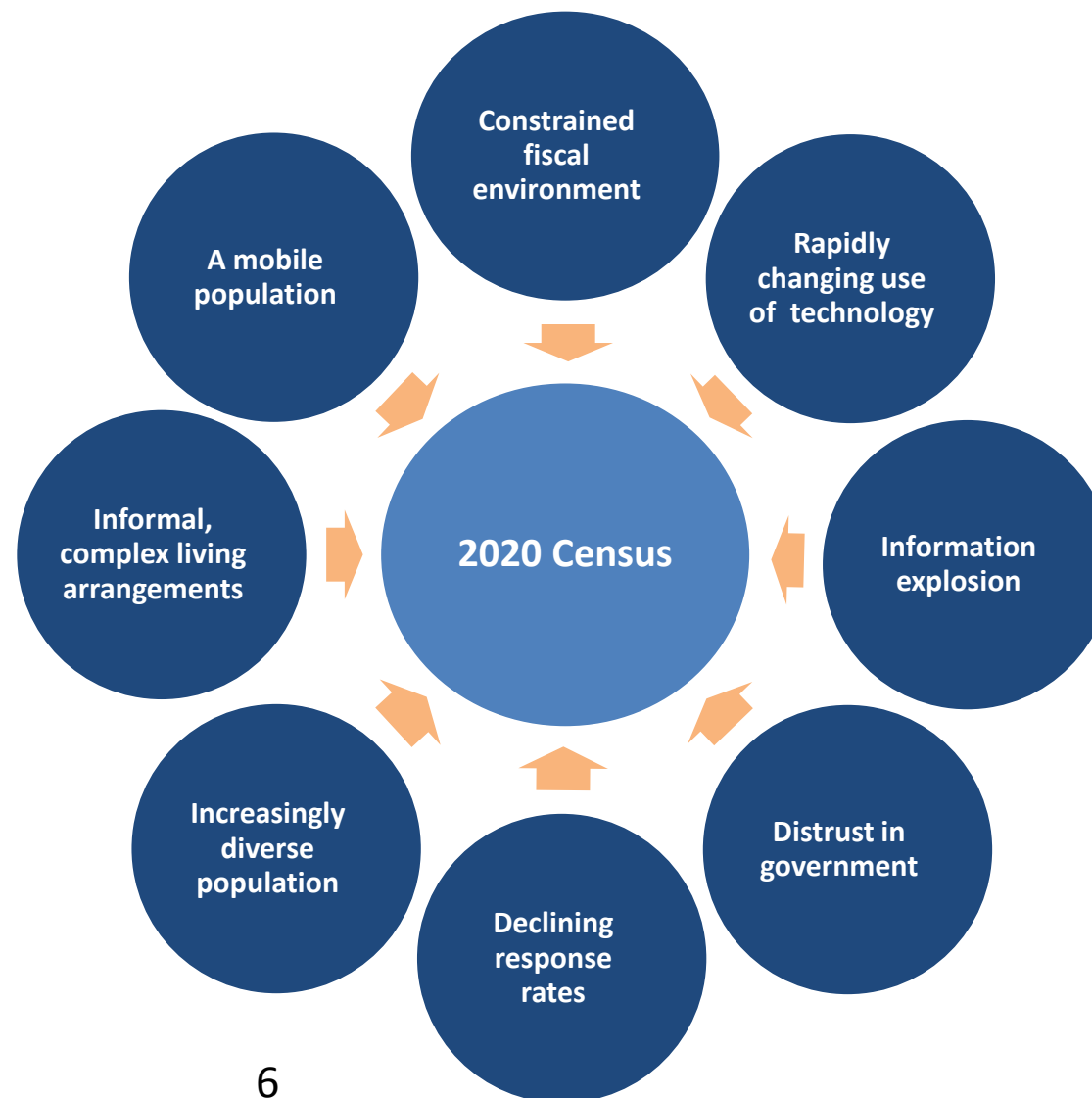


GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

THE DECENNIAL CENSUS

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



United States™ Census 2020

What's New?



