

Stand Up, Be Counted

2020 Census Geographic Partnership Programs

Geography Division

U.S. Census Bureau

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

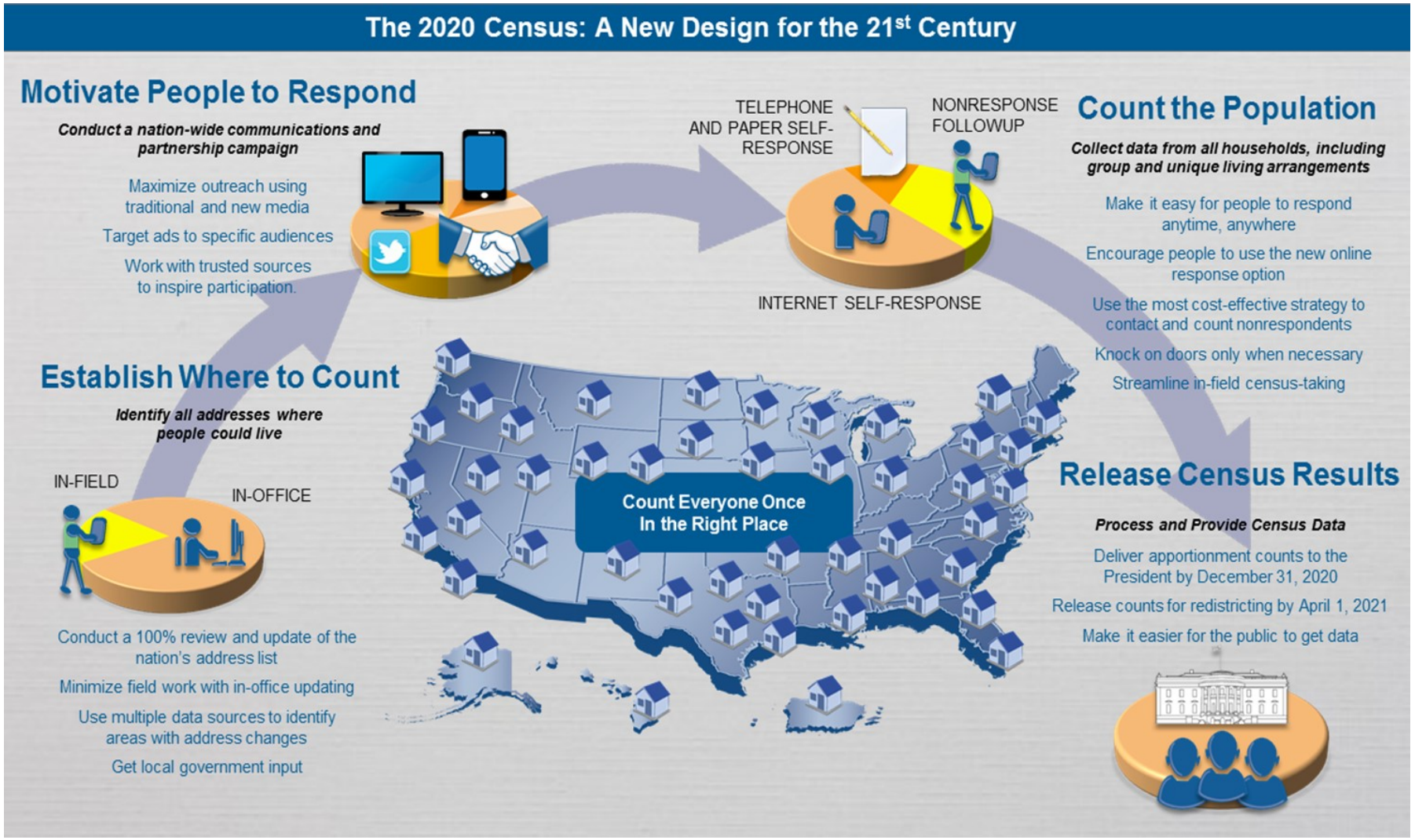
Decennial Census

"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers…"

- The Constitution of the United States, Article I, Section 2

Who Benefits from the Decennial Census?

- **Businesses** decide where to build factories, offices, and stores.
- **Developers** build homes, revitalize neighborhoods.
- **Local Governments** promote emergency preparedness, public safety.
- **Residents** support community initiatives.
- **Federal Government** allocates ***$675 billion*** in federal funds.


