

# The Road to 2020

Southeast Population and Economic Data Conference  
October 12 2017

# Why We Do a Census

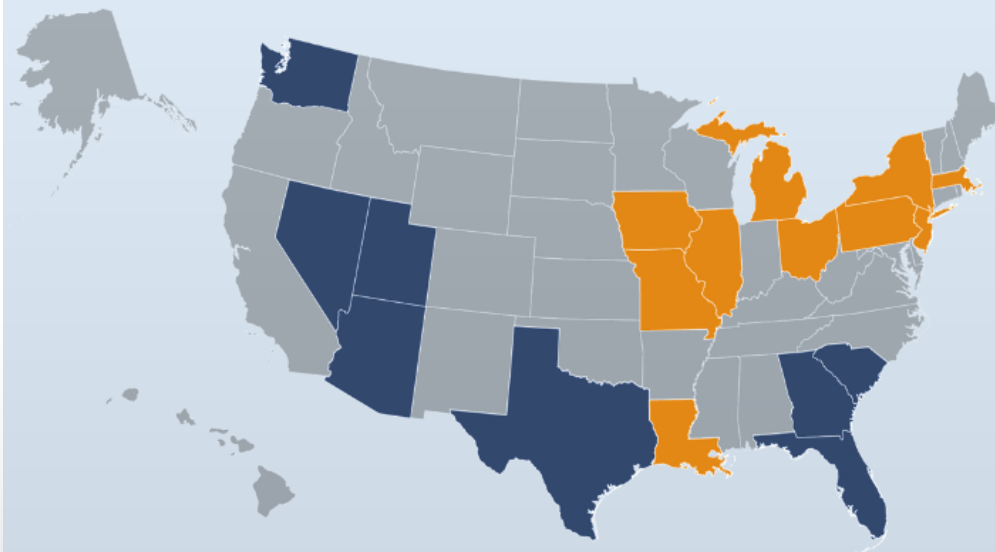
- Article 1, Section 2 of the US Constitution

*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.*

- Key Purpose is Apportioning the US House of Representatives

# APPORTIONMENT

2010  
OFFICIAL RESULTS



## GAINED

Arizona +1

Florida +2

Georgia +1

Nevada +1

South Carolina +1

Texas +4

Utah +1

Washington +1

## LOST

Illinois -1

Iowa -1

Louisiana -1

Massachusetts -1

Michigan -1

Missouri -1

New Jersey -1

New York -2

Ohio -2

Pennsylvania -1

# Also About Fairness...

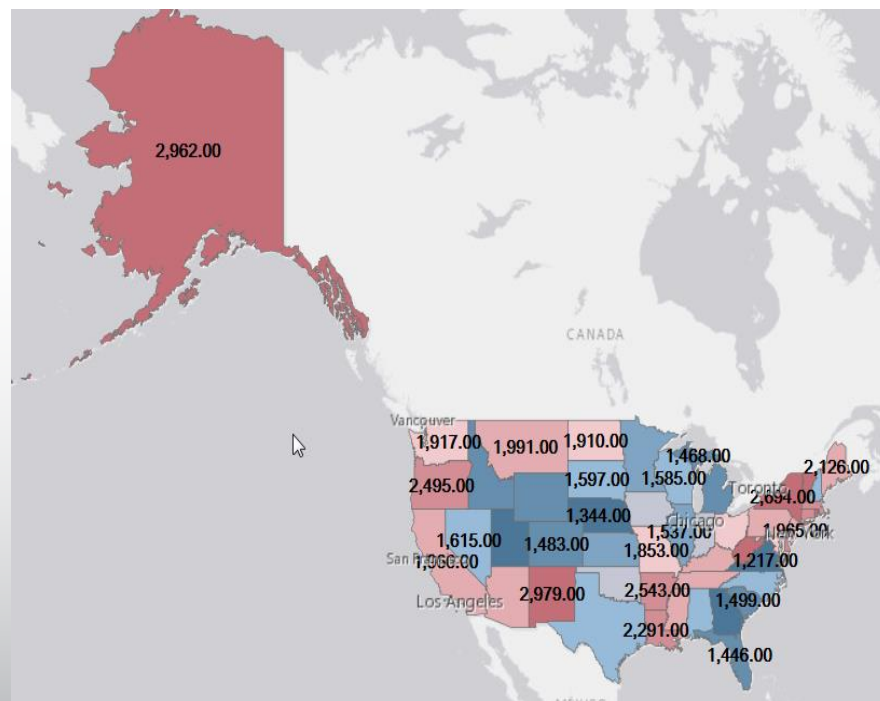
- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - ADA
    - Age Discrimination Act
  - Fair Housing Act

