

# 2020 LUCA Promotional Presentation Script

## Slide 1 – Cover/Opening

Thank you for the opportunity to speak with you today to promote the 2020 Census Local Update of Census Addresses Operation, also known as (LUCA).

## Slide 2 - Agenda

The focus of most of the presentation is the 2020 LUCA operation; however, discussed first are high-level information regarding the Decennial Census, the design for the 2020 Census and the maintenance of the census address list.

The LUCA background, confidentiality and security, new aspects of 2020 LUCA, who can participate as well as numerous preparation topics including early tools, participation methods, product formats for the both address list and maps, the next steps for participants and the 2020 LUCA schedule comprise the bulk of the presentation.

## Slide 3 – The Decennial Census

The purpose of the Decennial Census (also known as the 2020 Census for this decade) is to conduct a census of population and housing and disseminate the results to the President, the States, and the American people. The United States Constitution mandates an actual count of every person residing in the United States every 10 years. The Census Bureau counts individuals within households and typically collects information about the housing structure and the housing unit.

The primary use of Decennial Census data is apportioning representation among states as mandated by Article 1, Section 2 of the United States Constitution.

Additional data uses include:

- Drawing congressional and state legislative districts, school districts and voting precincts by tribal, state, and local governments
- Enforcing voting rights and civil rights legislation by the Department of Justice
- Distributing more than 400 billion dollars in federal funding, EACH YEAR, to tribal, state, and local governments. This funding supports more than 1,000 programs administered by 26 federal agencies. *Missing a housing unit, and the associated population, during the decennial census may result in a missed opportunity for governments to benefit, which perpetuates until the next decennial census.*
- Lastly, informing the decisions of governments, businesses and non-profits regarding numerous topics such as community and regional development, education, agriculture, energy, and environmental programs, as well as other community improvements and enhancements.

## Slide 4 – 2020 Census Design

This graphic illustrates the 2020 Census Design process and why building a strong geographic foundation is so important to the success of the 2020 Census.

Starting at the bottom left of the slide, the Census Bureau must Establish Where to Count by identifying all the addresses where people could live.

Moving up from the bottom left to the top left, the Census Bureau must Motivate People to Respond by conducting a nationwide communication and partnership campaign. This campaign utilizes the census address list to send materials that invite and encourage households to respond.

Moving across from motivating people to respond to the top right, the Census Bureau must Count the Population by collecting data from all households, including group quarters and unique living arrangements. The Census Bureau uses the address list and maps to send enumerators to collect interview data from nonresponding households.

Finally, moving down from counting the population, the Census Bureau must Release Census Results by using the address list and geographic boundaries to process, tabulate, and disseminate apportionment counts to the President by December 31, 2020, redistricting data to the States by April 1, 2021, and high quality data to the public.

In this presentation and others you may receive throughout this year, the Census Bureau provides examples regarding the importance of LUCA participation and a successful 2020 Census that result AFTER the “Release Census Results” section of this slide. While the examples on the previous slide are all valid reasons for participating in LUCA, this graphic illustrates why your LUCA participation is so fundamentally important.

LUCA offers eligible entities the opportunity to provide their input into the address list that serves as the foundation of the entire 2020 Census Design process! Participants in the 2020 LUCA operation have a direct impact on the quality and completeness of the census address list.

## Slide 5 – Address List Maintenance 2010-2020

To maintain the address list, and as depicted on the left of this slide, the Census Bureau starts with a firm base from the 2010 Census. Bi-annual processing of the US Postal Service’s Delivery Sequence File (DSF), last decade’s LUCA results, the nationwide In-Field Address Canvassing that occurred in 2009 in preparation for the 2010 Census, as well as additional updates that occurred at the time of 2010 enumeration built the Census Bureau’s address list.

Starting with the first section, the on-going address list maintenance and update activities not only rely on the DSF, but also on updates from tribal, state, and local government address lists and the Census Bureau’s internal work to identify areas of stability and/or areas of change.

