

# Local Update of Census Addresses Project Report

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## Report on the Local Update of Census Addresses (LUCA)

### Executive Summary

From April 5 to August 1, 2018, San Mateo County participated in the Local Update of Census Addresses (LUCA). This was the only opportunity for jurisdictions to improve the accuracy and completeness of the 2020 Census by ensuring that the Census Bureau's Master Address File (MAF) contains every valid address possible. The MAF received by San Mateo County originally contained 285,583 records. Combined with submissions from cities that responded individually, county-wide efforts resulted in 30,179 addresses submitted to the Census Bureau that were previously missing, invalid or did not include latitude/longitude information in its MAF – a net gain of 10.5%.

The primary methods for making these address improvements were:

1. Drawing from a variety of existing address databases and
2. Visually inspecting key neighborhoods, through both canvassing and digital imagery analysis, to identify unconventional housing units missing from existing data sources.
3. Geocoding addresses which were missing latitude/longitude information.

When accessing address databases and managing address data, the County took extensive measures, detailed below, to uphold the strict data security protections imposed by the US Census Bureau.

LUCA is an extremely important step needed to ensure an accurate count in the Census 2020 survey, however most people are not aware of what this process entails. Working with community-based organizations helped inform residents, both volunteers as well as neighborhood residents, about the significance of providing an updated and correct Master Address File to the US Census Bureau. Without a correct address, housing units would not receive a census survey.

Partnerships proved invaluable to the success of this effort. The County worked with our 20 cities, the Silicon Valley Community Foundation, the Grove Foundation, three core community-based organizations, and many departments within the County including: Human Services Agency, Information Services Department GIS team, Office of Education, Planning and Building Department, Code Compliance, Office of Sustainability, Immigrant Services, and the Sheriff's Department. Additional support from the school districts, the Postmaster at La Honda, and the Community Emergency

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Response Team (CERT) from the City of South San Francisco also played an important role. These partnerships will serve as an important initial foundation for the considerable outreach efforts that will be necessary to encourage participation in the 2020 Census.

### **Overview of the 2018 LUCA**

On April 5, 2018, San Mateo County received the MAF from the U.S. Census Bureau. The MAF contains the inventory of all known living quarters in the United States and is used to support most of the surveys that the Census Bureau conducts, including the decennial census. Each address in which a person is anticipated to reside on April 1, 2020 is understood to contain a household and the census count is complete when every household has been enumerated.

The LUCA is an opportunity provided every decade for local designated representatives to review and update the addresses to improve the completeness and accuracy of the MAF. The MAF for San Mateo County contained 285,583 addresses, spread over the 158 census tracts that comprise the county. Below is a timeline of milestones related to the LUCA.

1. The Census Bureau shipped a copy of the San Mateo County MAF to the County of April 5, 2018.
2. The County was given 120 calendar days, or until August 2, 2018, to complete its edits.
3. The County submitted its edits to the MAF on August 1, 2018.
4. In Summer 2019, the U.S. Census Bureau will provide feedback to all local governments on the MAF edits submitted, accepting some changes and rejecting others.
5. Each local government will then have 45 days to appeal these acceptances and rejections to the federal Office of Management and Budget (OMB). Further discussion of the appeals process is included below.

The County's method for identifying and verifying residential addresses and entering these into the MAF included the following:

1. Compiling address records from a variety of existing address databases:
  - a. The County's internal address point geodatabase, which is largely based on records from the Office of the Assessor
  - b. Address records from the San Mateo County Office of Education and school districts, primarily focused on the coastal areas of the County
  - c. The Office of Planning and building, by reviewing approved permits for development, address changes, secondary units and parcel splits

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- d. The Office of Sustainability mailing list which contained apartment and duplex unit numbers
  - e. Human Services Agency aided by verifying group quarters or transitory locations
  - f. The Sheriff's Department provided youth facilities and jail locations
  - g. Melissa Global Intelligence, a private vendor that obtains, verifies, and supplies address data
  - h. The Postmaster in La Honda / Pescadero who identified communities which only receive mail via P.O. Boxes
2. Identifying addresses for non-traditional housing not captured in existing lists by visually inspecting key neighborhoods, through both canvassing and digital imagery analysis;
  3. Comparing these addresses to those in the MAF;
  4. Conducting research to verify which addresses were correct;
  5. Making additions, corrections, and deletions to the MAF data; and
  6. Submitting the edited data to the U.S. Census Bureau.

### Outcomes of the LUCA

The Master Address File received by San Mateo County originally contained 285,583 records. San Mateo County identified 30,179 addresses that had previously been missing or inaccurate in our MAF.

1. Approximately 5% of the addresses in the original MAF lacked geocodes to indicate their location by latitude and longitude. The Census Bureau reports that it makes some attempts to identify geocodes for addresses where these are lacking, but it would be unable to count any household for which it could not fill in this missing information. The County was able to locate and geocode 13,862 of the valid addresses lacking this information.
2. The team found and added/corrected 7,243 addresses drawing from address lists compiled from other County departments, administrative records, a commercially purchased address list, and canvassing.
3. Community-based organizations and staff from the Office of Community Affairs canvassed 62 of the County's 462 block groups, identified by analyzing 2010 Census data regarding Hard-to-Count areas, Low-Response areas, an algorithm created by Ed Kissam, Ph.D<sup>1</sup>, as well as city and local knowledge of the areas. Additionally, due to limited resources and volunteers, OCA staff "pre-canvassed" areas by using GoogleEarth Street View, as well as driving around

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<sup>1</sup> Kissam, Ed. *An Effective Strategy to Reduce Census Undercount: Results from California Pilots of Community-Based Address Canvassing*. 12 March 2018.

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neighborhoods to eliminate areas that did not contain obvious non-traditional housing units. These efforts resulted in the addition of 1,915 addresses.

Beyond these additions to the MAF, the LUCA effort engaged and educated community leaders and members about the importance of Census 2020.

1. Canvassing occurred in six cities and included: East Palo Alto, Daly City, Menlo Park, Redwood City, San Bruno, South San Francisco as well as unincorporated areas of the San Mateo Coast.
  - a. The County contracted with the Silicon Valley Community Foundation, which then engaged three community-based organizations (CBOs) to conduct canvassing – DC Partnership, Nuestra Casa, and Puente de la Costa Sur – and a fourth, CommunityConnect Labs, for address data services.
  - b. Staff from the Community Affairs Office participated in each of these canvassing efforts, as well as canvassing the entire North Fair Oaks community themselves.
  - c. The Community Emergency Response Team (CERT) from the City of South San Francisco provided volunteers, meeting space, and coordinated the canvassing activities in their City.
2. The County created a LUCA Working Group and invited representatives from the 19 cities who signed up to review their own LUCA MAF data to support and coordinate our LUCA efforts, as well as provide technical expertise. Three of the 19 cities then requested additional help, which resulted in the County updating their respective LUCA submissions as well;
3. Over 20 government, nonprofit, philanthropic, and community leaders received presentations about the 2020 Census and LUCA; an additional 230+ non-profits/individuals received information about San Mateo County's Census and LUCA efforts via Thrive Alliance newsletter list and Listserv members.
4. Within the County, the Offices of Immigrant Services, Human Services Agency, Information Services Department GIS, Office of Education, Planning and Building Department / Code Compliance, Office of Sustainability, and the Sheriff's Department engaged in LUCA conversations and work; this list will grow as the focus shifts to the outreach component of the 2020 Census work.

### **Methods for Obtaining and Verifying Address Data**

The LUCA team worked to identify every reliable source of high-quality residential address data that was legally and practically available and likely to help improve the quality of the MAF.

#### *Data Security and Privacy*



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The Census MAF data is protected under Title 13 of the United States Code. All LUCA liaisons, reviewers, or anyone with access to Title 13 materials must agree to keep confidential the Title 13 materials. Every person who works with the Census Bureau is sworn for life to uphold the Title 13 Code, that “violating the confidentiality of a respondent is a federal crime with serious penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.”<sup>2</sup> The County took a number of steps to protect the data and to protect residents’ privacy.

1. Those individuals who had contact with the Master Address File data – known as LUCA Reviewers, signed confidentiality forms swearing to protect the data for life or face civil and/or criminal penalties.
2. The MAF was copied onto one dedicated laptop for use by the primary LUCA Reviewer / Census Coordinator (Megan Gosch). This laptop had no connectivity to either the internet or to the County servers. All review work was performed on this password protected laptop, which was locked while not in use.
3. The original MAF data is being stored in a locked cabinet and will remain there until the County receives information back from the Census Bureau, accepting or rejecting the addresses the County submitted. Upon completion of the final review process, the original MAF data will be destroyed.