# And About Funding

## Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds

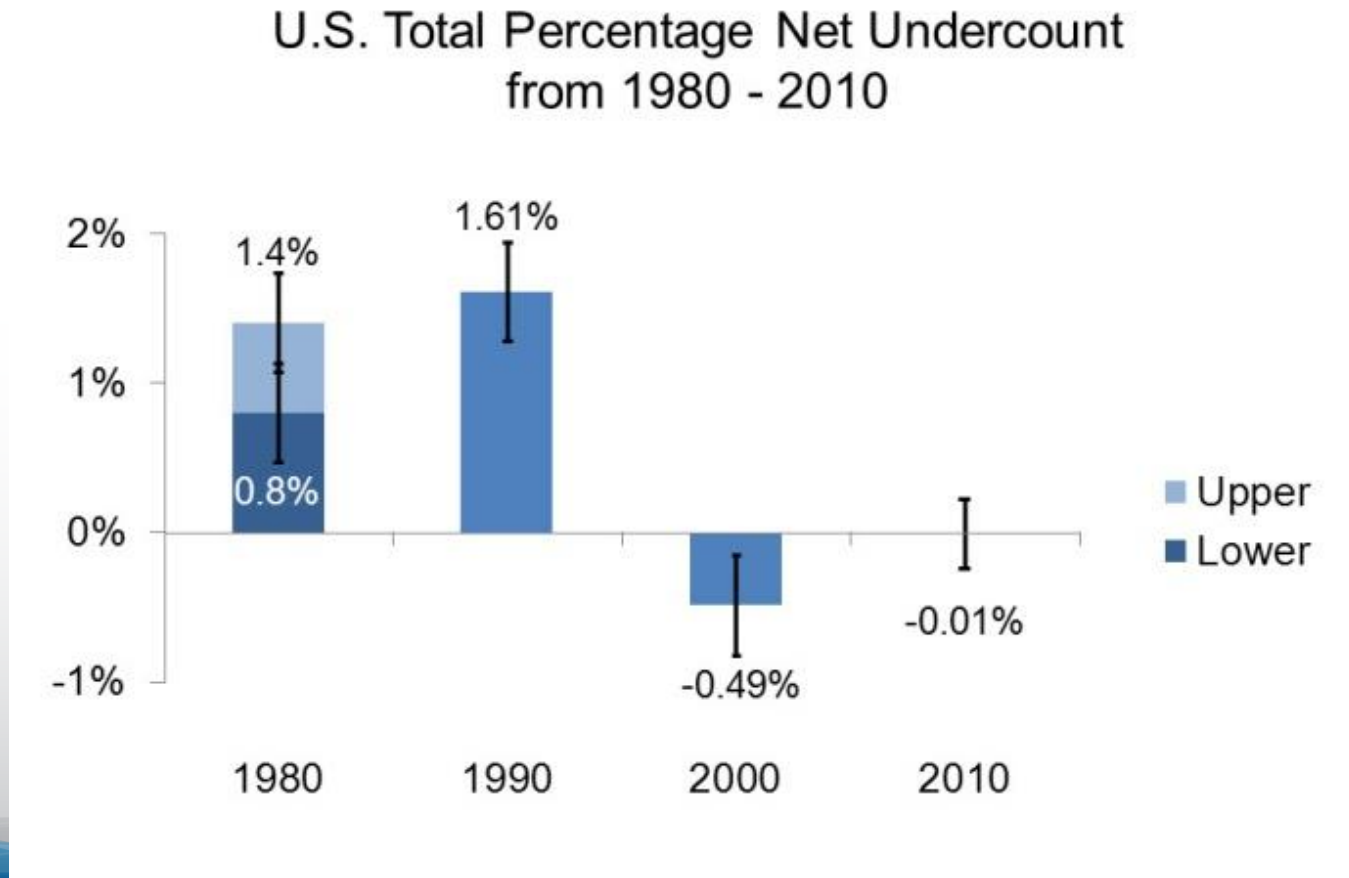
<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

1. Medical Assistance Program (Medicaid)
2. Supplemental Nutrition Assistance Program (SNAP)
3. Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
4. Highway Planning and Construction
5. Section 8 Housing Choice Vouchers
6. Title I Grants to Local Education Agencies
7. National School Lunch Program
8. Special Education Grants (IDEA)
9. State Children's Health Insurance Program (S-CHIP)
10. Section 8 Housing Assistance Payments Program (Project-based)
11. Head Start/Early Head Start
12. Supplemental Nutrition Program for Women, Infants, and Children (WIC)
13. Foster Care (Title IV-E)
14. Health Center Programs (Community, Migrant, Homeless, Public Housing)
15. Low Income Home Energy Assistance (LIHEAP)
16. Child Care and Development Fund – Entitlement



# The 2010 Census

- A Very Good “Net” Census



# 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

# Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- 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



