

**LUCA
WRKG
GRP** '30

LUCA

Resource Guide for Stakeholders

Action Steps for CIC & SDC Network

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GUIDE OBJECTIVES



01

**Raise Awareness of
LUCA's Impact on
Community
Resources**

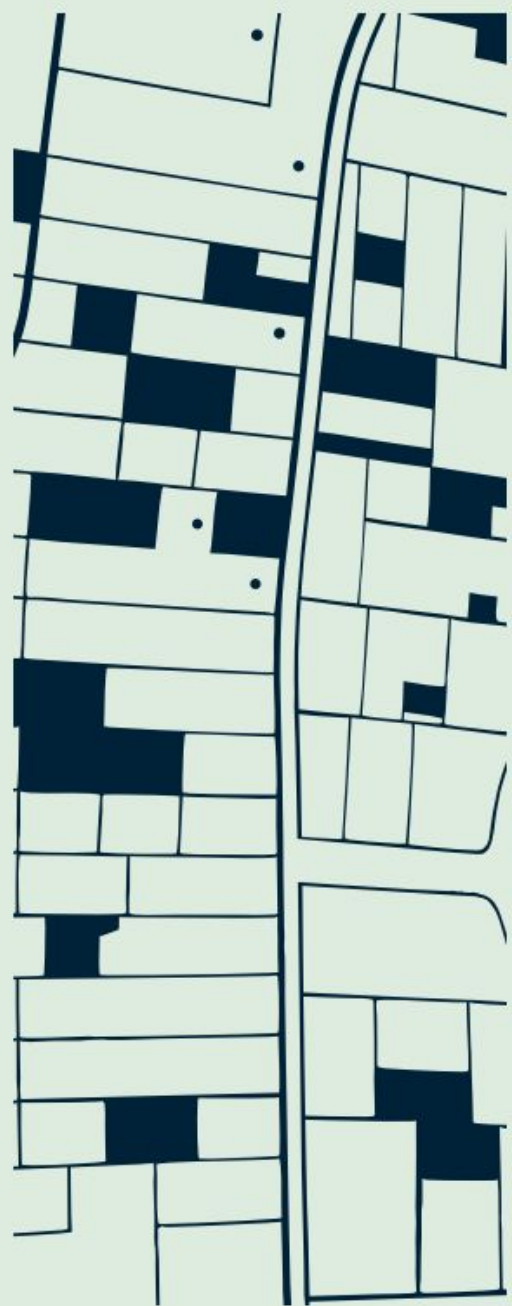
02

**Empower
Stakeholders to
Support LUCA
Efforts**

03

**Begin LUCA
Preparations and
Foster Trust &
Collaboration**



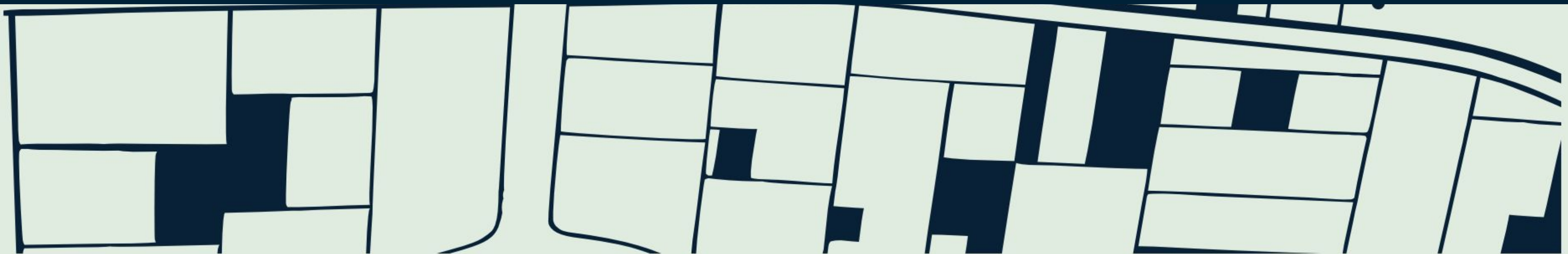
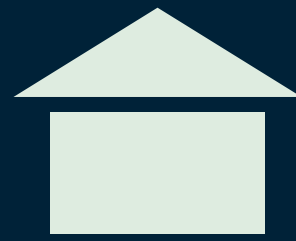


What is

LUCA?

