

COUNTDOWN TO THE

C E N S U S



C O U N T



NYSAC

NEW YORK STATE
ASSOCIATION OF COUNTIES

Webinar, August 12, 2019



NYSAC[®]

NEW YORK STATE
ASSOCIATION OF COUNTIES

Stephen J. Acquario
Executive Director



2020 LUCA APPEALS



What is LUCA Appeals?

Opportunity to appeal Census Bureau's determinations on LUCA address submissions

<https://www.govinfo.gov/content/pkg/FR-2019-07-17/pdf/2019-15168.pdf>



My Federal Register

Account management for Office of the Federal Register applications



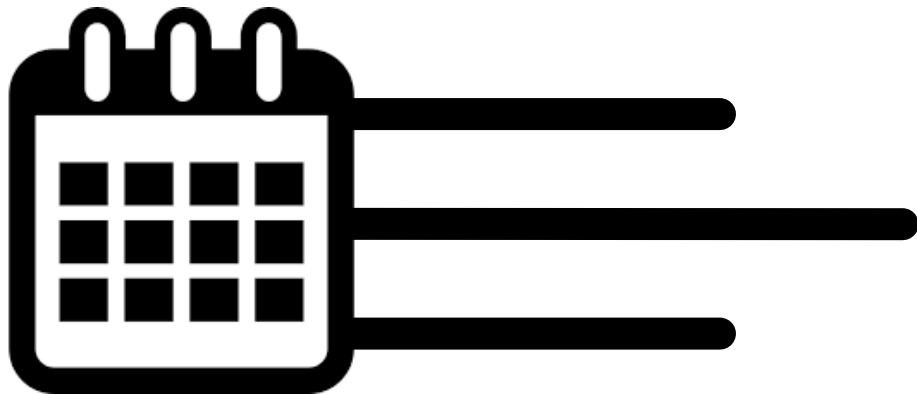
LUCA Appeals Overview

LUCA feedback to
be received in
summer of 2019

45 days to
submit appeals

Final decision by
OMB

Results by
January 2020





Rollout Order of Feedback Materials

1. Paper address lists, large format paper maps
2. Digital address list, large format paper maps
3. Digital address list, PDF maps
4. Digital address list, partnership shapefiles & GUPS
5. Paper address list, partnership shapefiles & GUPS
6. Paper address lists, PDF maps
7. Then each product type for participants without any updates to the Census address list

DISCLOSURE PROHIBITED BY TITLE 13, U.S.C.



“Private information is never published. It is against the law to disclose or publish any private information that identifies an individual or business such, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.”

https://www.census.gov/history/www/reference/privacy_confidentiality/title_13_us_code.html

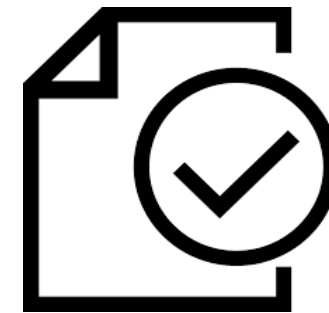
Who Can File an Appeal?

Participants who:

- **Sent a LUCA submission**



- **Certified MAF was correct**



What to Appeal?

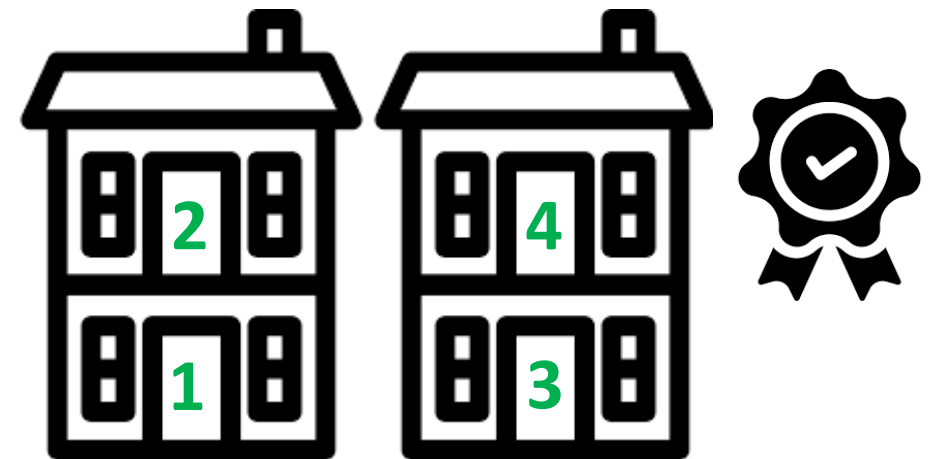
LUCA changes that were not accepted by the Census:

