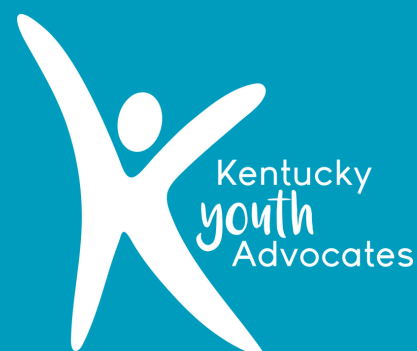


Census address accuracy and county funding:

Actions counties can take now for a complete count



About Kentucky Youth Advocates

As the independent voice for Kentucky children, KYA advocates for policies that give children the best possible opportunities for a brighter future. Our vision is to make Kentucky the best place in America to be young.

Partner with legislators, the Governor, and other elected officials to **change and enact policies** that benefit youth and their families



Help **guide families** who don't know where to turn through complex systems and challenges

Mobilize advocates to take action through rallies, advocacy training, partnerships, and action alerts



Conduct research and education that informs and recommends solutions to help kids succeed

Present the "state of kids" to communities to help people know how children are faring and how to address problems



Engage youth by training the next generation of leaders to advocate for themselves and their communities

What is the Census?

Every 10 years, the Decennial Census counts every person living in America, as required by the constitution.

The Census provides data on topics like population, workforce, and housing.

The Census conducts other surveys as well, such as the American Community Survey and Current Population Survey.



U.S. Census Bureau

Why is the Census important for counties?



The Decennial Census determines how a decade's worth of federal resources are allocated

- \$2.8 Trillion annually

Census surveys tell us how Americans in every community are doing

- Census data allows communities to plan for providing services to the people who live there

Programs Determined with Census Data



\$35.7 B

More than 350
federal programs

Examples:

- National School Lunch Program
- Child Care Assistance for Families
- Children's Health Insurance Program
- Highway Planning and Construction program
- Formula Grants for Rural Areas and Tribal Transit Program
- WIOA Dislocated Worker Formula Grants
- Small Business Development Centers



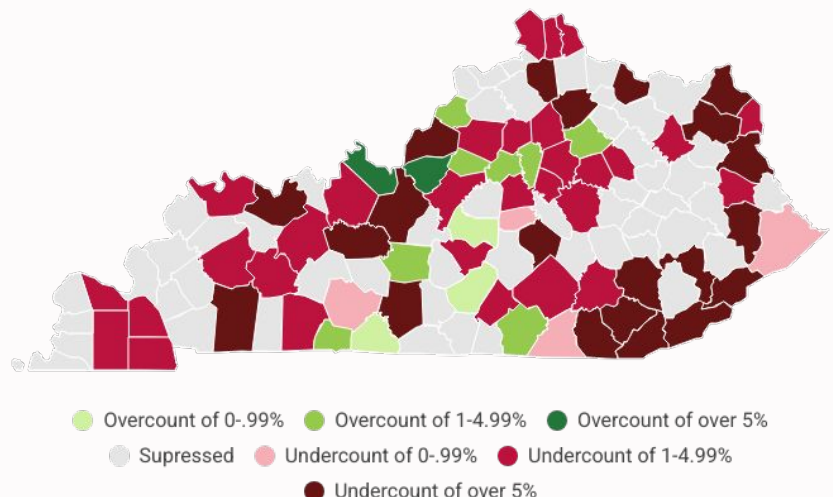
Challenge: Undercounted Groups

Undercounts shortchange communities of the federal resources they need to thrive

Specific populations tend to be undercounted:

- young children
- rural communities
- kinship families
- populations of color.