### *Sources of Residential Address Data*

The team obtained address data from:

1. The County’s internal address point database, which is mainly based on records from the Office of the Assessor;
2. The County Planning and Building Department - Planning Services and Code Compliance (new developments, parcel splits, or secondary units)
3. The County Office of Sustainability (refuse collection)
4. The County Sheriff’s Department (correctional facilities)
5. The County Human Services Agency (group home locations)

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<sup>2</sup> [https://www.census.gov/about/policies/privacy/data\\_stewardship\\_our\\_privacy\\_principles.html](https://www.census.gov/about/policies/privacy/data_stewardship_our_privacy_principles.html)

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6. The San Mateo County Office of Education and school districts, focused on the rural, coastal areas of the County. The information shared by the school districts only included address locations and did not include any personal information such as name or age.
7. The U.S. Postmaster in La Honda (formerly of Pescadero) who identified communities which only receive mail via P.O. Boxes.
8. Melissa Global Intelligence, a private vendor that obtains, verifies, and supplies address data.

Conversations with the San Mateo County Office of Education (COE) representatives as well as County Counsel resulted in the agreement that from school district records, only addresses which opted to be included in the school's directory were provided to the County. COE facilitated the sharing of records from the school districts. For the LUCA analysis, data was requested from four school districts due to their propensity of PO Boxes or rural locations: Cabrillo Unified School District / Unified High School District, and Sequoia Union High School District.

When accessing address databases and managing address data, the County took extensive measures to uphold the strict data protections imposed by the U.S. Census Bureau as well as the County's own commitment to data security and privacy.

The County considered the different departmental address databases and whether these datasets would be potentially compromised by including them in the LUCA submission. Ultimately, the sources used met the test of protecting privacy rights while providing reliable, high-quality residential address data that was feasible to obtain and likely to help improve the quality of the MAF.

### *Verifying Existing Address Data*

The census data reviewer was selected based on their expertise with Geographic Information Systems (GIS) which was essential to undertaking LUCA data analysis efficiently. All data gathered had to come to the LUCA reviewer for processing and sharing with the Census Bureau. The County was divided into grids for analysis purposes and addresses in the grids were reviewed against other sources to determine if they were valid. Areas considered hard-to-Count and/or having a Low-Response Score were prioritized for verification. Additional sources used to verify address information included:

- The San Mateo County Property Information Portal – online service providing access to general property information, tax assessment data, and scanned parcel map documents maintained by the Public Works Department and the Assessor's office;
- U.S. Postal Service – ZIP Code lookup online tool;



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- EagleView's CONNEXplorer – a web-based application that allows for viewing analyzing Pictometry aerial images;
- Google Street View and Bing Streetside, with the image collection date taken into consideration;
- Aerial/satellite imagery – multiple sources (San Mateo County, Google, Bing);
- Planning and Building Department administrative records.
- Melissa Global Intelligence, a private vendor that obtains, verifies, and supplies address data

### *Updating Existing County Address Data*

During the compilation of existing address records, County staff updated the County existing master address file (MAF) with information supplied by other departments within the County. For example, the Office of Sustainability had performed field work to identify unit numbers of housing units which had multiple units. The existing County MAF was created from assessor parcel data, which notes that a unit contains multiple units, but does not identify the specific unit numbers or naming conventions. For LUCA purposes, each unit needed to have a unique unit number. The information pulled from the Office of Sustainability was input into the existing County MAF. Additionally, the County purchased a commercial addressed database from Melissa Global Intelligence. This information was used to supplement the Census' LUCA MAF. The dataset was also shared with ISD so that they may further update their MAF.

### *Supplementing Existing Address Data: Unconventional Housing – Targeting Areas to Canvass*

The County anticipated that a number of residents would be living in nontraditional housing, such as garages, basements, and recreational vehicles in the yards of local homes, not captured in any available list. Pilot tests conducted in San Jose, San Francisco and Fresno in late 2017 identified a number of such units and fine-tuned a method for finding them and capturing their address data via community-based canvassing.

The first step in the canvassing effort was to target the areas of the county most likely to contain significant numbers of nontraditional housing units. The County used available data and models to identify these areas, including:

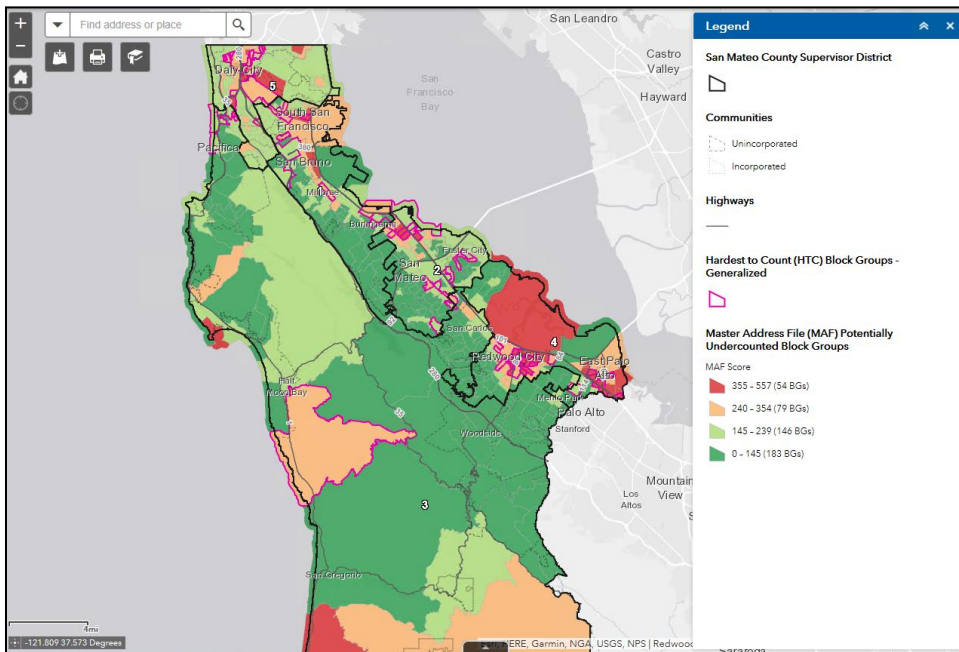
1. A methodology developed by census demographers Ed Kissam and Gregory J. Robinson and tested in the 2017 pilots. The Kissam algorithm<sup>3</sup> – which includes variables relating to race, language, socioeconomic status, housing characteristics, household characteristics, and undeliverable address from the

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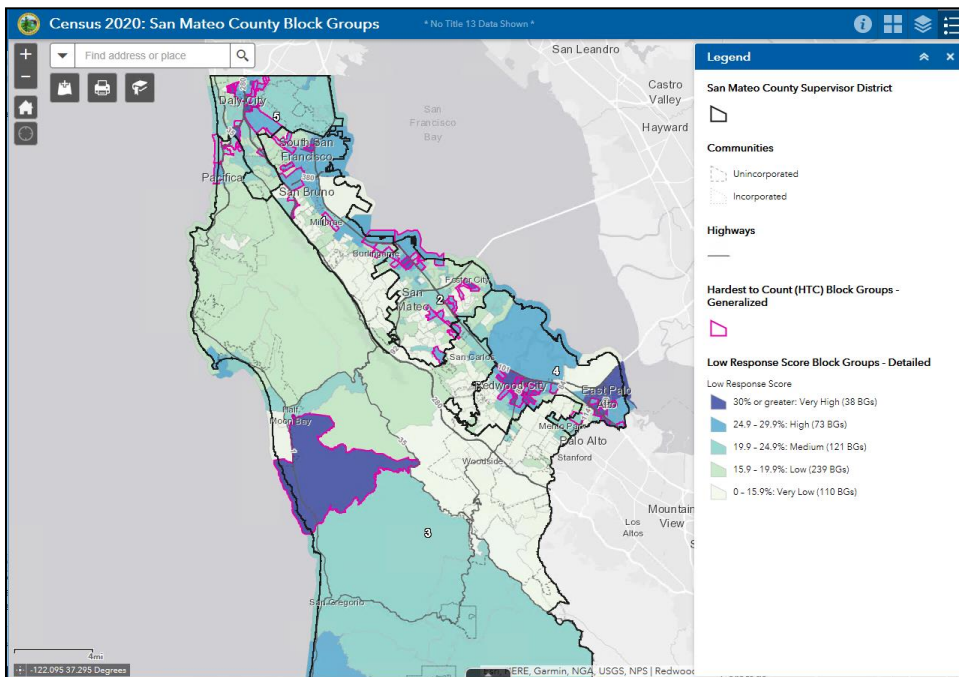
<sup>3</sup> [http://www.wkfamilyfund.org/docs/Wkf\\_Estimating\\_the\\_Potential\\_Impact\\_of\\_LUCA-based\\_Census\\_2010Oct\\_updated.pdf](http://www.wkfamilyfund.org/docs/Wkf_Estimating_the_Potential_Impact_of_LUCA-based_Census_2010Oct_updated.pdf)

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2010 Census – to assign a MAF score to each of the county’s 462 block groups. This information compiled into an interactive online [map](#) as displayed in the screenshot on the next page.