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

Geographic Partnership Programs

Decennial Programs

- 2020 Local Update of Census Address (LUCA).
- 2020 Participant Statistical Areas Program (PSAP).
- 2020 New Construction Program (NC).







Annual Programs

- American Community Survey (ACS).
- Population Estimate Program (PEP).
- Boundary and Annexation Survey (BAS).
  - Also supports the Decennial Census.

Confidentiality and Security

- Information provided to and from the Geographic Partnership Programs is covered under Title 13 U.S.C.

- Violation of Title 13 U.S.C. is punishable by a federal prison sentence of up to five years, a fine of up to $250,000, or both.



Confidentiality and Security

- Collects data only to produce statistics.
- Never publishes private information.
- Keeps data confidential for life.

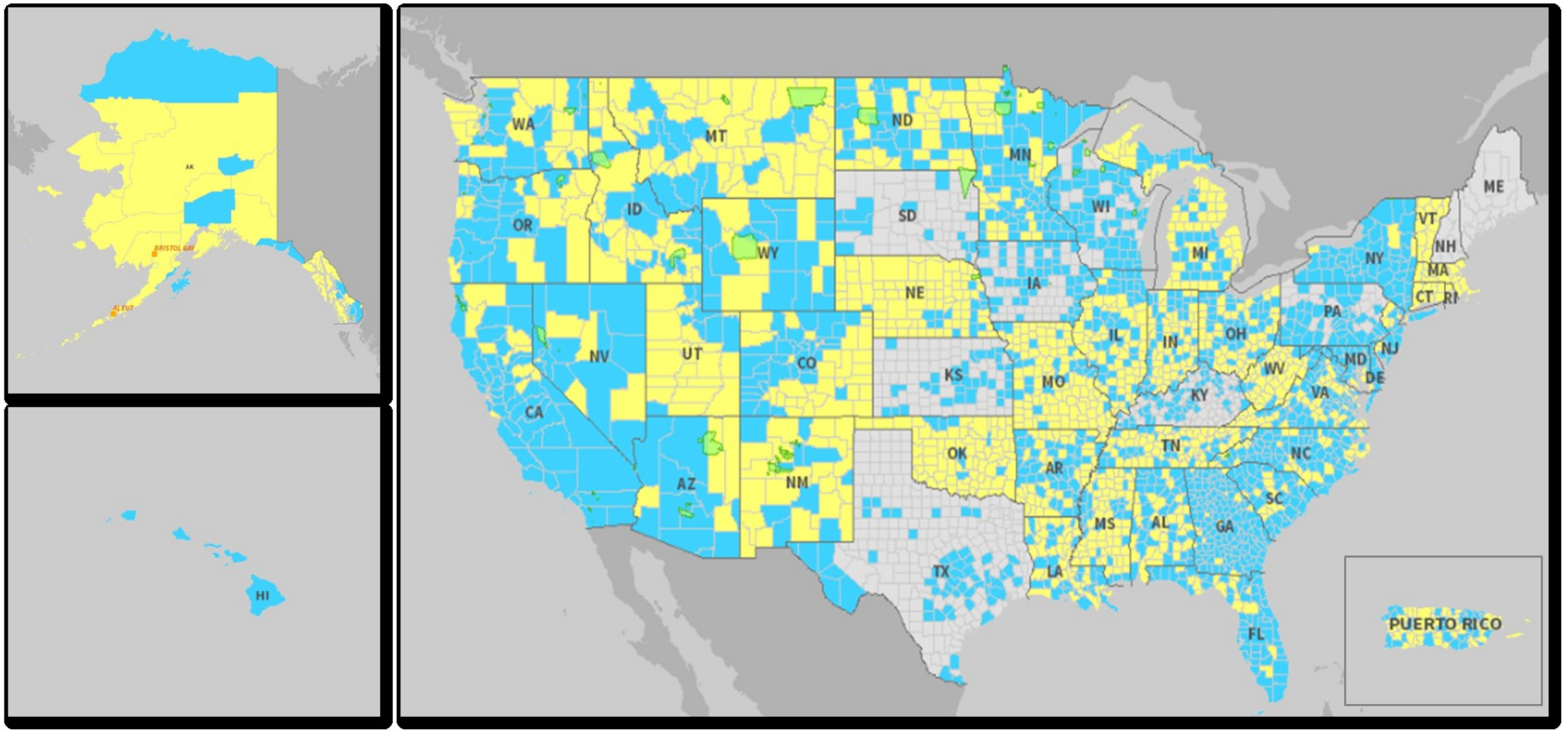
2020 Local Update of Census Addresses (LUCA) Operation

- What is LUCA?
  - Decennial opportunity to review Census Bureau address lists.
  - Provide new addresses, correct existing addresses.
  - Authorized by Census Address List Improvement Act of 1994 (Public Law 103-430).
  - Implemented in support of the 2000 Census; refined for the 2010 Census.