Four Areas of Innovation

**Reengineering
Address
Canvassing**

**Optimizing
Self-Response**

**Utilizing
Administrative
Records and
Third-Party
Data**

**Re-Engineering
Field
Operations**

New Ability to Self Respond

Starting March 23, 2020

- **Internet**
- **Phone**
- **Paper Form**



Or traditional in-person interview

Three Main Reasons We Miss People

1. We don't have an address

- We can't send a form
- If we get a response, we can't "match" them to the ground

2. We can't get a response

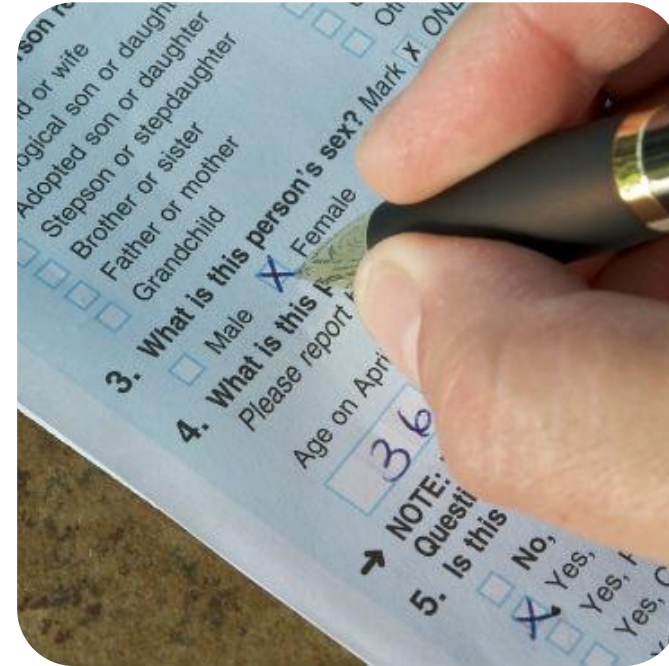
- We have an address, but we can't determine occupancy

3. We get a partial response

- Children
- Multiple Families
- Unrelated individuals

Short Questionnaire

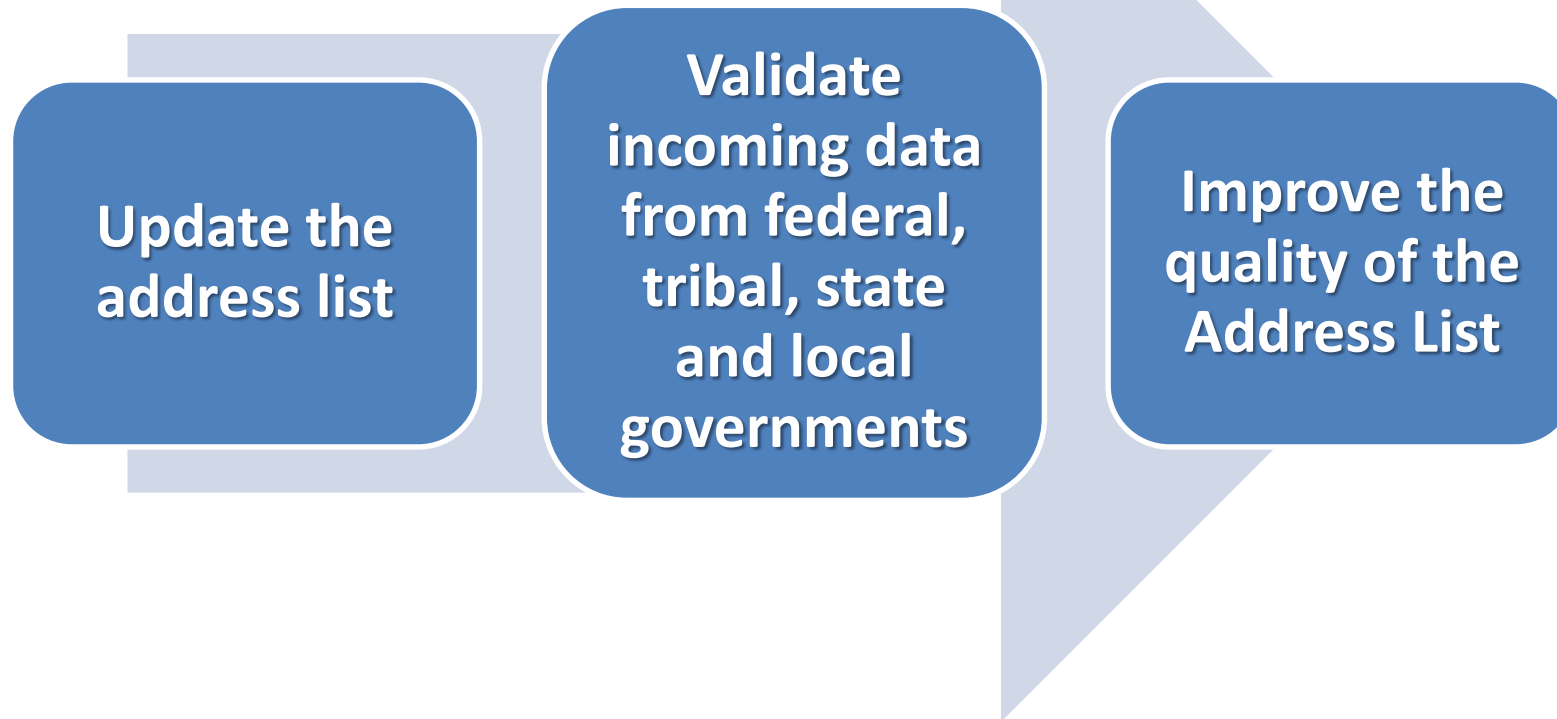
- Name
- Age and Date of Birth
- Sex
- Race and Origin
- Own or Rent Home
- Relationship
- Phone Number



