

The 2020 Census and North Carolina

NC Geographic Information Coordinating Council
August 10, 2016

Time,
Tides,
and
the Census
Wait for
No One



Census – Importance and Expectations

- Census counts are the foundation for funding, planning, and representation for the next decade
- Roughly \$1,500 per person per year are obligated by the federal government based on Census data
- 2020 Census planning is over, testing is underway, and operations are starting
- Partnership operations will invite local governments to assist with 2020 preparations
- Better preparation and participation = better Census data

Total Costs

Cost of repeating 2010 Census in 2020 = \$124 per housing unit
 Expected 2020 Census cost = \$88 per housing unit

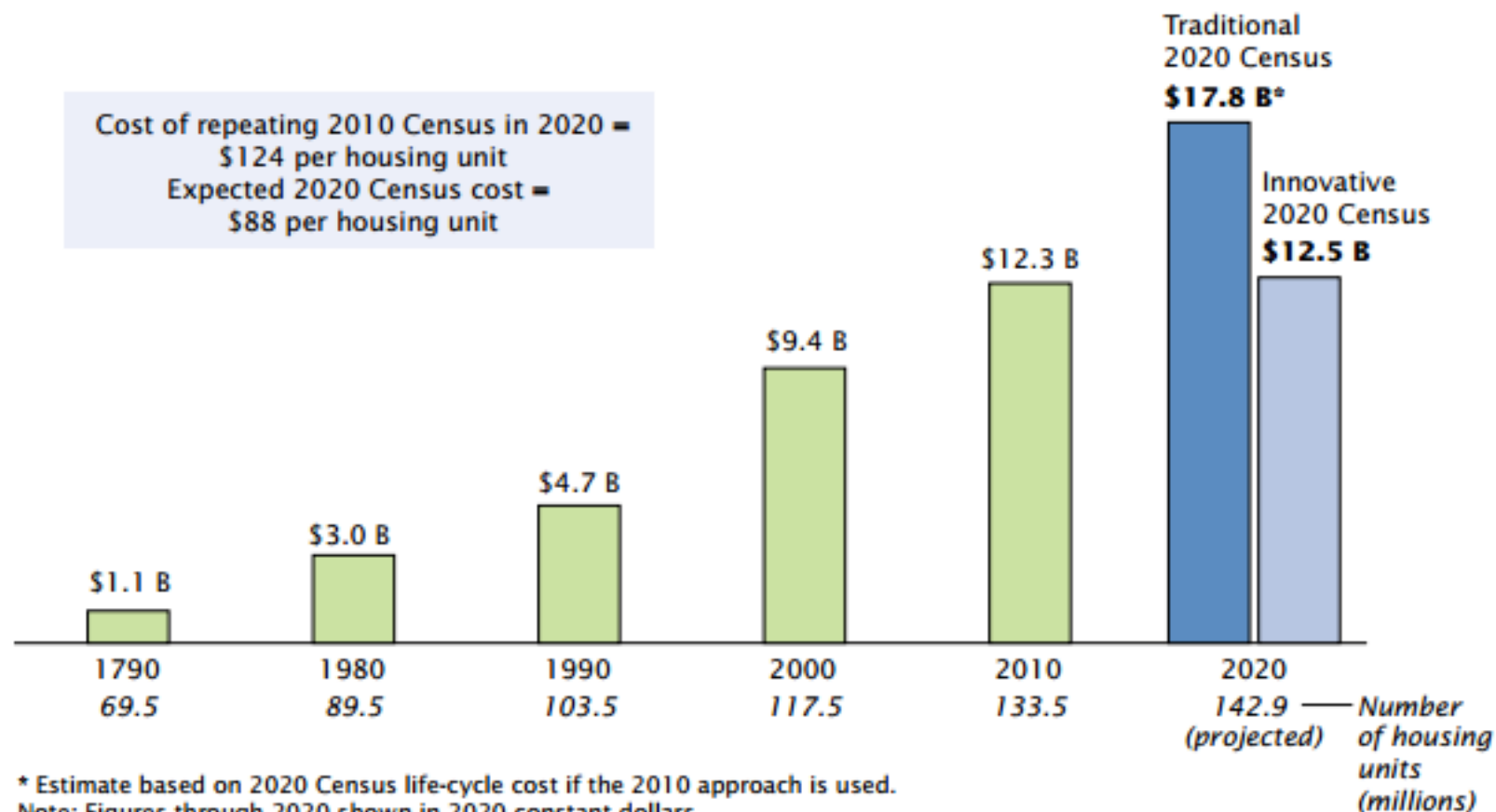
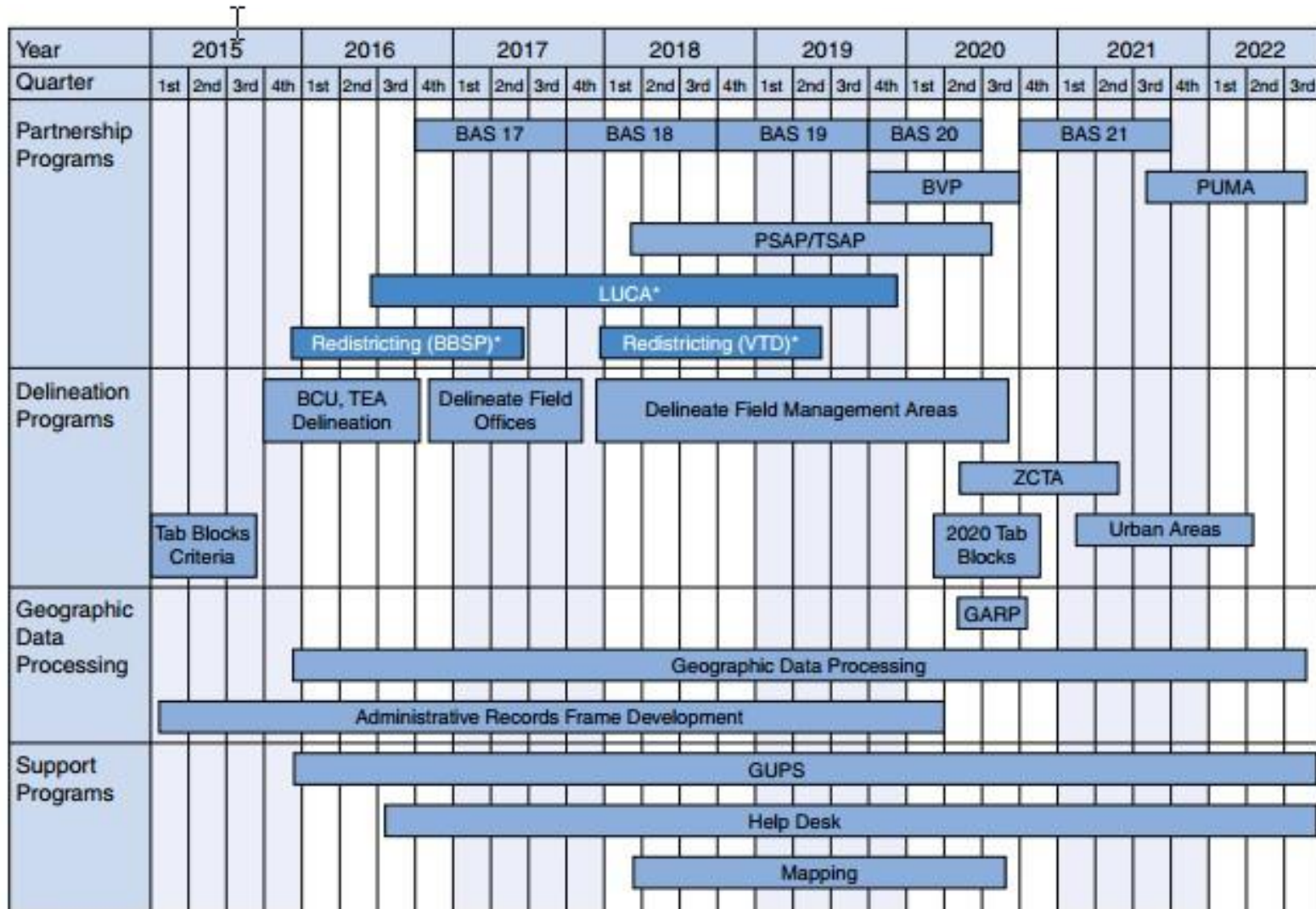


