Preparing for the 2020 Census Role of State and Local Governments

National Association of Regional Councils

San Antonio, Texas

October 23, 2017

TEXAS DEMOGRAPHIC CENTER

@TexasDemography

The best possible count in 2020 matters

- Representation
  - The Census is constitutionally required to apportion seats in the House of Representatives
- Funding
  - The US Government spent nearly $590 billion in FY 2015 distributed based on Census data
- Planning
  - Local governments and businesses rely on Census data to evaluate how to serve their communities

Efficiencies Planned for 2020

2020 Census Operational Research and Development Efforts

Up to $5 Billion in Savings Through:

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records

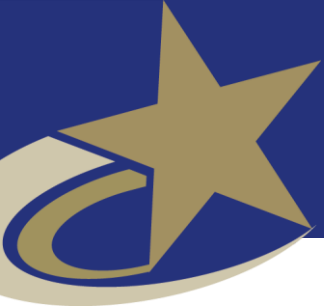Reengineering Field Operations

Hard to count states

States Ranked by Number of People Living in Hard-to-Count Areas*

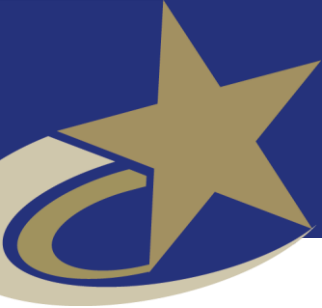| Rank	State	State Population in HTC Areas*	Total Population in State	% of Population in HTC Areas*
51	California	10,393,982	33,870,923	30.7%
50	Texas	5,661,540	20,851,377	27.2%
49	New York	5,559,642	18,974,875	29.3%
48	Florida	2,981,402	15,982,265	18.7%
47	Illinois	2,400,355	12,418,799	19.3%
46	New Jersey	1,583,306	8,414,036	18.8%
45	Arizona	1,395,113	5,130,309	27.2%
44	Georgia	1,257,940	8,186,435	15.4%
43	Michigan	1,236,057	9,938,119	12.4%
42	Ohio	1,225,207	11,352,636	10.8%
41	Pennsylvania	1,194,589	12,280,771	9.7%

Who are the "hard to count"?

- racial and ethnic minorities
- linguistic minorities
- lower income persons
- homeless persons
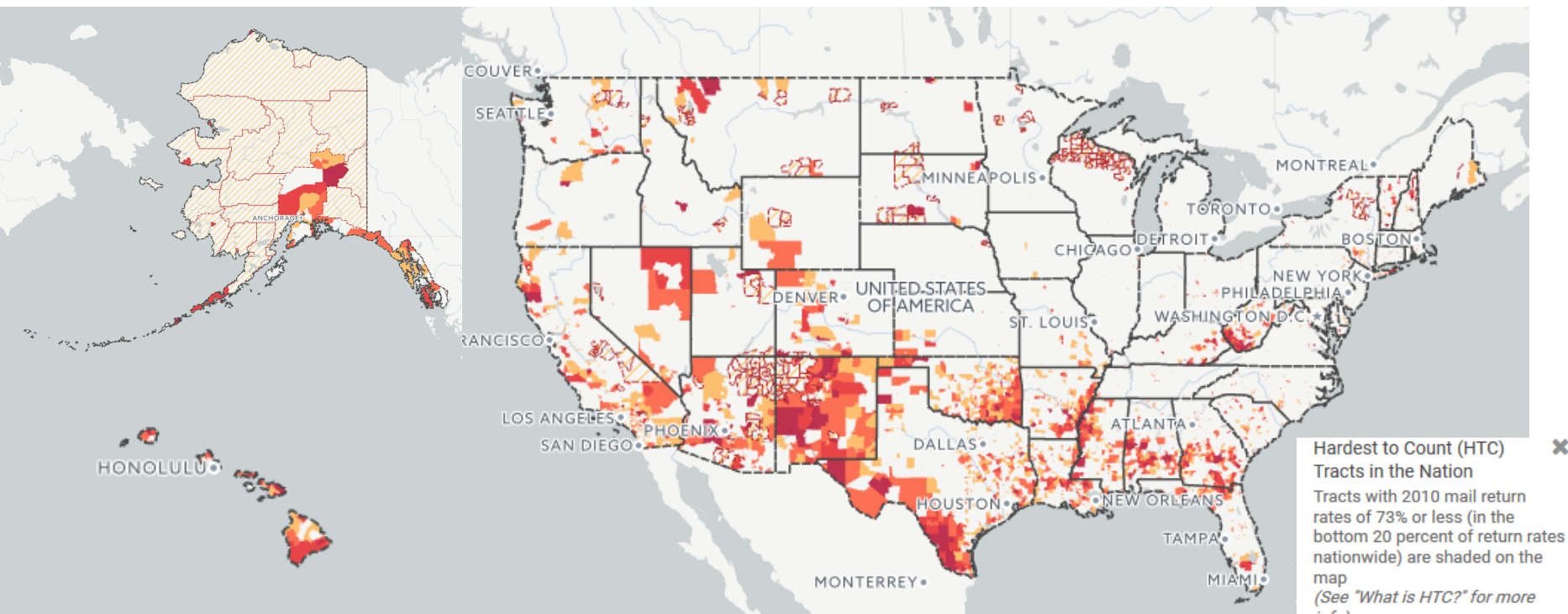- undocumented immigrants
- young mobile persons
- children