Data protected by Title 13 Confidentiality

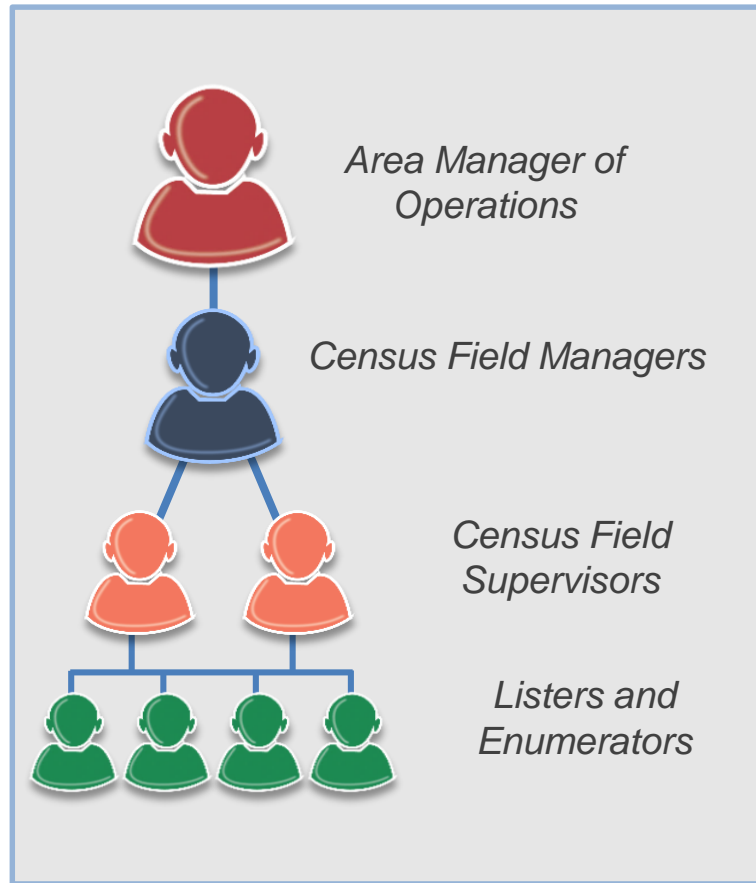
BETTER USE OF INFORMATION WE ALREADY HAVE

Utilizing Administrative Records and Third-Party Data



More Efficient Field Operations

Reengineering Field Operations



**Streamlined
Office and
Staffing Structure**

**Increased use of
Technology**

HIGH LEVEL FIELD OPERATIONS

- **Address Canvassing** (areas of high growth/change)
- **Group Quarters**
 - Many operations
 - Institutionalized & non-institutionalized
- **Update Leave** (in areas where USPS does not deliver)
 - List Housing units
 - Drop questionnaire packet to households so they can self respond
- **Non Response Follow-Up** (largest operation)
 - Visit housing units that did not self respond
- **Coverage Measurement**
 - Measure accuracy of Census

Local Jobs - Critical

Office Positions

- Regional Census Center (Dallas for Denver region)
 - Managers, clerks, admin, geography, IT, space and leasing
- Area Census Offices (all states)
 - Managers, IT, and clerks

Work from Home

- Census Field Supervisors
- Enumerators
- Partnership Specialists and Assistants
- Recruiting Assistants

Key Data Collection Dates

- Nov – 2019
- April 2018
- Early 2019
- Aug – Oct 2019
- Mid-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020
- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President

The 2020 Census Geographic Partnership Opportunities



Local Update of Census Addresses (LUCA)



What is It?

