



2020 Census

Local Update of Census Addresses Operation (LUCA) Promotion

Agenda

- The Decennial Census
- 2020 Census Design
- Address List Maintenance 2010 - 2020
- LUCA
 - Background
 - Confidentiality and Security
 - What's New for LUCA
 - Who Can Participate
- Preparation for LUCA Participation
 - Early Tools
 - Participation Methods
 - Product Formats (Address List & Maps)
 - Next Steps
 - Schedule

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 federal, tribal, 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.



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

2010 CENSUS

On-going Maintenance and Update

US Postal Service's Delivery Sequence File (DSF)
Updates from tribal, state, and local government address lists and commercial address lists
Continuous identification of stability and change

Address Canvassing

Nationwide In-Office Address Canvassing
In-Field Address Canvassing
Annual In-Field data collection, checks, and tests

LUCA

Opportunity to review and update the Census Bureau's address list for the 2020 Census

2020 CENSUS

Geographic Support System (GSS) Program

- Integrated program of improved address coverage, continual spatial and feature updates, and enhanced quality assessment and measurement
- Supports and maintains the geographic and cartographic infrastructure necessary for the Census Bureau's data collection, processing, tabulation, and dissemination programs for the United States and Puerto Rico
- Provides for continual updates throughout the decade to support current surveys and the 2020 Census

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

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

What's New for 2020 LUCA

- Streamlined participation – Full Address List Review
- Standard software formats for the digital address list
- Ungeocoded address records for 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

Who can participate in LUCA

- Federally recognized tribes with a reservation and/or off-reservation trust land
- States
- Counties
- Incorporated places
 - Cities, towns, boroughs, or villages
- Townships (Minor Civil Divisions)

Preparation – Early Tools

(2020 Census LUCA Address Block Count files)

	A	B	C	D	E	F	G
1	State	County	Tract	BLOCK	BLOCK_GEOID	Total Residential	Total Group Quarters
2	21	051	9501.00	1000	210519501001000	0	0
3	21	051	9501.00	1001	210519501001001	1	0
4	21	051	9501.00	1002	210519501001002	0	0
5	21	051	9501.00	1003	210519501001003	7	0
6	21	051	9501.00	1004	210519501001004	0	0
7	21	051	9501.00	1005	210519501001005	0	0
8	21	051	9501.00	1006	210519501001006	0	0
9	21	051	9501.00	1007	210519501001007	0	0
10	21	051	9501.00	1008	210519501001008	2	0
11	21	051	9501.00	1009	210519501001009	28	0
12	21	051	9501.00	1010	210519501001010	0	0
13	21	051	9501.00	1011	210519501001011	37	0

Preparation – Early Tools (Census Geocoder)

- Takes individual addresses or file of addresses and obtains approximate coordinates and census geography
- Geocoder updates include:
 - Increasing the maximum number of records for batch processing from 1,000 to 10,000
 - Providing larger governments another means to submit addresses to be geocoded

Preparation – Participation Methods

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

GUPS – Participation Method

- 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 complicated reviews and edits
- Programmed with a review tool to validate LUCA edits
- No internet connection required

GUPS screen example (Main screen)

****No Title 13 Data Displayed****

QGIS 2.8.3-Wien - PL2430900 - GUPS *** Disclosure Prohibited by Title 13 U.S.C. ***

Project Edit View Layer Settings Vector Raster Processing Help GUPS

Address Count List

Move Selection to top

	STATE	COUNTY	TRACT	BLOCK	GEOID
17	24	001	0016.00	1012	2400100160010
25	24	001	0016.00	1014	2400100160010
53	24	001	0016.00	1019	2400100160010
47	24	001	0016.00	1020	2400100160010
40	24	001	0016.00	1049	2400100160010
50	24	001	0016.00	1050	2400100160010
273	24	001	0016.00	1051	2400100160010
10	24	001	0016.00	1052	2400100160010
212	24	001	0016.00	1053	2400100160010
151	24	001	0016.00	1054	2400100160010
176	24	001	0016.00	1055	2400100160010
76	24	001	0016.00	1057	2400100160010
202	24	001	0016.00	1058	2400100160010
171	24	001	0016.00	1059	2400100160010
51	24	001	0016.00	1060	2400100160010
56	24	001	0016.00	1061	2400100160010
268	24	001	0016.00	1064	2400100160010
93	24	001	0016.00	1067	2400100160010
250	24	001	0016.00	1069	2400100160010
108	24	001	0016.00	1070	2400100160010
179	24	001	0016.00	1071	2400100160010
31	24	001	0016.00	1072	2400100160010
218	24	001	0016.00	1073	2400100160010
72	24	001	0016.00	1075	2400100160010

