

2020 Census Local Update of Census Addresses Operation (LUCA)

Atlanta Regional Office

Managing Census Operations in:
AL, FL, GA, LA, MS, NC, SC

Promotion

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U.S. Department of Commerce
Economics and Statistics Administration
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2020

Agenda

- 2020 Census Overview
- What is LUCA?
- LUCA Confidentiality and Security
- Statewide LUCA Participation in 2010
- LUCA Participation Media Options (GUPS, Digital, Paper)
- Preparing For The 120 Day Review Period

Why allocate your limited resources to Census programs?

- **Political Power:**
 - Census is constitutionally mandated for re-apportionment of Congress.
 - Census results are used for Redistricting at national, state, and local levels.
- **Informed Planning:**
 - Federal, tribal, state and local use governments use Census data in their community planning and regional development.
 - Businesses and non-profits use Census statistics in their organizational decisions (e.g., where to locate, size of market, etc.)
- **Money/Economic Impact:**
 - \$400 Billion/year is distributed using Census numbers (\$4 Trillion over the decade).

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.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

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

IN-FIELD

IN-OFFICE



- 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



Count Everyone Once In the Right Place

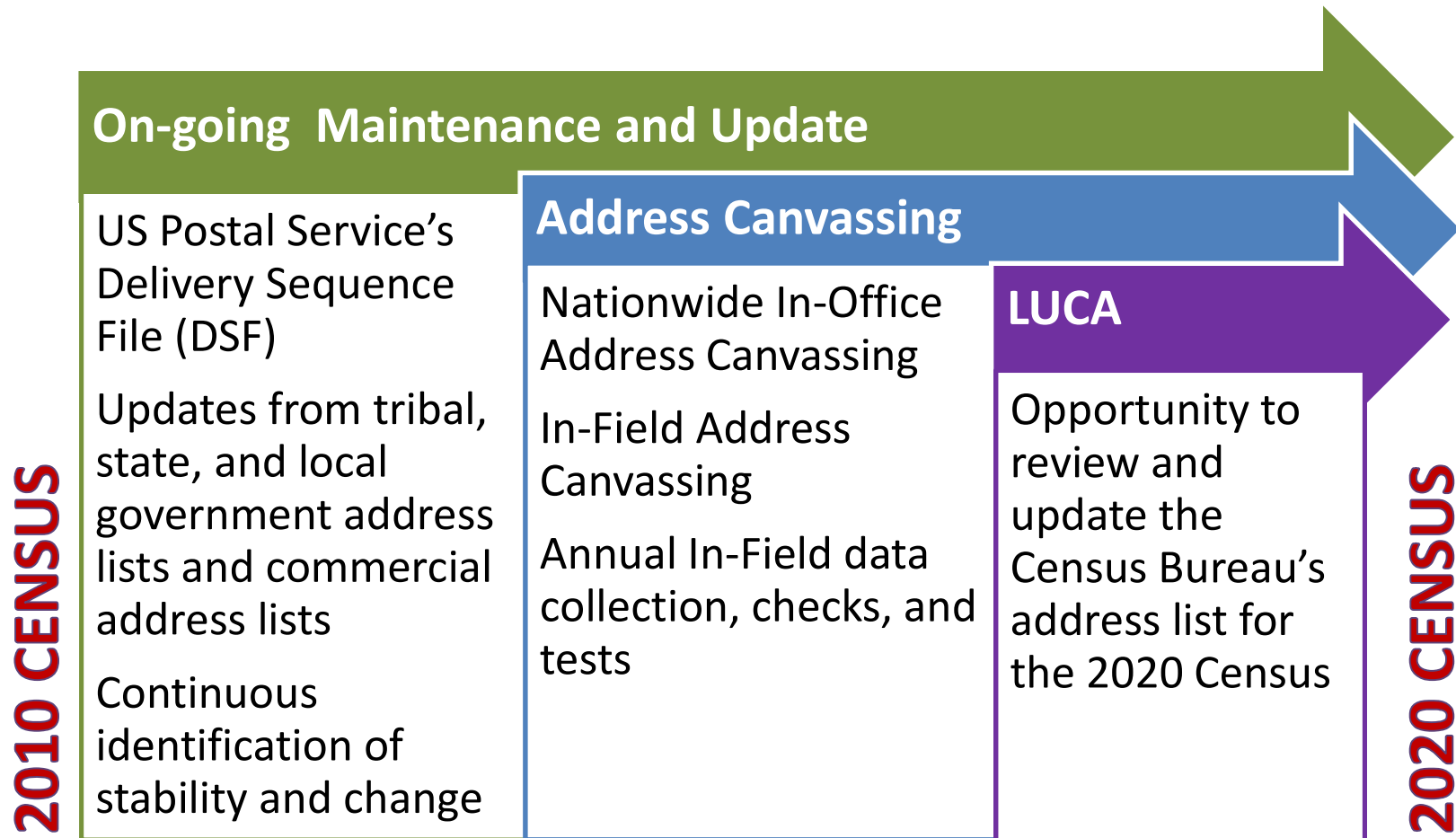
Release Census Results

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



Address List Maintenance 2010 - 2020



What is the Local Update of Census Addresses Operation (LUCA)?

- Authorized by the [Census Address List Improvement Act of 1994 \(Public Law 103-430\)](#).
- 2020 Decennial Census voluntary geographic partnership operation.
- The one and only opportunity for tribal, state, and local governments to review and update the Census Bureau's Address List for residential addresses and group quarters.

Why LUCA Is A Critical Component For An Accurate 2020 Census

- Before we count people, we need an accurate list of the living quarters where we need to count them.
- LUCA improves the Census Bureau's Address List.
- Local Governments are almost always the best source of address data (GIS, E911, Property Tax Assessors, and/or Utility Services, etc...).
- The accuracy and completeness of the address list is critical to the success of the Census.
- An accurate Address List leads to an accurate Population Count.

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

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.

Connect With Us

What's New for LUCA 2020

- **Streamlined participation** – Full Address List Review
- **Includes** ungeocoded address records for state and county participants.
- **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 spots.
- **Requires** residential multi-unit structure identifiers (Apt 1, Unit A2, Lot 17, #3001, etc.)