Additions



Corrections

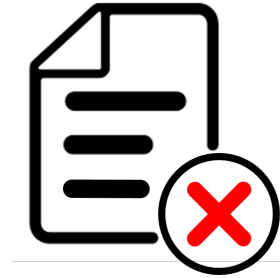
- ✓ 10 Elm Street, Unit 1
- ✓ 10 Elm Street, Unit 2
- ✓ 10 Elm Street, Unit 3
- ✗ 10 Elm Street, Unit 4



10 Elm Street

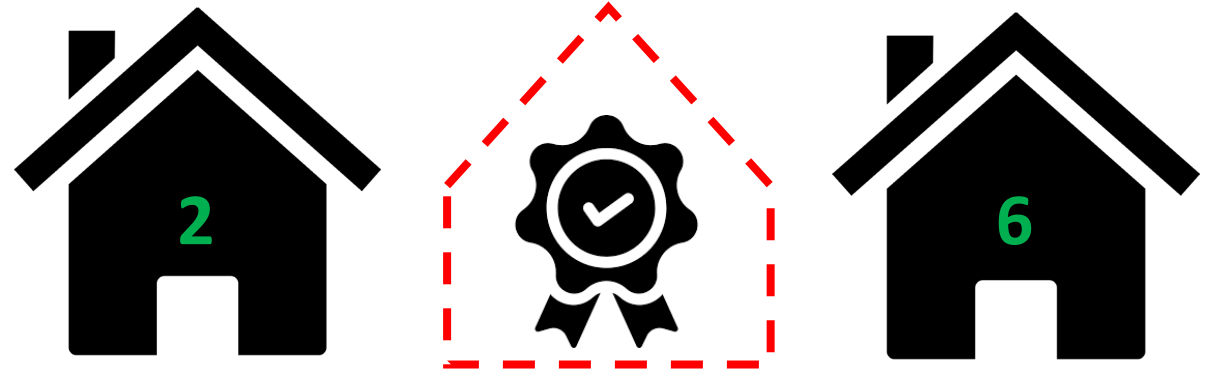
What to Appeal?

Deletions include:



1. Deletions from entities within your jurisdiction
2. Internal Census deletions after initial LUCA file creation

✓ 2 Pine Street
✗ 4 Pine Street
✓ 6 Pine Street





2020 Census LUCA Feedback Materials

1. Same media format as submission

2. Will include:

- Feedback Address Update Summary Report
- Detailed Feedback Address List
- Feedback Address Count List
- Feedback Maps



Feedback Address Update Summary Report

Participant Action(s) Not Accepted

- 2 Number of added (A) address records submitted, but not added to the Census Address List.
- 3 Number of corrected (C) address records submitted, but not corrected in the Census Address List.
- 5 Number of deleted (D) address records submitted, but not deleted from the Census Address List.
- 12 Number of out of jurisdiction (J) address records submitted, but not removed from your jurisdiction's portion of the Census Address List.
- 8 Number of nonresidential (N) address records submitted, but not removed from the residential portion of the Census Address List.
- 30 Total number of submitted address records not accepted by the Census Bureau as requested.

Detailed Feedback Address List

Table 3: Detailed Feedback Address List Field Names and Descriptions

Field Number	Max Character Length	Field Name	Field Description
3	1	APPEAL_FLAG	Blank field for participant to flag an address for Appeal by assigning a "Y." This is the only editable field in the file.
4	1	LUCA_ACTION	Action code submitted by the participant, during the LUCA Review Phase, to update an address: A, C, D, J, N.
5	3	FEEDBACK_CODE	Feedback processing code that identifies the specific action taken by the Census Bureau on each address update submitted by the participant: X01, R03, A01, A02, A03, R01, and R02.
26	4	APPEAL_CODE	Blank. Only for Appeals Staff use.