Moving into the middle section of the graphic, the 2020 Census will include an Address Canvassing operation, but it will differ from previous decennial censuses. For 2020, a nationwide In-Office Address Canvassing operation will identify areas not requiring In-Field Address Canvassing. Areas of change or uncertainty identified during the In-Office operation will be included in an In-Field operation. The In-Field Address Canvassing operation leverages advancements in technology and operational improvements to make it more efficient than previous decennial canvassing operations. The Census Bureau also conducts data collection and quality checks through monthly surveys and Census Tests in advance of the decennial.

Finally, in looking at the far right section of the slide, and as we have already discussed, LUCA provides an opportunity to review and update the Census Bureau’s address list. Therefore, LUCA serves as a component of address list maintenance leading into the 2020 Census.

## Slide 6 – Geographic Support System (GSS) Program

As mentioned on the previous slide, updates from tribal, state, and local governments are part of the Census Bureau's ongoing maintenance and update of their address list. The Census Bureau has undertaken the Geographic Support System (GSS) program in an effort to maintain the address list as well as continually research and update the address frame.

The GSS is an integrated program of improved address coverage, continual spatial and feature updates, and enhanced quality assessment and measurement. It 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 and provides for continual updates throughout the decade to support current surveys and the 2020 Census.

The program goal is to acquire address and spatial files for every census tract in the US and Puerto Rico. Since fiscal year 2011, the Census Bureau conducted research and development, acquired available files and updated their MAF/TIGER database using those acquired sources that met specific standards and quality checks. In fiscal year 2017, the Census Bureau expects to complete a "Pass of the Nation" for the GSS program. Yearly budgetary constraints did not allow contact with all potential partners regarding the GSS program. The Census Bureau attempted to acquire data from state, county and regional agency partners, helping to streamline the GSS file acquisition process.

For fiscal year 2018 and beyond, the Census Bureau will selectively acquire and process files based on areas of change/growth, governmental entities unable to participate in LUCA and areas identified during the In-Office Address Canvassing operation. The vision after the 2020 Census concludes is to continue leveraging partners via the GSS program in order to provide continual updates in support of census surveys and future decennials.

## Slide 7 – LUCA Background

The Census Address List Improvement Act of 1994, which became Public Law 103-430 in October 1994, authorized the Census Bureau to share its address list with governments who sign a confidentiality agreement.

First implemented in support of the 2000 Census, LUCA was later refined to support the 2010 Census.

LUCA provides a voluntary, once-a decade, opportunity to tribal, state, and local governments to review and comment on the Census Bureau's residential address list for their jurisdiction prior to the decennial 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.

## Slide 8 – Confidentiality and Security

Title 13 of the United States Code authorizes the Census Bureau's work and provides strong protection for the information it collects. The commitment to maintain confidentiality and security is critical in gaining, and crucial in retaining, the public's support of their work.

LUCA participants MUST understand that information provided to/from LUCA falls under Title 13, which specifically requires the Census Bureau to ensure confidential treatment of census-related information, including individual addresses and structure coordinates. *Structure coordinates identify the location of living quarters.* Title 13 requires all liaisons, reviewers, and anyone with access to Title 13 materials abide by the Confidentiality and Security Guidelines and requires the Census Bureau maintain the confidentiality of all of the information that it collects.

Confidentiality and Security guidelines are included with the LUCA invitation package mailed to the Highest Elected Official in July 2017. Each participating government must designate a LUCA liaison who accepts the responsibility for protecting and safeguarding Title 13 materials. The LUCA liaison, reviewers, and anyone with access to Title 13 materials must read, understand, and agree to abide by the confidentiality and security guidelines by signing the Confidentiality Agreement form.

An internet search of both Title 13 and PL 103-430 provides additional detail.

## Slide 9 – What’s New for 2020 LUCA

The 2020 LUCA operation offers streamlined participation through a full address list review; provides the digital address list in convenient standard software formats and includes ungeocoded addresses for state and county participants. For those of you that may be unfamiliar with the term ‘ungeocoded’, in Census terms it identifies addresses without census geography codes for the state, county, tract and block. Also new for 2020, is the requirement for multi-unit structure identifiers. This new requirement is important to mention because it may require special attention for participants that do not store individual unit information.