An opportunity for state, local and tribal governments to review the list of addresses that will be used to conduct the Decennial Census. Invitations sent to all governments in **July of 2017** and you must register by **December 15, 2017**.

Why Participate?

Ensure the Census Bureau has an accurate list of housing units for your community to facilitate the best count possible.

<https://www.census.gov/geo/partnerships/luca.html>

Boundary & Annexation Survey (BAS)



What is It?

An annual survey of ***governments*** to collect legal boundaries in effect on **January 1st** of the BAS year.

Why Participate?

Accurate boundaries are used to tabulate data for:

- **Decennial Census**
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program
- American Community Survey (ACS)

2020 Participant Statistical Areas Program (PSAP)



What is it?

A decennial opportunity for regional planners to review and update **Census Tracts, Block Groups** and **Census Designated Places** (CDPs) in preparation for 2020 data tabulation and publication in 2021. Program begins in **Spring of 2018**.

Basic program goals:

- Encourage states as well as Regional Commissions and Councils to participate in this once-a-decade data review and update
- Facilitate our dissemination of data for small geographies

COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM



Community Partnership and Engagement Program

Enroll community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- Educate people about the 2020 Census and foster cooperation with enumerators
- Encourage community partners to motivate people to self-respond
- Engage grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

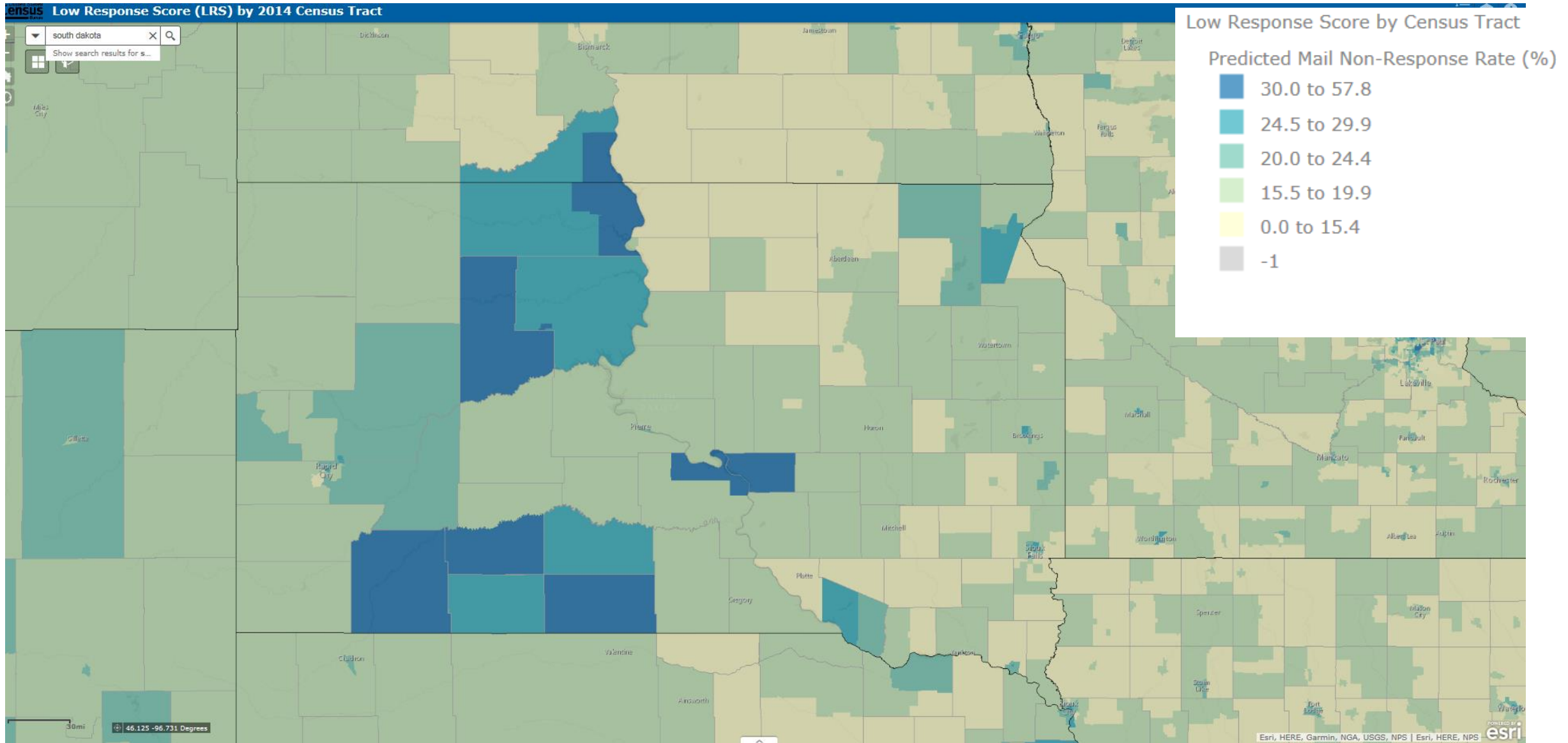
State Complete Count Program



Local Complete Count Committee



Response Outreach Area Mapper (Low Response Score tool)



<https://storymaps.geo.census.gov/arcgis/apps/webappviewer/index.html?id=76944f3553744500bb9b90288574e0ca>

LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign



STATISTICS IN SCHOOLS



Learning About College Degrees and Lifetime Earnings



Exploring 19th-Century Child Labor Laws in the United States