Feedback Address Count List

ORIGINAL_COUNT_OF_HUS	Total number of addresses in the census block identified as residential housing units by data in the MAF provided with the participant's original LUCA materials.
CURRENT_COUNT_OF_HUS	Total number of addresses in the census block identified as residential housing units by data in the MAF after processing the participant's LUCA submission and other census operations.
ORIGINAL_COUNT_OF_GQS	Total number of addresses in the census block identified as residential group quarters or transitory locations by data in the MAF provided with the participant's original LUCA materials.
CURRENT_COUNT_OF_GQS	Total number of addresses in the census block identified as residential group quarters or transitory locations by data in the MAF after processing the participant's LUCA submission and other census operations.

Feedback Processing Codes

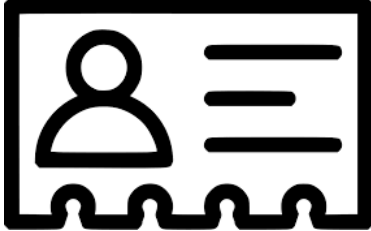


Table 4: Feedback Processing Codes

Feedback Code	Eligible for Appeal	Description
X01	Yes	Address <u>OUT</u> of the Census: The Census Bureau will exclude this address from the 2020 Census for your jurisdiction. This address was not updated as part of your LUCA review, but has been deleted from the 2020 Census Address List by another level of government participating in LUCA or a different census operation.
R03	Yes	Address <u>OUT</u> of the Census: The Census Bureau will exclude this address from the 2020 Census for your jurisdiction, and rejects your LUCA update.

LUCA Feedback and Appeals Respondent Guides

- Digital: <https://www.census.gov/programs-surveys/decennial-census/about/luca.html>
- Paper: <https://www2.census.gov/geo/pdfs/partnerships/luca/D-2231.pdf?#>
- GUPS: <https://www2.census.gov/geo/pdfs/partnerships/luca/D-2233.pdf?#>
- Using the Geographic Update Partnership Software (GUPS) for Reviewing LUCA Feedback Addresses: <https://youtu.be/2JQCFBYxSs>

What to Provide to OMB?

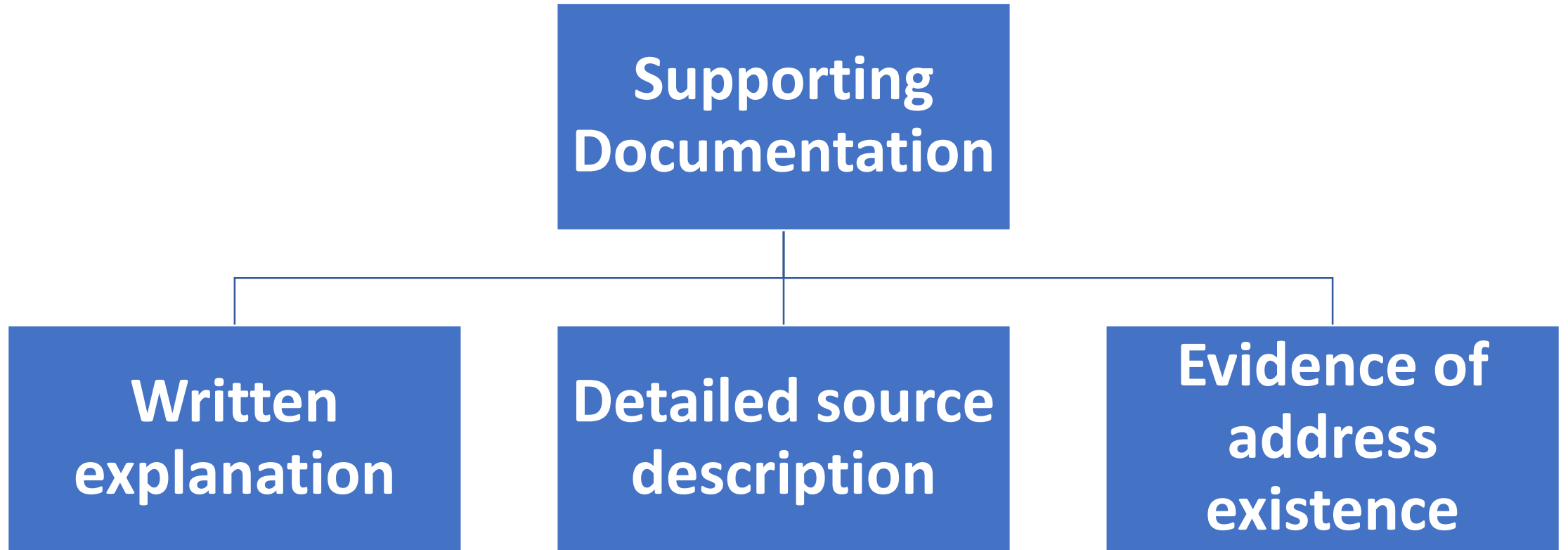
1. Contact information 
2. Appealed address information 
3. Supporting documentation 