Figure 5: Costs—Traditional vs Innovative 2020 Census

2020 Innovations

- Reengineering Address Canvassing
Aerial imagery, in-house canvassing, and targeted field address canvassing
- Optimizing Self-Response
Internet response and non-id response
- Utilizing Administrative and Third-Party Data
Use of state SNAP, TANF, and WIC data to improve hard to enumerate populations
- Reengineering Field Operations
Smaller Census footprint and fewer Census jobs locally



*LUCA and Redistricting are Partnership Programs that are managed outside of the Geographic Programs Team.

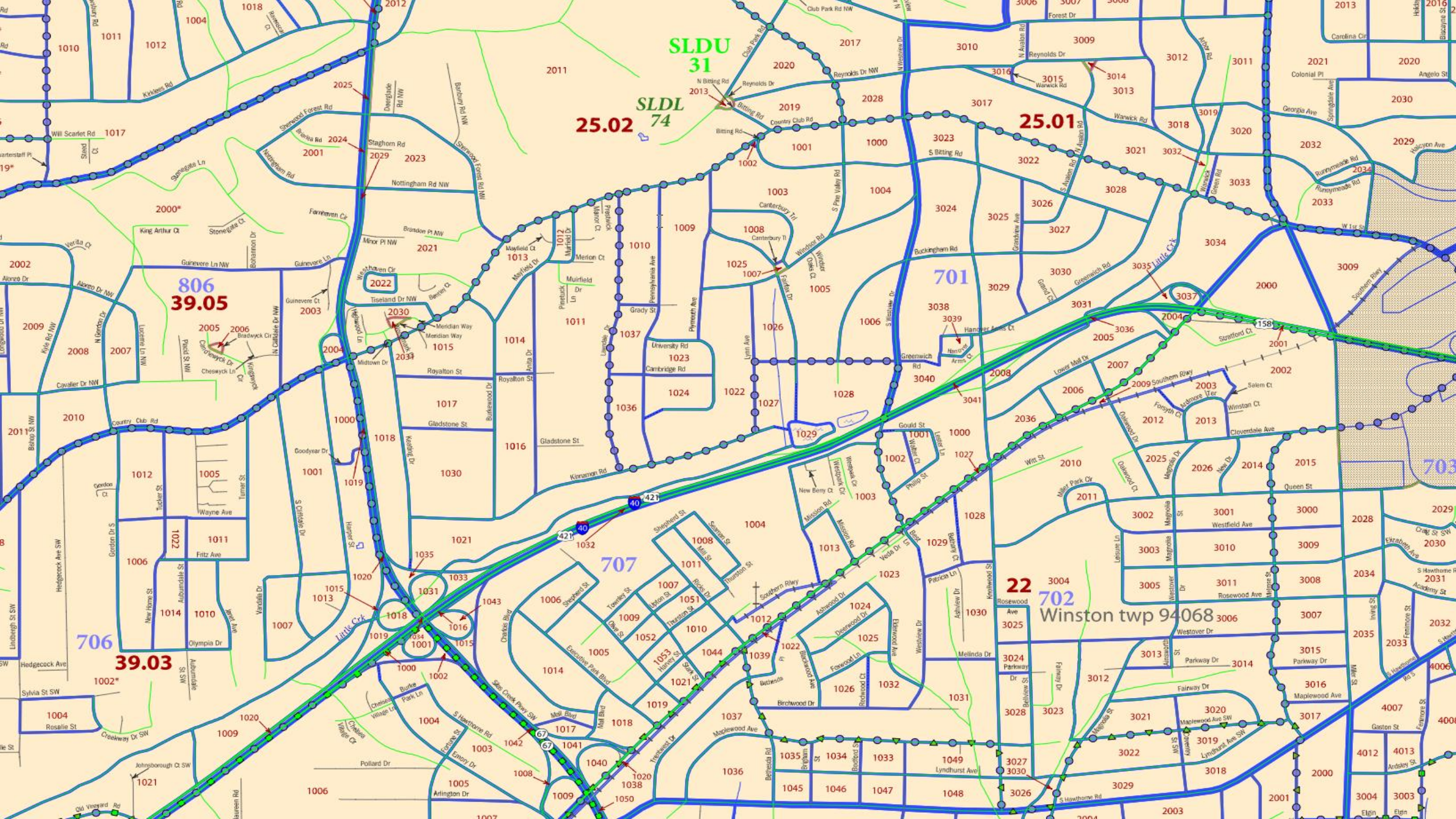
Figure 31: Geographic Programs Timeline

Census Redistricting

- Multi-stage geographic program verifying census block and voting district boundaries for the collection and publication of 2020 Census data
- Census Redistricting is not apportionment redistricting
- Local areas are invited to review and provide feedback through state Redistricting Liaisons
- Block Boundary submissions are complete. Census review and feedback will run into mid-2017
- Voting District review will begin in 2018

Boundary Annexation Survey (BAS)