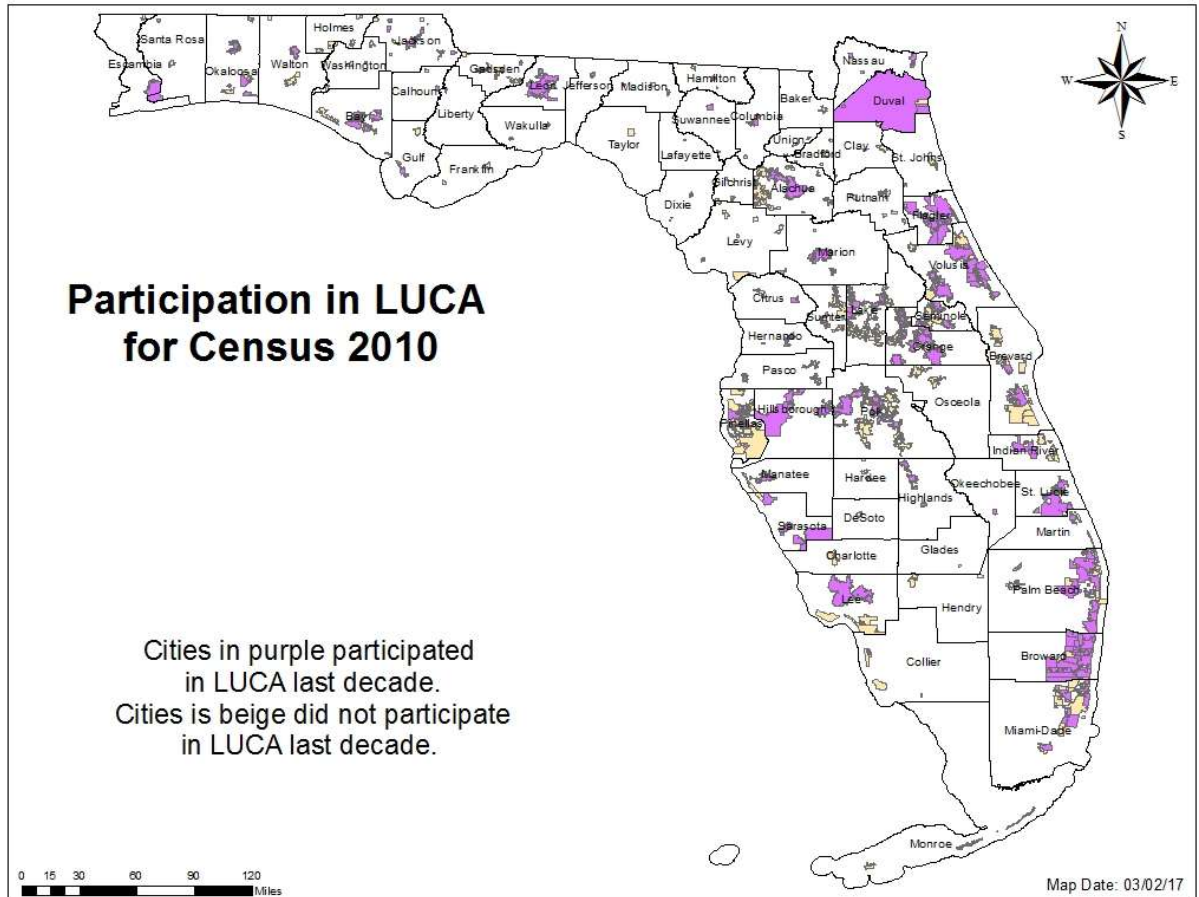
Confidentiality and Security

- The information provided to/from LUCA is covered under Title 13 of the United States Code which:
 - Requires the Census Bureau maintain the confidentiality of all information it collects.
 - Requires the Census Bureau to ensure confidential treatment of census-related information, **including individual addresses and map structure points.**
 - Requires that all LUCA liaisons, LUCA reviewers, and anyone with access to Title 13 materials abide by the Confidentiality and Security Guidelines.
 - Requires **certification of return or destruction of Title 13 data after LUCA ends.**