Local Update of Census Addresses Operation

“If a housing unit isn’t on the Census Bureau’s list, the people living there won’t be counted — and they won’t even know they were missed.”



Overview:
LUCA Operation

The **ONLY** chance for local governments to improve the Census Bureau's *confidential* address list before the count.

WHY IT MATTERS:

→ accurate addresses = accurate census = fair funding, representation, services.

WHO PARTICIPATES: state, tribal, local governments

- invitation goes to *highest* elected official in every jurisdiction.

Why **LUCA** matters.

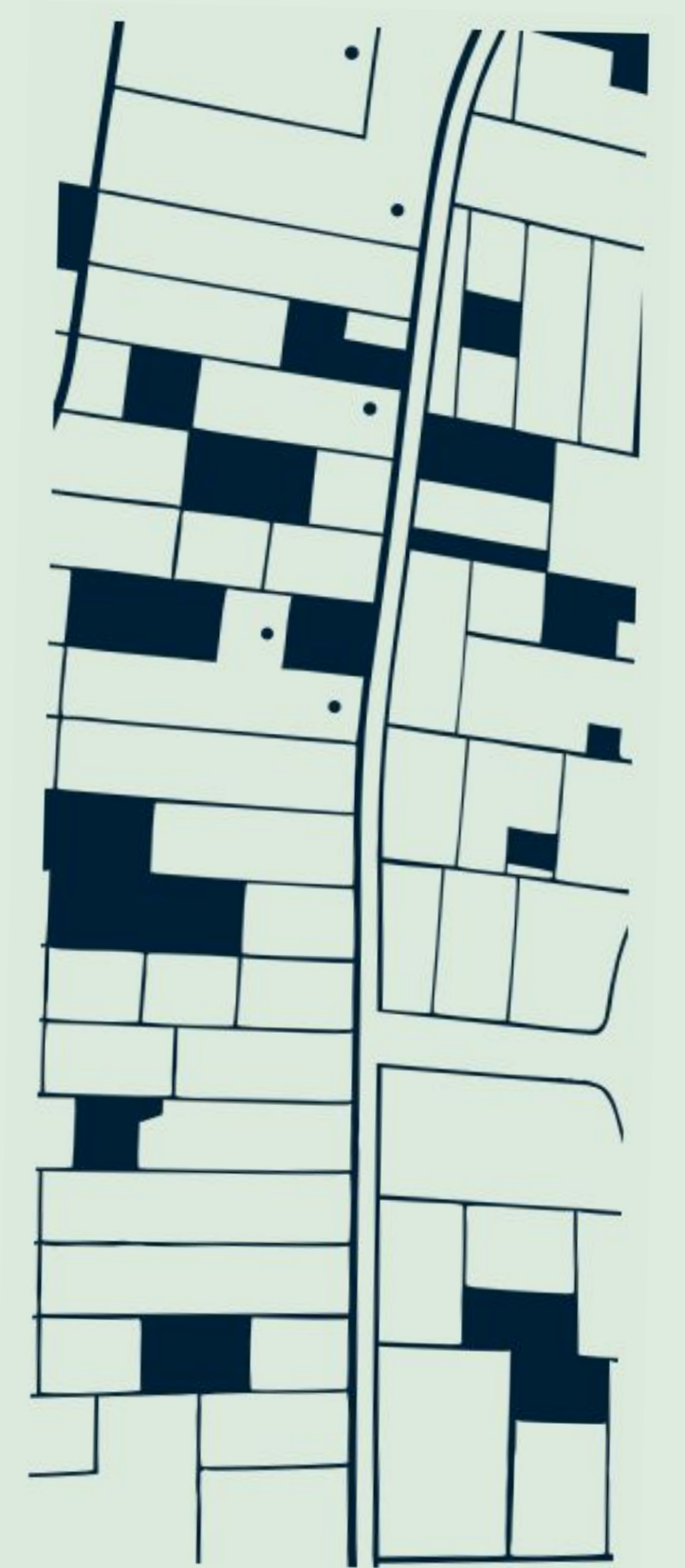
ACCURATE ADDRESSES = ACCURATE CENSUS OUTREACH

Undercounts have historically hit hardest in communities of color, Indigenous populations, rural, low-income households, young children, and renters.

WHAT'S AT STAKE? Over \$2.8 trillion per year in federal funding, representation in Congress, local decision-making on schools, hospitals, roads, and emergency response services.

LOCAL KNOWLEDGE & PARTNERSHIPS Especially helps:
Fast-growth areas, multi-unit housing, hard-to-count communities.