Appealed Address Information

- ✓ Complete address including house number, unit designator, street name and zip code
- ✓ Census provided Control ID number
- ✓ Participant submitted action code
- ✓ Census Bureau processing code
- ✓ Geoid and latitude and longitude



Supporting Documentation



Detailed Source Description

- ✓ Date of address source
- ✓ Frequency of source address update
- ✓ Update methods
- ✓ Quality assurance procedure(s)
- ✓ Function of the Address source list



Evidence of Address Existence

- Issuance of recent occupancy permit
- Provision of utilities
- Provision of other governmental services
- Photography, including aerial photography
- Land use maps
- Local 911 emergency lists
- Tax assessment records
- On-site inspection/interview of residents/neighbors



Preparing Appeals Material for Submission

- Return only the records in the Detailed Feedback Address List with a “Y” in the APPEAL_FLAG field, field 3
- The source descriptions may be included in the written narrative/explanation or in a separate file.
- GIS evidence is attached separately.

File Naming Format

1. Appealed records submission

--Appeal_2020LUCA__Submission.xxx

2. Written narrative

--Appeal_2020LUCA__Letter.xxx

3. Source description(s)

--Appeal_2020LUCA__SourceDescription.xxx

4. Supporting documentary evidence file(s)

--Appeal_2020LUCA__Evidence.xxx

5. Compile 1-4

--Appeal_2020LUCA__Return.zip

Submission

Submission is similar to LUCA Review Submission

- Digital submission (SWIM)
<https://respond.census.gov/swim>
- Paper submission
2020 Census LUCA Appeal Office
Attn: LUCA Appeals Office
1201 E. 10th Street
Jeffersonville, IN 47132

Submission



Appeals must be sent to
the LUCA Appeals Staff



In case of a tie with Census Bureau,
OMB will decide in favor of the LUCA
participant

In case of a tie between LUCA
participants, OMB will decide in favor
of the lower level of government

Final Results

- Brief explanation of the OMB decision with final Census address
- OMB's decision is final
- The Appeals Process will be completed by the end of January 2020