2020 LUCA Operation

- 11,550 governments registered to participate.
- 8,411 governments responded as of January 28, 2019.
  - 95.7% of Housing and 95.5% of population coverage.

2020 LUCA Respondents



Note: Map is not to scale

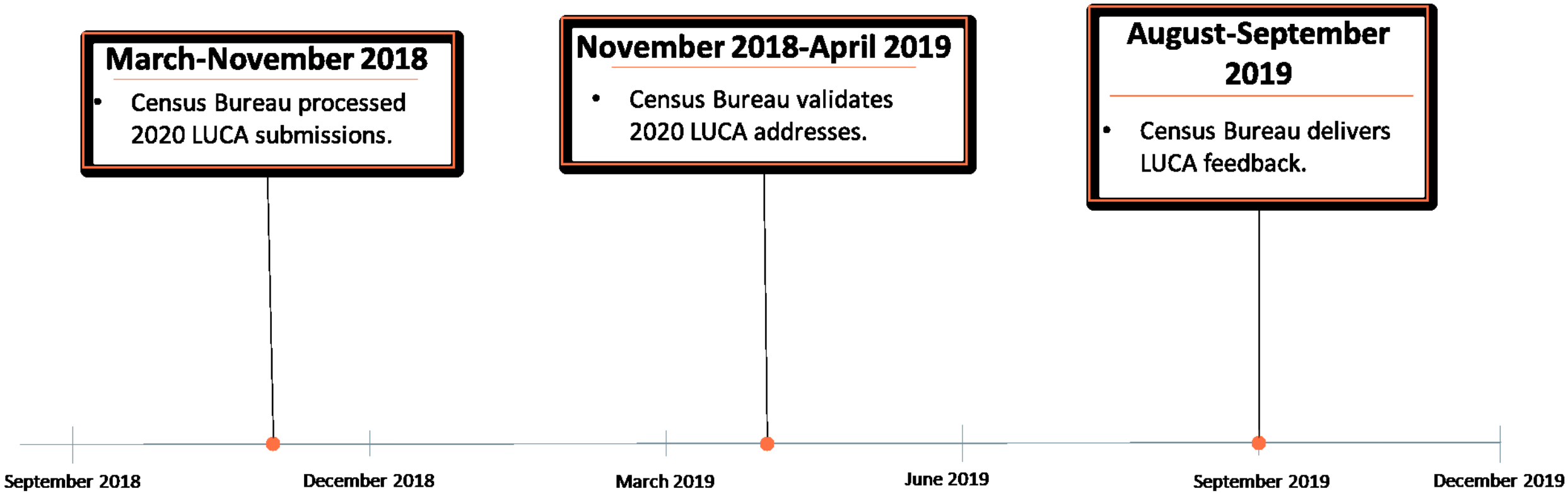
2020 LUCA Operation: Feedback

- Feedback materials will be mailed August 2019.

- Participating governments receive:
  - Address Summary Report.
  - Detailed feedback address list.

- Material type consistent with participation materials.

2020 LUCA Schedule



2020 Participant Statistical Areas Program (PSAP)

- Review and update statistical area boundaries.
- These defined statistical areas will be used for the 2020 Census, the Economic Census, and American Community Survey data.



2020 PSAP Response

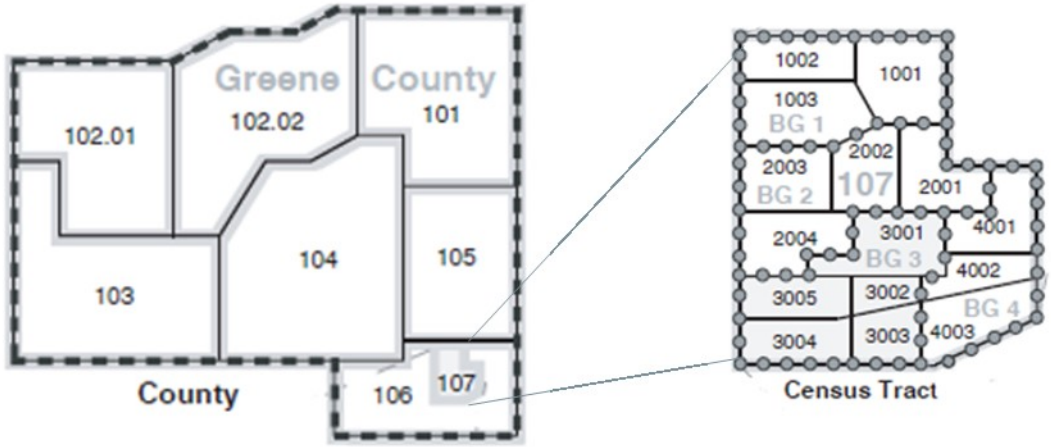
- Participants have the opportunity to:
  - Review the Census Bureau's 2010 statistical areas and the 2020 Census proposed statistical areas.
  - Accept the statistical areas.
  - Update the statistical areas.