# 2020 Census Design

## The 2020 Census: A New Design for the 21<sup>st</sup> 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

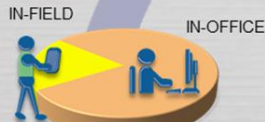
### Count the Population

*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*



- 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



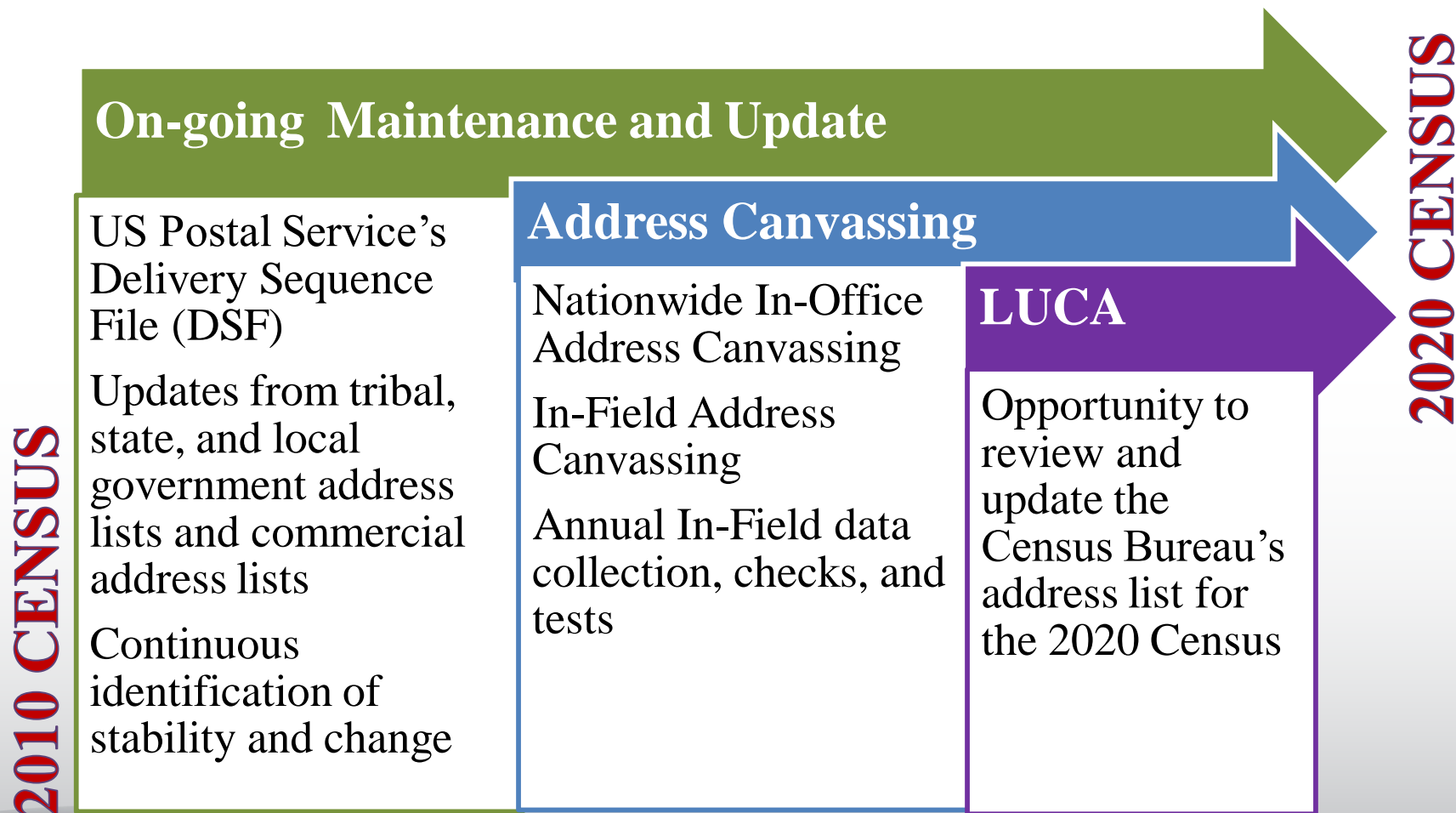
### Release Census Results

*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



# 2020 Census Local Update of Census Addresses (LUCA)

- Voluntary geographic partnership operation
- Once a decade opportunity to review and update the Census Bureau's Address List for residential addresses
- Authorized by the [Census Address List Improvement Act of 1994 \(Public Law 103-430\)](#)

# Who Can Participate in LUCA

- States
- Organized Boroughs
- Incorporated places (Cities, towns)
- Federally recognized tribes with a reservation or off-reservation trust land
- Alaska Native Regional Associations
- Title13 requires address and structure point information shared to participants remain confidential

# Preparation – Next Steps (Participant)

- **Prepare (now!)**
  - LUCA informational guide
- **Register to participate**
  - Deadline December 15, 2017
- **Attend a training workshop (Fall/Winter 2017)**
  - In-person workshops
  - Self-training aids online in December
  - Webinar schedule on the LUCA website (soon)

# 2020 LUCA schedule

Timeframe	Activity
January 2017 ✓	Advance Notice mailing mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors and other potential 2020 LUCA contacts.
March 2017 ✓	2020 LUCA Promotional presentations began.
July 2017 ✓	2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors.
October 2017 ✓	2020 LUCA Training workshops began.
December 15, 2017	<b>2020 LUCA registration deadline.</b>
February - April 2018	Participants receive their 2020 LUCA materials.
March - September 2018	Census Bureau processes 2020 LUCA submissions.
April 2018 - May 2019	Census Bureau validates 2020 LUCA addresses.
Summer 2019	Census Bureau delivers 2020 LUCA feedback.
April 1, 2020	<b>CENSUS DAY.</b>