MEDIA AND ADVERTISING



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twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



pinterest.com/uscensusbureau



Critical Next Steps...

1. Participate in the Local Update of Census Addresses (LUCA)
2. Consider what you might want to invest as Local Funding for 2020 in 2019/2020
3. Think about establishing State, Local and Tribal Complete Count Programs

Contact Information

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The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.



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[census.gov](https://www.census.gov)

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- 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 access data





Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

Key Dates

2017

- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

2018

- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

2019

- Opening Field Offices
- Complete Count Committees established

2020

- Advertising—begins in early 2020
- Begin self response
- Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

2021

- Redistricting counts to the States—March 31, 2021

For more information, go to
census.gov.

To get involved in your community, contact us!

Accurate Geography Is the Starting Point for Accurate Data



An accurate count helps the federal government allocate more than \$400 billion in federal funds annually for infrastructure, programs, and services.

Accurate geographic information directly affects the quality of life in your community.

Accurate geography allows us to correctly count your community's residents.

Your participation in geographic programs helps the Census Bureau produce quality data.



Why are geographic partnership programs important?

A map is a map is a map, right? Actually, no! For every type of geography—such as cities or census tracts—there's a unique type of data. Each of the following geographic partnership programs focus on a different set of geography that enables the Census Bureau to profile every community as accurately as possible.



Boundary and Annexation Survey (BAS)