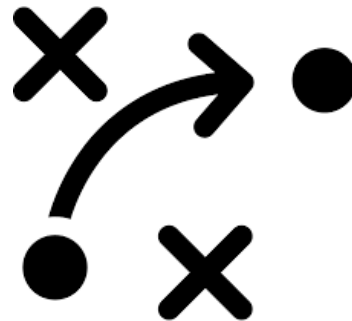
45 Days to File



Document your submission sources



Prepare quality assurance information



Strategize your approach

Contact Information

OMB LUCA Appeals Office

Email: info@luca-appeals.gov

Phone: 301-763-6869

GUPS

Email: geo.2020.luca@census.gov

Phone: 844-344-0169



**2020 NEW
CONSTRUCTION
PROGRAM**

New Construction

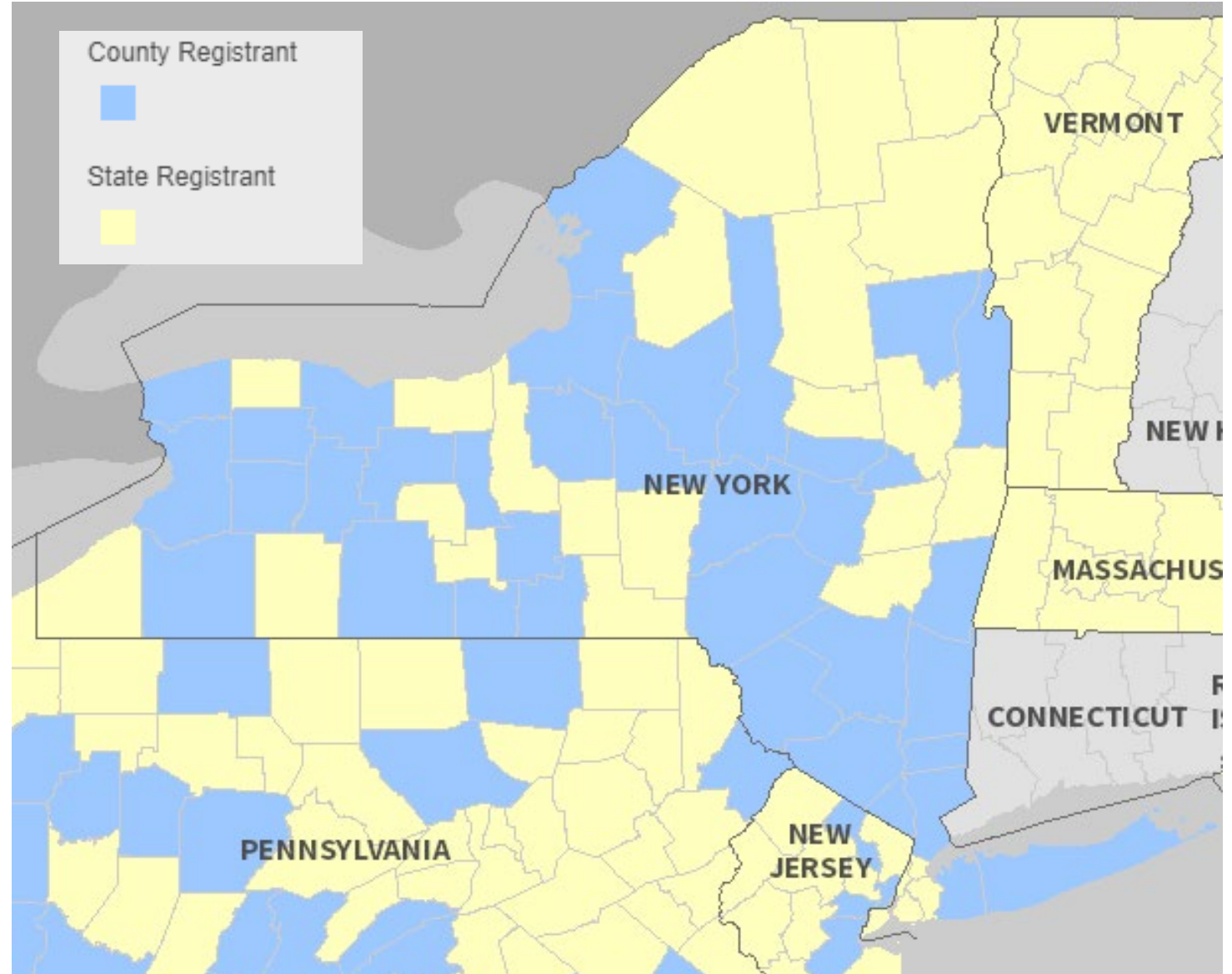
- Opportunity to update the U.S. Census Bureau's residential address list with new construction expected to be completed by Census Day – April 1, 2020
- Any residential unit enclosed from the elements (windows, doors, roof)
- Resubmit new construction addresses rejected in LUCA process

Registration

- Registration ended on June 14, 2019
- Participation method selected at registration (GUPS, a GIS program, or PDF maps)
- **If your government did not register but is aware of new construction addresses, notify New York State Data Center**

New Construction Registrants

- 21 NY counties are not registered
- The State Data Center registered for NYS



Schedule

- **September 2019** – Registered participants receive/download materials. Participants have 45 calendar days to respond after receiving the notification of materials.
- **September 2019** – Training webinars begin.
- **September - October 2019** – E-mail reminders sent.
- **December 2019** – Closeout materials sent to participants.

September Webinar Schedule

Date	Time	Census Bureau Office
September 10, 2019	1:00p-3:30p EDT	Washington, DC
September 17, 2019	10:00a-12:30p EDT	Atlanta, GA
September 17, 2019	1:00p-3:30p EDT	Washington, DC
September 17, 2019	1:00p-3:30p CDT	Chicago, IL
September 17, 2019	10:00a-12:30p PDT	Los Angeles, CA
September 18, 2019	10:00a-12:30p CDT	Chicago, IL
September 18, 2019	1:00p-3:30p EDT	Philadelphia, PA
September 19, 2019	9:30a-12:00p EDT	New York, NY
September 19, 2019	1:00p-3:30p PDT	Los Angeles, CA
September 20, 2019	10:00a-12:30p CDT	Dallas, TX
September 23, 2019	10:00a-12:30p CDT	Dallas, TX
September 24, 2019	10:00a-12:30p EDT	Philadelphia, PA
September 24, 2019	1:00p-3:30p EDT	Washington, DC
September 24, 2019	1:00p-3:30p CDT	Chicago, IL
September 24, 2019	10:00a-12:30p PDT	Los Angeles, CA
September 25, 2019	10:00a-12:30p CDT	Chicago, IL
September 25, 2019	1:30p-4:00p EDT	New York, NY
September 26, 2019	10:00a-12:30p EDT	Atlanta, GA
September 30, 2019	10:00a-12:30p CDT	Dallas, TX
September 26, 2019	1:00p-3:30p PDT	Los Angeles, CA