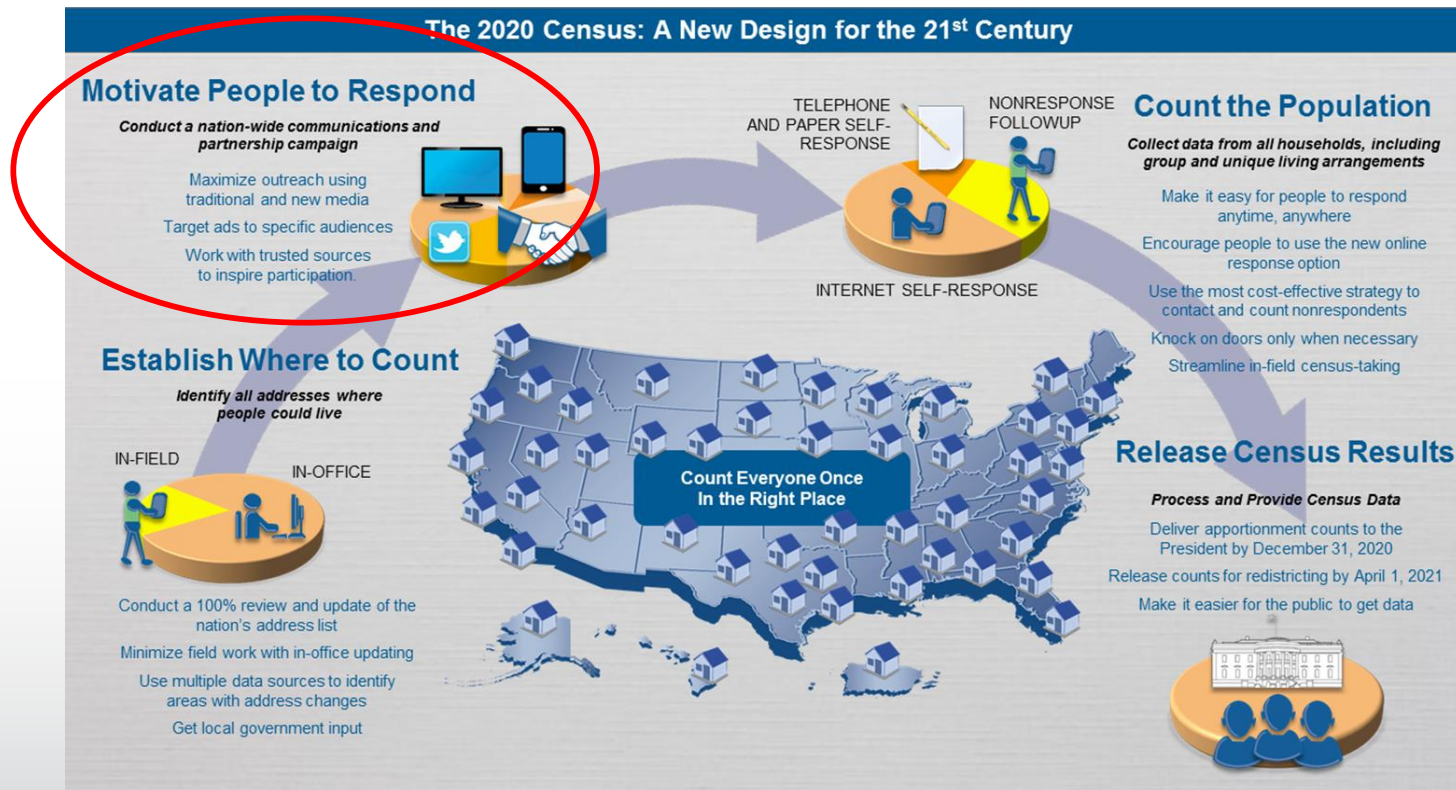
# Registered for LUCA

<https://storymaps.geo.census.gov/arcgis/apps/MapTools/index.html?appid=bf0af1d97f30421caa1b5d51f80ff825>

NAME	STATE	POPULATION
Haines Borough	AK	2,534
Kenai Peninsula Borough	AK	58,059
Ketchikan Gateway Borough	AK	13,709
Adak city	AK	332
Bethel city	AK	6,450
Chefornak city	AK	441
Cordova city	AK	2,239
False Pass city	AK	40
Juneau city and borough	AK	32,756
Kasaan city	AK	51
Ketchikan city	AK	8,197
Kwethluk city	AK	760
McGrath city	AK	346
North Pole city	AK	2,189
Valdez city	AK	3,976



# 2020 Census Design





# Motivate People to Respond

## Partnerships

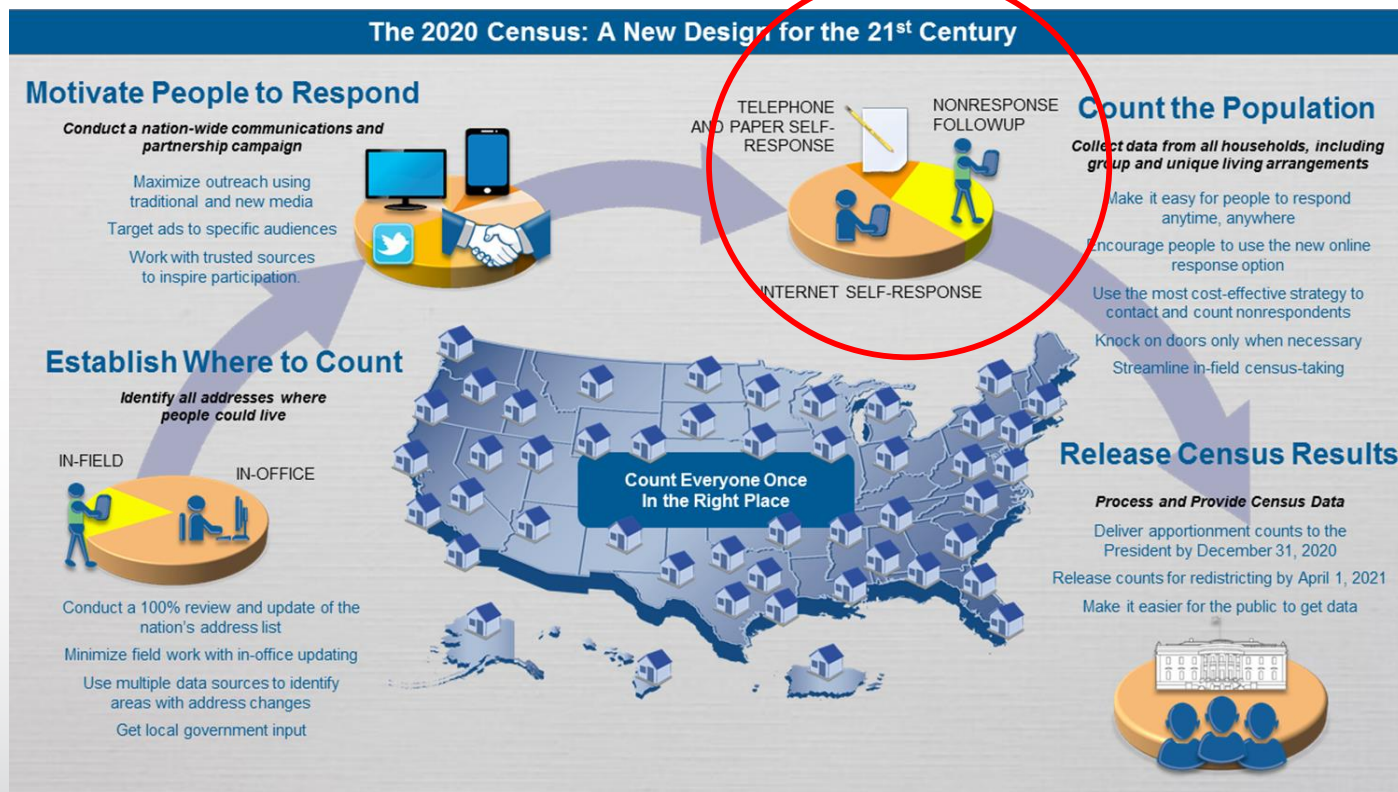
- Start planning your community outreach efforts and your Complete Count Committee
- Complete Count Committee

**What:** A volunteer committee established by the highest elected official to educate and motivate residents about the Census.