2. The Census Bureau provides information regarding Hard-to-Count/Low Response Score populations. This information was compiled into an interactive online [map](#) as displayed in the screenshot below.



3. The areas which had the most overlap between the highest MAF scores from Ed

Kissam's algorithm and the Hard-to-Count / Low Response Score census block groups were identified as the priority canvass areas. Maps of these areas were sent to each City's LUCA Reviewer to discuss with their planners to verify the areas identified for canvassing (Daly City, East Palo Alto, Menlo Park, Redwood City, San Bruno, and South San Francisco).

4. After receiving confirmation from Cities regarding the canvassing locations, OCA staff then examined each block group to ensure only areas where there were residential units located were being canvassed. This ensured the best use of the limited staff and volunteer time commitments. Block groups were further trimmed by using Google Earth to 'walk' along the streets, as well as driving through neighborhoods to perform 'pre-canvassing'. Staff searched for areas where high-likelihood<sup>4</sup> blocks were clustered together. Since there was limited staff and volunteer availability, as well as funds, staff wanted to ensure that everyone's time was well-spent. Portions of 66 block groups were chosen for the canvassing efforts.

### *Supplementing Existing Address Data: Canvassing to Identify Nontraditional Housing*

The Silicon Valley Community Foundation provided grant funding to and contracted with three community-based organizations to conduct canvassing and one community-based organization to provide canvassing data services. OCA staff volunteered at a City of San Jose-led canvassing event to discuss lessons learned and to experience how other cities were organizing their canvassing activities.

OCA staff trained canvassers, who were dispatched in pairs to walk the prioritized neighborhoods and observe structures for indications that they were serving as nontraditional housing, such as curtains, a welcome mat, an entryway, multiple satellite dishes or other décor on a garage. All canvassing occurred from public sidewalks, and there was no walking on private property or interaction with residents (unless a resident approached a canvasser).

Canvassers used their smart phones to enter the data about identified units through a technology tool developed by data services subcontractor CommunityConnect Labs. All canvassers received training on the importance of the 2020 Census and LUCA, how to identify likely nontraditional housing, privacy and data security protections, safety, and how to respond to any questions from residents. Canvassers carried brochures in 5 languages with them explaining the canvassing purpose and method; similar information was distributed beforehand by Cities via posting in public areas. The County also provided advance notification to local law enforcement.

The OCA identified local community-based organizations in each area identified for canvassing, and the Silicon Valley Community Foundation managed the grants with the three chosen CBOs. SVCF has wide reach among local CBOs and the infrastructure

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<sup>4</sup> To establish likelihood, staff factored in MAF scores, Hard-to-Count/Low-Response Rate designations, local knowledge and digital imagery review.

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needed to handle the funding.

Daly City Partnership, Nuestra Casa, and Puente de la Costa Sur received contracts to recruit and supervise canvassers to cover selected areas of the county, with logistical support from the OCA staff. Engaging over 40 volunteers and paid staff, these organizations successfully canvassed 56 block groups over six weeks from May 18<sup>th</sup> through June 28<sup>th</sup>, 2018. OCA contributed staff time to canvass the 10 block groups comprising the North Fair Oaks Community in late February, as well as participated in all seven other canvassing events throughout the county.

As mentioned above, CBO CommunityConnect Labs provided the data tool used for canvassing. Having participated in the canvassing pilots, they also provided expertise about methods, train-the-trainer guides for OCA staff, technical assistance, and troubleshooting. They directly received, and securely stored data entered by canvassers, and cleaned and formatted it for analysis and upload by County staff. As service providers to multiple other local governments, CommunityConnect Labs helped to connect jurisdictions to share challenges, best or promising practices, and updates about Census Bureau activities.

On-the-ground canvassing in the rural south coast communities of the County was impractical given the low average housing density and structures placed deep inside properties where canvassers could not see them without intruding on private property. Therefore, CMO staff worked with Puente de la Costa Sur volunteers to identify known nontraditional housing units via large printed maps and projecting Google Earth imagery on a screen simultaneously. The volunteers from Puente had local, intimate knowledge of the nontraditional housing units located throughout the coastal areas as they provide services and support to many of the residents of this area.

### **LUCA Partnerships**

#### *Cities*

The role of the 19 Cities in San Mateo County in achieving a successful LUCA cannot be overstated. Because of Cities' role with planning, construction and permitting in the incorporated areas, their residential address is more up-to-date. Nineteen of the County's 20 cities registered; however, due to unforeseen circumstances, only 16 cities performed the updates internally. One city opted out of LUCA, and the County submitted data on their behalf.

To support Cities' LUCA participation, the County created a working group and invited representatives from the 19 cities that signed up to review their own LUCA data. The purpose of this working group was to provide County-led information, technical expertise, training and Census Bureau updates to all 19 Cities, with activities including:

1. Training by County staff on LUCA methods and data sources;
2. Assistance in obtaining information from the Census Bureau;

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3. Installation of GUPS software and training City staff in how to use the software and enter their updates;
4. Creation of a GoogleDrive as a repository of helpful information about LUCA resources as well as information about methods being used by other jurisdictions;
5. Notifications about LUCA updates and guidance from the Census Bureau;
6. Supplied city-specific address data from the commercially purchased Melissa Global Intelligence address database; and
7. Due to unexpected challenges, four cities were unable to complete their LUCA. At their request, we updated their LUCA data and submitted it to the Census Bureau for them.

Cities also provided invaluable input about areas identified for canvassing and notifying law enforcement about canvassing. Upon conclusion of the LUCA submission period, many cities reported back to the county their update numbers, as shown in the table below.

Incorporated City LUCA Results						Canvass-Added	Net Gain of Housing Units
Incorporated City	A	C	D	J	N		
Atherton							
Belmont	352	0	0	0	0	0	352
Brisbane	117	0	2	2	1	0	112
Burlingame	79	271	16	0	0	0	334
Colma	70	28	6	35	1	0	56
Daly City	166	0	0	0	0	209	375
East Palo Alto	214	17	15			701	917
Foster City	1,124	11	13	0	1		1,121
Half Moon Bay							
Hillsborough	132	7	6	39	0	0	94
Menlo Park						138	138
Millbrae	8	0	0	0	0	0	8
Pacifica	90	5	40	11	3	0	41
Portola Valley	25	0	17	9	1	0	-2
Redwood City	1,734	2	700	0	0	278	1,036
San Brun						138	138
San Carlos	108					0	108
San Mateo	1,262	294	27	0	24	0	1,505
South San Francisco	279	114	60			112	445
Woodside	0	0	0	0	0	0	0
<b>City Totals</b>	<b>5,760</b>	<b>749</b>	<b>902</b>	<b>96</b>	<b>31</b>	<b>1,576</b>	<b>6,778</b>

Unincorporated LUCA Results						Canvass-Added	Total New Housing Units
Unincorporated Community	A	C	D	J	N		
Unincorporated Broadmoor						8	8
Unincorporated North Fair Oaks						275	275
Unincorporated Pescadero		4				50	54
Unincorporated Colma						6	6
Unincorporated - remaining	651	8,692	147				9,196
County-Wide Geocoding Corrections		13,862					13,862
<b>Unincorporated Totals</b>	<b>651</b>	<b>22,558</b>	<b>147</b>			<b>339</b>	<b>23,401</b>

<b>City + County Totals</b>	<b>6,411</b>	<b>23,307</b>	<b>1,049</b>	<b>96</b>	<b>31</b>	<b>1,915</b>	<b>30,179</b>
<b>Percent of Census Total Housing Units</b>	<b>2.24%</b>	<b>8.16%</b>	<b>0.37%</b>	<b>0.03%</b>	<b>0.01%</b>	<b>0.67%</b>	<b>10.57%</b>

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### *Other Partnerships*

The County established a number of critical partnerships as described above for the canvassing. The collaboration with the San Mateo County Office of Education and local school districts, as well as other departments within San Mateo County made valuable contributions.