Hard to Address

- Residential development – Especially Infill

- Group Quarters

- Conversion of industrial and commercial structures to residential uses

- Illegal conversions – single family structure with multiple apartments

Hard to count census tracts, 2010

Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map
(See "What is HTC?" for more info)

- ■ 0 - 60% mail return rate
- ■ 60 - 65%
- ■ 65 - 70%
- ■ 70 - 73%
- □ above 73% (no HTC tracts)

▨ Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

http://www.censushardtocountmaps2020.us/

2020 Geographic Partnership Programs

Redistricting Block Boundary Suggestion Project (BBSP)

- Materials available to states in December 2015 – Verification in December 2016

Redistricting Voting District Project (VTD)

- Materials available to states in December 2017 – Verification in December 2018

Local Update of Census Addresses (LUCA) Program

- Invitation Fall of 2017 – Materials available Winter 2018 – Feedback shipped Summer 2019

Participant Statistical Areas Program (PSAP) & Tribal Statistical Areas Program (TSAP)

- In planning – Materials available in December 2018

Boundary and Annexation Survey (BAS)

- Annual response in December and January of each year – Submit material through May

Boundary Validation Program (BVP)

- Highest Elected Official initial notification January 2020
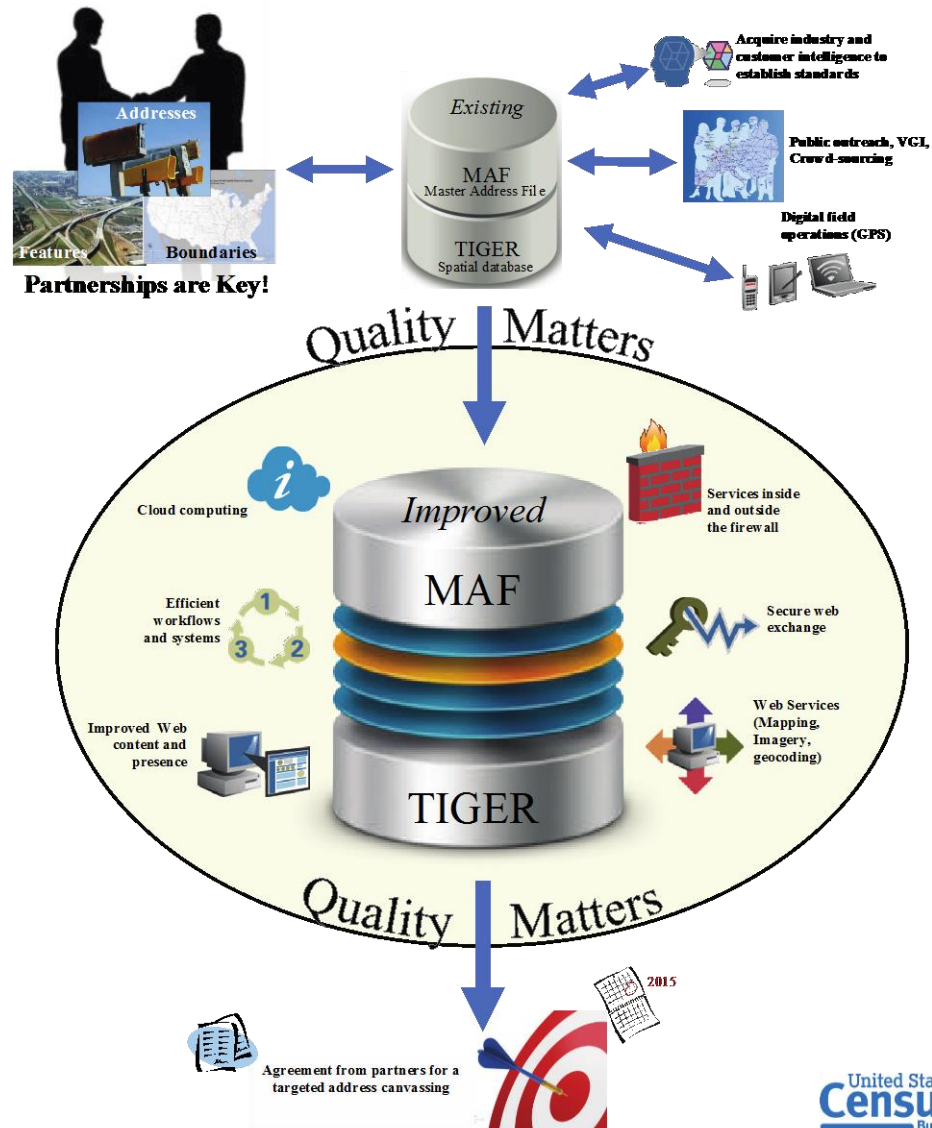- Final review of BAS 2020 May or June 2020