October Webinar Schedule

Date	Time	Census Bureau Office
October 1, 2019	10:00a-12:30p CDT	Chicago, IL
October 1, 2019	10:00a-12:30p PDT	Los Angeles, CA
October 1, 2019	1:30p-4:00p EDT	New York, NY
October 1, 2019	1:00p-3:30p EDT	Washington, DC
October 2, 2019	10:00a-12:30p EDT	Philadelphia, PA
October 2, 2019	1:00p-3:30p CDT	Chicago, IL
October 3, 2019	10:00a-12:30p EDT	Atlanta, GA
October 3, 2019	1:00p-3:30p PDT	Los Angeles, CA
October 4, 2019	9:30a-12:00p EDT	New York, NY
October 7, 2019	9:30a-12:00p EDT	New York, NY
October 8, 2019	1:00p-3:30p EDT	Washington, DC
October 8, 2019	1:00p-3:30p CDT	Chicago, IL
October 8, 2019	1:00p-3:30p PDT	Los Angeles, CA
October 9, 2019	1:30p-4:00p EDT	New York, NY
October 9, 2019	10:00a-12:30p CDT	Chicago, IL
October 10, 2019	1:00p-3:30p EDT	Philadelphia, PA
October 10, 2019	10:00a-12:30p EDT	Atlanta, GA
October 10, 2019	1:00p-3:30p PDT	Los Angeles, CA
October 15, 2019	1:00p-3:30p EDT	Washington, DC

Preparation

- Identify local address sources that contain information about construction in progress during or after March 1, 2018 with completion expected by Census Day, April 1, 2020.
- Ensure that your address list contains multiunit structure identifiers (such as apartment numbers) where applicable.
- Addresses need a GEOID or latitude/longitude coordinates.

Submission

- Address information must be in the format specified in the respondent guides
- Guides available in Summer 2019 on the website <https://www.census.gov/programs-surveys/decennial-census/about/NewConstruction>

Contact Information

GUPS

Email: geo.2020.luca@census.gov

Phone: 844-344-0169

New Construction

Email: geo.2020.nc@census.gov

Phone: 844-242-1765

New York State Data Center

Email: nysdatacenter@labor.ny.gov

Phone: 518-457-6657

Building a Complete Count Campaign

LONG ISLAND AND THE 2020 CENSUS

HEALTH & WELFARE COUNCIL OF LONG ISLAND



Long Island
2020 Census



Overview

- The Task at Hand
- Challenges to a Complete Count
- The Impact of the 2020 Census
- Long Island's Campaign for a Complete Count
- Lessons Learned
- Next Steps



The Task at Hand

- It is never too early to begin campaigning for a Complete Count.
- In 2010, only 75.8% of the state's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to enumerate the remaining 24.2%.
- Achieving a Complete Count is a mammoth task, and we must work together immediately to share best practices and build a Census army across the state.



Identifying the challenges to a Complete Count

- Lack of federal and state funding
- The digital divide, in both access and literacy
- Fear and distrust of the government
- Anti-immigrant sentiment and a climate of fear
- Lack of affordable housing and prevalence of multi-family homes
- Lack of understanding as to just how much the Census impacts



The Impact of the Census: Representation & the Health of our Democracy

- The Census determines how many representatives each state has in the House of Representatives.
- Following the 2010 Census, New York lost 2 seats in the House of Representatives
- In 2020, if New York sees just a .6% undercount, we stand to lose another 2 seats.
- Census data is also used to determine Electoral College votes.
- A Complete Count in 2020 means that New York will have its fair share of representation in government.