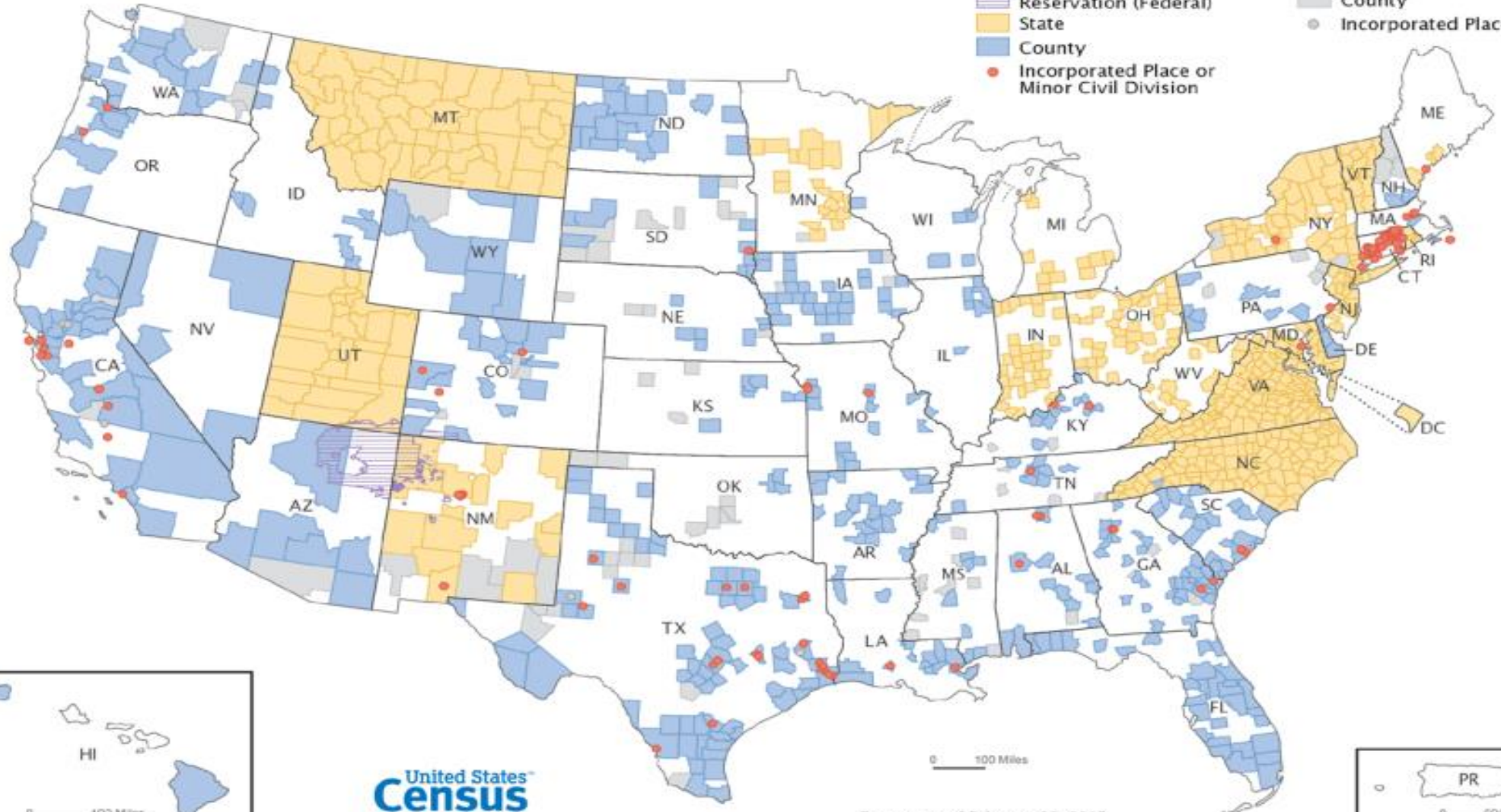
- Annual survey to local governments verifying corporate boundaries legally in place as of January 1
- Response deadline is May 31 for inclusion in that year's American Community Survey and population estimates
- Initial local outreach is to Highest Elected Official or designee
- NC Secretary of State, Land Records Management Section is the state BAS coordinator
- Opportunity for statewide response



Local Update of Census Addresses (LUCA)

- Tribal, state, and local government review of Census residential address list
- 120 days review period
- Federal confidentiality guidelines (Title 13) apply to all reviewers
- Initial local outreach will begin in Q2 2016 to Highest Elected Official
- There will be a statewide coordinator and response
- Opportunity for collective response

GSS-I Participation Status, by Data Provider

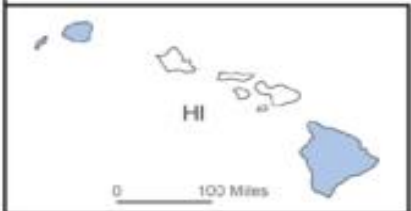


Data Provided or Pending

- American Indian Reservation (Federal)
- State
- County
- Incorporated Place or Minor Civil Division