Census Bureau's Planning Database

- Housing, demographic, and socioeconomic data from 2010 Census and ACS

- Census block group and the tract levels of geography

- Operational variables include the 2010 Census Mail Return Rate for each block group and tract.

- 2015 PDB - Low Response Score (LRS) identifies block groups and tracts whose characteristics predict low census mail return rate and are highly correlated (negatively) with census and survey participation.
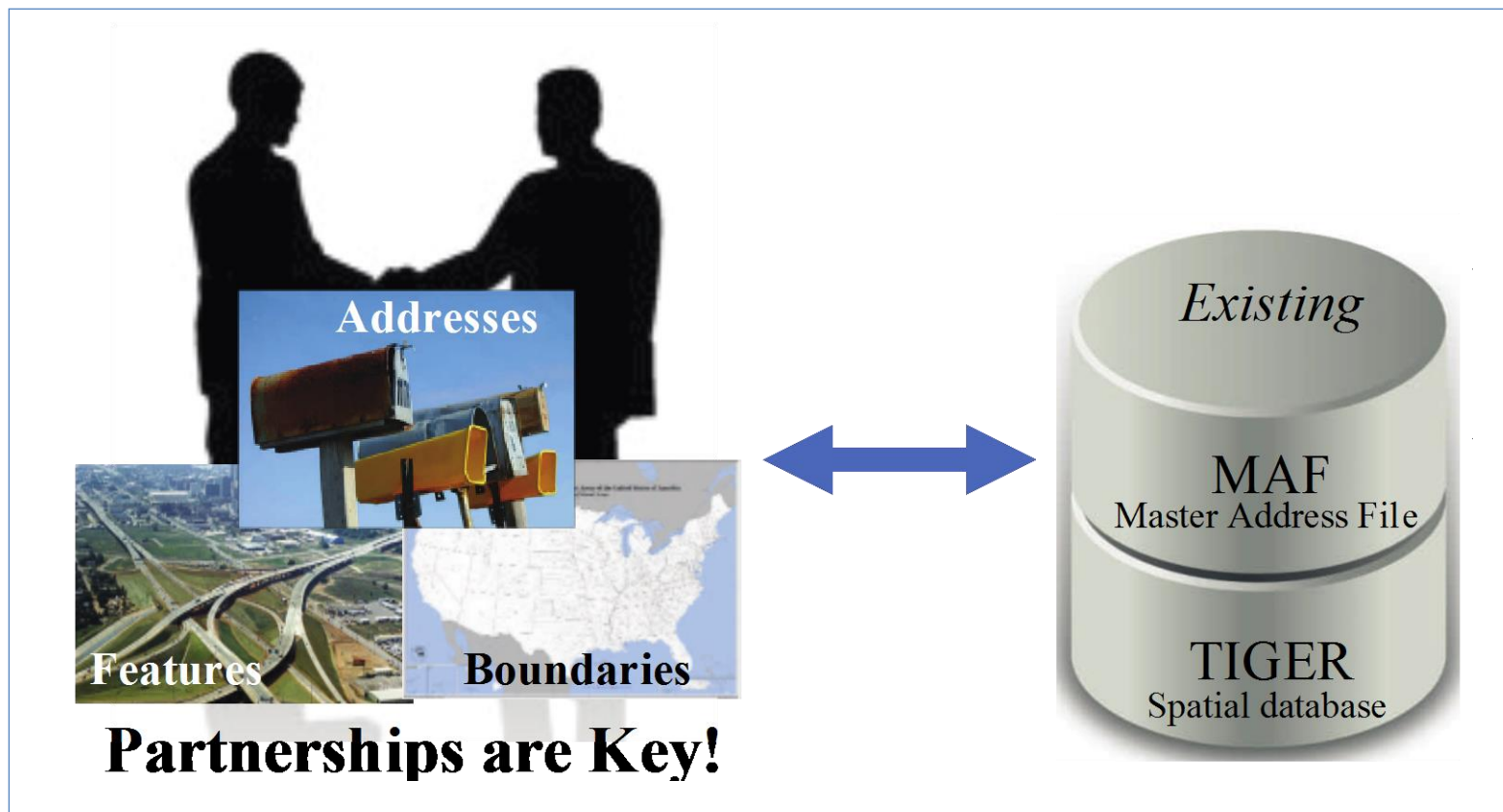
http://www.census.gov/research/data/planning_database/