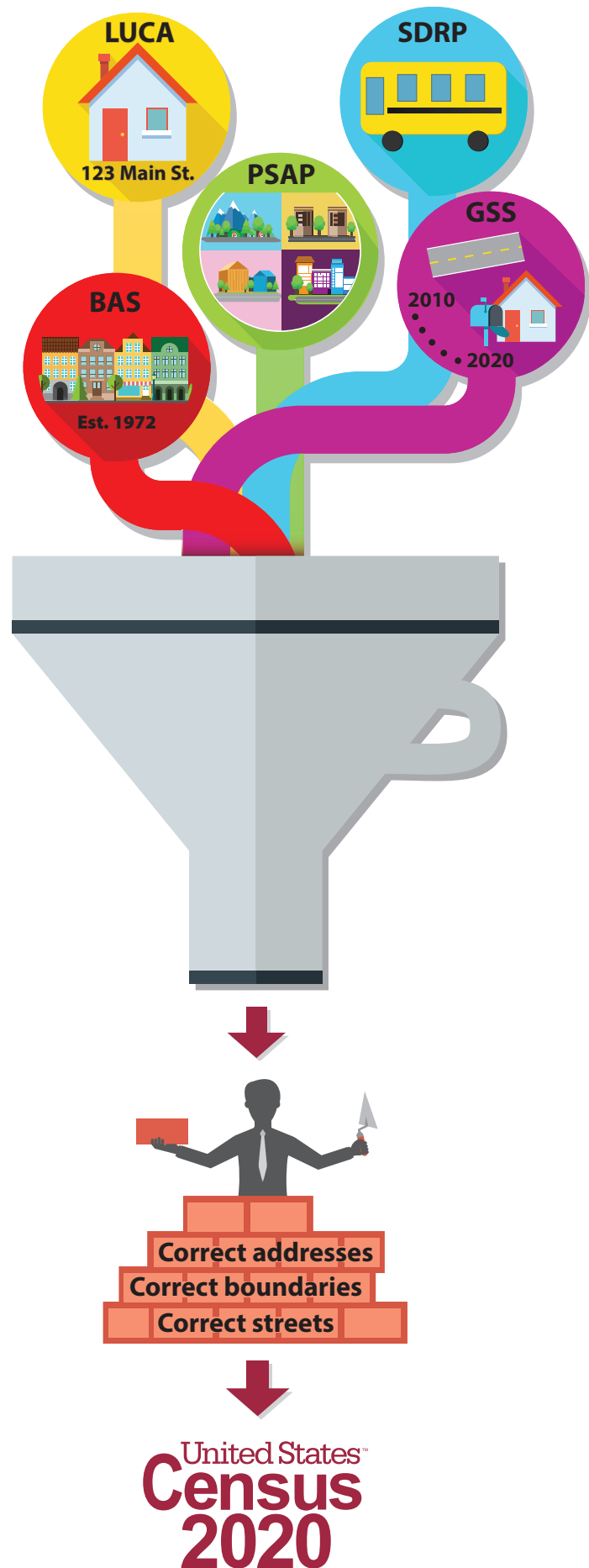
The BAS program requests that local, county, state, and tribal governments review and update their legal boundaries every year in the Census Bureau's geographic database. A community's legal boundaries determine its official data from the 2020 Census, American Community Survey, and Population Estimates Program.

It's up to each government to report its legal boundaries through the BAS; no other federal agency collects these data, nor is there a standard collection of this information at the state level.



The Boundary Validation Program (BVP) directly follows the 2020 BAS. The BVP is the final opportunity for the highest elected officials to review their official legal boundaries before the 2020 Census tabulation.

The **BAS** program occurs **every year, beginning in December**. The **BVP** program occurs **every 10 years, with the next cycle beginning in early 2020**. For more information, visit www.census.gov/programs-surveys/bas.html. Contact us at geo.bas@census.gov or 1-800-972-5651 or at geo.aiana@census.gov or 1-800-796-3748 (for American Indians and Alaska Natives).



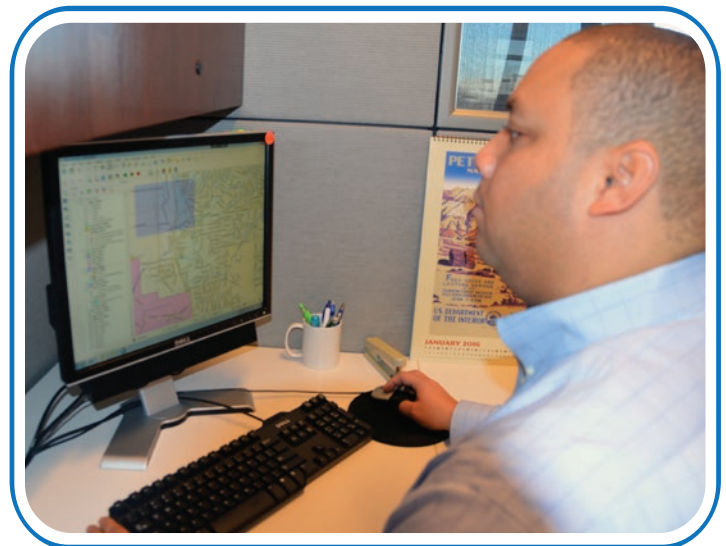


Local Update of Census Addresses (LUCA)

During the decennial census, the Census Bureau uses address lists and maps to count people where they live. The Census Bureau needs accurate address data to ensure an accurate 2020 Census count. The LUCA program invites local, state, and tribal officials to review, update, and correct the Census Bureau's address lists and maps before the 2020 Census.