No Data Provided

- County
- Incorporated Place

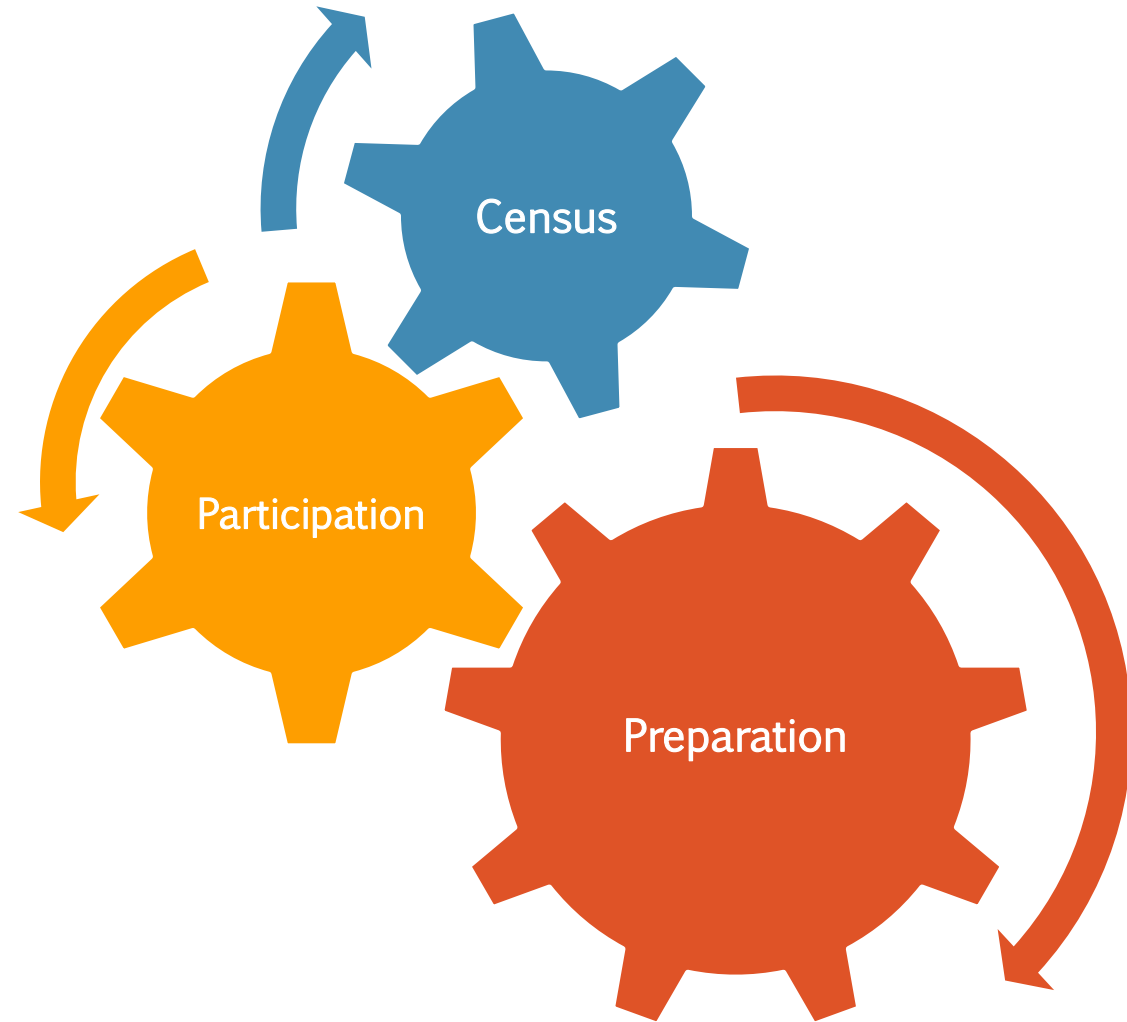


Participant Statistical Areas Program (PSAP)

- Tribal and local government recommendation of statistical area (ie census tract, Census Designated Places, and census block group) boundaries for the 2020 Census and for the next decade
- 120 day review/recommendation period
- Materials available in December 2018, Deadline is May 2019
- State will be asked to name a PSAP coordinator in December 2016
- Opportunity to define small geographies for data publication
- Municipal, county, regional, and state cooperation is encouraged

Prepare and Participate

- Geographic preparation is important
- Census participation is vital
- Census Partnership Plan will be released in Fall 2016
- Plan and budget for local promotion during geographic preparation
 - Message
 - Community connections
 - Outreach opportunities
 - Communication



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