2020 Census
Local Update of Census Addresses Operation (LUCA) Promotion (revised July 2017)
Agenda

• The Decennial Census
• 2020 Census Design
• LUCA
  – Background
  – Who Can Participate
  – What’s New for 2020 LUCA
  – Confidentiality and Security

• Preparation for LUCA Participation
  – 2020 LUCA Schedule
  – Early Tools
  – Product Preferences
    • GUPS
    • Paper
    • Digital
  – Next Steps
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 tribal, federal, state and local government and organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
2020 Census Design

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

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

- 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
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
LUCA – Who Can Participate

• Federally recognized tribes with a reservation and/or off-reservation trust land
• States and Counties
• Incorporated places
  – Cities, towns, boroughs, villages
LUCA – What’s New for 2020 LUCA

• Streamlined participation – Full Address List Review
• Standard software format for the digital address list
• Ungeocoded address records – state & 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
LUCA – 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
## Preparation - 2020 LUCA Schedule

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<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
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<td>January 2017</td>
<td>Advance Notice mailing sent to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors and other potential 2020 LUCA contacts</td>
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<td>March 2017</td>
<td>2020 LUCA Promotional presentations begin</td>
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<td>July 2017</td>
<td>2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors</td>
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<td>October 2017</td>
<td>2020 LUCA Training workshops begin</td>
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<td>December 15, 2017</td>
<td><strong>Deadline for 2020 LUCA Registration</strong></td>
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<td>February - April 2018</td>
<td>2020 LUCA materials ship. Participants begin review and update of the Census Bureau's address list</td>
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<td>February - September 2018</td>
<td>Census Bureau begins processing 2020 LUCA submissions</td>
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<td>April 2018 - June 2019</td>
<td>Census Bureau validates 2020 LUCA addresses</td>
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<td>August - September 2019</td>
<td>Census Bureau delivers 2020 LUCA feedback</td>
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<td>April 1, 2020</td>
<td><strong>CENSUS DAY</strong></td>
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Preparation – Early Tools

• Address Block Count Files/Lists

• Census Geocoder
  – Takes individual addresses or file of addresses and obtains census geography and approximate coordinates
  – Processes files containing up to 10,000 records
  – Offer Geocoding Services for larger files using SWIM (contact us at GEO.2020.LUCA@census.gov)
Preparation – Product Preferences

• Geographic Update Partnership Software (GUPS)

• Paper Format – Address List and Maps

• Digital Format – Address List and Maps
Product Preference - GUPS

• 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 complex edits
• Programmed with a review tool to validate LUCA edits
• No internet connection required
• No address matching capability
• No size limitation
GUPS screen example (Main screen)

**No Title 13 Data Displayed**
GUPS screen example (Add address pop-up)

**No Title 13 Data Displayed**
GUPS example (Add road and address records)

**No Title 13 Data Displayed**
Paper – Address List

• Available to governments with 6,000 or fewer addresses
• Legal size (8.5” x 14”) - SIX addresses per page
• Two sort options:
  • Street Name/House Number/Unit Number
  • Census Tract/Census Block/Street Name/House Number/Unit Number
### Paper - Address List (D-2007)

**No Title 13 Data Displayed**

**ADDRESS LIST**

2020 CENSUS LOCAL UPDATE OF CENSUS ADDRESSES OPERATION (LUCA)

**Disclosure Prohibited by Title 13, U.S.C.**

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ADDRESS LIST ADD PAGE

2020 CENSUS LOCAL UPDATE OF CENSUS ADDRESSES OPERATION (LUCA)

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<th>Complete Street Name</th>
<th>RR or HC2 and Box number</th>
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DISCLOSURE PROHIBITED BY TITLE 13, U.S.C.
### Address Count List (D-2009)

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

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Paper – Maps

• 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 (large format also included)
Paper – Large & Small Format Maps

**No Title 13 Data Displayed**
## Digital – Address List example

**No Title 13 Data Displayed**

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Digital – Maps (Shapefile)

• TIGER Partnership shapefiles
  – Unprojected geographic-based coordinate system (GCS NAD83)
  – Retain vintage for use in feedback products
• Edges and Tabulation block (tabblock) shapefiles
• Edits made to Edges shapefile
  – Add Line (AL); Delete Line (DL); Change Attribute (CA)
• Geocode using tabblock shapefile
Preparation – Next Steps (Participant)

• **Prepare** (consider your list, resources, potential partners)

• **Register** to participate (07/14/2017 – 12/15/2017)

• **Attend** a training workshop (10/2017 – 02/2018)
  – In-person workshops
  – Self-training aids and Webinars available online

• **Conduct** your LUCA review (Early Spring 2018)
  – **120** calendar days upon receipt of materials to complete review
Registration (Participant)

- Invitation Letter
- Registration Form (D-2002)
- Product Preference Form (D-2003)
- Confidentiality and Security Guidelines (D-2004)
- Confidentiality Agreement Form (D-2005)
- Self-Assessment Checklist (D-2006)
- Instructions for Registration
Registration Form (D-2002)
Product Preference Form (D-2003)
Confidentiality and Security Guidelines (D-2004)
Confidentiality Agreement Form (D-2005)
Self-Assessment Checklist (D-2006)

<table>
<thead>
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<th>Column A</th>
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<tr>
<td>1. Protecting Census Bureau Title 13 Materials</td>
<td>Confidentiality &amp; Security Guidelines Reference</td>
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<td>2. Reporting an Incident</td>
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<td>3. On-Site Visits</td>
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<tr>
<td>4. Destruction or Return of Confidential Materials</td>
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Details: (Attach separate sheet if necessary)
Questions about 2020 LUCA?

• Visit the 2020 LUCA Web site:
  <https://www.census.gov/geo/partnerships/luca.html>
  – Frequently Asked Questions document

• Contact us:
  – Geographic Programs Support Desk toll-free telephone number: 1-844-344-0169
  – E-mail: <GEO.2020.LUCA@census.gov>
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More information on the 2020 Census: https://www.census.gov/2020census

More information on the American Community Survey: https://www.census.gov/programs-surveys/acs/

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