- Responding to PSAP:
  - Geographic Update Partnership Software (GUPS).
  - Paper (Tribal Governments only).

PSAP Statistical Geographies

Standard:

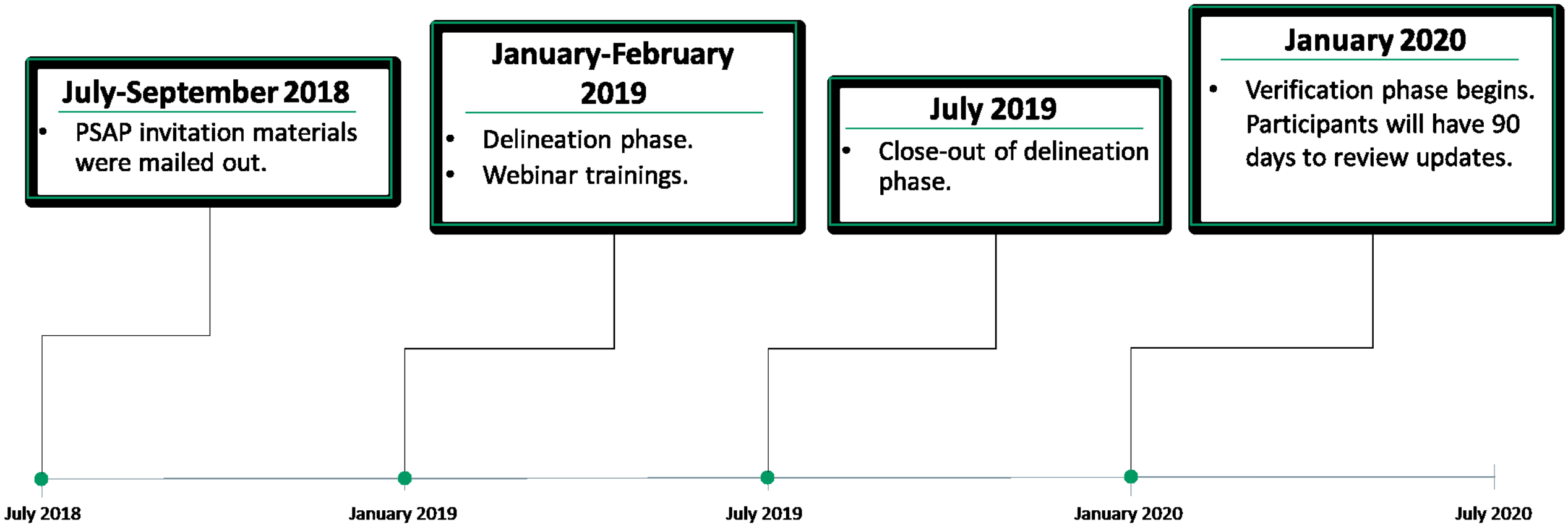
- Census tracts.
- Block groups.
- Census designated places (CDPs).
- Census county divisions (CCDs).



Tribal:

- Tribal census tracts (TCTs).
- Tribal block groups (TBGs).
- Census designated places (CDPs).
- Tribal designated statistical areas (TDSAs).
- State designated tribal statistical areas (SDTSAs).
- Alaska Native village statistical areas (ANVSAs).
- Oklahoma tribal statistical areas (OTSAs).
- Statistical tribal subdivisions.

2020 PSAP Schedule



2020 New Construction Program

- Opportunity for tribal, state, and local governments to update the Census Bureau's residential address list with new city-style addresses.

- Construction of new living quarters *must be in progress during or after March 1, 2018* with completion expected by Census Day, April 1, 2020.

