



Planning for 2020 CENSUS

Palm Beach County
2019

2020 Census Process

- **Step 1:** Local Update of Census Addresses (LUCA)



- **Step 2:** Participant Statistical Areas Program (PSAP)

- **Step 3:** New Construction



- **Step 4:** Complete Count Committee (CCC)

- **Step 5:** Census Day

- **Step 6:** Redistricting Data

The logo for the United States Census 2020, featuring the text "United States" in a smaller font above "Census" in a large, bold font, and "2020" in a large, bold font below it, all in black on a white background.

United States
Census
2020

Step 1: Local Update of Census Addresses (LUCA)

- **What?** Local governments review residential addresses
- **When?** March 12, 2018 to June 30, 2018
- **Why?**
 - To help ensure accurate count in Palm Beach County and help plan future needs
 - To use for redistricting and to help distribute federal funds annually (more than \$675 billion) for infrastructure, programs and services



Step 2: Participant Statistical Areas Program (PSAP)

- **What?** Review Census Tract / Block Group geography
- **When?** Thru May 2019
- **Why?**
 - Basis for future Census tabulations and ACS data
- **How?**
 - All municipalities should review the proposed 2020 Census Tracts and Block Groups within their cities.
 - Define areas in order to obtain meaningful and relevant small area statistical data from the Census.



1 Existing and Proposed Tracts and Block Groups

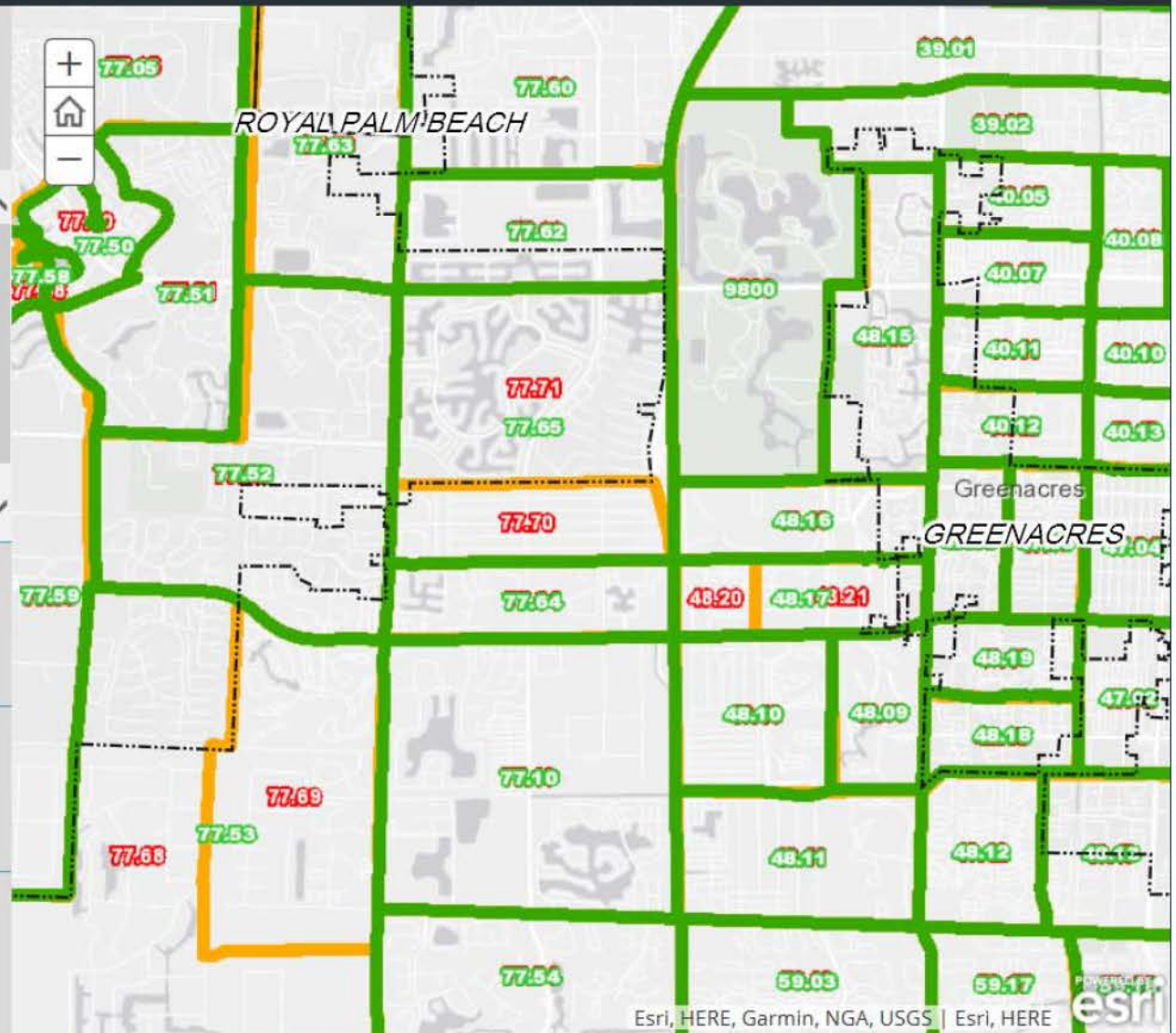
Existing (green) and proposed (orange) changes shown together.