**Who:** A cross section of community representatives.

**How:** Contact your local community based organizations to invite their participation.

# 2020 Census Design



# Collection Geography

- Collection geography supports data collection during census activities
- Basic Collection Units (BCUs)
  - Smallest level of collection geography; building block for other collection geographies
  - Single, stable, national set of BCUs to be used for all listing operations

# Type of Enumeration

- The Type of Enumeration Area (TEA) value represents the predominant approach to conducting the 2020 Census in a given geographic area. The TEA assignment is based on area characteristics to maximize respondent participation.
- Annual updates in 2016, 2017 and 2018
- Every BCU is assigned a TEA value

# 2017 TEAs

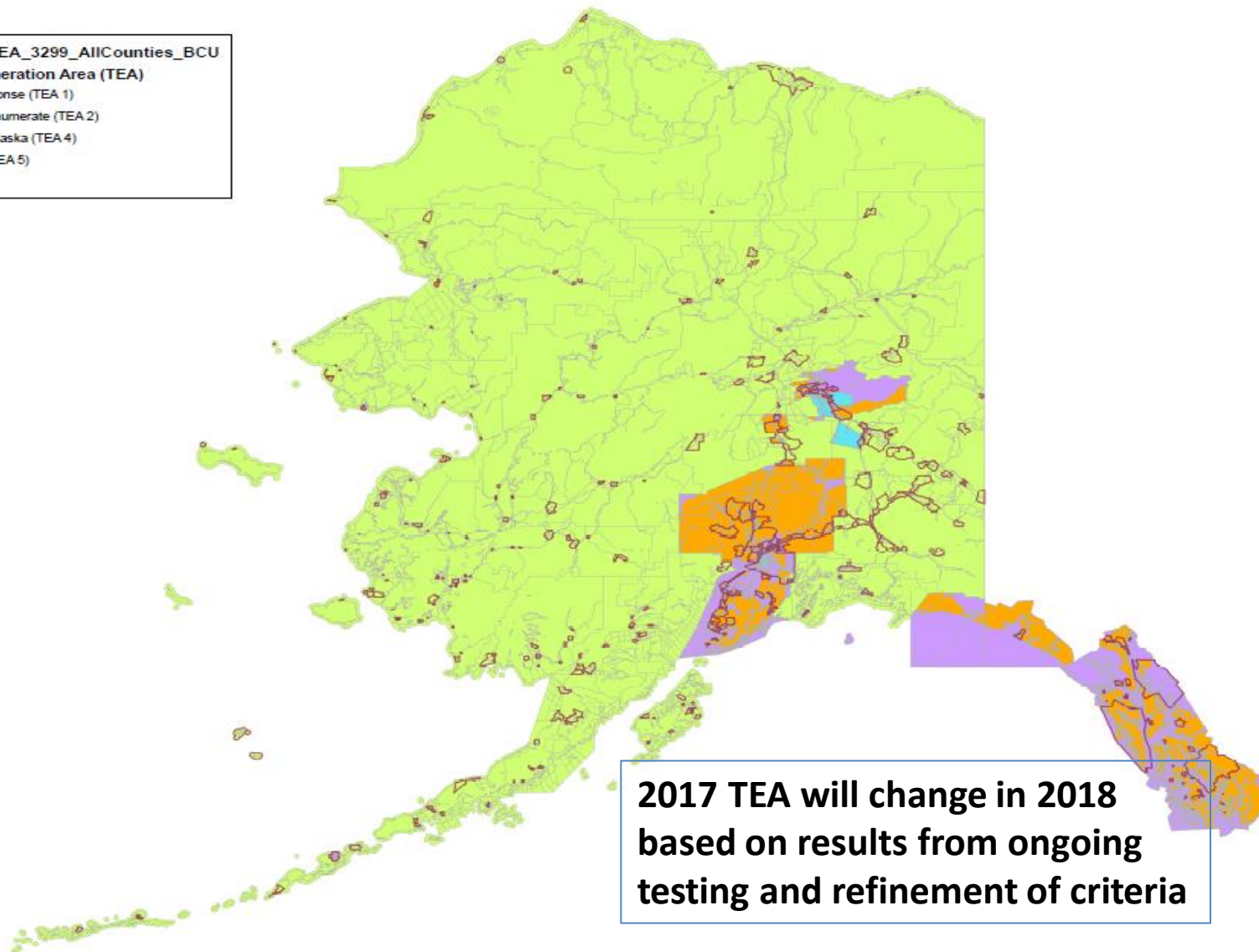
## Rough Estimate

- TEA 1 = Self Response 93% HU US
- TEA 2 = Update Enumerate <1%
- TEA 4 = Remote Alaska <.1
- TEA 5 = Military <.2%
- TEA 6 = Update Leave 7%
  - ‘newly introduced’ operation – most of Update Enumerate will move to Update Leave