Additionally, the 2020 LUCA materials include Census Bureau residential structure coordinates, if they are available and allows participants to submit their own residential structure coordinates to accompany their LUCA submission. Lastly, the 2020 LUCA operation also allows participants to supply non-city style addresses, but only if corresponding map spots are also provided. The Census Bureau cannot accept PO Box information.

## Slide 10 – Who can participate in LUCA

The Census Bureau’s LUCA participants are comprised of active, functioning, legal governments including:

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

If a government lacks the resources to participate in LUCA, they can arrange for a higher level of government, such as a county or a regional organization to conduct their LUCA review. Please note, regional planning agencies and Council of Governments are not specifically invited nor eligible to participate as a legal government entity; however, if they agree to assist local governments can designate them as a LUCA reviewer. States may enlist the assistance from their State Data Centers or specific state agencies to serve as their LUCA reviewer.

## Slide 11 –Preparation – Early Tools (2020 Census LUCA Address Block Count files)

The Census Bureau is excited to offer participants the opportunity to begin LUCA preparation in advance of registration. For the first time, residential address block counts are available for download on the 2020 LUCA website. These residential block counts are current as of January 2017. The Census Bureau intends to update the counts again in July 2017.

After navigating to the [2020 LUCA website](#), use the “How Can I Review the Address Block Counts for My Entity” section to search and download the Address Block Count file for your government. The download is in pipe-delimited text format, but easily converts into Excel (.xlsx). The Geographic Programs Support Desk can assist with the process if necessary. A slide at the end of the presentation lists their information.

This slide shows an example of the layout for the block count list which includes the geographic codes and count of residential addresses (both housing units and group quarters) by census block. To prepare for LUCA, potential participants can compare the Census Bureau's block count data to their local data. They can join the block count data to census block geography using a Geographic Information System (GIS) and use the results to identify areas to focus their LUCA review.

## Slide 12 – Preparation – Early Tools (Census Geocoder)

The Census Geocoder tool (also available via the [2020 LUCA website](#)) allows users to enter in an address (or upload a file of addresses) to obtain approximate coordinates and census geography based on the address ranges within the MAF/TIGER database.

Initially the Census Geocoder could only process batches of 1,000 records, but now the record limit is 10,000. Users with more than 10,000 address records must divide their file into multiple files for processing. The Census Bureau will provide another means for governments to submit a larger number of addresses for geocoding without splitting into 10,000 record increments. Details are forthcoming on that process.

Geocoding a local address list using Census geocoder is another way to begin to prepare for LUCA because it standardizes local data into the format the Census Bureau needs for LUCA processing and provides the census block geocode for the records submitted in the local address list file. Participants may use the geocode information to generate their own local block count tallies for comparison to the Census Bureau's block count file discussed on the previous slide. Participants can also generate geocodes using their own GIS, but this tool may help smaller entities or entities that do not have access to their own GIS.

## Slide 13 – Preparation – Participation Methods

To prepare for LUCA registration, familiarity of the methods for participation is important. For 2020 LUCA, there are three methods of participation: Geographic Update Partnership Software (GUPS), Paper format and Digital format. The next few slides provide more information about these participation methods.

## Slide 14 – GUPS – Participation Method

The Geographic Update Partnership Software, or GUPS, is a self-contained, customized GIS software tool provided by the Census Bureau for participation in a variety of Census geography programs, including 2020 LUCA. Pre-packaged to include all of the components for 2020 LUCA, the GUPS contains the Census Bureau's address list, block count list, and TIGER partnership shapefiles. GUPS allows the participant to add external geospatial data (shapefiles, geodatabases, and imagery) for comparison and update purposes. Delivery of all data (install software, address list, block count list and shapefiles) is on DVD.

Designed with the participant in mind, GUPS is user-friendly, and allows for simple to complicated LUCA reviews and edits. Programmed with a review tool requiring the user to validate their edits before creating a submission file, GUPS ensures the file(s) submitted are valid and allows for easier processing once received by the Census Bureau. GUPS does not require an internet connection, but one is necessary to use the imagery server.