- Census tracts are represented by the thick lines.
- Block groups are represented by the thin lines.

2 Existing Tracts and Block Groups (2010)

3 Proposed Tracts and Block Groups (2020)

4 Low Response Score



[MAP LINK](#)

Step 3: New Construction

- **What?** To update Census address list with new residential units built (or will be built) between March 1, 2018 and April 1, 2020
- **Why?** Helps to ensure an accurate population count in your community.



Step 4: Complete Count Committee (CCC)

- **What?** To support and promote the 2020 Census
- **When?** April 2019 to April 2020
- **Why?**
 - Increase response rate
 - Utilize local knowledge, expertise and influence
 - Bring together a cross section of community members
 - State/local governments
 - Community-based organizations



Step 5: Census Day

- **What?** Accurate count of every person living in the U.S.
- **When?** April 1, 2020
- **Why?**
 - Determining representation in Congress
 - Demarking boundaries for voting
 - Allocation of \$\$\$
- **How?**
 - Online, mail-back paper, calls, in-person



Step 6: Redistricting Data

- **What?** decennial population totals used for redistricting & reapportionment by local governments
- **When?** April 1, 2021
- **Why?**
 - to submit suggested legal boundary updates as well as updates to other geographic areas
 - to submit to the Census Bureau their voting district boundaries conducted through the non-partisan liaison designated by each state



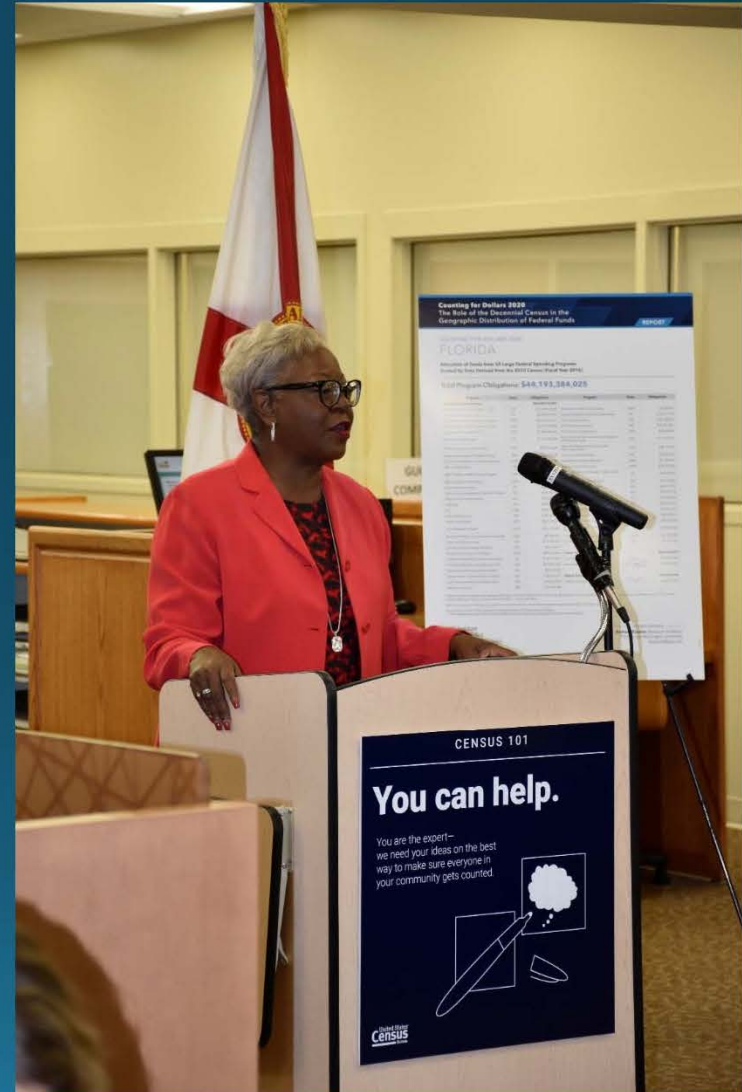
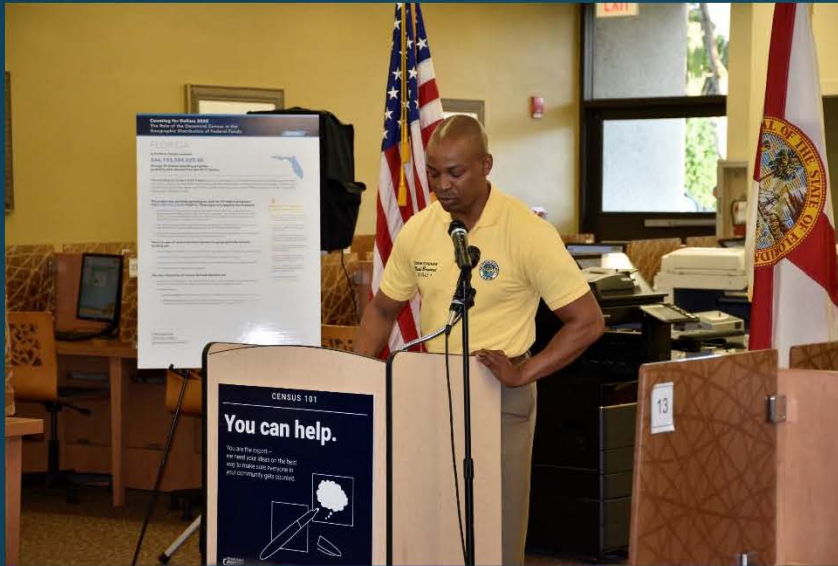