In addition, OCA shared LUCA challenges and best practices with the Counties of Los Angeles, Sacramento, and Santa Clara, and the Cities of San Jose and New York, establishing a basis for broader census communication and collaboration. The County initiated and leads a biweekly conference call with:

- Alameda County
- Cities of Los Angeles, Sacramento, San Jose
- Contra Costa County
- Los Angeles County
- Monterey County
- Office of Assemblymember Marc Berman
- Office Senator Dr. Richard Pan
- Office of Senate President pro Tempore Toni G. Atkins
- Orange County
- Sacramento County
- San Francisco County
- Santa Clara County

Lastly, the County established state-level relationships to support its LUCA work and broader census preparations, including co-hosting their Statewide Regional Readiness Assessment Convening in Mountain View as well as presenting on the guest speaker panel. The County is also serving as part of the stakeholder advisory group for the design of the Statewide Outreach and Rapid Deployment (SwORD) tool for census outreach planning, tracking, and reporting – an application being developed to support local governments' and community-based organizations' success. County staff also worked with the Director of the California State Data Center to ensure that the City of San Carlos' LUCA submission was included in the stateside submission, as they had missed their deadline.

### **Advocacy**

State and federal decisions will have major impact on the ability of local government and local leaders to get out the count. The County has responded of several high-priority issues over the last several months:

#### *State Budget Allocation for the Census*

The Governor's January and May budget proposals listed \$40.3 million for 2020 Census-related costs, with only \$3 million for local Complete County Committees; in

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June, the legislature approved – and the Governor signed off on - \$90.3 million. In May 2017 a Legislative Briefing for Census 2020 was held with attendees including Senator Richard Pan, Chair of the Senate’s Select Committee on the census and Assemblymember Marc Berman, Chair of the Assembly’s Select Committee on the Census. The event was an opportunity to begin a conversation on how to best leverage key funder’s philanthropic investments to ensure a complete and accurate count of all people in California. or this briefing, San Mateo County was asked to be the first speaker to set the stage of the challenges and issues local governments will be facing.

In addition to budget issues, the County has maintained bi-weekly communication with representatives from both Assemblyman Marc Berman’s and Senator Richard Pan’s offices to ensure that San Mateo County is informed of state-related Census activities and policies, as well as providing information back to our representatives about our activities and challenges.

### *Inclusion of the Citizenship Question on the Census Survey*

San Mateo County co-wrote a letter to the US Department of Commerce expressing our opposition to the addition of a question on citizenship on the Census 2020 survey and the plan for imputation of “invalid, inconsistent or missing” responses to this question from administrative sources. The Bureau’s proposed actions would significantly undermine the accuracy and utility of information collected during the Census 2020 by unlawfully causing a systemic and discriminatory undercount of minority and immigrant populations.

### *Comment on the LUCA Appeals Process*

The County submitted a comment to OMB regarding proposed changes to the process for local governments to appeal the Census Bureau’s rejection of address changes submitted via LUCA. Under the proposed LUCA process, appeals documentation would have to be submitted for each individual address change, rather than for a whole set. This requirement for documentation for each appealed address constitutes an undue burden on the larger localities where appealed addresses could number in the tens-of-thousands, smaller localities with limited resources, and the appeals staff itself.

It is unrealistic to expect participating governments to produce and submit individual documentation for each individual address, with a turn-around appeals window of just 45 days. With the County having submitted 30,179 changes, engaging in this process for all rejections would be cost prohibitive. The federal government announced this proposed change in May 2018, after the LUCA state date for local governments.

### *Advocating for a Fair and Accurate Count*

San Mateo County has acted to protect the accuracy and completeness of the 2020 Census from acts intended to cause an undercount to portions of the community. The County, in partnership with Santa Clara County, submitted a detailed comment letter to the Department of Commerce to oppose the inclusion of the untested citizenship question in the 2020 Census questionnaire. The letter highlighted the findings of the



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Census Bureau's chief scientist that inclusion of the citizenship question will depress response rates, increase costs, and result in less accurate data than alternative proposed approaches. The letter also noted the Census Bureau's failure to follow its own procedures for adding questions to the decennial census questionnaire. Finally, the comment letter advocated for the Department of Commerce to implement procedures to ensure that its cybersecurity efforts do not impede the County's ability to offer internet access for purposes of census response to its residents.

### Special Thanks

This project would not have been so successful without key contributors, who donated both funding and personal time to our LUCA update activities. Special thanks go to:

- Silicon Valley Community Foundation – for their financial support which enabled the County to canvass the 6 cities and unincorporated coastal areas as well as partner with CommunityConnect Labs to utilize their mobile technology
- The Grove Foundation – for their financial support which enabled the County to canvass the 6 cities and unincorporated coastal areas as well as partner with CommunityConnect Labs to utilize their mobile technology
- CommunityConnect Labs – for their mobile-based technology, which streamlined the canvassing process immensely
- Daly City Partnership – for coordinating canvassing activities in the northern parts of the County, providing volunteers, and overall LUCA support
- Supervisor Canepa – for his opening statements and support at the Daly City canvassing event
- Nuestra Casa – for coordinating canvassing activities in the southern parts of the County, providing volunteers, and overall LUCA support
- Puente de la Costa Sur – for coordinating canvassing activities in the coastal unincorporated areas near Pescadero, providing volunteers, and overall LUCA support
- The Community Emergency Response Team (CERT) from the City of South San Francisco – for providing meeting space and refreshments, volunteers, and coordinating a precisely run canvassing event
- Community Affairs Staff – Jasmine Hartenstein (Immigrant Services Coordinator), and the Outreach Coordinators Mitzy de La Pena Medina, Ivan Leung and Victor Gaitan, for the planning and coordinating countywide canvassing efforts and the training of volunteers.

It was our pleasure working with all of you and we look forward to your continued support throughout the Census 2020 process.





# Appendix A: Maps



## LUCA PROJECT REPORT

The following maps display the addresses added by the County in relation to other features of the area. Addresses were added based on two categories:

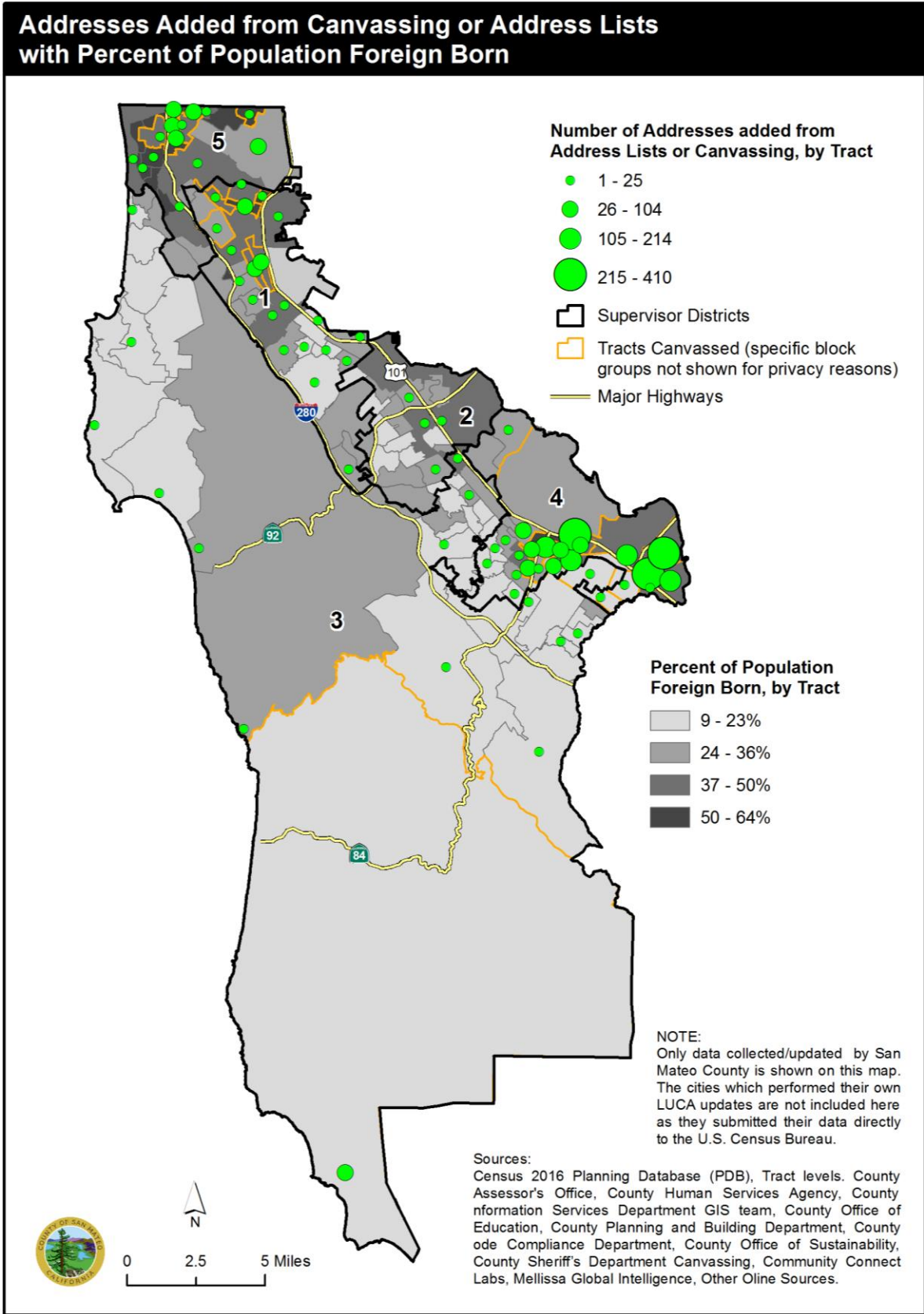
1. Canvassing;
2. Existing address databases such as the County's own databases, the list purchased from a private vendor; or US Postmaster conversations.

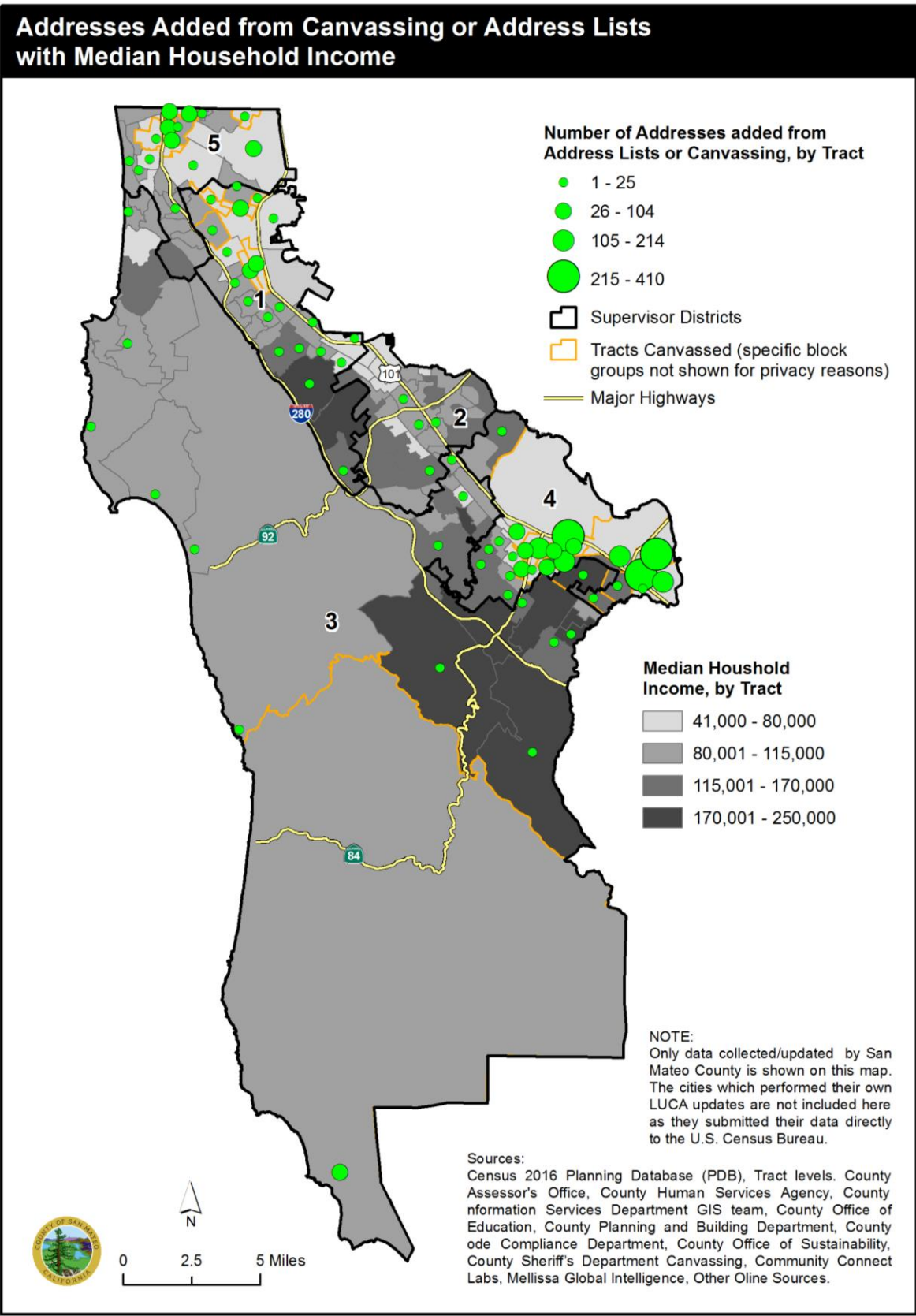
The two sets of address data are overlaid on maps showing five different characteristics of the county:

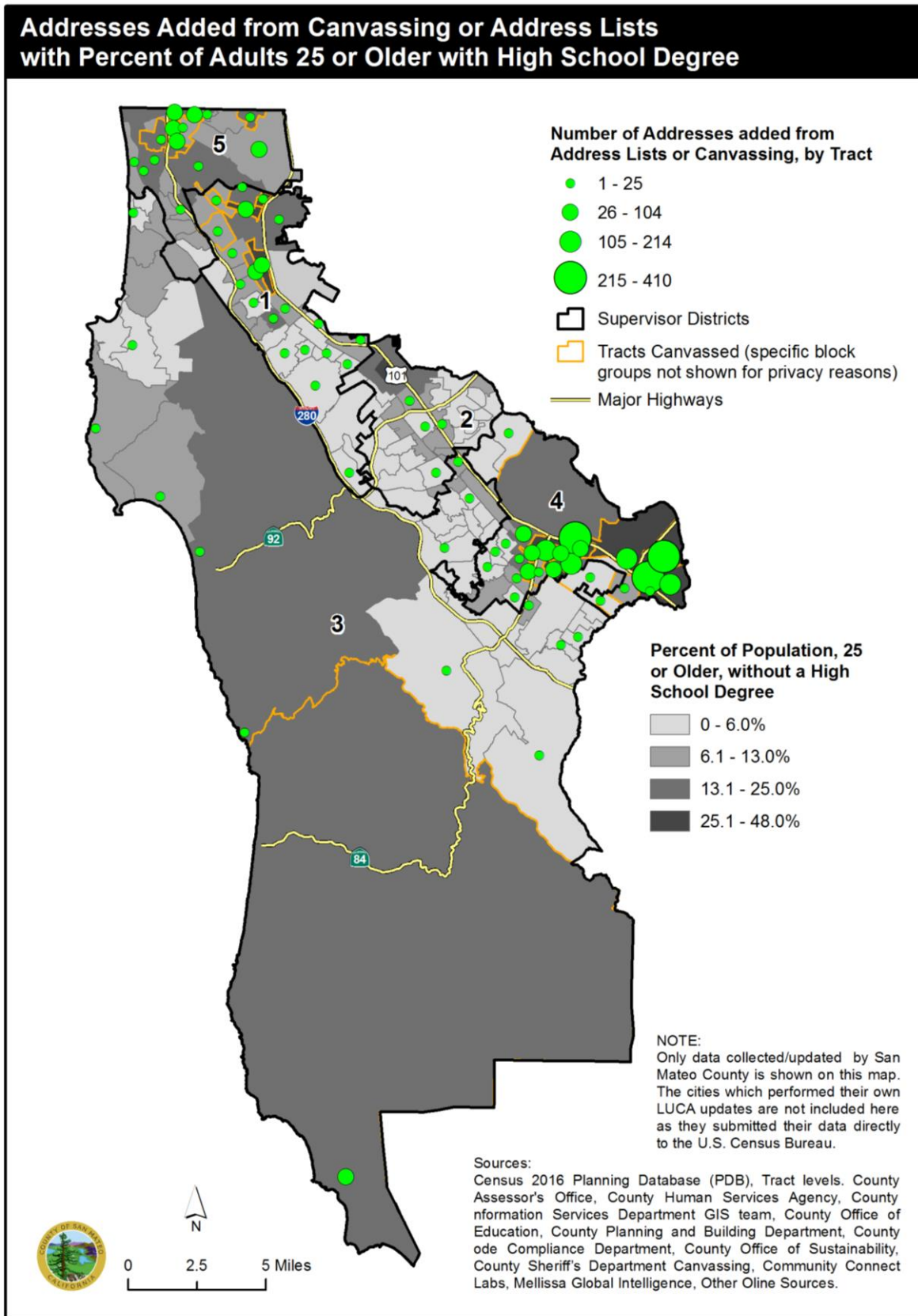
1. Percentage of foreign born population for each census tract;
2. Median household income for each census tract;
3. Percentage of the adult population 25 or older without a high school degree for each census tract;
4. Percentage of population living below the poverty level for each census tract;
5. Percentage of population non-white for each census tract.
6. Percentage of households, where no one 14 or older speaks English, or speaks English very well

