Agenda

▪ 2020 Census Overview
  ▪ 2020 Census Design
  ▪ Low Response Scores
  ▪ 2020 Area Census Offices

▪ Geographic Partnership Programs
  ▪ Local Update of Census Addresses (LUCA)
  ▪ Boundary and Annexation Survey (BAS)
  ▪ New Construction
  ▪ Participant Statistical Areas Program (PSAP)
2020 Census Design

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign
Maximize outreach using traditional and new media
Target ads to specific audiences
Work with trusted sources to inspire participation

Count the Population

Collect data from all households, including group and unique living arrangements
Make it easy for people to respond anytime, anywhere
Encourage people to use the new online response option
Use the most cost-effective strategy to contact and count nonrespondents
Knock on doors only when necessary
Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live

Release Census Results

Process and Provide Census Data
Deliver apportionment counts to the President by December 31, 2020
Release counts for redistricting by April 1, 2021
Make it easier for the public to get data

Count Everyone Once In the Right Place

Conduct a 100% review and update of the nation’s address list
Minimize field work with in-office updating
Use multiple data sources to identify areas with address changes
Get local government input
Florida - Census Low Response Score*
By Census Tract

*The Census Low Response Score (LRS) is a continuous score that predicts whether a tract will produce a low response rate. The score for a tract is inversely related to the mail return rate from the 2010 Census for that tract. Therefore, the people living in tracts with a lower LRS are more likely to respond to 2020 Census than those with a higher LRS.

Characteristics of a LRS Tract

Hard-to-survey areas—those identified by higher Low Response Scores—are hard-to-survey for different reasons. Learning about each hard-to-survey area allows the Census Bureau and local Complete Count Committees to create a tailored communication and partnership campaign, and to plan for field resources to help improve response rates.

The LRS is synonymous with "predicted mail non-response rate." As an example, an LRS value of 31.9 should be interpreted as 31.9% of households in that census tract are predicted to NOT self-respond to the decennial census.
2020 Area Census Offices

Florida

Fort Lauderdale, Fort Myers, Gainesville, Jacksonville, Lakeland, Lauderdale Lakes, Miami North, Miami South, Ocala, Orange County, Pensacola, Seminole County, St. Petersburg, Tampa, and West Palm Beach

Scheduled Opening: Between July and September 2019

Scheduled Closing: Between August and November 2020
Geographic Partnership Programs

- Accurate Census data comes from accurate geographic data, including addresses and boundaries. Local governments are the best sources for address and boundary data.

- Local government participation in 2020 Geographic Partnership Programs provide opportunities to work together to ensure the best and most useful results possible.
Geographic Partnership Programs

Boundary and Annexation Survey (BAS).

Local Update of Census Addresses Operation (LUCA).

New Construction Program (New Construction).

Participant Statistical Areas Program (PSAP).

https://www.census.gov/geo/partnerships/
For LUCA 2010:

85% (57) of Florida’s 67 counties registered for LUCA.
43% (178) of Florida’s 410 cities registered for LUCA.
For LUCA 2020:

87% (58) of Florida’s 67 counties registered for LUCA.
45% (184) of Florida’s 412 cities registered for LUCA.
## 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>2020 LUCA registration deadline.</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>CENSUS DAY.</td>
</tr>
</tbody>
</table>
Boundary and Annexation Survey (BAS)

If Census place boundary (blue) is not corrected to aligned with the accurate locally-sourced place boundary (red) and parcels (black), housing units may be misallocated.

Annual BAS Schedule:
December/January – program information sent to participants
January 1 – Date that Annexations must be legally in effect
March 1 – Submission deadline for updates to be reflected in the Population Estimates Program (PEP) and American Community Survey (ACS)
May 31 – Submission deadline for changes to be included in subsequent BAS materials.
## BAS Schedule and Deadlines

<table>
<thead>
<tr>
<th>Timeframe</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Every January</td>
<td><em>Invitation</em> letter/e-mail sent to Highest Elected Official and BAS point of contact.</td>
</tr>
<tr>
<td>Every March 1</td>
<td><em>Deadline</em> to submit updates for all subsequent censuses, surveys, and estimates published for that year.</td>
</tr>
<tr>
<td>Every May 31</td>
<td><em>Final deadline</em> to submit updates for the following year’s BAS materials.</td>
</tr>
</tbody>
</table>
New Construction Program

- Once a decade, voluntary opportunity for governments* to:
  - Submit addresses with city style mailing addresses for units constructed after LUCA that will be closed to the elements (i.e., basic construction completed) by census day.