To reiterate, other Census geography programs utilize their own custom GUPS versions, so there could be more than one GUPS version offered to your government leading up to the 2020. Please pay special attention to instructions for each version's use and inquire with the Census Bureau if any questions arise.

## Slide 15 – GUPS screen example (Main screen) \*\*No Title 13 Data Displayed\*\*

After the software installs, launches and the participant's data loads, the GUPS screen looks very similar to this example. There are two main toolbars along the top of the screen; the Standard Toolbar contains all the typical GIS functions; save, zoom, pan, select, etc. and the LUCA Toolbar contains all of the functions needed for performing your LUCA review; including address list toggle buttons, add/delete linear feature, and QC review tools.

Below the toolbars, a map of your jurisdiction is on the left, the Block Count List is on the right, and the Census Address list is along the bottom. Participants complete all edits, including “Adds” and “Corrections”, from within the Census Address list window. GUPS has in-line editing, as well as simple selection and “designation” buttons for designating addresses as “Out of Jurisdiction”, “Non-Residential”, or for “Deletion”. Participants can also sort or filter the address list to search for a particular address, or addresses in a certain area. Lastly, beneath the Census Address list window, next to the “Census Address List” tab, notice a “User Address List” tab. When selected, the user can import their own address list as either editable or ‘read-only’ to assist in their review.

As an additional note, the image shown here does not show map spots because of the current map scale. As participants zoom into the map, more map elements are visible, including map spots, street names, and block numbers. There is no Title 13 data displayed in this example.

## Slide 16 – GUPS screen example (Add address pop-up) \*\*No Title 13 Data Displayed\*\*

GUPS participants can add an address by placing a map spot on the map in the location of the new address and a pop-up window like this will appear.

By adding the map spot, the geocode fields (STCOU, Tract and Block) and the latitude/longitude fields pre-populate leaving the participant only the mandatory house number and street name fields to complete. In this example, the optional ZIP Code and Address Use (Mailing, Location, Both) fields are populated.

There is no Title 13 data displayed in this example.

## Slide 17 – GUPS screen example (Add road and address records) \*\*No Title 13 Data Displayed\*\*

In this last GUPS screen example, the participant added a road (Any Ave) as well as two new address records using the map spot functionality within the software. The map depicts the two new records as blue map spots while the address list includes the records as well.

There is no Title 13 data displayed in this example.

## Slide 18 – Preparation – Address List Formats

The next few slides discuss the materials that comprise the Paper and Digital participation methods, so you can begin to think about which is best for your government as part of LUCA preparation.

The paper address list is only available to participants with 6,000 or fewer addresses. While this may seem like a low number of address records, more than half of the eligible governments have less than 6,000 addresses!

The address list is printed legal size (8.5 x 14 inches) with only six addresses per page. There are two ‘sort options’: Street Name/House Number OR Census Tract/Census Block/Street Name/House Number. Each sort option has pros and cons as it relates to a review. Consider your ability to re-sort your local address list to match one of these sort options as well as whether or not geographically defining areas for review is possible. Census Bureau staff can discuss sort options and help you choose. Additionally, a separate paper “Address List Add Page” is necessary for participants to add new or missing address records. This form is letter size (8.5 x 11 inches) for ease of photocopying. To accommodate the potential for adding non-city style addresses, the paper Address List Add Page holds only four addresses per page. Examples of the paper Address List and Address List Add Page are in upcoming slides.

The digital address list is available to all governments. Different from 2010 LUCA, the Census Bureau is providing the 2020 LUCA digital address list in Excel (.xlsx) format or Comma Delimited Text (.csv) format. A database or spreadsheet software such as Microsoft Access or Microsoft Excel is necessary to use the digital format address list. There is no need for a separate ‘Add Page’. Selection of this format allows GIS users to utilize the GIS software for editing instead of Access or Excel. Digital format allows for the creation of map spots/point data from the latitude/longitude values included in the address list.

## Slide 19 – Address List Structure

Before moving onto the maps topic, please be aware the structure of the address list has changed since 2010. The Census Bureau incorporated suggestions from 2010 and combined some of the fields.