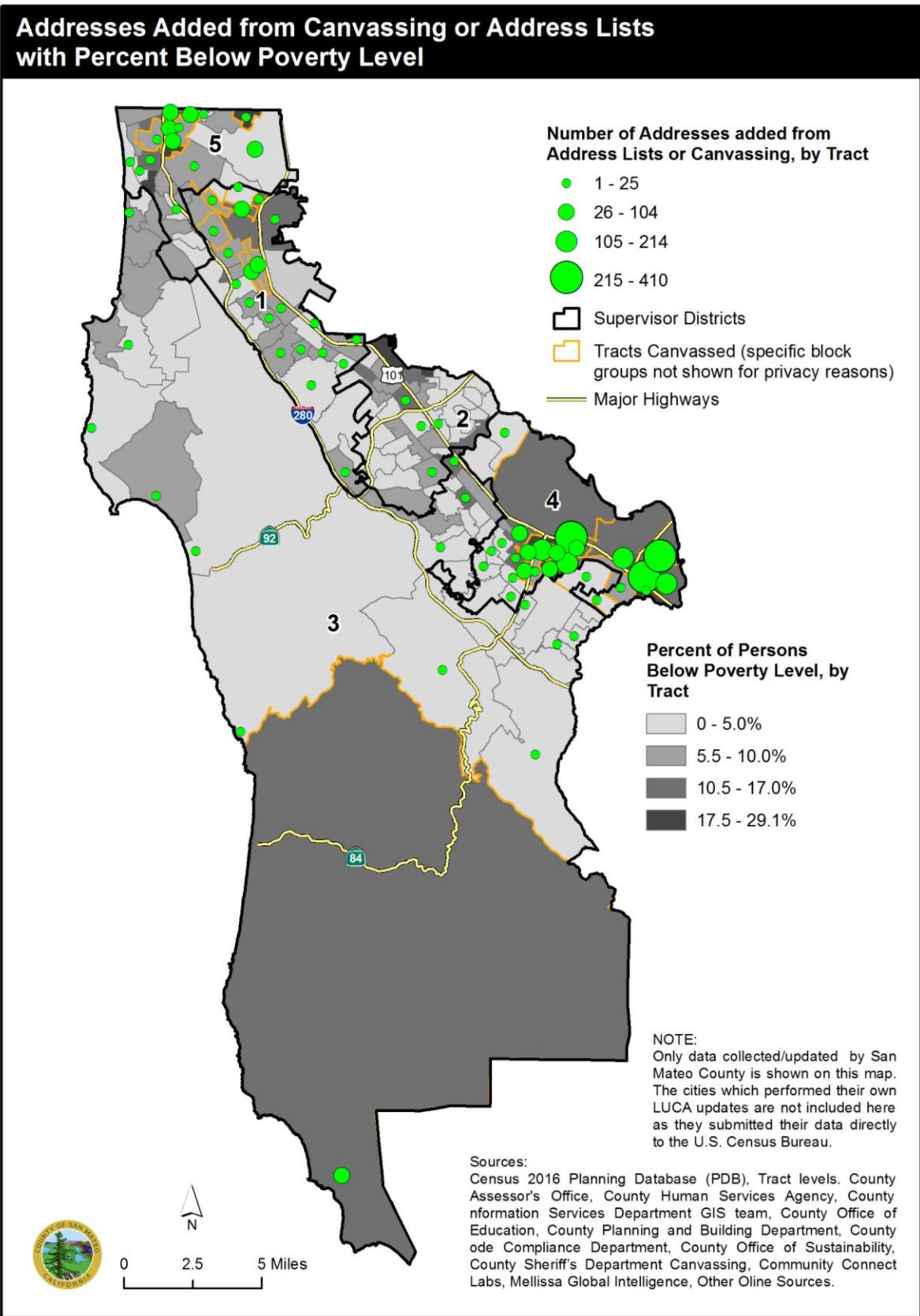
The combinations of these data layers produced either maps included below. More combinations are possible.

Please note that 16 of the cities in the county submitted their own LUCA results, and the County does not have the address data generated by those efforts, so they are not reflected in these maps.