Census Address List

Add Import Deselect All Features Move Selection to top

GEOID

Edit Copy Out of Jurisdiction Non-Residential Delete

	MAFID	Action	ST	COU	Tract	Block	GEOID	GQ	House #	Street Name	Apt/L
2504	000000001		24	001	0018.00	1055	240010018001055			Gold Fish HWY	
2505	000000002		24	001	0018.00	1055	240010018001055			Nemo HWY	
2506	000000003		24	001	0018.00	1055	240010018001055			HotdogBEER LANE	
2507	000000004		24	001	0018.00	1055	240010018001055			Gold Fish LANE	

Show All Features Clear Edits Save Edits

Census Address List User Address List

Coordinate: -78.8892,39.6369 Scale 1:33,456

GUPS screen example (Add address pop-up)

****No Title 13 Data Displayed****

* Indicates required field

This is a Group Quarters Address

STCOU : 24027

Tract : * 6069.07

Block : * 3000

House Number : * 101

Street Name : * ? Any Street Ave

Apartment/Unit # : ?

Zip Code : 20014

Address Use: M - Mailing

Longitude : -76.8427486128 Latitude : 39.1155212927

Add Map Spot Clear Map Spot OK Copy Cancel

GUPS example (Add road and address records)

****No Title 13 Data Displayed****

QGIS 2.8.3-Wien - CO24027 - GUPS *** Disclosure Prohibited by Title 13 U.S.C. *** (Not Responding)

Project Edit View Layer Settings Vector Raster Processing Help GUPS

Census Address List

Add Import Deselect All Features Move Selection to top

GEOID Edit Copy Out of Jurisdiction Non-Residential Delete

	MAFID	Action	ST	COU	Tract	Block	GEOID	GQ	House #	Street Name	Apt/Unit #	ZIP	GQ Name	Facility Name	Location Description	Noncity-Style
1	A14041961	A	24	027	6069.06	2003	240276069062003		101	Any Ave		20222				
0	A19734500	A	24	027	6069.07	3000	240276069073000		101	Any Ave		20014				

Show All Features Clear Edits Save Edits

Census Address List User Address List

1 feature(s) selected on layer luca20_CO24027_censusaddr. Coordinate: -76.843518, 39.114405 Scale: 1:1,473

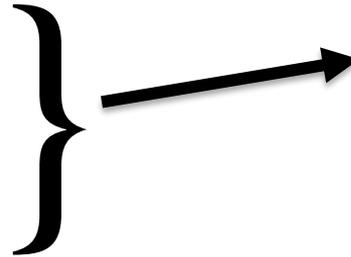
Preparation – Address List Formats

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

Address List Structure

LUCA 2010 – 26 Fields

Entity ID
Line #
MAFID
Action
State
County
Tract
Block
GQ Flag
House Number
Street Name Prefix Qualifier
Street Name Prefix Direction
Street Name Prefix Type
Street Name
Street Name Suffix Type
Street Name Suffix Direction
Street Name Suffix Qualifier
Location Description or GQ Name
Apartment/Unit Number
ZIP Code
Non-city style Mailing Address
Non-city style ZIP Code
Structure Point
Latitude
Longitude
City-Style Flag



LUCA 2020 – 24 Fields

Line #
MAFID
Action
Entity ID
State
County
Tract
Block
GEO ID
GQ Flag
House Number
Street Name
Apartment/Unit #
ZIP Code
GQ Name
Facility Name
Location Description
Non-city style Mailing Address
Non-city style ZIP Code
Mapspot ID
Address Use
Latitude
Longitude
City-Style Flag