Participating in the LUCA program is a once-a-decade opportunity to review the Census Bureau's addresses and maps for your government.

The **LUCA** program occurs **every 10 years**, with the next cycle **beginning in early 2017**. For more information, visit www.census.gov/geo/partnerships/luca.html. Contact us at geo.2020.luca@census.gov or 1-844-344-0169.



School District Review Program (SDRP)

In the SDRP, state officials review and update school district boundaries, grade ranges, and official names in the Census Bureau's geographic database.

Participating in the SDRP is important because the boundaries and information updated in the SDRP allows the Census Bureau to create detailed data by school district, which is used by the National Center for Education Statistics to allocate Title I funding to school districts.

The **SDRP** program occurs **every 2 years**, with the next cycles **beginning in August 2017 and August 2019**. For more information, visit www.census.gov/geo/partnerships/sdrp.html. Contact us at geo.school@census.gov or 301-763-1099.

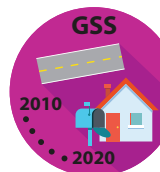


Participant Statistical Areas Program (PSAP)

Legally defined geographic areas are important, but they're not the only kinds of geography for which local governments need data. The PSAP helps local, regional, and tribal governments fill in their data gaps by defining statistical boundaries, including tribal statistical boundaries, in their community where no legal boundaries exist. These boundaries define how their communities will get data from the 2020 Census and the next decade of American Community Surveys.

You know your community's geography best. By participating in the PSAP, you can make sure that local, state, and federal agencies have good demographic data about your community for planning and funding.

The **PSAP** program occurs **every 10 years**, with the next cycle **beginning in fall 2018**. For more information, visit www.census.gov/geo/partnerships. Contact us at geo.psap@census.gov or 301-763-1099.



Geographic Support System (GSS)

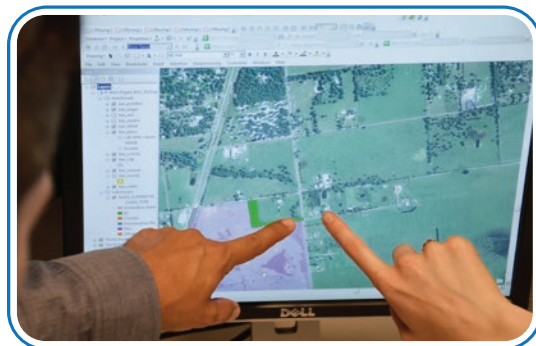
The GSS program encourages local, state, and tribal governments to send addresses and road data to the Census Bureau throughout the decade. This program is important because you can report new addresses, which allows these addresses to be included in the American Community Survey and Population Estimates Program.

The **GSS** is a **continuous** program. For more information, visit www.census.gov/geo/gssi/index.html. Contact us at geo.gss.initiative@census.gov.

How do I review and update geography?

Reviewing and updating geography through these programs is easy. The Census Bureau provides multiple free, user-friendly methods to help you do so.

- **User-friendly software**—The Census Bureau offers a free, customized Geographic Information Systems (GIS) tool for people who don't have geographic training or are not GIS users. You can use the Geographic Update Partnership Software (GUPS) to review and update geography and address lists for your community.
- **GIS (BAS, LUCA)**—If you're an experienced GIS user, you can use your own GIS to review and update Census Bureau shapefiles and the LUCA address lists.
- **Paper maps (BAS, LUCA)**—You can request Census Bureau paper maps of your community and update them using colored pencils.
- **Paper address lists (LUCA)**—LUCA participants can request paper address lists for their government.



You don't have to be an expert geographer to participate!

We want to help you take full advantage of the Census Bureau's geographic partnership programs, so you can get the most useful data about your community. All of the geographic partnership programs offer free in-person and online training. Please check the program Web sites for training information.

Will the Census Bureau contact my government for all of these programs?

For BAS, LUCA, and PSAP, we will contact the highest elected official of your government, as well as a community planner, clerk, administrator, or other person who will complete the work.

For SDRP, we will contact the state Title I coordinator. Local communities can work with their state Title I office to get school district updates to the Census Bureau.



To see the existing boundaries that we have on file for your community, visit the Census Bureau's online map application at <http://tigerweb.geo.census.gov>.



