



Road to the 2020 Census- How Communities Can Prepare Webinar

Sponsored by
Census & Economic Information Center
Montana Office of Tourism and Business Development,
Montana Department of Commerce

2:30 pm, Thursday, May 11, 2017

Presenters:

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U.S. Census Bureau-Denver Region

Agenda

- The Decennial Census
- 2020 Census Design
- Address List Maintenance 2010 - 2020
- Geographic Programs
- Community Partnership and Engagement Program
- Next Steps & Schedule

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.

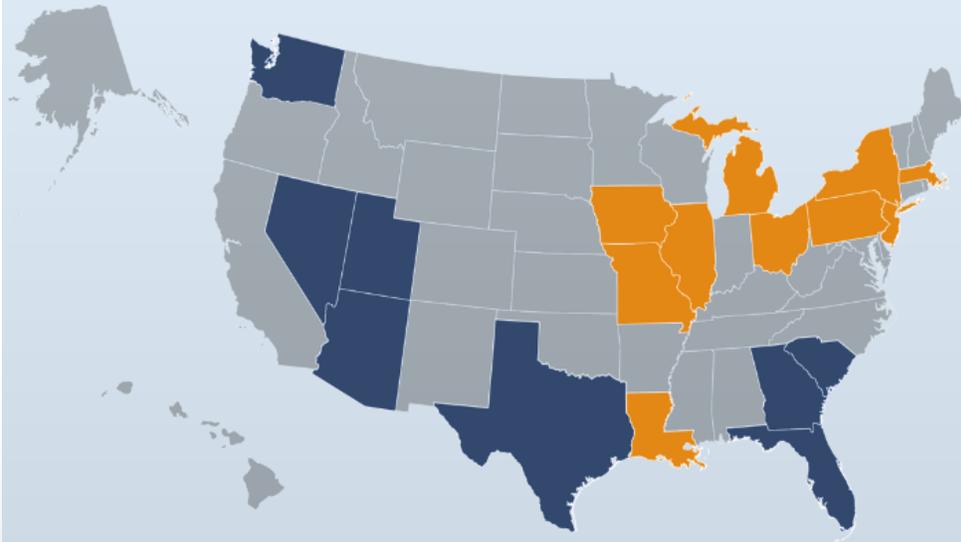
The Decennial Census

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

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

What's New for 2020 Census

4 Areas of Innovation

- Efficiency in Building an Address List
- Easier Ways to Respond
- Better Use of Information We Already Have
- More Efficient Field Operations

