The Road to 2020

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US Census Bureau
Los Angeles Region
12/11/2017
Why We Do a Census

- Article 1, Section 2 of the US Constitution
  The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

- Key Purpose is Apportioning the US House of Representatives
## Appportionment

### Official Results 2010

<table>
<thead>
<tr>
<th>Gained</th>
<th>Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
</tr>
<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
Also About Fairness…

- Fundamental element of Federal legislation

- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - ADA
    - Age Discrimination Act
  - Fair Housing Act
### And About Funding

1. Medical Assistance Program
2. Supplemental Nutrition Assistance Program
3. Medicare Part B Physicians Fee Schedule Services
4. Highway Planning and Construction
5. Federal Pell Grant Program
6. National School Lunch Program
7. Temporary Assistance for Needy Families
8. Section 8 Housing Choice Voucher
9. Title 1 Grants to Local Educational Agencies
10. Special Education Grants to States
11. Head Start

Source: Uses of Census Bureau Data in Federal Funds Distribution. *A New Design for the 21st Century*
The 2010 Census

- A Very Good “Net” Census

U.S. Total Percentage Net Undercount from 1980 - 2010

- 0.8% ± 1.4% (Upper)
- 1.61% ± 1.61% (Lower)

1980: 0.8% ± 1.4%
1990: 1.61% ± 1.61%
2000: -0.49%
2010: -0.01%
Goals for the 2020 Census

▪ Maintain Quality
▪ Reduce Costs
▪ 4 Areas of Innovation
  ▪ Efficiency in Building an Address List
  ▪ Easier Ways to Respond
  ▪ Better Use of Information We Already Have
  ▪ More Efficient Field Operations
2020 Census

Count everyone once, only once, and in the right place.
Three Main Reasons We Miss People

1. We don’t have an address
   ▪ We can’t send a form
   ▪ If we get a response, we can’t “match” them to the ground
2. We can’t get a response
   ▪ We have an address, but we can’t determine occupancy
3. We get a partial response
   ▪ Children
   ▪ Multiple Families
   ▪ Unrelated individuals
2020 Census Local Update of Census Addresses (LUCA)

- Voluntary geographic partnership operation
- Once a decade opportunity to review and update the Census Bureau’s Address List for residential addresses
- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)
Who Can Participate in LUCA

- States
- Counties
- Incorporated places (Cities, towns)
- Federally recognized tribes with a reservation or off-reservation trust land
Confidentiality and Security

- The 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 that 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
Preparation – Next Steps (Participant)

- Prepare (now!)
  - LUCA informational guide
- Register to participate
  - Deadline December 15, 2017
- Attend a training workshop (Nov – Feb 2018)
  - In-person workshops
  - Self-training aids online in December
  - Webinar schedule on the LUCA website (soon)
As of Dec. 4, 2017

<table>
<thead>
<tr>
<th>Status</th>
<th>States</th>
<th>Counties</th>
<th>Cities &amp; Towns</th>
<th>American Indian Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating</td>
<td>24</td>
<td>1,146</td>
<td>4,866</td>
<td>54</td>
</tr>
<tr>
<td>Participating %</td>
<td>47.06%</td>
<td>36.38%</td>
<td>24.90%</td>
<td>1.71%</td>
</tr>
<tr>
<td>Partially Registered</td>
<td>1</td>
<td>61</td>
<td>381</td>
<td>6</td>
</tr>
<tr>
<td>Partially Registered %</td>
<td>1.96%</td>
<td>1.94%</td>
<td>1.95%</td>
<td>0.19%</td>
</tr>
<tr>
<td>Declined</td>
<td>0</td>
<td>314</td>
<td>2,189</td>
<td>3</td>
</tr>
<tr>
<td>Declined %</td>
<td>0.00%</td>
<td>9.97%</td>
<td>11.20%</td>
<td>0.10%</td>
</tr>
<tr>
<td>Deferred to Higher Level Gov</td>
<td>0</td>
<td>23</td>
<td>924</td>
<td>3</td>
</tr>
<tr>
<td>Deferred to Higher Level Gov %</td>
<td>0.00%</td>
<td>0.73%</td>
<td>4.73%</td>
<td>0.10%</td>
</tr>
<tr>
<td>No Response</td>
<td>26</td>
<td>1,606</td>
<td>11,180</td>
<td>3,084</td>
</tr>
<tr>
<td>No Response %</td>
<td>50.98%</td>
<td>50.98%</td>
<td>57.22%</td>
<td>97.90%</td>
</tr>
<tr>
<td>TOTAL COUNT</td>
<td>51</td>
<td>3,150</td>
<td>19,540</td>
<td>3,150</td>
</tr>
</tbody>
</table>
# 2020 LUCA schedule

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2017</td>
<td>Advance Notice mailing mailed 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 began.</td>
</tr>
<tr>
<td>December 15, 2017</td>
<td><strong>2020 LUCA registration deadline.</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>
2020 LUCA Next Steps

- **Additional Follow Up with Non-responding Entities**
  - Sent reminder notices and additional set of registration materials to non-responders (HEO with cc to geography program contacts) at beginning of October 2017
  - Sent registration deadline (December 15, 2017) reminder mailing in early November
  - Sent email registration reminder on November 21, 2017 to all non-responder contacts (LA region)

- **Non-responder Follow Up Coordination with State Data Center (OFM)**
  - Provided SDC current list of 2020 LUCA registrants, decliners, and non-responders (November 21, 2017 for LA region)

- **Strategizing with State and Other Participants**
  - Need to discuss possible options with state and participating counties to cover non-responding and declining areas (LA Region)

- **Training Workshops and Webinars**
  - Have scheduled webinars to discuss LUCA review process and use of materials (available online)
  - Setting up in-person workshops between now and February

- **Release of Products**
  - February through April 2018
  - 120-day review period
Key Dates

2017
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

2018
- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

2019
- Opening Field Offices
- Complete Count Committees established

2020
- Advertising—begins in early 2020
- Begin self response
- **Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

2021
- Redistricting counts to the States—March 31, 2021
Census Regional Contacts

https://www.census.gov/about/regions.html

- Atlanta: 404-730-3832
- Chicago: 630-288-9200
- Denver: 720-962-3700
- Los Angeles: 818-267-1700
- New York: 212-584-3400
- Philadelphia: 215-717-1800
Contact Information

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