Undercount of Kentucky Children Aged 0-4 in the 2020 Census by County

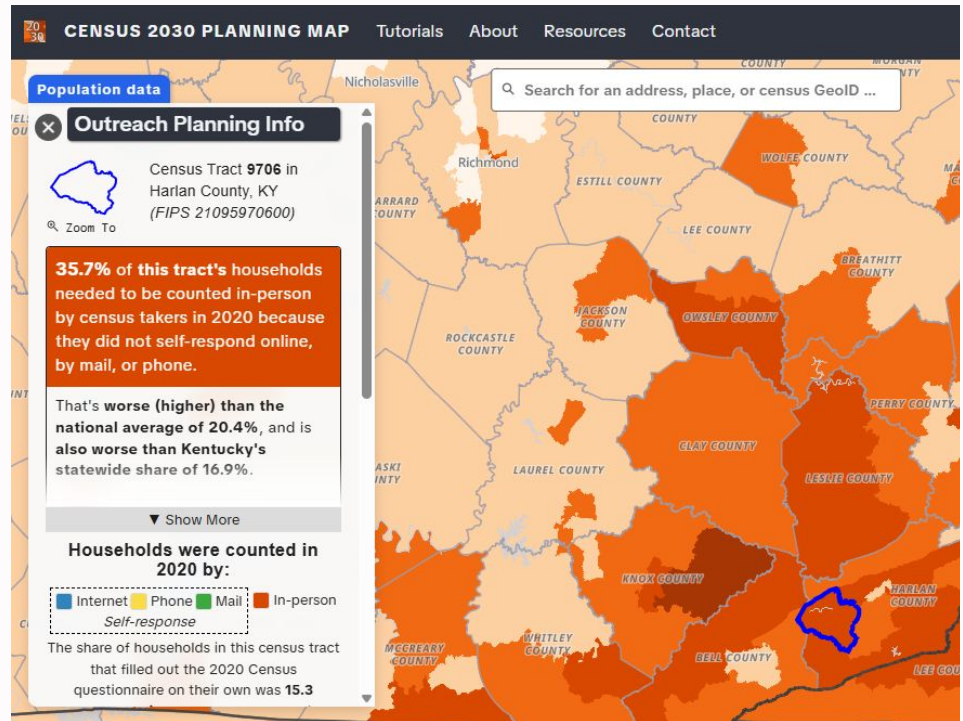


SOURCE: 2020 Demographic Analysis, U.S. Census Bureau.

A Resource to Prioritize Outreach

Available at:

<https://census2030planningmap.us>



Opportunities for County Input

LUCA

- The only time in process for counties to impact Census success

Comment on Proposed Rule Change

- A proposed rule change is currently under a 33-day comment period that is anticipated to impact Census counts



Why participate in LUCA



- Outdated addresses reduce the likelihood of self response
- Participation helps get a more accurate count
- Many examples of success across different communities:
 - Rural county
 - Suburban growth area
 - Post-disaster example

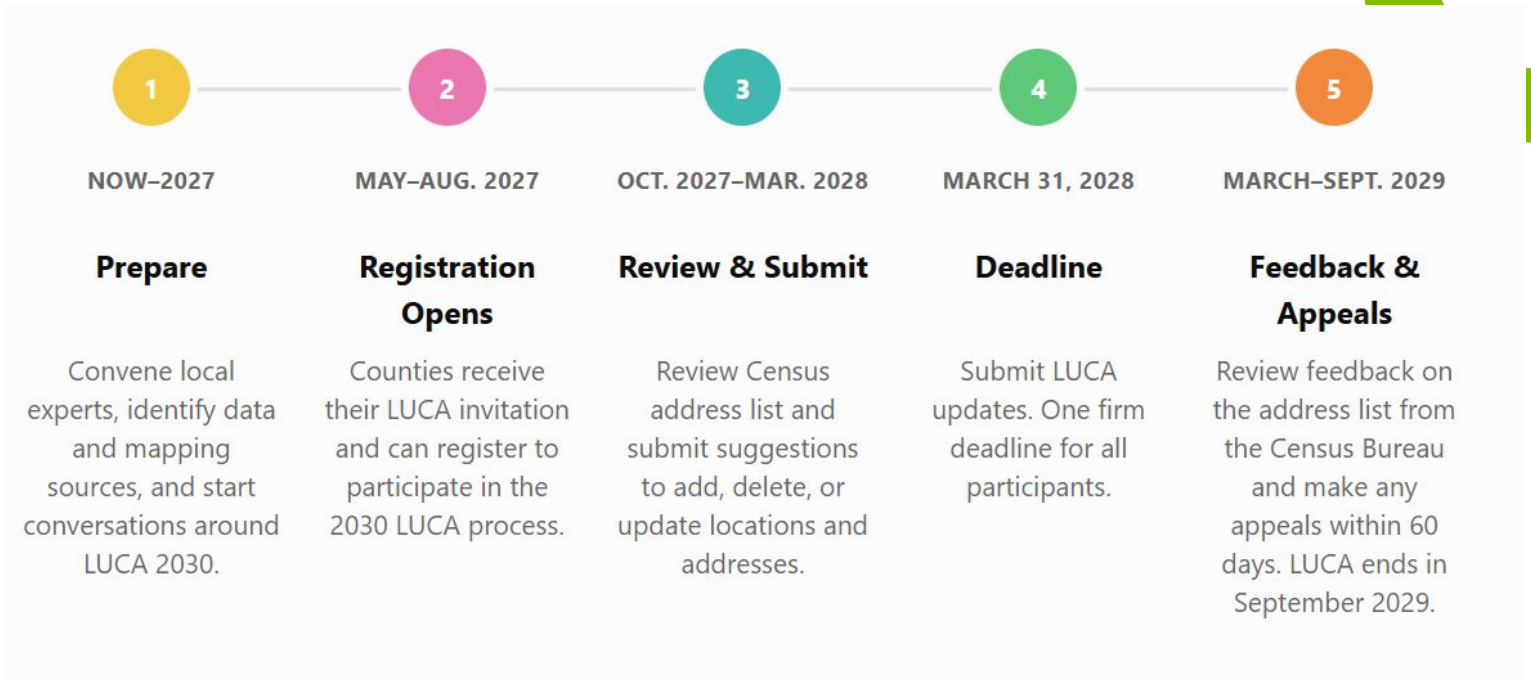


What counties would benefit most from participating?