* This applies to governments that will receive decennial census questionnaires by mail.

https://www.census.gov/programs-surveys/decennial-census/about/NewConstruction
2020 New Construction Program

- Non-Title 13.
- Decennial program designed to capture new addresses for housing units that will be habitable on Census Day (April 1, 2020).
- Address submissions will require either:
  - State/County/Tract/Block Geocodes or
  - Latitude/Longitude Coordinates
- Available in Self-Response Type of Enumeration areas.
  - New addresses in non-Self-Response areas will be captured during field operations.
## Growth - The Big Picture

### New Addresses in Our Region

<table>
<thead>
<tr>
<th>State Name</th>
<th>2016 # of HUs</th>
<th>2017 # of HUs</th>
<th>HU Increase</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>2,230,185</td>
<td>2,258,596</td>
<td>28,411</td>
<td>1.27</td>
</tr>
<tr>
<td>Florida</td>
<td>9,301,642</td>
<td>9,441,153</td>
<td>139,511</td>
<td>1.50</td>
</tr>
<tr>
<td>Georgia</td>
<td>4,218,776</td>
<td>4,282,106</td>
<td>63,330</td>
<td>1.50</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2,036,975</td>
<td>2,061,420</td>
<td>24,445</td>
<td>1.20</td>
</tr>
<tr>
<td>Mississippi</td>
<td>1,307,441</td>
<td>1,323,663</td>
<td>16,222</td>
<td>1.24</td>
</tr>
<tr>
<td>North Carolina</td>
<td>4,540,498</td>
<td>4,622,575</td>
<td>82,077</td>
<td>1.81</td>
</tr>
<tr>
<td>South Carolina</td>
<td>2,236,153</td>
<td>2,284,722</td>
<td>48,569</td>
<td>2.17</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau 2012 – 2016, American Community Survey 5 year Estimates.

# New Construction Program Schedule

<table>
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<tr>
<th>Program Activity</th>
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<tr>
<td>April 2019</td>
<td>Invitation Letters and Registration Forms Mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), and Governors</td>
</tr>
<tr>
<td>June 14, 2019</td>
<td>Registration Deadline</td>
</tr>
<tr>
<td>September 2019</td>
<td>Registered Participants Receive/Download their Materials</td>
</tr>
<tr>
<td>September 2019</td>
<td>New Construction Training Webinars begin</td>
</tr>
<tr>
<td>October 2019</td>
<td>Participation E-mail Reminders sent</td>
</tr>
<tr>
<td>November 22, 2019</td>
<td>Submission Deadline — <strong>NO EXTENSIONS!</strong></td>
</tr>
<tr>
<td>December 2019</td>
<td>Thank You/Closeout Notices sent to participating governments</td>
</tr>
</tbody>
</table>
2020 Participant Statistical Areas Program (PSAP)

An opportunity for designated representatives to review and update statistical geographies for 2020 Census data tabulation.

- Coordinating agencies can review, identify, propose changes, and delineate new census tracts, block groups, census designated places (CDPs), and census county divisions (CCDs).

- 2 Phases:
  - Delineation (120-day review)
  - Verification (90-day review)
2020 PSAP Primary Participants
Florida

Primary Participants:
Consolidated Government: 1 County
County: 40 Counties
Regional Planning Authority: 26 Counties

Legend
- Regional Planning Authority Boundary
- County Boundary
PSAP Coverage
- Primary Participant - Consolidated Government
- Primary Participant - County
- Primary Participant - Regional Planning Authority

Map created by Atlanta Regional Census Center Geography Department
using ESRI products and Census data, including PSAP primary participant

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Participant Statistical Areas Program (PSAP) “Plan”

*Participation Options*

PSAP Partners will have the following options:

1. Accept the Census Bureau’s 2020 Census proposed statistical areas.
2. Update the 2020 Census proposed statistical areas.
3. Use the 2010 Census statistical area geography as a base to make updates.
PSAP

Key Dates

• March–May 2018: The Census Bureau contacts 2010 Census PSAP participants to inquire about 2020 Census PSAP participation.

• July 2018: The Census Bureau sends an official letter to PSAP participants and state, county, or local points of contacts.

• Fall 2018: List of local planning agencies, councils of governments, and organizations published on the PSAP Web site.

• January 2019: PSAP participants receive materials to provide input on the 2020 PSAP plan for statistical boundaries. Participants have 120 days to submit updates.

• February 2019: PSAP webinar training begins.

• January 2020: PSAP Verification Stage- participants receive an updated 2020 PSAP plan in order to verify that the statistical boundaries are correct. Participants have 90 days to review updates.
Visit Our Census Geographic Partnerships Page

https://www.census.gov/programs-surveys/geography/about/partnerships.html

Geography Program

Partnerships

We foster partnerships with federal, state, local, and tribal governments as well as commercial partners. Find information about specific partnership programs and learn more about our partnerships with other organizations.

To learn how tribal, state, and local governments participate in geography partnership programs and why participation benefits your community, please view this short video and flyer [PDF].

Boundary and Annexation Survey (BAS)

The Census Bureau conducts the BAS annually to collect information about selected legally defined geographic areas.

School District Review Program (SDRP)

The SDRP allows state officials to review the Census Bureau school district information and to provide the Census Bureau with updates and corrections.

Local Update of Census Addresses Operation (LUCA)

New Construction Program

The 2020 Census New Construction program helps ensure that the U.S. Census Bureau’s address list is as complete and accurate as possible on Census Day.

Participant Statistical Areas Program (PSAP)
Contact Us

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