Counting Kentucky in the 2020 Census

Agenda

• The Decennial Census.
• 2020 Census Design.
• LUCA.
  o Background.
  o Who can participate.
  o What’s new for 2020 LUCA.
  o Confidentiality and security.

• Preparation for LUCA Participation.
  o 2020 LUCA schedule.
  o Early tools.
  o Product preferences.
    • GUPS.
    • Paper.
    • Digital.
  o 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.

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2020 Census Design

The 2020 Census: A New Design for the 21st Century

- **Motivate People to Respond**
  - Conduct a nationwide communications and partnership campaign.
  - Personal outreach using traditional and new media.
  - Target ads to specific audiences.
  - Work with trusted sources to engage participants.

- **Establish Where to Count**
  - Identify all addresses where people reside.

- **Count the Population**
  - Confidential from all households, including group and analysts being participated.
  - Make it easy for people to respond, anywhere.
  - Ensure people to cost the new online response.
  - Use the most cost-effective strategy to count and count correspondents.
  -Adapt to craft only where necessary.

- **Release Census Results**
  - Release the 2020 Census Data.
  - Divide accordance county to the President on December 31, 2020.
  - Suicide could be misleading by April 1, 2021.
  - Make it easier for the public to get data.
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.

Who can participate

• Federally recognized tribes with a reservation and/or off-reservation trust land.
• States, and Counties.
• Incorporated places.
  o Cities, towns, boroughs, villages.
• Townships (Minor Civil Divisions).
What’s new for 2020 LUCA

- Streamlined participation – Full Address List Review.
- Standard software format for the digital address list.
- Ungeocoded address records – 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 or latitude and longitude coordinate.

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 the Census Bureau maintain the confidentiality of all information it collects.
- LUCA operation requires all liaisons, reviewers, and anyone with access to Title 13 materials abide by Confidentiality and Security Guidelines and requires all LUCA participants sign the Confidentiality Agreement Form (D-2005).
2020 LUCA schedule

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<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>
</tr>
<tr>
<td>March 2017</td>
<td>2020 LUCA Promotional presentations began.</td>
</tr>
<tr>
<td>July 2017</td>
<td>2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors.</td>
</tr>
<tr>
<td>October 2017</td>
<td>2020 LUCA Training workshops begin.</td>
</tr>
<tr>
<td>December 15, 2017</td>
<td><strong>Deadline for 2020 LUCA Registration.</strong></td>
</tr>
<tr>
<td>February - April 2018</td>
<td>Participants receive their 2020 LUCA materials.</td>
</tr>
<tr>
<td>April 2018 - May 2019</td>
<td>Census Bureau validates 2020 LUCA addresses.</td>
</tr>
<tr>
<td>Summer 2019</td>
<td>Census Bureau delivers 2020 LUCA feedback.</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td><strong>CENSUS DAY.</strong></td>
</tr>
</tbody>
</table>

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.
  - Also offer Geocoding Services using SWIM.
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/Paper).

• Paper Address List & Large Format Paper Maps with PDF small format block maps (Paper/PaperPDF).

• Paper Address List & Digital Map (Paper/Digital).

• Digital Address List & Large Format Paper Maps (Digital/Paper).

• Digital Address List & Large Format Paper Maps with PDF small format block maps (Digital/PaperPDF).

• Digital Address List & Digital Map (Digital/Digital).
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.
- Size limitation.
GUPS screen example (Add address pop-up)  
**No Title 13 Data Displayed**

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>STCOU</td>
<td>24027</td>
</tr>
<tr>
<td>Tract</td>
<td>6069.07</td>
</tr>
<tr>
<td>Block</td>
<td>0000</td>
</tr>
<tr>
<td>House Number</td>
<td>301</td>
</tr>
<tr>
<td>Street Name</td>
<td>Any Street Ave</td>
</tr>
<tr>
<td>Apartment/Unit #</td>
<td>?</td>
</tr>
<tr>
<td>Zip Code</td>
<td>20014</td>
</tr>
<tr>
<td>Address Use:</td>
<td>M - Mailing</td>
</tr>
<tr>
<td>Longitude</td>
<td>-76.8427486128</td>
</tr>
<tr>
<td>Latitude</td>
<td>39.1155212527</td>
</tr>
</tbody>
</table>