The graphic illustrates the changes in the layout of the digital address list from 2010 to 2020. The most significant change was concatenating seven “Street Name” fields for 2010 into one field for 2020. In addition to adding two new fields, highlighted in green (GEOID and Address Use), a re-ordering of the fields also occurred.

Though most of the changes mentioned above apply to the paper address list, there are notable differences. In the paper format, the state and county fields are not separate fields; the Entity ID is along the header of each page; the Facility Name and Location Description share a field and there is no Address Use field on the address list. The Address Use field is optional and is only necessary when adding new addresses.

## Slide 20 – Paper - Address List **\*\*No Title 13 Data Displayed\*\***

This slide shows an example of the 2020 LUCA paper format Address List page. There is no Title 13 data displayed in this example. All data shown are fictitious. The fields correlate to the fields on the ‘Address List structure’ slide, but in slightly different order. This product displays the following warning, “Disclosure Prohibited by Title 13, U.S.C.” on each page as a reminder that this product is protected under Title 13 U.S.C. Expect a detailed discussion regarding this product during the LUCA Trainings later this Fall/Winter.

## Slide 21 – Paper – Address List Add Page

This slide shows an example of a paper format “Address List Add Page”. Paper format participants use this form to add new or missing residential address records. This product displays the following warning, “Disclosure Prohibited by Title 13, U.S.C.” on each page as a reminder that this product is protected under Title 13 U.S.C. once addresses are included. Expect a detailed discussion of this product during the LUCA Trainings later this Fall/Winter.

## Slide 22 – Preparation – Map Formats

Both paper and digital formats are available for the LUCA maps. The paper map format is available to all governments, though there are clearly limits to their usability for larger governments that could have hundreds of large format maps and thousands of small format pdfs.

With the paper map format, the Census Bureau provides both large format, custom sized (42 x 36 inches) paper maps and a DVD of small format, legal sized (8.5 x 14 inches) Adobe PDF maps. The small format maps contain address structure coordinates represented as map spots. Viewed by using Adobe Acrobat software or printed, Title 13, U.S.C. protects the small format maps. Enforcement of confidentiality and security is required with the small format maps because they depict map spots. Participants use the small format maps for making updates. The next slide shows examples of the both large and small format maps. In addition, a large format map sample is available for viewing on the LUCA website.

The digital map format is available to all governments. The Census Bureau provides LUCA specific TIGER partnership shapefiles. Shapefiles require the use of GIS software and can be challenging to use. Please consider your entity's GIS capabilities before selecting this map format. Address structure points are not included as part of the shapefile, but participants can create them from the latitude/longitude coordinates included on the digital address list. Please do not confuse this digital format map choice with the DVD of small format Adobe PDF maps that accompany the paper participation method.

Many larger governments will choose digital format for both their address list and maps to leverage their own GIS. Smaller governments with computer expertise, but without a GIS, may prefer the digital address list and paper maps. Choosing a paper address list and TIGER partnership shapefiles would not allow for full use of GIS capabilities, but the format combination is available.

## Slide 23 – Paper – Large & Small Format Maps \*\*No Title 13 Data Displayed\*\*

The image on the left is a zoomed section of a large format paper map. The census tract number on this example is 0046.00 and the block numbers are the four digit red numbers. The light blue circle on the large format map example identifies block 2000.

The image on the right is from one of the corresponding small format paper maps. It shows a zoomed section for block 2000. The small dots are the map spots that correspond to the individual addresses within block 2000. The map spot label does not list the actual address, but instead lists a "Map Spot Number" that corresponds to the address list's field of the same name. This product displays the following warning, "Disclosure Prohibited by Title 13, U.S.C." on each page as a reminder that this product is protected under Title 13 U.S.C. There is no Title 13 data displayed in this example. All data shown are fictitious.

If you intend to register to participate in 2020 LUCA, please plan to attend a training session to learn more details and strategies for review. Training sessions are under development, but the Census Bureau expects them to begin later this year, in October 2017. These sessions provide instructions regarding the use of the 2020 LUCA address list and map products.