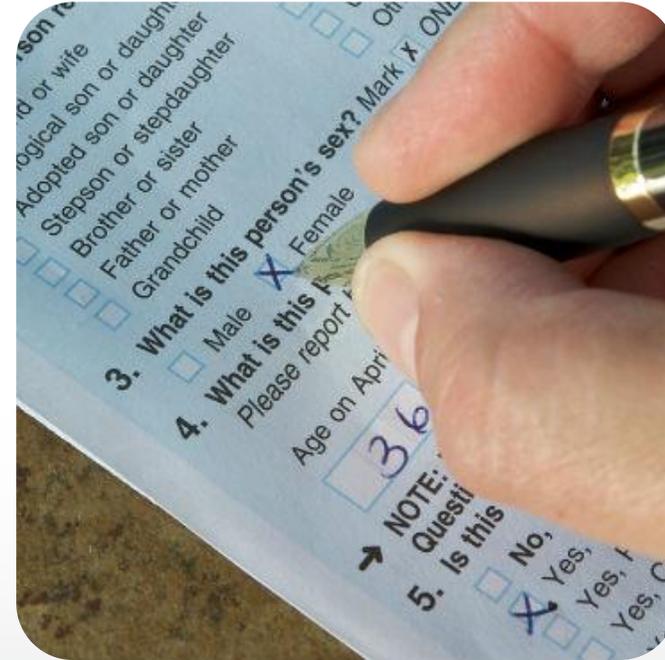
New Ability to Self Respond

- Internet
- Phone
- Paper Form

Or Traditional in person interview

Short Questionnaire

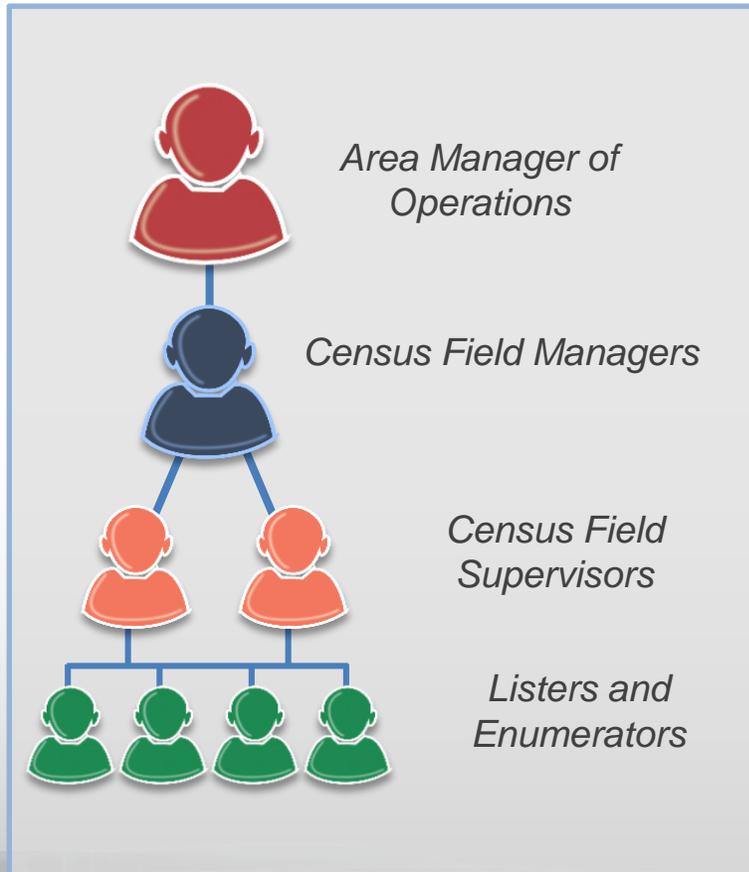
- Name
- Age & Date of Birth
- Sex
- Race & Origin
- Own or Rent Home
- Relationship
- Phone Number