GUPS example (Add road and address records)  
**No Title 13 Data Displayed**
Product preference – Paper

• Address List (D-2007).
• Address List Add Page (D-2008).
• Address Count List (D-2009).
• Maps.
  o Large format.
  o PDF small format block maps.
• Block to Map Sheet Relationship List (D-2010).

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.
**No Title 13 Data Displayed**

### Paper – Address List (D-2007)

**Excludes prior data on this page.**

<table>
<thead>
<tr>
<th>Entity: Winter County CO88009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Line Number</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>

### Action Codes

- **C** – Correction to this address
- **D** – Delete this address
- **J** – Address is not in this Jurisdiction
- **N** – Address is Nonresidential

---

### Paper – Address List Add Page (D-2008)

**Excludes prior data on this page.**

<table>
<thead>
<tr>
<th>Entity: Winter County CO88009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Line Number</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>

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

Page: ___ of ___

Date: __01/04/2018__

**U.S. Department of Commerce**

Economics and Statistics Administration

U.S. Census Bureau

OMB Control No. 0607-0994

Address List Add Page (D-2008)
Paper – Address Count List (D-2009)

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>County</th>
<th>Block Number</th>
<th>Count of Unique Block Numbers</th>
<th>Count of Entities on Block</th>
<th>Count of XADDR on Block</th>
<th>Count of Unique XADDRE on Block</th>
</tr>
</thead>
<tbody>
<tr>
<td>00450.00</td>
<td>2011</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2012</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2013</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2014</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2015</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2016</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2017</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2018</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2019</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2020</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2021</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2022</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2023</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2024</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2025</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2026</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2027</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2028</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2029</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2030</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>00450.00</td>
<td>2031</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Paper – Maps

- Available to all governments.
- Two types of paper map materials:
  - Large format (36” x 32”) maps.
  - DVD of Adobe small format (8.5” x 14”) census block maps (large format PDF also included).
Paper – Large and small format maps

**No Title 13 Data Displayed**

Paper – Block to Map Sheet Relationship List (D-2010)
Product Preference – Digital

- **Address List.**
  - Comma Delimited Text (.csv) format.
  - No separate ‘Add Page’.
- **Address Count List.**
  - Comma Delimited Text (.csv) format.
  - Reference only.
- **Maps.**
  - TIGER Partnership shapefiles (LUCA specific).
  - Utilize GIS software.

### Digital – Address List structure (2010 – 2020)

<table>
<thead>
<tr>
<th>Field</th>
<th>LUCA 2010 – 26 Fields</th>
<th>LUCA 2020 – 24 Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line #</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAFID</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entity ID</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
<td></td>
</tr>
<tr>
<td>County</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tract</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Block</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GIS Flag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>House Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Name Prefix Qualifier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Name Prefix Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Name Suffix Qualifier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Name Suffix Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location Description or GQ Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apartment/Unit Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZIP Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-City Style Mailing Address</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-City Style ZIP Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latitude</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Longitude</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Style Flag</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2020 LUCA digital Address List layout

<table>
<thead>
<tr>
<th>Number</th>
<th>Identification Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>000</td>
<td>LUCA Address List layout</td>
</tr>
<tr>
<td>2</td>
<td>001</td>
<td>LUCA Address List</td>
</tr>
<tr>
<td>3</td>
<td>002</td>
<td>LUCA Address Count List</td>
</tr>
<tr>
<td>4</td>
<td>003</td>
<td>LUCA Address Count List layout</td>
</tr>
</tbody>
</table>

### 2020 LUCA digital Address Count List layout

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Field Number</td>
</tr>
<tr>
<td>2</td>
<td>Field Name</td>
</tr>
<tr>
<td>3</td>
<td>Field Name</td>
</tr>
</tbody>
</table>

The Census Bureau assigns an identification code to each field to standardize the layout and ensure consistency across all LUCA digital address lists and count lists.