Geographic Support System Initiative
U.S. Census Bureau

Addresses

Features

Boundaries

Partnerships are Key!

Existing

MAF
Master Address File
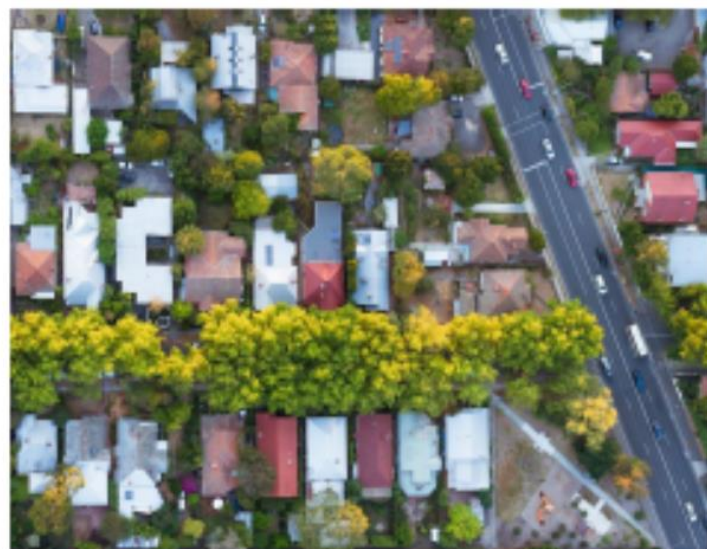
TIGER
Spatial database

Boundary and Annexation Survey (BAS)

- Census Bureau annual survey to collect information about selected legally defined geographic areas.

- BAS is used to update information about the legal boundaries and names of all governmental units in the United States.

- Census Bureau uses the boundary information to tabulate data for the decennial and economic censuses, and annual estimates and surveys such as the Population Estimates Program and the American Community.

The 2020 Local Update of Census Addresses (LUCA) program

LUCA is the U.S. Census Bureau program that allows cities to review and comment on the addresses that will be used to conduct the 2020 Census.
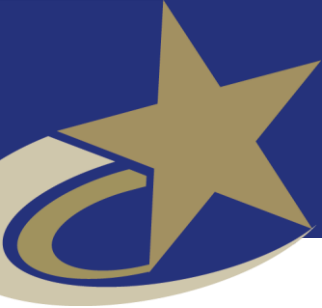
Important LUCA dates