**Cities in FL = 411
(does not include
CDPs)**

in LUCA2010 = 178

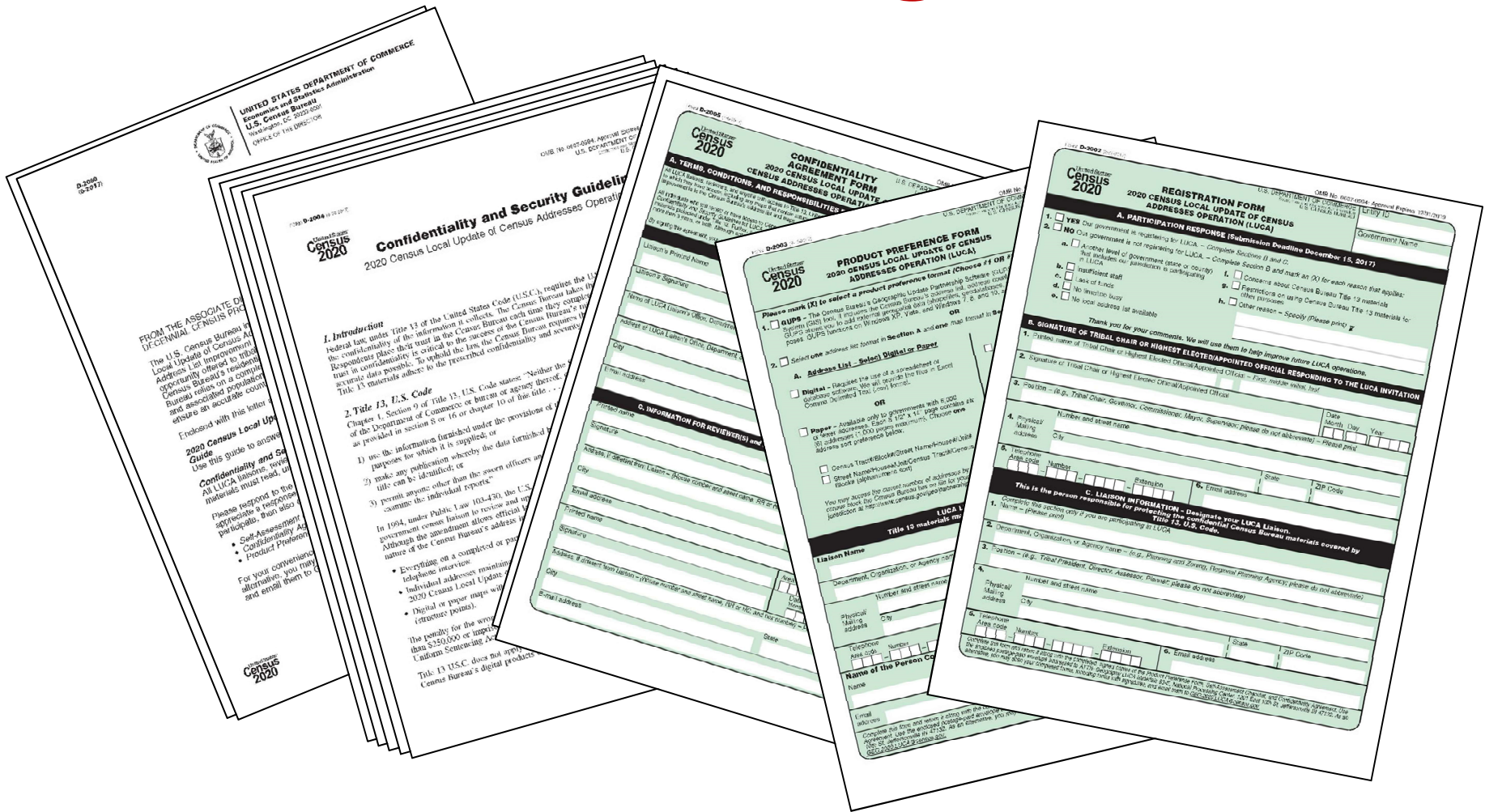
**43% of FL cities
participated in LUCA
for 2010.**



LUCA Timeline

- ✓ ■ January 2017: Advance notification for LUCA mailed.
- ✓ ■ April 2017: LUCA promotional trainings begin.
- ✓ ■ July 2017: Invitation letter and registration forms mailed. We recommend registering before the end of August.
 - October 2017: Technical training workshops begin.
 - February 2018: Participation materials mailed to registered participants (**120 day clock begins upon receipt**). This is the time technical staff needs to be available. We recommend that you plan now to ensure adequate budget and resource availability during this time period.
 - August 2019: Feedback materials sent to participants and the 30 day appeals process begins.
 - April 1, 2020: Census Day.

2020 LUCA – NOW!! Invitations & Registration!



Assembling Your LUCA Team

HEO

- Highest Elected Official – Governors, County Chairs, Tribal Chairs, Mayors.
- July 2017 - Receives the invitation and registration materials.
- Selects the LUCA Liaison.
- Completes and returns the registration form.
- If participates in the review or acts as the LUCA Liaison, must sign confidentiality agreement

Assembling Your LUCA Team

Continued

LUCA Liaison

- Will receive the LUCA materials when mailed out in the spring of 2018.
- Responsible for organizing the LUCA address review.
- Must sign and agree to the confidentiality and security agreement.
- Responsible for ensuring that all of the confidentiality and security measures are met.
- Selects a team of Reviewers to assist in the address review.
- Participate in a LUCA Technical Workshop in the Fall of 2017!!

Assembling Your LUCA Team

Continued

Reviewers

- Team selected by the HEO and/or LUCA Liaison to assist in the address review.
- Must sign and agree to the confidentiality and security agreement.
- Participate in a LUCA Technical Workshop in the Fall of 2017!!