- Significant housing changes, such as rapid development
- Impacted by natural disasters since 2020
- Large numbers of multi-unit housing
- Large numbers of mobile homes & multiple homes/structures on one property
- Communities with high utilization of P.O. Boxes



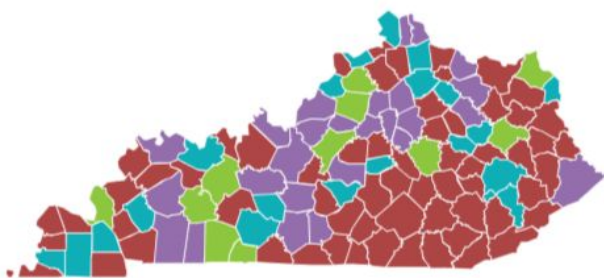
LUCA Timeline



Determine past participation

2017 LUCA Participation in KY

County & City Participation



● No LUCA Participation ● County & City LUCA Participation
● County LUCA Participation ● City LUCA participation

Start with what your county already knows

- Did your county participate in LUCA in 2017?
- Who led the process? Which county departments or partners were involved?
- What data and technology did they use?
- What worked well? What challenges did they encounter?

Action to get started: Ask staff across local government in your county or region about 2017 LUCA efforts.



Identify local data sources



What local information could help identify missing or outdated addresses?

- 911 address records
- PVA/property records
- Building permits and certificates of occupancy
- Planning and zoning records
- GIS and parcel data
- Other local records that document housing changes

Action to get started: Ask staff what address and housing data your county already maintains and who maintains it.



Know Where Your County Changed



- **Think about changes since the 2020 Census:**
 - New subdivisions and housing developments, especially apartment or multi-unit buildings
 - Areas with significant demolition or redevelopment
 - Accessory dwelling units or buildings converted to housing
 - Communities affected by floods, tornadoes, or other disasters
- **Actions to consider:**
 - Walk communities
 - Engage people who know an area well

Action to get started: Identify where housing changes have occurred since 2020.



Engage mapping & local experts



LUCA is a team effort. Consider bringing together:

- GIS/mapping professionals
- 911/E-911 addressing staff
- Planning and zoning and building/permit staff
- PVA staff
- Area Development Districts
- Schools, including local school districts and colleges
- Local nonprofits

Action to get started: Ask staff across local government about 2020 LUCA and identify who should lead the county's 2030 effort.



Take action now!

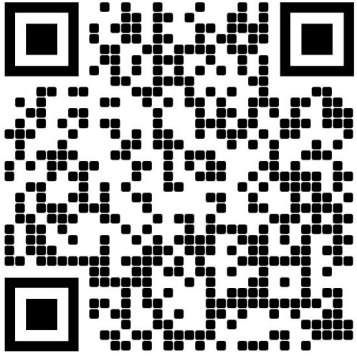
You don't need to be a Census expert to get your county ready.

- **Ask** whether your county participated in 2020 LUCA.
- **Designate** someone to lead 2030 LUCA preparation.
- **Identify** the address, housing, and mapping data your county already has.
- **Bring together** the staff and partners who know your county's housing and geography.
- **Identify** where your county has changed most since 2020.
- **Submit** comments on proposed federal changes that could impact a complete count.



Proposed Census 2030 Changes

10/2 NACo Webinar
on Proposed Rule:



The Commerce Department recently proposed a rule that would:

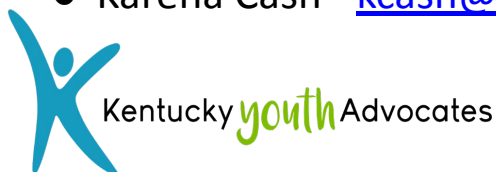
- Change the 2030 Census enumeration period.
- Exclude non-citizens, including individuals on work and student visas, from the count.
- Expand use of tax and administrative records.
- Prohibit demographic questions.

Comments are due on October 13th!



Questions? Ideas?

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Or visit kyyouth.org/censusky/