Data protected by Title 13 Confidentiality

More Efficient Field Operations

Reengineering Field Operations



Streamlined Office and Staffing Structure

Increased use of Technology

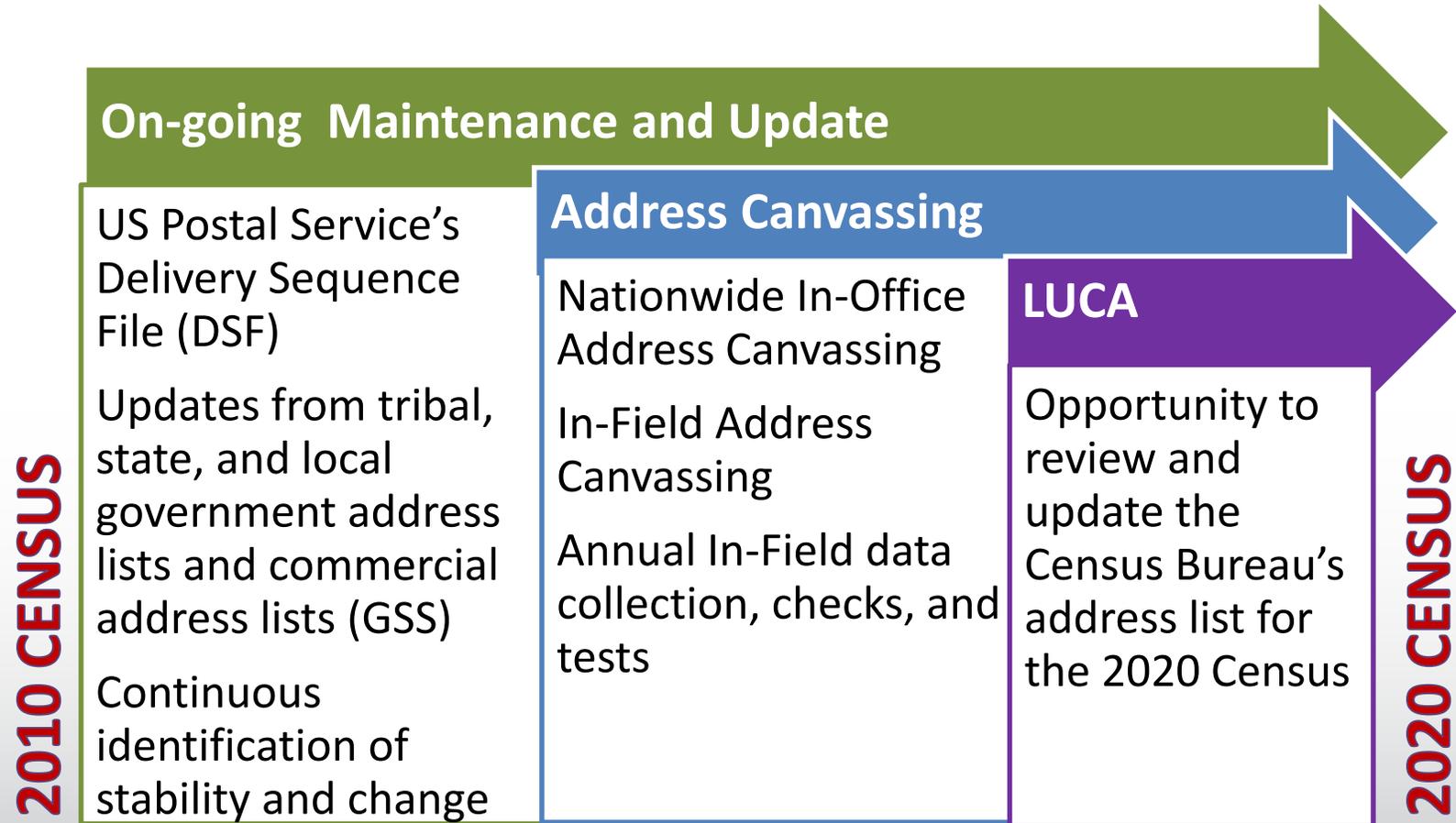
Key Data Collection Dates

- Now – 2019
- Jan 2018
- Spring-Summer 2019
- Aug - Oct 2019
- Fall 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

Address List Maintenance 2010 - 2020



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

Why Participate?

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

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

- **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

Who can participate in LUCA

- Federally recognized tribes with a reservation and/or off-reservation trust land
- States
- Counties
- Incorporated places
 - Cities, towns, boroughs, or villages
- Townships (Minor Civil Divisions)

Preparation - Early Tools

2020 LUCA Address Block Count List

- Provides 2017 address counts by 2010 census block so you can compare your address list to assess whether you'd like to participate:

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

Preparation - Early Tools

Census Geocoder

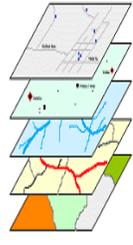
- Takes addresses and returns latitude/longitude or census geography
- Increasing the maximum number of records for batch processing from 1,000 to 10,000

<https://geocoding.geo.census.gov/>

Preparation - Participation Methods



Geographic Update Partnership Software (GUPS)



GIS Format – Shapefiles and Address List



Paper Format - Address List and Maps

Preparation – Next Steps (Participant)

- **Prepare** (now!)
- **Register** to participate (July–December 15, 2017)
- **Attend** a technical 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

Preparation - 2020 LUCA Schedule

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

Boundary & Annexation Survey

BAS



What is It?

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

Why Should your Government Participate?

Boundaries are used to tabulate data for:

- Decennial Census (year ending in 0)
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program (annually)
- American Community Survey (annually)

Boundary & Annexation Survey

BAS



Submission Deadlines:

March 1 of survey year – Deadline for BAS submission to be included in Population Estimates Program and American Community Survey

May 31 of Survey Year: updates reflected in the following year's BAS.
Boundaries submitted by May 31 will be included in LUCA.

Participation Tools:

GUPS (Geographic Update Partnership Software), your GIS, paper maps

Review Online NOW using TIGERweb:

<https://tigerweb.geo.census.gov/tigerweb/>

2020 Participant Statistical Areas Program PSAP



What is it?

An 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.

- Encourage states as well as Regional Commissions and Councils to participate in this once-a-decade data review and update
- These statistical areas are a critical element of our ability to disseminate data for small geographies

An opportunity for tribal governments to review all tribal statistical areas within their reservation.

2020 Participant Statistical Areas Program PSAP



Program Implementation

- 2020 PSAP plan created by the Census Bureau for review (*new for 2020*)
- 2 Phases: Delineation (120-days)
Verification (120-days)

Schedule

- Spring 2017: Program announcement
- Late 2018: Plan delineation
- Late 2019: Plan verification

Boundary Validation Program (BVP) January 2020

- Highest Elected Officials (HEO) and Tribal Leaders (TL) are provided maps of jurisdictional boundaries for initial review and update in March 2020
- HEOs and TLs complete final validation of boundary changes provided during BVP or BAS by May 2020
- Boundaries as of January 1, 2020 will be used for 2020 Census data tabulation

How you can prepare for geographic programs:

Get your local address list in shape for LUCA

- Determine unit designations for multi-unit buildings
- Determine residential vs. commercial addresses
- Geocode to current Census Tract/block

See: <https://geocoding.geo.census.gov/>

Contact the PSAP lead agency for your Jurisdiction

Begin a review of 2010 tracts, block groups, and CDPs that need revision for 2020

Community Partnership and Engagement Program



Goals and Challenges

- **Motivate People to Respond**
- **Assure Respondents that their Data are Confidential and Secure**
- **Educate about Importance**
- **Support communities in their mobilization efforts**



Community Partnership and Engagement Program

Census Staff

- Partnerships 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



Community Partnership and Engagement

- Complete Count Committees
- Local/Customized Promotion
- National Ad Campaign



Media & Advertising



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