Connect With Us



The 2020 Census Local Update of Census Addresses Operation (LUCA)

What is LUCA?

LUCA is the only opportunity offered to tribal, state, and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census.



Why participate in LUCA?

- To help ensure an accurate decennial census count in your community.
- To help the federal government distribute more than \$400 billion in funds annually for infrastructure, programs, and services.
- To help your community plan for future needs.

Who can participate in LUCA?

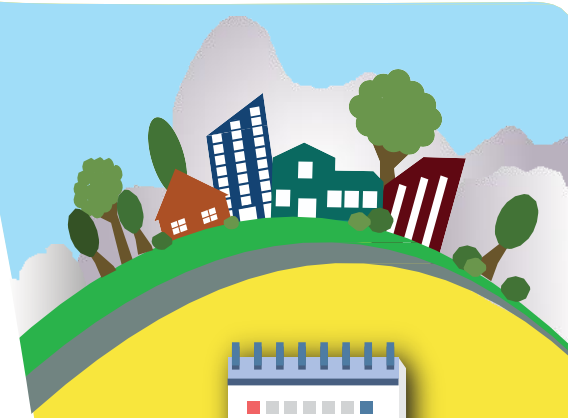
Active, functioning, legal governments can participate in LUCA. These include:

- Federally recognized tribes with a reservation and/or off-reservation trust lands.
- States.
- Counties.
- Cities (incorporated places).
- Townships (minor civil divisions).

If you are unable to participate in LUCA, you may designate an alternate reviewer for your government, such as your county, state data center, or regional planning agency.



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Schedule

- January 2017: Advance notification of LUCA mailed to the highest elected official (HEO) or Tribal Chairperson (TC) of all eligible governments and other LUCA contacts.
- March 2017: LUCA promotional workshops begin.
- July 2017: Invitation letter and registration forms mailed to the HEO or TC of all eligible governments.
- October 2017: Training workshops begin. Self-training aids and Webinars will be available online at the LUCA Web site.
- February 2018: Participation materials mailed to registered participants. Participants have 120 calendar days from the receipt of materials to complete their review.
- August 2019: Feedback materials offered to participants with the results of Address Canvassing.
- **April 1, 2020: Census Day.**

For more information about LUCA, call 1-844-344-0169, e-mail us at <GEO.2020.LUCA@census.gov>, or visit our Web site at <www.census.gov/geo/partnerships/luca.html>.

LUCA Materials

The Geographic Update Partnership Software (GUPS) is new for LUCA. The GUPS is a self-contained Geographic Information System (GIS) update and processing package. In addition to the software, you will receive the Census Bureau's address list, address count list by



census block, and Topologically Integrated Geographic Encoding and Referencing (TIGER) partnership shapefiles.

The Census Bureau offers its address list in digital or paper formats. The digital format requires the use of spreadsheet or database software. The paper format is available only to governments with 6,000 or fewer addresses.

Maps are offered in digital (TIGER partnership shapefiles that require GIS software) or paper (large format maps are 42 X 36 inches and include a DVD of small format [8.5 X 14 inches] block maps in Adobe PDF) formats.

The Census Bureau offers in-person training using LUCA materials. Self-training aids and Webinars are available online at the LUCA Web site.

What's new for LUCA?

- Pre-LUCA activities provide more opportunities to submit address information and receive feedback through the continuous Geographic Support System (GSS) Program.
- Streamlined participation through the Full Address List Review provides the opportunity to review and update the Census Bureau's address list.
- The Census Bureau's digital address list is available in new, convenient standard software formats.
- Comprehensive data that includes ungeocoded address and residential structure coordinates.



Preparing for LUCA

You will receive only the addresses within your jurisdiction's boundaries that are currently on file with the Census Bureau. By participating in the 2017 Boundary and Annexation Survey (BAS), you have the opportunity to verify or update your jurisdiction's boundaries. Doing this will ensure that you receive the complete list of addresses for your jurisdiction in LUCA.

To prepare your address list before you receive your LUCA materials:

- Ensure that your address list contains multiunit structure identifiers (such as apartment numbers for individual units) and that you can distinguish between residential addresses and nonresidential addresses.
- Identify local address sources, such as building permits, E-911 address files, local utility records, annexation records, and assessment or taxation files.
- Visit the LUCA Web site or plan to attend a LUCA promotional workshop to get more information about participating in the program.

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