2020 Census
Geographic Partnership Programs
Update

Atlanta Regional Office
Managing Census Operations in:
AL, FL, GA, LA, MS, NC, SC

Alabama State
Data Center Conference
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

Establish Where to Count

- Identify all addresses where people could live

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

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

IN-FIELD

IN-OFFICE

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
Low Response Scores (LRS)

- Calculated based on data from the 2016 Planning Database.
- Similar in purpose to the Hard-to-Count scores included in the 2000 Planning Database.
- Identifies block groups and tracts whose characteristics predict low census mail return rate.
- Highly correlated (negatively) with census and survey participation.
- Identifies areas where special outreach and promotion efforts should be implemented.

Nationwide, 79.3 percent of households that received a 2010 Census mail questionnaire completed and returned it. The resulting non-response rate of 20.7 percent was not evenly distributed across the country, but rather varied greatly by location.
Characteristics of a LRS Tract

https://www.census.gov/roam

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

Alabama

Birmingham

Scheduled Opening:
Between January and March 2019

Scheduled Closing:
Between August and November 2020

Huntsville and Mobile

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.
2020 Census Geographic Partnerships

- **Local Update of Census Addresses (LUCA)** – Partner review period March-July 2018 (120 days). Feedback to participants in August 2019.

- **New Construction** – Program to add newly constructed housing unit addresses to Census; planned for August-November 2019.

- **Boundary and Annexation Survey (BAS)** – Annual survey. Partner review period January-May.

- **Participant Statistical Areas Program (PSAP)** – To edit/change tracts, block groups, and other statistical geographies for 2020 tabulations. (Review period planned for February-June 2019)
For LUCA 2010:
37% (25) of Alabama’s 67 counties registered for LUCA.
30% (137) of Alabama’s 460 cities registered for LUCA.

For LUCA 2020:
85% (57) of Alabama’s 67 counties have registered for LUCA.
61% (280) of Alabama’s 461 cities have registered for LUCA.
<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
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<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>
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<tr>
<td>March 2017</td>
<td>✓ 2020 LUCA Promotional presentations began.</td>
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<td>July 2017</td>
<td>✓ 2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors.</td>
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<td>October 2017</td>
<td>✓ 2020 LUCA Training workshops began.</td>
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<td>December 15, 2017</td>
<td>✓ <strong>2020 LUCA registration deadline.</strong></td>
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<tr>
<td>February - April 2018</td>
<td>✓ Participants receive their 2020 LUCA materials.</td>
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<tr>
<td>April 2018 - May 2019</td>
<td>Census Bureau validates 2020 LUCA addresses.</td>
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<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>
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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.
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.

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)
2010 PSAP Primary Participants
Alabama

Primary Participants:
Regional Planning Agencies: 58 Counties
Census Regional Office: 2 Counties
Counties: 1 County
Cities: 6 Counties

Legend
- Primary Participant Regional Council/Commission
- Primary Participant Census Staff
- Primary Participant City
- Primary Participant County
- County Boundary
- Regional Council/Commission (RC) Boundary
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 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/geo/partnerships/
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