- Participation in the 2020 Census LUCA Operation is not a prerequisite.

- NEW: Group quarters and transitory locations are eligible addresses.

2020 New Construction Program

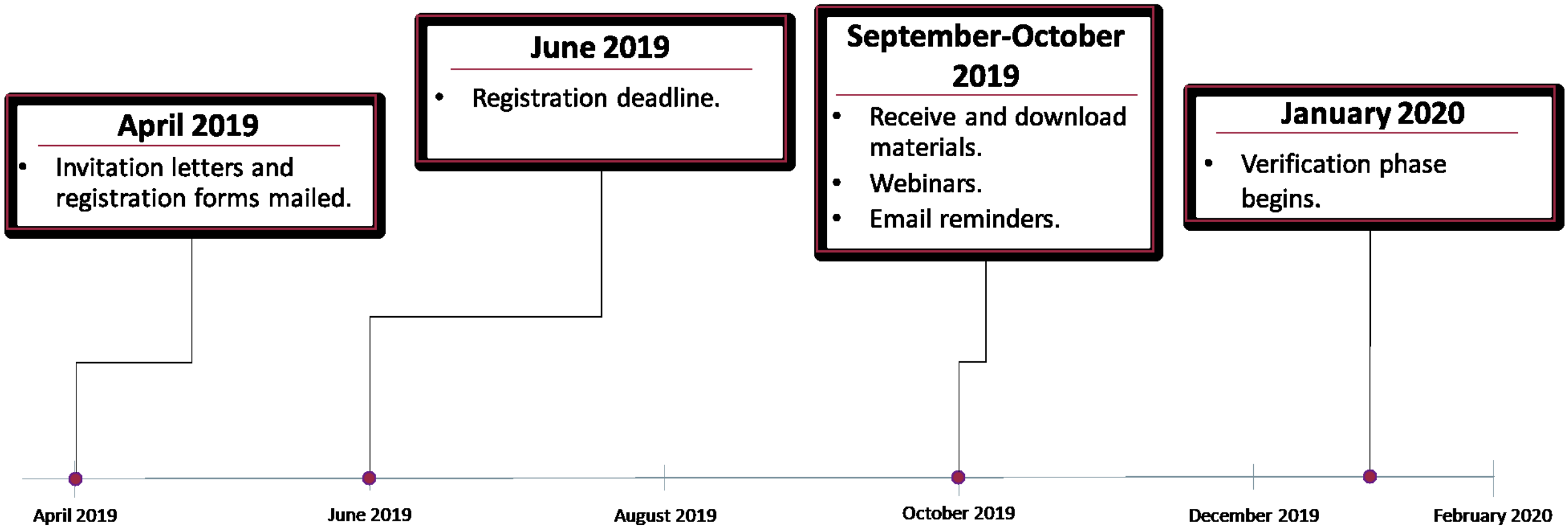
Eligible Governments include:

- Federally Recognized Tribes with a Reservation and/or Off-Reservation Trust Land.
- States.
- Counties.
- Cities (incorporated places).
- Townships (minor civil divisions).

2020 New Construction: Participation Method

- No paper option.
- Basic Digital Option.
  - Geographic Update Partnership Software (GUPS).
  - SWIM token.
- Advanced Digital Option.
  - Partnership shapefiles.
  - Digital address list template.
  - SWIM token.
- Participants have 45 days to complete their review.

2020 New Construction Schedule



American Community Survey (ACS)

- Annual survey showing demographic, housing, social, and economic changes within a community.
- Includes 5-year data estimates.
- Examples of data collected: age, education, language, race, and income data, housing characteristics.

Population Estimate Program (PEP)

- Estimates of the population for the U.S. and the Commonwealth of Puerto Rico, including states, counties, towns, and municipios.



Program Information

- Refer to the individual program websites for:
  - Program information.
  - Schedules.
  - Respondent guides.
  - Registration materials.
  - Contact information.







LUCA

Email: geo.2020.luca@census.gov

Phone: 1-844-344-0169

Website: https://www.census.gov/programs-surveys/decennial-census/about/luca.html

PSAP

Email: geo.psap@census.gov

Phone: 1-844-788-4921

Website: https://www.census.gov/programs-surveys/decennial-census/about/psap.html

New Construction

Email: geo.2020.nc@census.gov

Phone: 1-844-242-1765

Website: https://www.census.gov/programs-surveys/decennial-census/about/NewConstruction

Further Questions?

- General Geography Questions: 301-763-1128 or geo.geography@census.gov.