



NATIONAL CONFERENCE of STATE LEGISLATURES

The Forum for America's Ideas

HOW YOU CAN HELP THE 2020 CENSUS IN YOUR STATE

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1. Make sure your local government is participating in the Local Update of Census Addresses (LUCA).

This is the sole chance for governments to review and comment on the master address list that will be used to conduct the decennial census. Contact your county, town and city top elected officials to make sure they've signed up for LUCA before December 15, 2017. This is especially important if new local leaders take office in January and the outgoing leadership has not signed up. Be sure to check back with your local officials next year to see how LUCA participation is working. They'll know you are interested.

2. Learn about your state and district's "hard to count" communities and begin targeting them now.

Visit www.censushardtocountmaps.us. This new tool highlights areas of the country that are hardest to count. It also provides information to help make sure these hard-to-count areas and populations are fully counted to help ensure a fair and accurate census.

3. Create a Legislative Task Force. Members from "hard to count" districts can work together to develop strategies and efforts to use your legislative network to maximize your census counts.

4. Create statewide and local 2020 Census complete count committees. Work with statewide and legislative, county and municipal leaders to create full count committees to execute an accurate count. Ask faith-based, civic, business, immigrant, labor, and good government groups to participate.

5. Fund census outreach and promotional efforts in your state budget. Working with your governors, create state agency outreach efforts. Fund census outreach efforts for competitive community grants, media campaigns, and complete count committees beginning in your next state budget cycle.

6. Become familiar with census mapping and terminology. First step is to stay on top of the Block Boundary Suggestion Program (BBSP). Find out who in your state or on your staff is working with the Census Bureau on this program that provides states the opportunity to submit their suggestions for the 2020 Census tabulation block inventory. In addition, states have the opportunity to submit suggested legal boundary updates as well as updates to other geographic areas. This will also make sure you're ready for the redistricting process by 2021.

7. Develop creative ways to count people in 2020. Think "outside the box." Determine what hasn't worked in the past by speaking to experienced experts and explore new ways to help residents complete census questionnaires. Consider working with library systems and other "user friendly" locations that might be helpful to encourage residents to participate in the census. Think about how to approach communities that are wary of speaking with the federal government.

8. Reach out to your Census Bureau regional office and State Data Center (SDC) Program. Start by visiting the Regional Contacts webpage of the Census Bureau to begin working with the regional staff. Next, visit the Bureau's Member Network webpage for the SDC Program. These are state-based experts in census data. Both can help with complete count committees and any questions that arise.