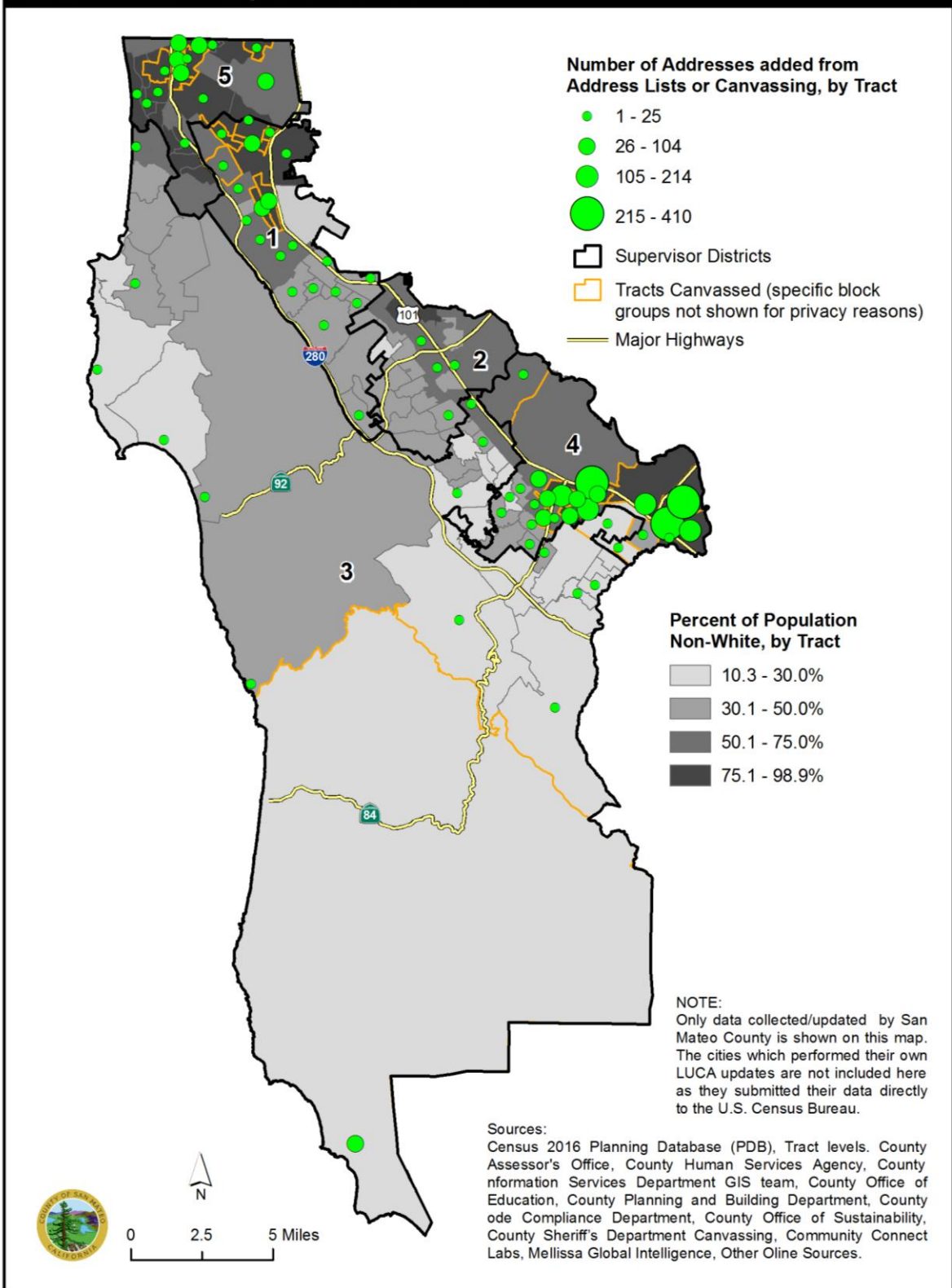


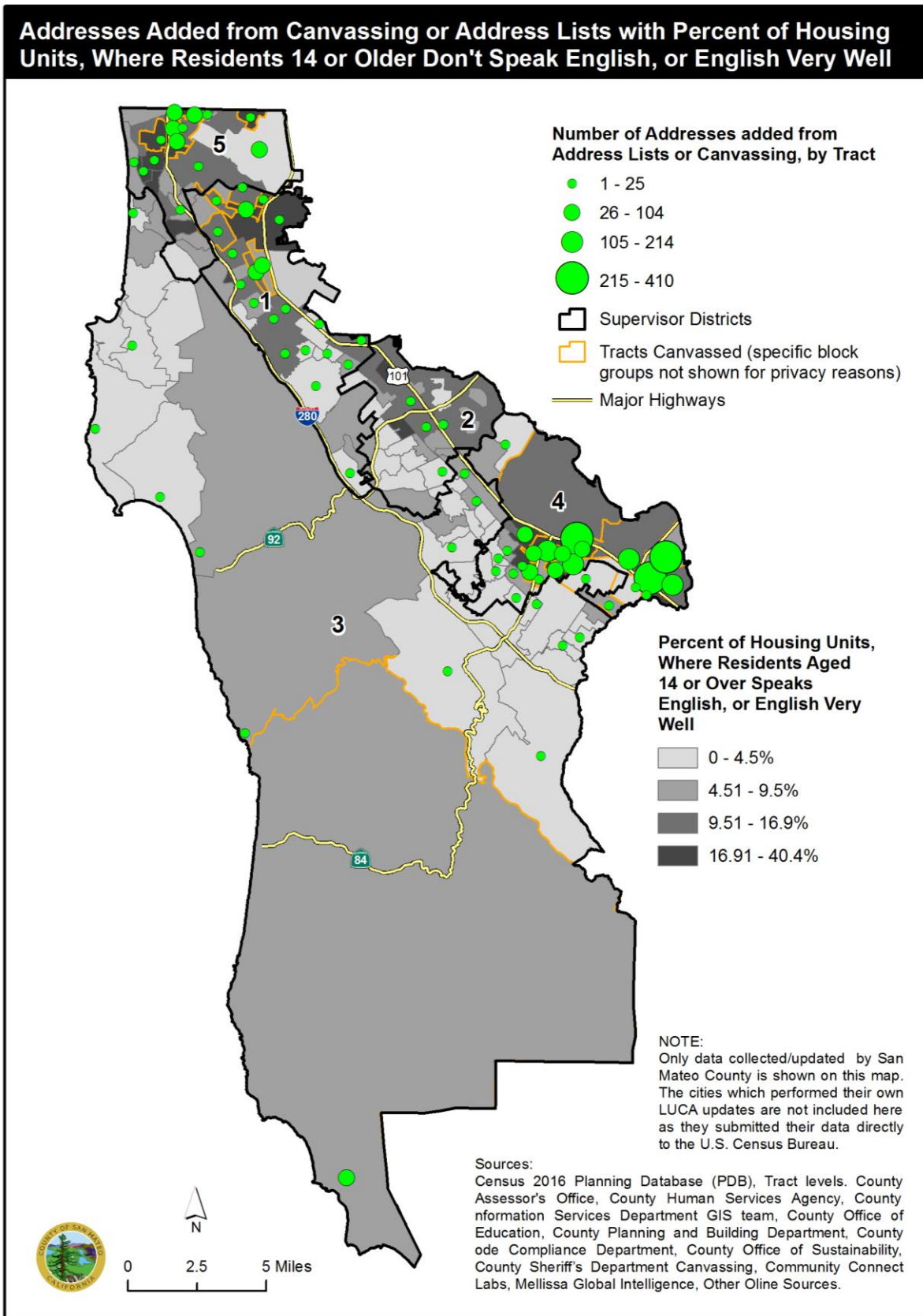




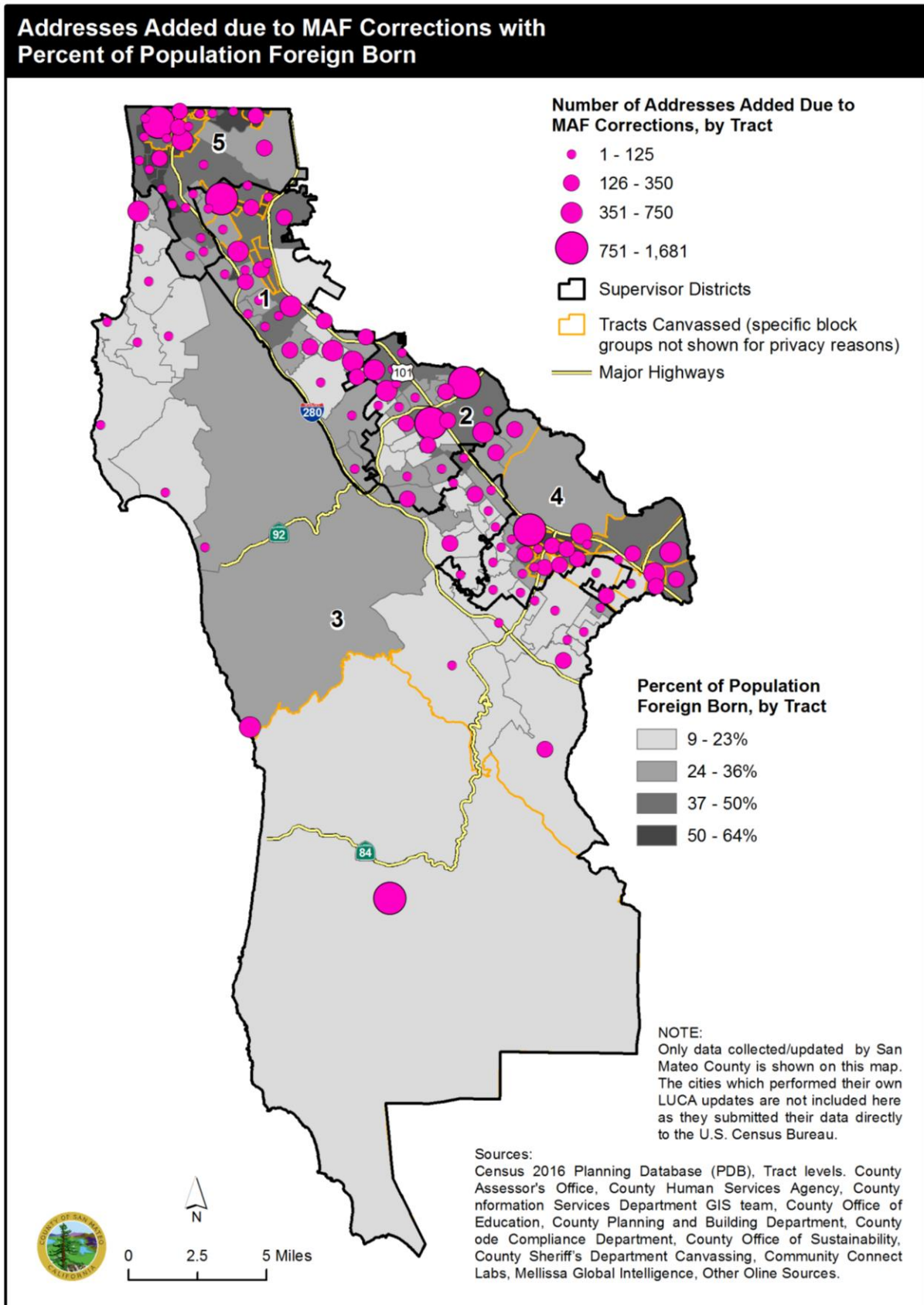


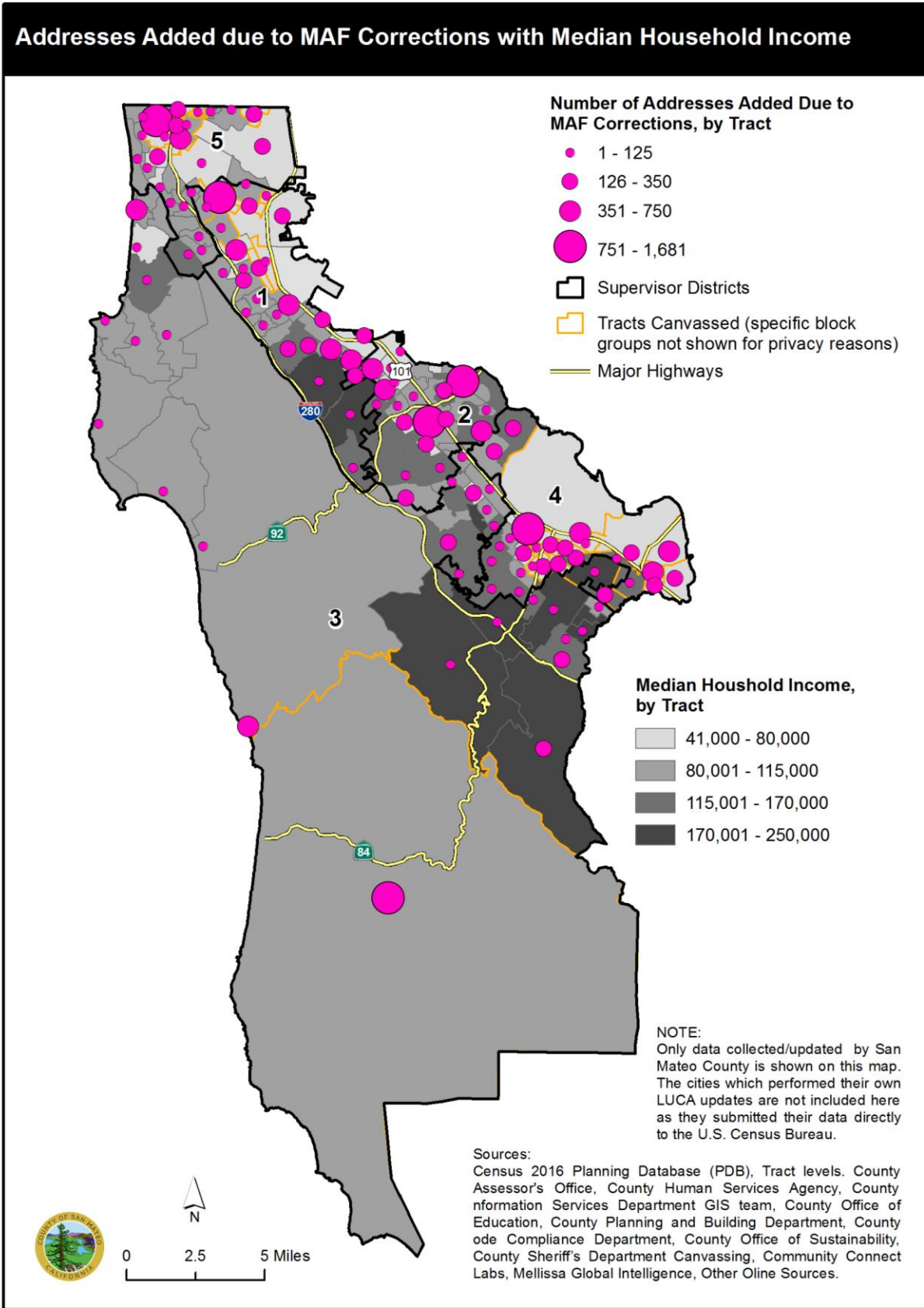