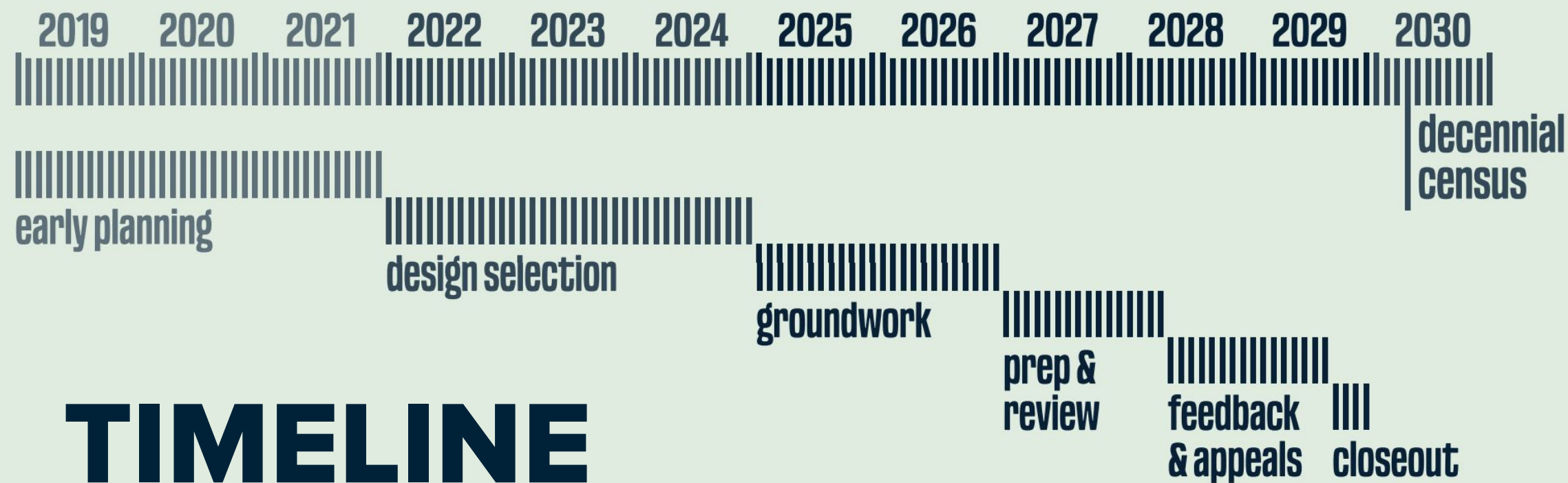
the **LUCA**
Process



WHO CAN

PARTICIPATE? CITIES, COUNTIES, TOWNSHIPS

- TRIBAL GOVERNMENTS
- STATES (IF LOCAL GOV'T DOESN'T)
- REGIONAL PLANNERS/NONPROFITS WITH PARTNERCOUNCIL



TIMELINE

FIVE STEPS:

01. GROUNDWORK
02. PREP: GET DATA & TRAINING
03. REVIEW & UPDATE
04. SUBMIT
SECURELY
05. RECEIVE
FEEDBACK &
CLOSEOUT

CONFIDENTIALITY PROTECTIONS

STRICT LEGAL CONFIDENTIALITY PROTECTIONS:

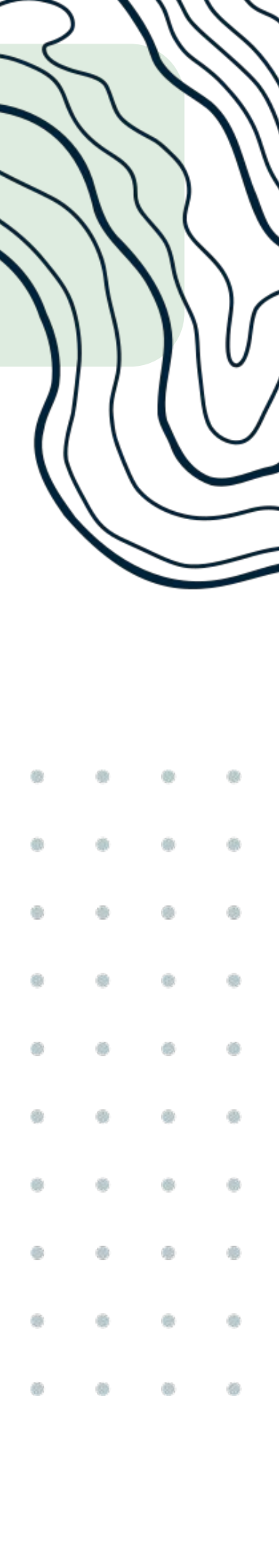
LUCA data is protected under the same federal laws (**Title 13, U.S. Code**) as all Census Bureau activities, ensuring *no personal information* can be used for legal, administrative, or law enforcement purposes.