Paper - Address List

****No Title 13 Data Displayed****

Form D-2007
(XX-XX-XXXX)
OMB Control No. 0607-0994

ADDRESS LIST
2020 CENSUS LOCAL UPDATE OF CENSUS ADDRESSES OPERATION (LUCA)

U.S. DEPARTMENT OF COMMERCE
ECONOMICS AND STATISTICS ADMINISTRATION
U.S. CENSUS BUREAU

Sort: Tract/Block
Entity: Winter County CO88009

DISCLOSURE PROHIBITED BY TITLE 13, U.S.C.

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Date: 01/04/2018

1 Line Number	2 MAFID	3 Action Code	4 Census Geographic Location of Address			5 GQ Flag	6 City Style Mail Delivery Address or E-911 Address or Physical Location Description and Road Name				7 Non-city Style Mail Delivery Address (RR and Box Number or HCR and Box Number)	8 Map Spot Number	9 City Style Address Flag	10 Map Spot ID Coordinates	
			(4a) State County Code	(4b) Census Tract	(4c) Census Block		(6a) Complete Address Number	(6b) Complete Street Name (6c) Group Quarters Name (6d) Facility Name or Physical Location Description	(6e) Apt/ Unit Number	(6f) City Style ZIP Code				(7a) Non-city Style Mailing ZIP Code	(10a) Latitude (10b) Longitude
102	999999993		88009	0054.00	2001		205	JEFFRAS DR ----- ----- -----			99997		14	Y	40.361373 ----- -73.543799
103	999999994		88009	0054.00	2001		207	JEFFRAS DR ----- ----- -----			99997		17	Y	40.361377 ----- -73.543799
104	999999995		88009	0054.00	2001		209	JEFFRAS DR ----- ----- -----			99997		18	Y	40.361381 ----- -73.543799
105	999999996		88009	0054.00	2001		211	JEFFRAS DR ----- ----- -----			99997		16	Y	40.3613785 ----- -73.543799
106	999999997		88009	0054.00	2001		213	JEFFRAS DR ----- ----- -----			99997		15	Y	40.3613791 ----- -73.543799
107	999999999		88009	0054.00	2001		215	JEFFRAS DR ----- ----- -----			99997		14	Y	40.3613796 ----- -73.543799