Preparing For LUCA 120 Day Review Period

- Participate in the 2017 Boundary and Annexation Survey (BAS) to ensure your jurisdiction's boundaries are accurate and up to date prior to LUCA.
- Develop your address review strategy and determine team of reviewers – *Estimates are between 16 to 672 hours to complete the address review and submit updates.*
- Coordinate your partnership with overlapping and neighboring county, city, and state governments.
- Determine, assemble, and prepare your local address sources.
- Determine the format for your LUCA materials.
- Geocode your local address list using the on-line Census Geocoder.
- **Access the Census Address Block Count List for your jurisdiction** online and compare these counts to your local sources.

Preparation – Address List Formats

- Paper
 - Available to governments with 6,000 or fewer addresses.
 - Legal size (8.5” x 14”) – 6 addresses per page.
 - Two sorts:
 - Street Name/House Number.
 - Census Tract number/Block number/Street Name/House Number.
 - Separate ‘Add Page’
- Digital
 - Available to all governments.
 - Excel (.xlsx) or Comma Delimited Text (.csv) format.
 - No separate ‘Add Page’.

Preparation

Product Preferences

- Geographic Update Partnership Software (GUPS)
- Paper Format – Address List and Maps
- Digital Format – Address List and Maps

Product Preference Combinations

- Geographic Update Partnership Software (GUPS)
- Paper Address List & Large Format Paper Maps
- Paper Address List & Large Format Paper Maps with PDF
- Paper Address List & Digital Map
- Digital Address List & Large Format Paper Maps
- Digital Address List & Large Format Paper Maps with PDF
- Digital Address List & Digital Map

Prioritizing Your Review

When a complete review is not possible, focus your review on these areas:

- Group quarters – College dorms, nursing homes, correctional facilities, etc.
- Areas of new construction.
- E-911 conversion areas.
- Single/multifamily home conversions.
- Warehouses converted to residential.
- New mobile homes.
- Apartment buildings with irregular/missing numbering schemes.
- Annexed land.
- Areas along governmental boundaries.
- Blocks with the greatest count differences between the Census Bureau's address block count and your address block count.
- State and county reviewers should also focus on the ungeocoded list.

<http://www.census.gov/geo/partnerships/luca.html>
(check this website for updates)

The screenshot shows a web browser window displaying the United States Census Bureau website. The page title is "2020 Census Local Update of Census Addresses Operation (LUCA)". The navigation menu includes "Topics", "Geography", "Library", "Data", "Surveys/Programs", "Newsroom", and "About Us". The main content area is titled "2020 Census Local Update of Census Addresses Operation (LUCA)" and includes sections for "Who Can Participate?", "Why Participate?", and "What's New!".

2020 Census Local Update of Census Addresses Operation (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. The [Census Address List Improvement Act of 1994 \(Public Law 103-430\)](#) authorizes the LUCA.

Who Can Participate?

Active, functioning governments are eligible to participate in LUCA for areas including:

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

If your government lacks the resources to participate in LUCA, you can arrange for a higher level of government, such as county, or an organization, such as regional planning agency or council of governments, to conduct your review.

Why Participate?

- Governments that participate in the LUCA operation help ensure an accurate decennial census count for their communities.
- An accurate count helps the federal government annually allocate more than \$400 billion across 26 federal agencies for tribal, state, and local government programs and services.
- To help your community plan for future needs.

What's New!

- Pre-2020 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;
- The Census Bureau's digital address list is available in a new, convenient standard software format;
- Availability of the Census Bureau Geographic Update Partnership Software (GUPS), a self-contained Geographic Information System (GIS) tool;
- Access to comprehensive data that includes residential structure latitude/longitude coordinates and ungeocoded census residential addresses; and
- Digital participants may submit residential structure coordinates as part of their address updates.

2020 Census LUCA

Questions?

Toll free LUCA Helpline:

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Email: GEO.2020.LUCA@census.gov

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

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