## Slide 24 – Preparation - Next Steps (Participant)

The next steps for participants include preparing now to determine available resources. The Census Bureau suggests entities begin to answer these questions:

- Does your entity have an address list or access to an address list (E911, appraisal district/assessment records, water/utility records, building permits, etc.)?
- Does the address list source have multi-unit structure identifiers (Apt 1, Unit A2, #3001, etc.)?
- Does it contain both residential and commercial information? Are the two types distinguishable?
- How much time can staff devote to conducting a LUCA review?
  - If a complete review of the address list is improbable, identify your government's high priority areas. Consider areas where the Census Bureau's block count list contradicts your knowledge or your local block counts, areas where multi-unit are concentrated, areas of new development, areas around your boundary, etc. Plan to focus the LUCA review on those areas.
- Does your entity want to/need to designate (or collaborate with) a higher-level government or regional planning agency to assist with the review? Begin outreach to those higher-level groups now.

Another next step in preparation is to register with the LUCA Invitation mailing set for July 2017. If you know your entity's registration status (Participate or Not), please complete and return the registration form as soon as possible to exclude your government from LUCA registration follow-up activities.

The Census Bureau anticipates 2020 LUCA Training workshops beginning in October 2017. Tentative plans focus on online webinars as well as some in-person trainings. In addition, self-training documents are under-development. If you choose to register, please plan to attend a training or self-train.

In February 2018, the 2020 LUCA materials begin shipping to participants. Upon receipt, participants have 120 calendar days to conduct their review and update the Census Bureau's Address List. The timeframe is short, so preparation is key to an organized, successful review.

## Slide 25 – Preparation – 2020 LUCA Schedule

It is important to discuss the LUCA schedule as another preparation aspect of 2020 LUCA. Keeping the schedule in mind prepares you for upcoming tasks and actions.

- January 2017 – Advance Notice mailing conducted
  - *The purpose of the Advance Notice mailing was to bring awareness to 2020 LUCA and its schedule so governments could begin preparing to participate. The Census Bureau asked contacts to review the LUCA Information Guide and to confirm/correct their contact information. The Census Bureau sent a large number of Advance Notice materials in order to build a solid courtesy copy base for the Invitation Mailing scheduled for July 2017. Nearly 83,000 contacts were shipped the Advance Notice mailing which covered just over 40,000 governments and organizations.*
- March 2017 – LUCA promotional presentations begin
  - *The six regional offices manage the scheduling of these presentations. Expect email invitations to webinars with some classroom presentations as well. Direct questions regarding the LUCA promotional presentations to the GEO 2020 LUCA email and/or toll-free number provided on the next slide.*
- July 2017 – LUCA Invitation mailing (which includes registration materials) conducted
- October 2017 – LUCA training workshops begin
- December 15, 2017 – Deadline for LUCA registration
- February - April 2018 – LUCA materials begin to ship to participants. Participants begin their review and have 120 calendar days to complete.

- February - September 2018 – Census Bureau processing of LUCA submissions begins.
- August - September 2019 – Census Bureau delivers LUCA feedback to participants (the Appeals process is still under development, but tentatively scheduled to begin in October 2019 with a very short review timeframe)
- April 1, 2020 is CENSUS DAY!

## Slide 26 – Questions about 2020 LUCA?

Please note the information on this slide. These are the resources available from the Census Bureau to communicate your 2020 LUCA related questions.

The 2020 LUCA website is the best resource to “self-serve” information. It includes much of the content from this presentation. The link to the Address Block Count files, the link to the Census Geocoder, and a 2020 LUCA sample large format paper map all are available on the website, plus additional materials of interest like the LUCA Flyer and Information Guide. The Census Bureau anticipates posting the schedule of the LUCA Trainings to the website. Keep checking back often for updates.

If you are unable to find information on the LUCA website or have specific questions about 2020 LUCA, please use the toll-free Geographic Programs Support Desk telephone number and/or the GEO 2020 LUCA email address listed on this slide to contact the Census Bureau. The support desk offers a variety of levels of support Monday-Friday from 8AM – 8PM (Eastern), closed on Federal Holidays.

## Slide 27 – Connect with Us

For those of you wanting to learn more or using social media, please feel free to ‘connect with us’ via these social media sites. Thank you for attending today’s presentation promoting the 2020 LUCA operation.