Preparing for the 2020 Census Role of State and Local Governments

National Association of Regional Councils
San Antonio, Texas
October 23, 2017
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

- Reengineering Address Canvassing
- Optimizing Self-Response
- Utilizing Administrative Records
- Reengineering Field Operations

Up to $5 Billion in Savings Through:
### States Ranked by Number of People Living in Hard-to-Count Areas

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

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
• 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

Partnerships are Key!

Quality Matters

Improved MAF

Cloud computing
Efficient workflows and systems
Improved Web content and presence

TIGER Spatial database

Existing MAF Master Address File

Acquire industry and customer intelligence to establish standards
Public outreach, VGI, Crowd sourcing
Digital field operations (GEO)

Secured web exchange
Web Services (Mapping, imagery, geocoding)

Services inside and outside the firewall

2015

Agreement from partners for a targeted address canvassing
Community TIGER

Partnerships are Key!

Features
Addresses
Boundaries

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
State Complete Count Program

- Business
- Education (K-12)
- Higher Education
- Faith Based
- Community Organizations
- Media

Complete Count Commission (Governor or Designee)
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
Contact

Lloyd Potter, Ph.D.
State Demographer
Office: (210) 458-6530
Email: Lloyd.Potter@utsa.edu
Internet: demographics.texas.gov

@TexasDemography