Action Codes

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

FICTITIOUS INFORMATION –FOR EXAMPLE ONLY



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

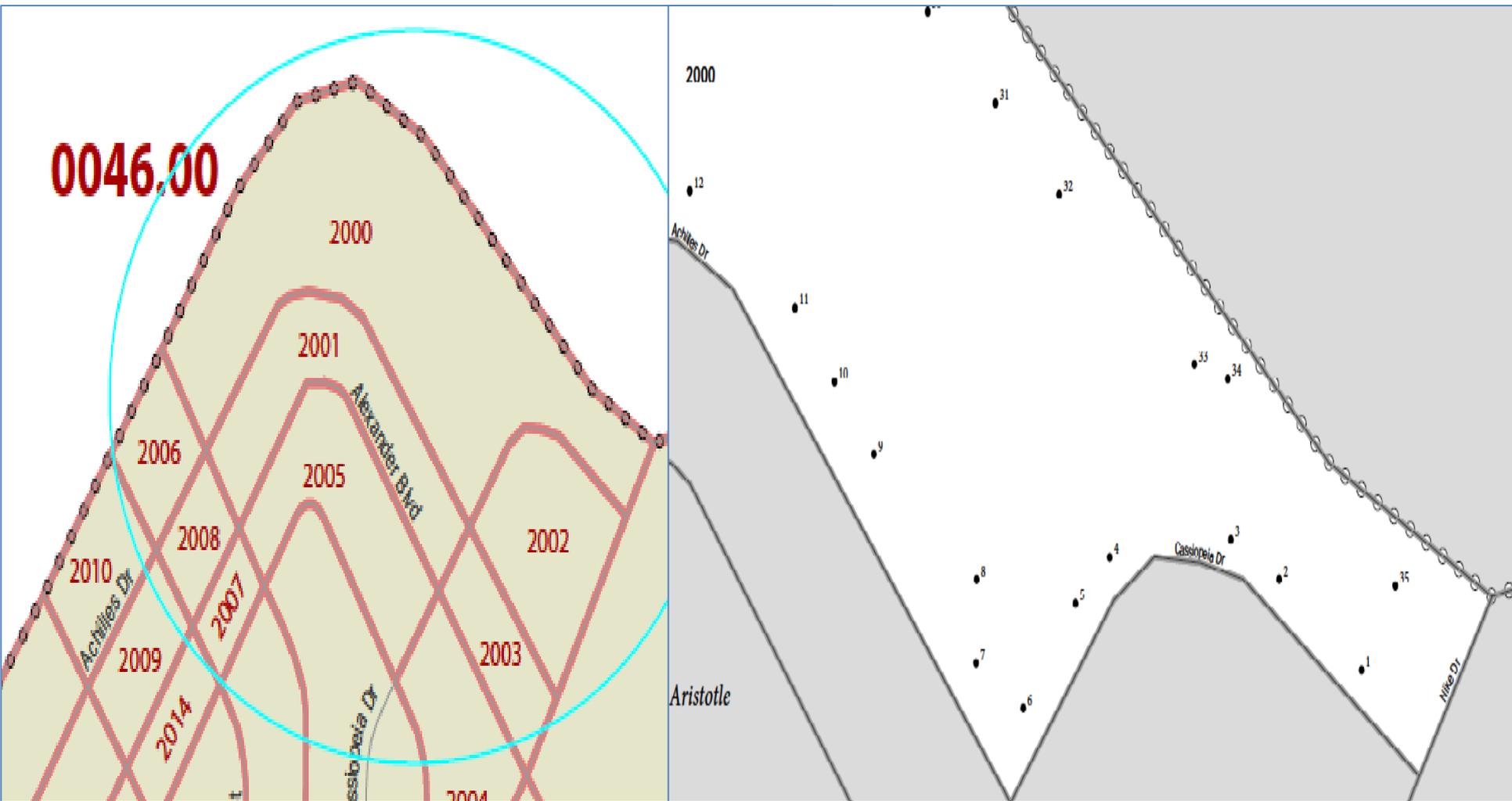


Preparation – Map Formats

- Paper
 - 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
- Digital
 - Available to all governments
 - TIGER partnership shapefiles (LUCA specific)
 - Utilize GIS software

Paper – Large & Small Format Maps

****No Title 13 Data Displayed****



Preparation – Next Steps (Participant)

- **Prepare** (now!)
- **Register** to participate (July 2017)
- **Attend** a training workshop (Fall/Winter 2017)
 - In-person workshops
 - Self-training aids and Webinars available online
- **Conduct** your LUCA review (Feb-April 2018)
 - **120** calendar days upon receipt of materials to complete review

Preparation - 2020 LUCA Schedule

Timeframe	Activity
January 2017 ✓	Advance Notice mailing sent to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors and other potential 2020 LUCA contacts
March 2017 ✓	2020 LUCA Promotional presentations begin
July 2017	2020 LUCA invitation and registrations materials mailed to HEOs, TCs and Governors
October 2017	2020 LUCA Training workshops begin
December 15, 2017	**Deadline for 2020 LUCA Registration**
February - April 2018	2020 LUCA materials ship. Participants begin review and update of the Census Bureau's address list
February - September 2018	Census Bureau begins processing 2020 LUCA submissions
August - September 2019	Census Bureau delivers 2020 LUCA feedback
April 1, 2020	***CENSUS DAY***

Questions about 2020 LUCA?

Visit the 2020 LUCA website:

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

Contact us:

- Geographic Programs Support Desk toll-free telephone number: 1-844-344-0169
- Email: GEO.2020.LUCA@census.gov

Connect with Us



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



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More information on the 2020 Census Memorandum Series:
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



More information on the 2020 Census:
<https://www.census.gov/2020census>



instagram.com/uscensusbureau



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



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