Shape Your Future with
Palm Beach County



**CENSUS
2020**

Census Day Countdown Kickoff!



2020 CENSUS GOAL

To count everyone once, only once,
And in the right place.



\$675 Billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including health care, emergency services, jobs, schools, and roads.

Why is the Census count vital to PBC?

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

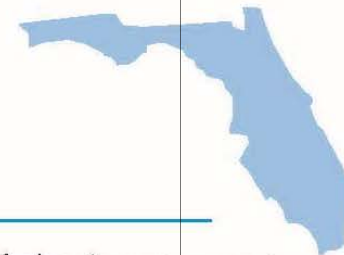
REPORT

FLORIDA

In FY2016, Florida received

\$44,193,384,025.00

through 55 federal spending programs
guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

COMPLETE COUNT COMMITTEE

Government – LOC, CSC

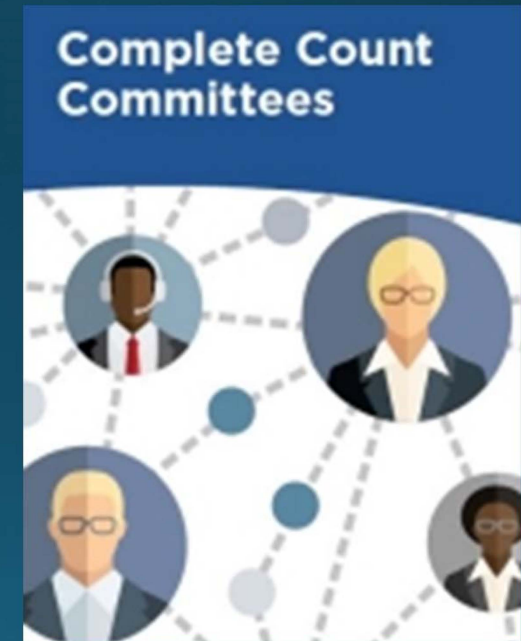
Education – SD, Colleges

Community – LWV, HOAs, Clubs

Faith-Based

Media

Business - Chambers



COMMUNICATIONS GOALS

Educate the population

Explain the available
means for response

Communicate with audiences

Reach out to communities



PUBLIC INFORMATION PLAN

Community Involvement

Media Relations

Digital Engagement (social media)

Alternative Language Outreach

Materials/Collateral to promote