Registration packets mailed to highest elected officials in July 2017

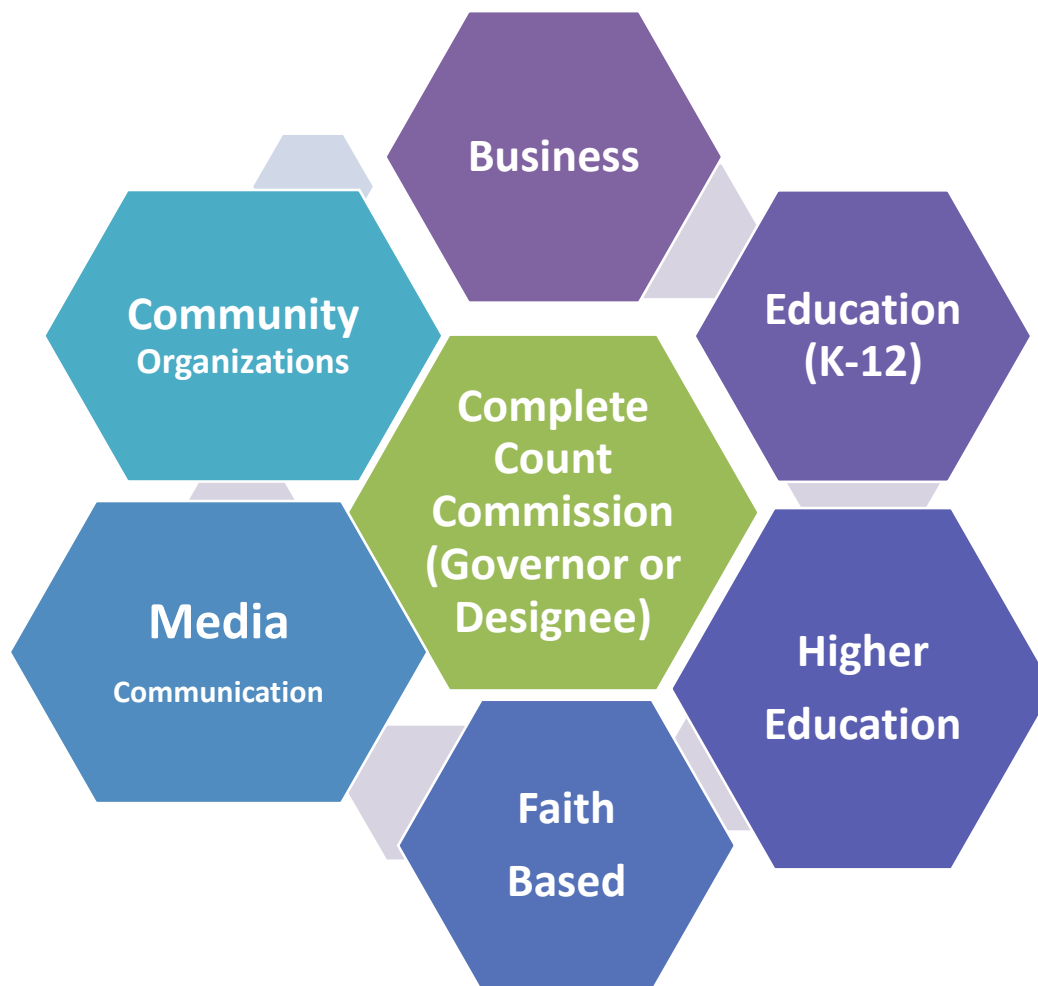Deadline to return register with the Census Bureau is December 15, 2017.

Review period runs for 3 months; begins February 2018.

More details about the LUCA can be found here:

www.census.gov/geo/partnerships/luca.html

Local Complete Count Committee

MEDIA COMM

BUSINESS

IMMIGRANT

COMMUNITY ORG

RECRUITING

MAYOR COUNTY CHAIR

GROUP QUARTERS

EX-OFFENDER

VETERANS

FAITH BASED

HOMELESS

EDUCATION (K-12)

State Data Center Program

- Established in 1978 for data assistance to state and local governments and the general public.

- 56 state leads representing each state, the District of Columbia, Puerto Rico, and US Island Areas.

- Supported by 1,600 coordinating agencies and affiliates, which include local governments, university research centers, libraries and nonprofits.

- Members are premier partners who extend Census's reach and provide Census products, data, and training resources to interested audiences and the general public.

- Support various Bureau programs including BAS, LUCA, Building Permits, and Census of Governments.

- Provide feedback on data users' needs and operational issues.

- At the Census Bureau, the SDC program is coordinated by the Customer Liaison and Marketing Services Office.

https://census.gov/about/partners/sdc/member-network.html

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