The Address List layout includes fields for LUCA address numbers, and the Address Count List layout includes fields for LUCA address counts. Each field is designed to capture specific information about the addresses, ensuring that the data is organized and accessible for various uses, such as demographic analysis or research.
Digital – Maps (shapefile)

- TIGER Partnership shapefiles.
  - Unprojected geographic-based coordinate system (GCS NAD83).
  - Retain vintage for use in the feedback products.
- Edges and Tabulation block (tabblock2010) shapefiles.
- Edits made to Edges shapefile.
  - Add Line (AL); Delete Line (DL); Change Attribute (CA).
- Geocode using tabblock2010 shapefile.

Digital – shapefile submission example

- New Road Feature: Include the new road segments by adding or copying the missing street or feature into the edges shapefile. In the attribute table, populate the new road name in the FULLNAME field for all new segments and populate the CHNG_TYPE field with 'AL'.
- Road Name Change: In the attribute table, populate the CHNG_TYPE field with 'CA' and the new road name in the FULLNAME field for each affected segment.
- Delete Feature: In the attribute table, populate the CHNG_TYPE field with 'DL'.
Preparation – Next steps (participant)

- **Prepare** (now!).
- **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 Agreement Form (D-2005).
- Self-Assessment Checklist (D-2006).
- Instructions for registration.
Confidentiality and Security Guidelines (D-2004)

Confidentiality Agreement Form (D-2005)
Questions about 2020 LUCA?

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

• Contact us:  
  – Geographic Programs Support Desk toll-free telephone number: 1-844-344-0169.  
  – E-mail: <GEO.2020.LUCA@census.gov>
Municipal Complete Count Committees (CCC)

- Census 2000 – only 72% Self-Response Rate
- Census 2010 – increase to 77%
  - Successful Partnership Program in Kentucky
  - 3,822 Kentucky Partners
  - 192 Complete Count Committees (CCC’s) in Kentucky
Complete Count Committee (CCC)

- Government
- Businesses
- Faith-based
- Education
- Media
- Community Organizations
- Workforce Development
- Census Data Users

Municipal Complete Count Committees (CCC)

Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Communicates the importance of the census through local messaging.
- Raises awareness of the census throughout the city.
- Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the city’s self-response rate.
EDUCATION PHASE  January 2018—September 2019
• The education phase is often referred to as the “Raising Census Awareness” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

PROMOTION PHASE  April 2019—January 2020
• The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

MOTIVATION/ ACTION PHASE  February 2020—June 2020
• The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day—April 1st, 2020. The theme of this phase is “Be Counted for Your Community” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “Cooperate with Census Takers.”

CCC SUBCOMMITTEE TYPES

- BUSINESS
- COMMUNICATIONS, MEDIA AND TECHNOLOGY
- COMMUNITY ORGANIZATIONS
- DATABASES AND MAPS
- EDUCATION (PRE-SCHOOL - GRADE 12)
- EDUCATION (POST SECONDARY)
- EX-OFFENDER
- FAITH-BASED
- GOVERNMENT
- GROUP QUARTERS
- HOMELESS
- IMMIGRANT
- LIBRARY
- RECRUITING
- SENIOR CITIZEN
- SPECIAL HOUSING
- VETERANS
- PHILOanthropic

- Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.
- Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.
- Although a high responding group, the trend towards reduced home ownership may create encouraging challenges for field.
- The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.
- Over 22 million veterans living in the United States present a stable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.
Connect with Us

Sign up for and manage alerts:
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:

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/