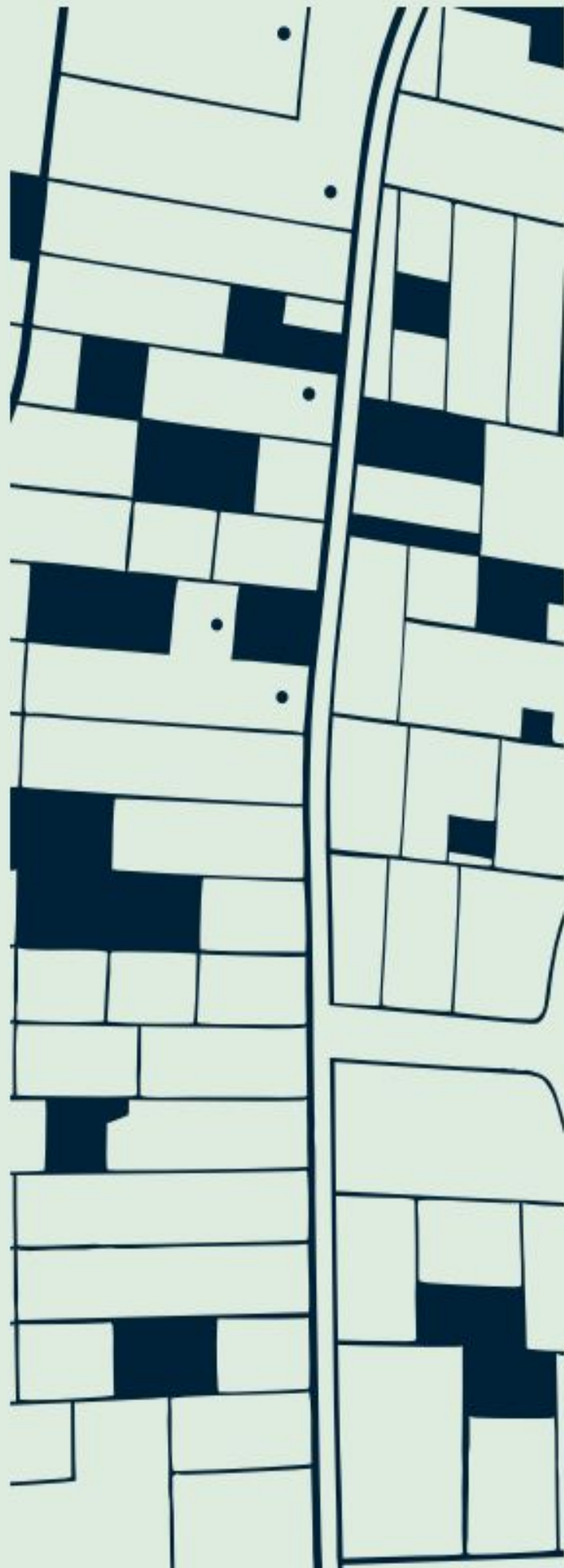
MANDATORY OATH & PENALTIES:

All LUCA staff, including eligible government officials and team members, must take a confidentiality oath with serious **legal penalties** (fines and imprisonment) for violations.

COMMUNITY PARTNERSHIP WITHIN CONFIDENTIALITY FRAMEWORK:

Governments can enhance LUCA efforts by formally including community-based canvassers as official LUCA team members, ensuring they are also bound by **confidentiality protections**.