AKERS001.TEA\_3299\_AllCounties\_BCU

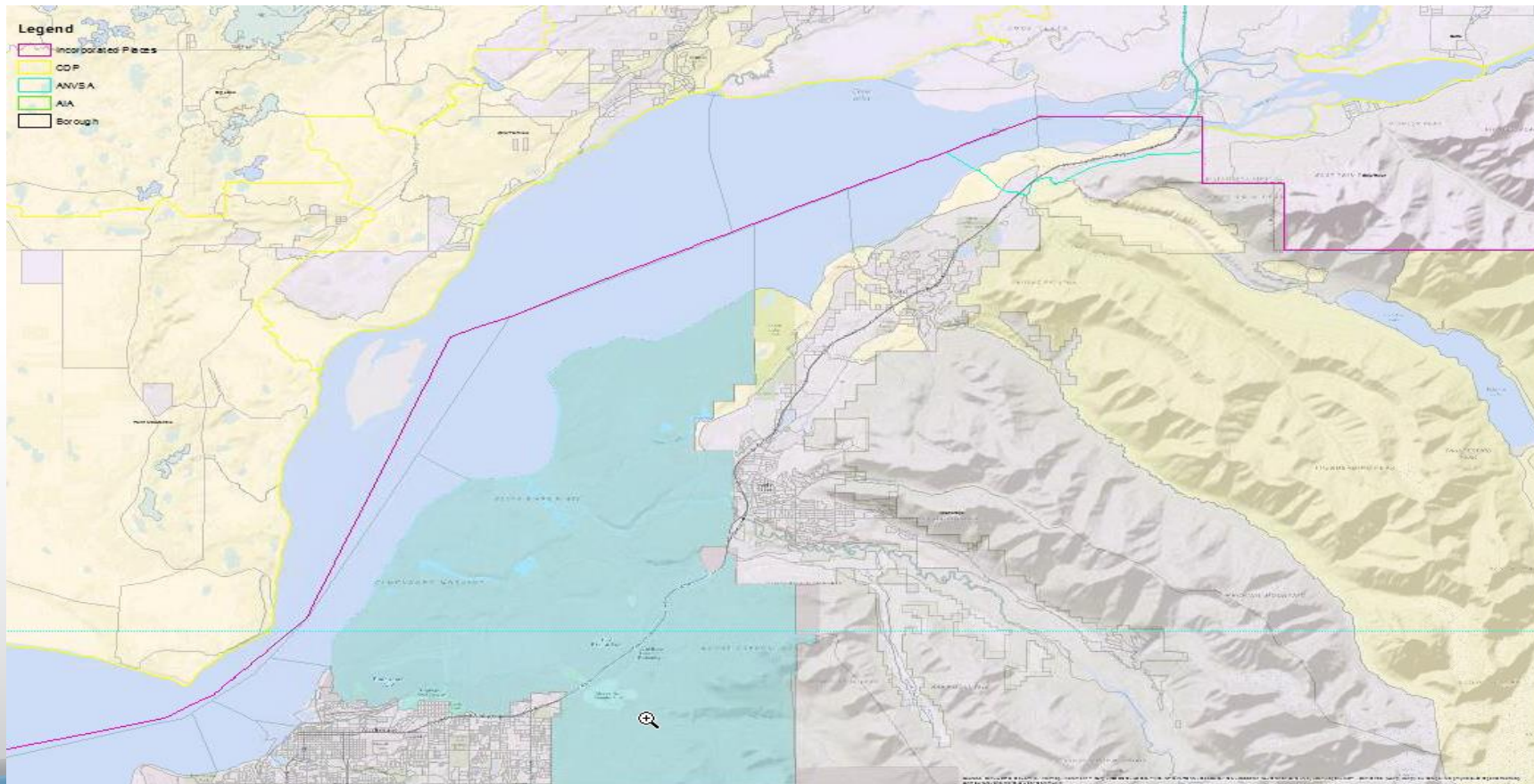
Type of Enumeration Area (TEA)

- Self Response (TEA 1)
- Update Enumerate (TEA 2)
- Remote Alaska (TEA 4)
- Military (TEA 5)
- Place



**2017 TEA will change in 2018  
based on results from ongoing  
testing and refinement of criteria**





# 2018 End-to-End Census Test

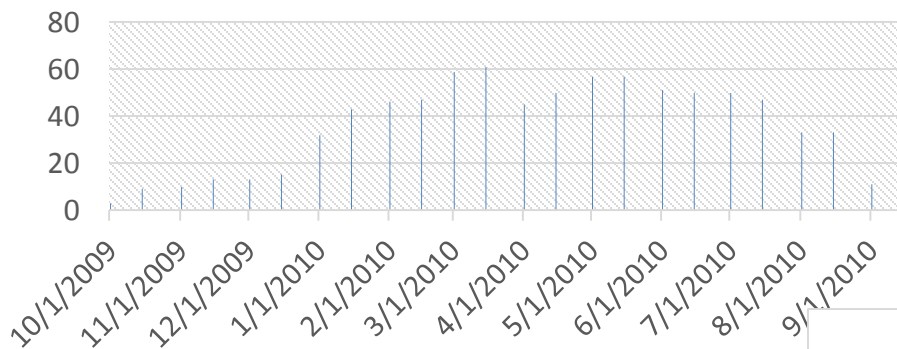
- A Dress Rehearsal of 2020 Systems
- Site test in Providence County, RI; Pierce County, WA; and, Bluefield-Beckley-Oak Hill, WV
- Pierce County, WA and Bluefield-Beckley-Oak Hill, WV are testing In-Field Address Canvassing, while Providence County, RI will experience multiple Census operations, including In-Field Address Canvassing, Internet Self Response, and Non-Response Follow-Up.
- Purpose
- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products