The Impact of the Census: Federal Funding and the Health of our Communities

- The Census impacts all of the building blocks of healthy communities



Hospitals,



Schools,



Roads,



Health Insurance,



Public Programs,
(Like WIC & SNAP)



so much more.

- In New York State, in 2016 alone, Census data was used to guide the distribution of more than \$72,000,000,000 in federal funding.
- A Complete Count means that New York communities will receive our fair share of funding and resources.



The Impact of the Census

Build meaningful connections between Census data and funding for issues critical to the community:

- Potholes
- Overcrowding in Schools
- Access to healthcare
- Cost of living



Building the Long Island Complete Count Committee

- 1. Meet with government and community leaders to establish a Complete Count Committee:** HWCLI met with Nassau & Suffolk County Executives to establish CCCs in both counties.
- 2. Raise public awareness:**
 - Hold press conferences for launch of CCC's & response to issues.
 - Inclusion of Census information in all forums
 - Contests & Engagement
 - Continuous Convening



Building the Long Island CCC: Our Stakeholders

3. Convene key local leaders: We convened leaders across all sectors for meetings of Complete Count Committees. The Long Island CCC brings together leaders from across:

- Businesses
- Childcare and early education
- Community based organizations
- Elected officials
- Faith based institutions
- Labor unions
- Legal advocates
- Library systems
- Local government systems
- Healthcare
- Media outlets
- Schools and universities
- Transportation services

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Building the Long Island CCC: Subcommittee Workgroups

- 4. Identify subcommittees and co-chairs:** By examining the groups that have been historically undercounted and the existing systems we can use to reach all Long Islanders, we created 11 subcommittees to serve as focused workgroups.

We identified key leaders to serve as co-chairs and build momentum for the Census campaign.



Long Island Census Subcommittees

HARD TO COUNT GROUPS

Historically undercounted groups facing barriers to a complete count in 2020.

- Early Childhood
- Immigrant Communities*
- People of Color
- Senior Citizens

DELIVERY SYSTEMS

Existing systems that can be used to get the word out about the Census.

- Business
- Communications
- Education
- Faith Based
- Local Government*

*On Long Island, we created subdivisions of these subcommittees for each county. Some subcommittees will make more sense to be region-wide or county-specific, based on the challenges of your region.

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Building the Long Island CCC: Stakeholder Engagement

- 5. Build stakeholder engagement:** We supplied our partners with data about the programs and dollars that Census affects, as well as maps of the towns that were hard to count in 2020.
- 6. Provide education and trainings for stakeholders:** HWCLI continues to visit coalitions of stakeholders to provide information about why the Census matters across all different industries. Conduct information sessions for stakeholder groups such as: associations of school superintendents, unions, local municipal government leaders, and more.



Building the Long Island CCC: Subcommittee Workgroups

- 7. Convene subcommittees to build an outreach plan:** We continue to work in robust subcommittees to address specific challenges of hard to count groups and to coordinate strategies across existing systems.

Identify:

- Key messages that will resonate with residents of your region
- Key events, media outlets, communications channels, and community leaders that can spread the word about the Census
- Members of CCCs who will be responsible for each action point and outreach idea.

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Lessons Learned

- The importance of leveraging existing systems and addressing funding shortages.
- Assume that stakeholders are uninformed about the impact of Census on their business models and daily lives.
- Harness the empowerment and inclusion aspects of Census work to give stakeholders a sense of agency.



Tools for a Complete Count

- We have developed a number of resources that can be utilized statewide and adapted to address specific regional challenges.
 - Frequently Asked Questions report
 - Toolkits for Census Ambassadors across different sectors
 - Census Pledge & Email Signature
 - Outreach Tracker Tool
 - Materials Request Tool
 - What Census outreach activity did you complete?
 - What was the scope of this outreach?
 - Do you need any materials to facilitate follow up?



Next Steps

- HWCLI will be organizing a series of trainings, including Census 101, Digital Security, and Get out the Count.
- Local Citizen Advisory Councils are being built to ensure that our regional momentum reaches all hard to count communities across Long Island.
- Subcommittee work groups continue to meet once a month to strategize for further outreach.

For More Information:

- We all benefit when we all count! All New Yorkers need to be counted in 2020.
- For more information and resources, please reach out to us:
- Rebecca Sanin, President & CEO
 - rsanin@hwcli.com; 516 505 4423
 - www.hwcli.com/get-involved/2020-census/