WHERE ADDRESSES ARE MISSED:

- 01. Urban and Rural Areas with low visibility or “hidden” housing**
- 02. Areas that have experienced catastrophic events**
- 03. Very small communities without standard addresses that are “off the radar”**
- 04. New or fast-growing communities with seemingly uniform housing and standard addresses**

2020 LUCA Participation: What the Data Shows

8,628 total respondents nationwide

Only ~29% of eligible governments participated

- **Midwest led participation (36%) despite smaller population**

Lower Participation in:

- **Rural states**
- **Tribal areas**
- **States with fewer local govts**

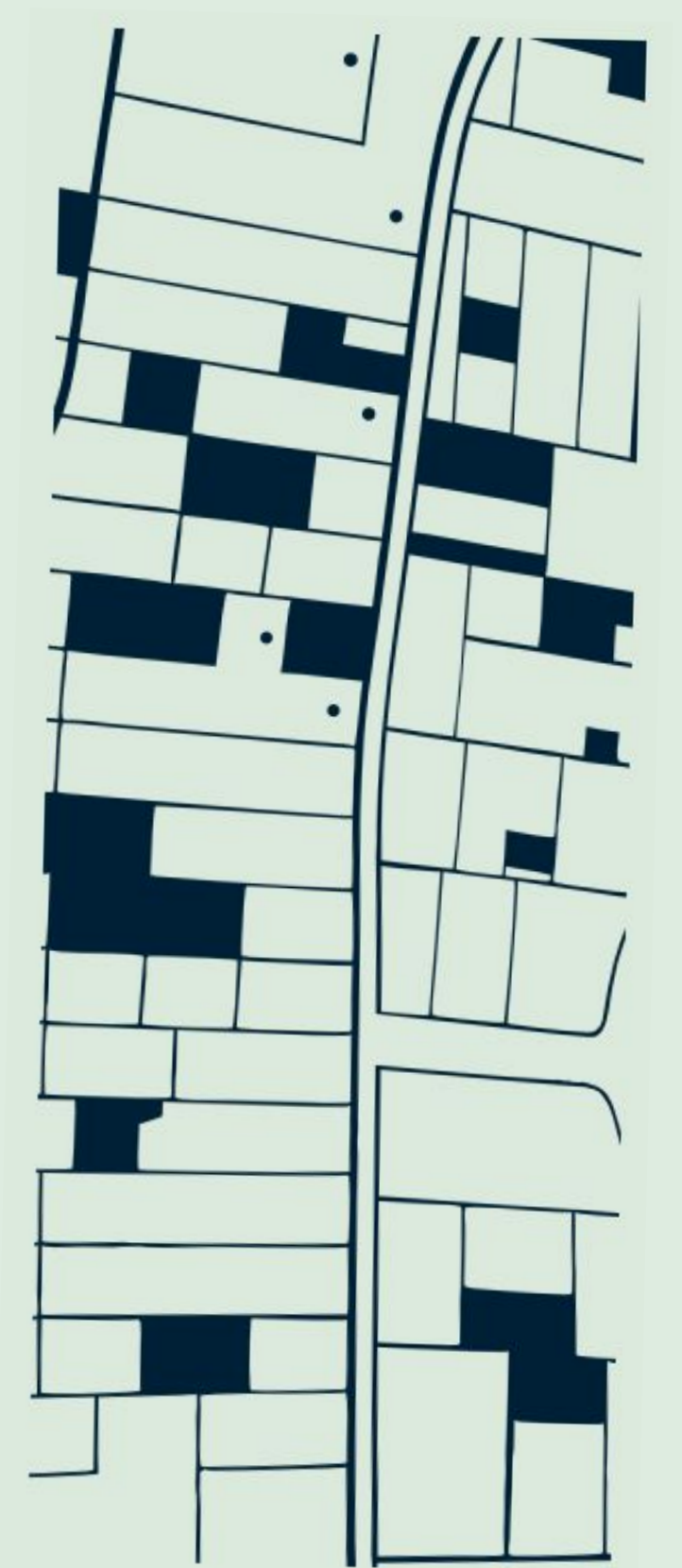
Top States:

- **Pennsylvania (645)**
- **Illinois (461)**
- **Georgia (459)**
- **Minnesota (409)**
- **California (404)**

SOURCE: 2020 LUCA Respondents List (U.S. Census Bureau)

Preparing for LUCA:

The time is now!