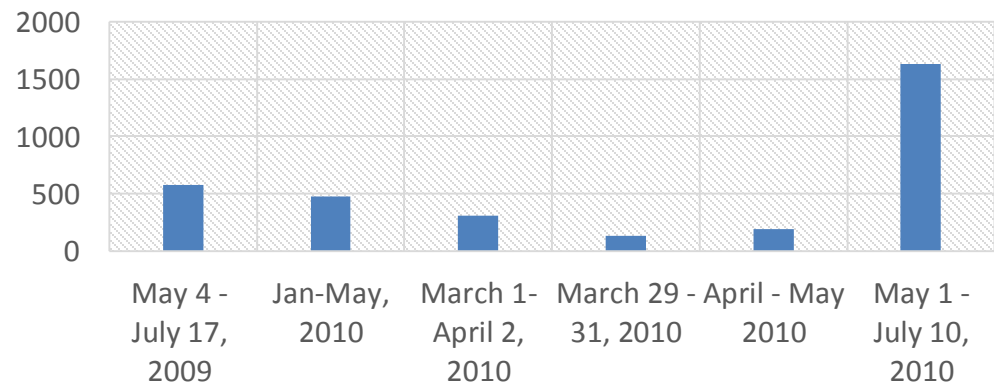
# Looking back: 2010 staffing

## Office Staff

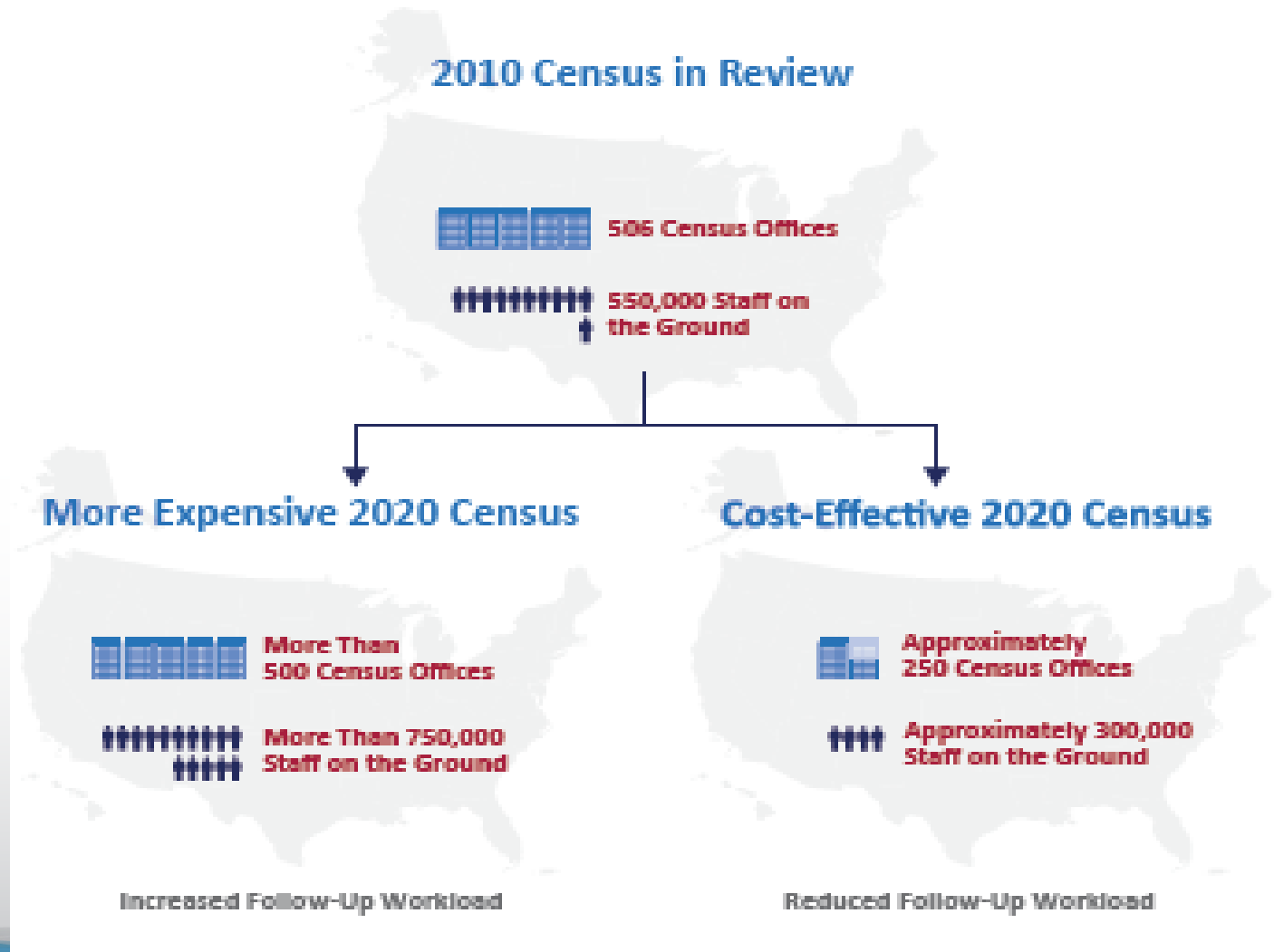


2010 Anchorage Local  
Census Office staffing

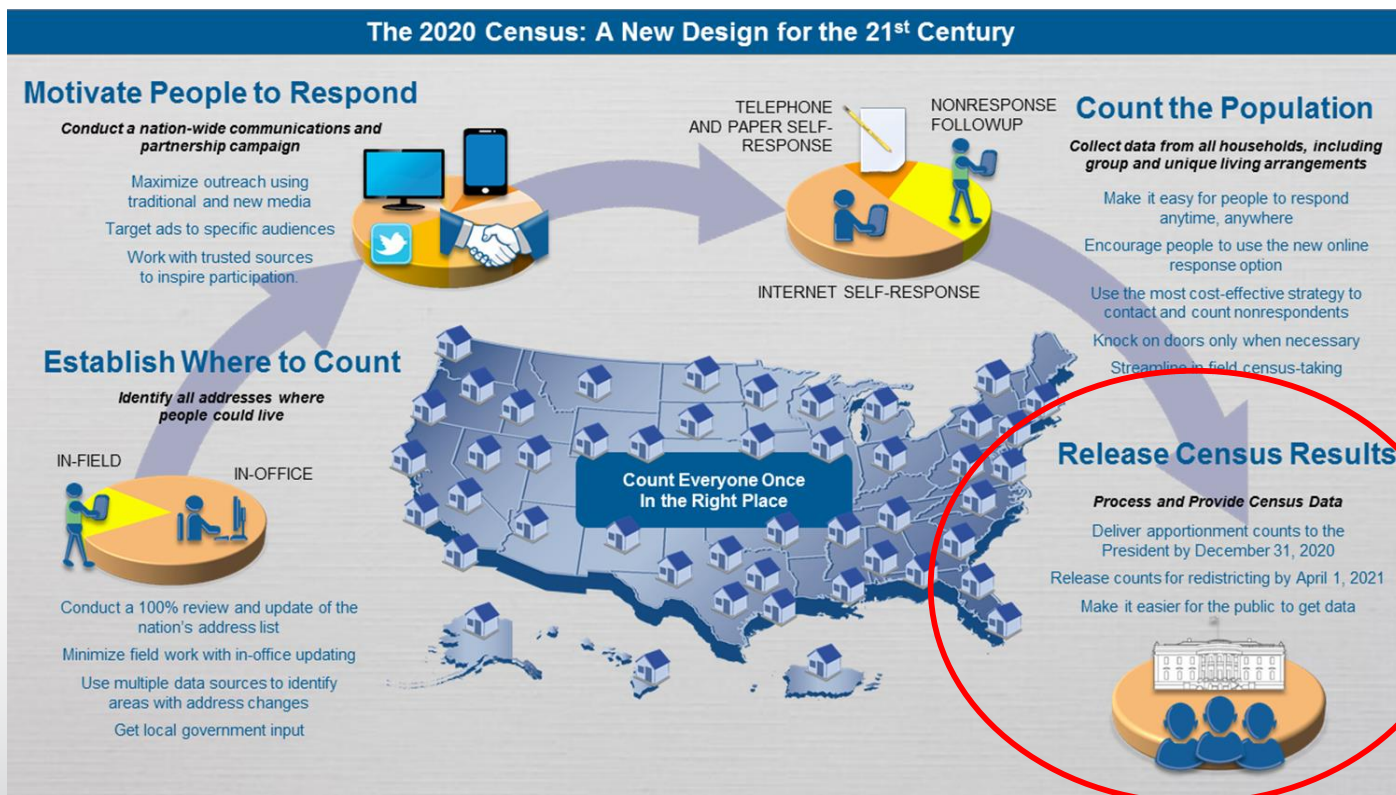
## Field Staff



# A Cost-Effective 2020 Census



# 2020 Census Design



# Boundary Validation Program (BVP)

- Highest Elected Officials (HEO) provided maps of jurisdictional boundaries for initial review and update in March 2020
- HEO completes final validation of boundary changes provided during BVP by May 2020
- Boundaries as of January 1, 2020 that will be used for 2020 Census data tabulation

# Participant Statistical Areas Program (PSAP)

A Decennial program that allows local participants, following Census Bureau criteria and guidelines, to review and suggest modifications to the inventory, boundaries, and names of statistical geographic areas.

*Goal is clean, consistent geography nationwide*

- 2020 PSAP geography includes:
  - Census tracts
  - Block groups
  - Census designated places (CDPs)
  - Census county divisions (CCDs)
  - Tribal statistical geographic areas

# PSAP criteria

- PSAP criteria will not change
- Criteria and guidelines were revised to improve clarity and to standardize informal practices and interpretations of previous operations.
- Federal Register comment period closes on October 13, 2017
- <https://www.federalregister.gov/documents/2017/08/14/2017-17033/proposed-information-collection-comment-request-participant-statistical-areas-program>

# Changes to 2020 PSAP Operations/Delineation

- All PSAP geographies will be reviewed in-house for adherence to:
  - Published criteria and guidelines
  - Coding and naming conventions
  - Optimal boundary feature use
- External Users will have the choice to update:
  - Census updated boundaries (“current”)
  - 2010 boundaries
- Geographic Update Processing Software (GUPS) will be the standard tool for making updates
  - Paper option for Tribal Statistical Geographies

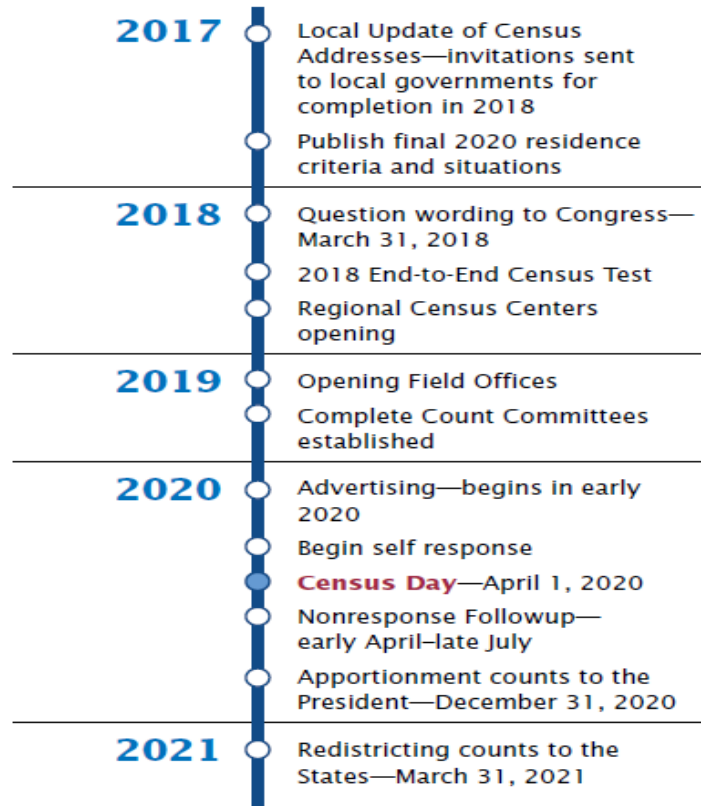
# PSAP Schedule

March – May 2018	Contact 2010 Census PSAP participants to inquire about 2020 Census PSAP participation
July 2018	PSAP invitation materials sent to PSAP participants
Dec. 2018	PSAP delineation phase begins. Participants have 120 calendar days to submit updates
Jan. 2019	PSAP Webinar trainings begin
July 2019	Send PSAP participants communication notifying closeout of delineation phase
Dec. 2019	PSAP verification phase begins. Participants have 90 calendar days to review updates
Oct. 2020	Close out the 2020 Census PSAP



# Looking Ahead

## Key Dates



# Audience Q&A

- How much was spent on the national advertising campaign in 2010?
- 2010 Census Integrated communications program paid advertising assessment report [https://www.census.gov/2010census/pdf/2010\\_Census\\_ICP\\_Paid\\_Advertising\\_Assessment.pdf](https://www.census.gov/2010census/pdf/2010_Census_ICP_Paid_Advertising_Assessment.pdf)

# Contact Information

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LUCA questions?

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

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