THE FIVE PILLARS OF SUCCESS

Recommendations from the LUCA Working Group

1 Local Address Data Capacity

2 Local Knowledge of High-Priority Areas

3 Partnerships with Trusted Voices

4 Assessment of Housing and Group Quarters

5 Understanding Geographic Gaps



LUCA Case Studies

01. Bronx County, New York City

02. Clark and Pershing Counties, Nevada

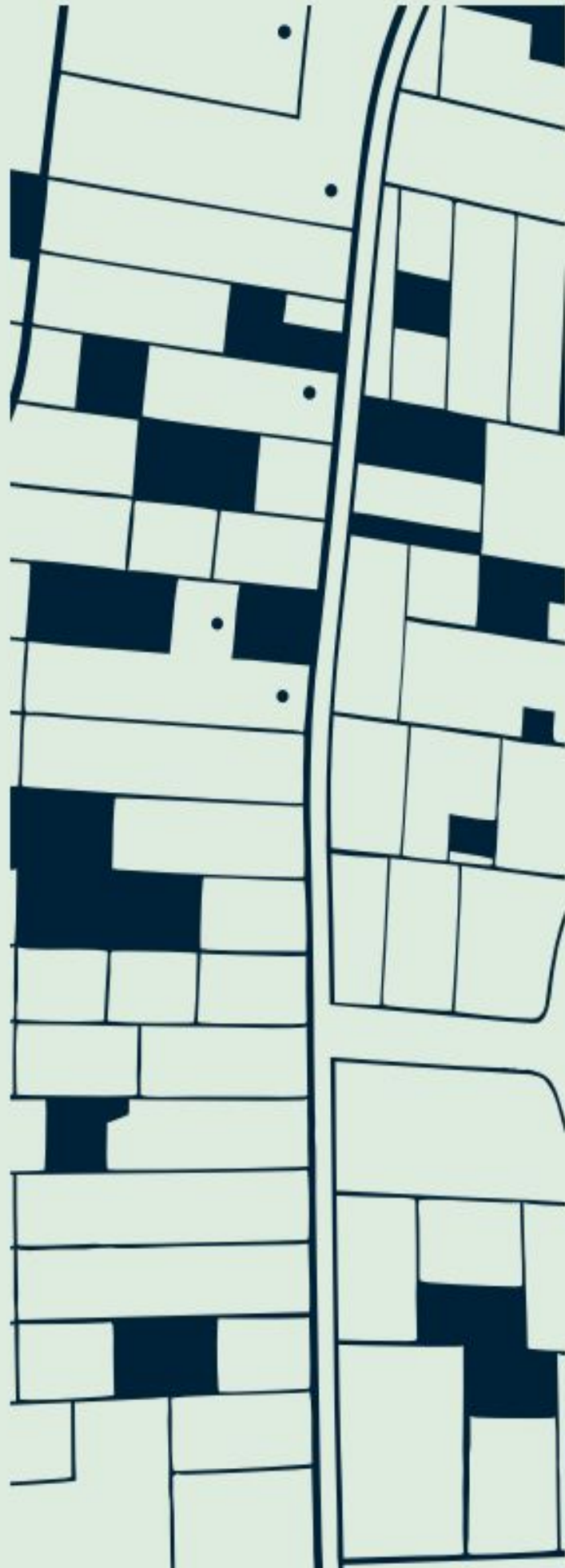
03. Fresno, California

04. Hidalgo County, Texas

05. Issaquah, Washington

06. New Mexico Tribal Areas

07. New Orleans, Louisiana





LUCA Assessment & Plan

01. ASSESS & REVIEW

- a. Review 2020 LUCA participation: who joined, how, and where gaps were
- b. Coordinate with Census Bureau, local planning depts, councils of government

02. BUILD KNOWLEDGE & MAKE THE CASE

- a. Attend LUCA trainings (Census Bureau, LUCA Working Group, Census Counts)
- b. Assess LUCA's value for your community using Census tools + local data
- c. Prepare materials to advocate for government participation



LUCA Assessment & Plan

03. PLAN & COLLABORATE

- a. Convene tribal, state, local leaders + CBOs & funders to draft LUCA plan
- b. Identify priority areas with likely missing addresses
- c. Explore intergovernmental collaboration opportunities

04. SECURE CAPACITY & RESOURCES

- a. Ensure local/state offices have staff + funding for LUCA work
- b. Engage officials on resource options for successful participation

The Role of CIC/SDC Network

- 1. Analyze participation gaps**
- 2. Convene state/local partners**
- 3. Support data + GIS readiness**
- 4. Educate policymakers**
- 5. Coordinate across jurisdictions**

SUGGESTED ACTION ITEMS:

- Identify 3 priority jurisdictions**
- Schedule a LUCA briefing**
- Share resource guide**
- Connect with Census Bureau regional office**

LUCA

*Begin your
preparations now!*

 **DOWNLOAD**
TOOLKIT

stay in touch!

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