### Addresses Added from Canvassing or Address Lists with Percent of Population Non-White

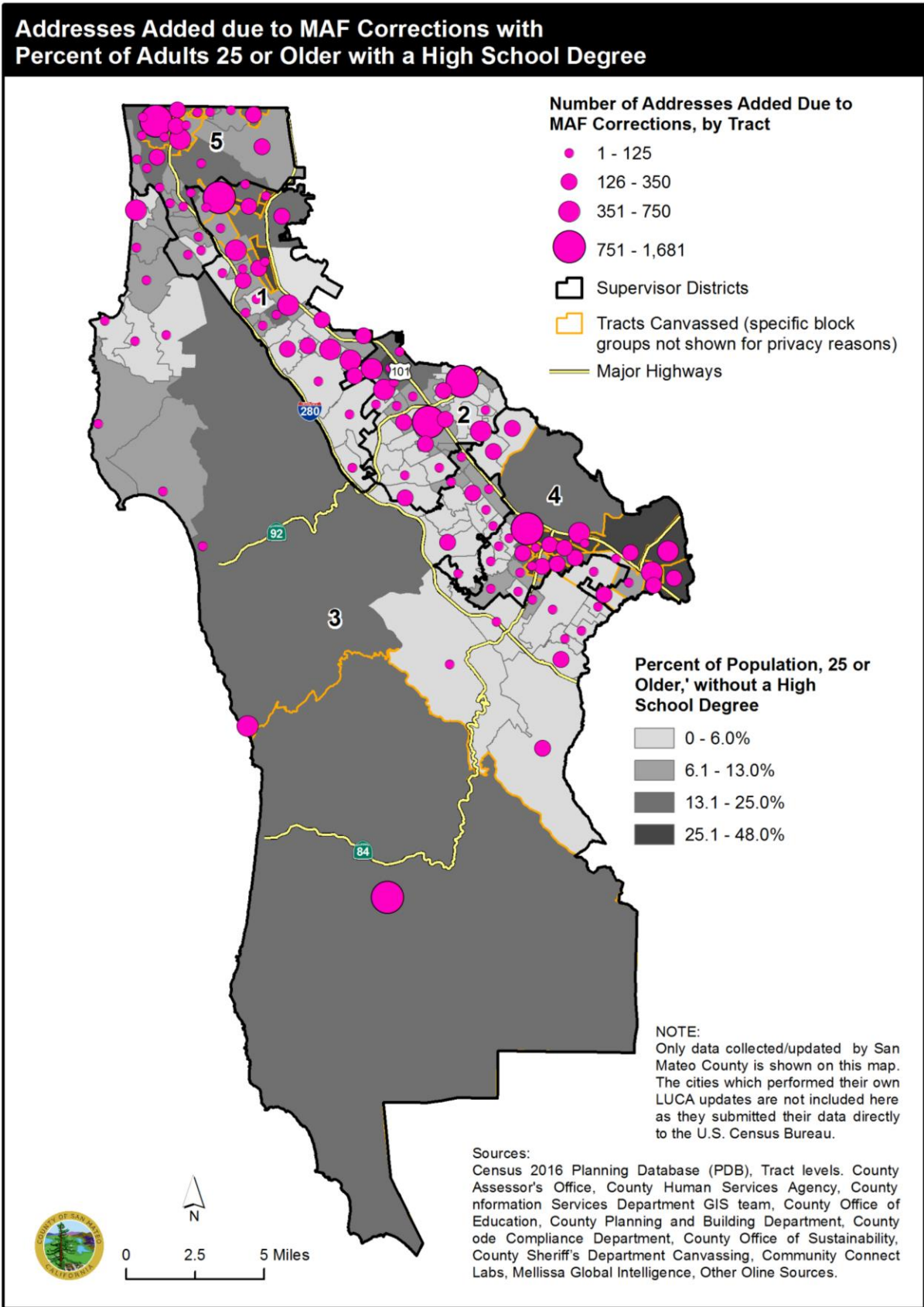


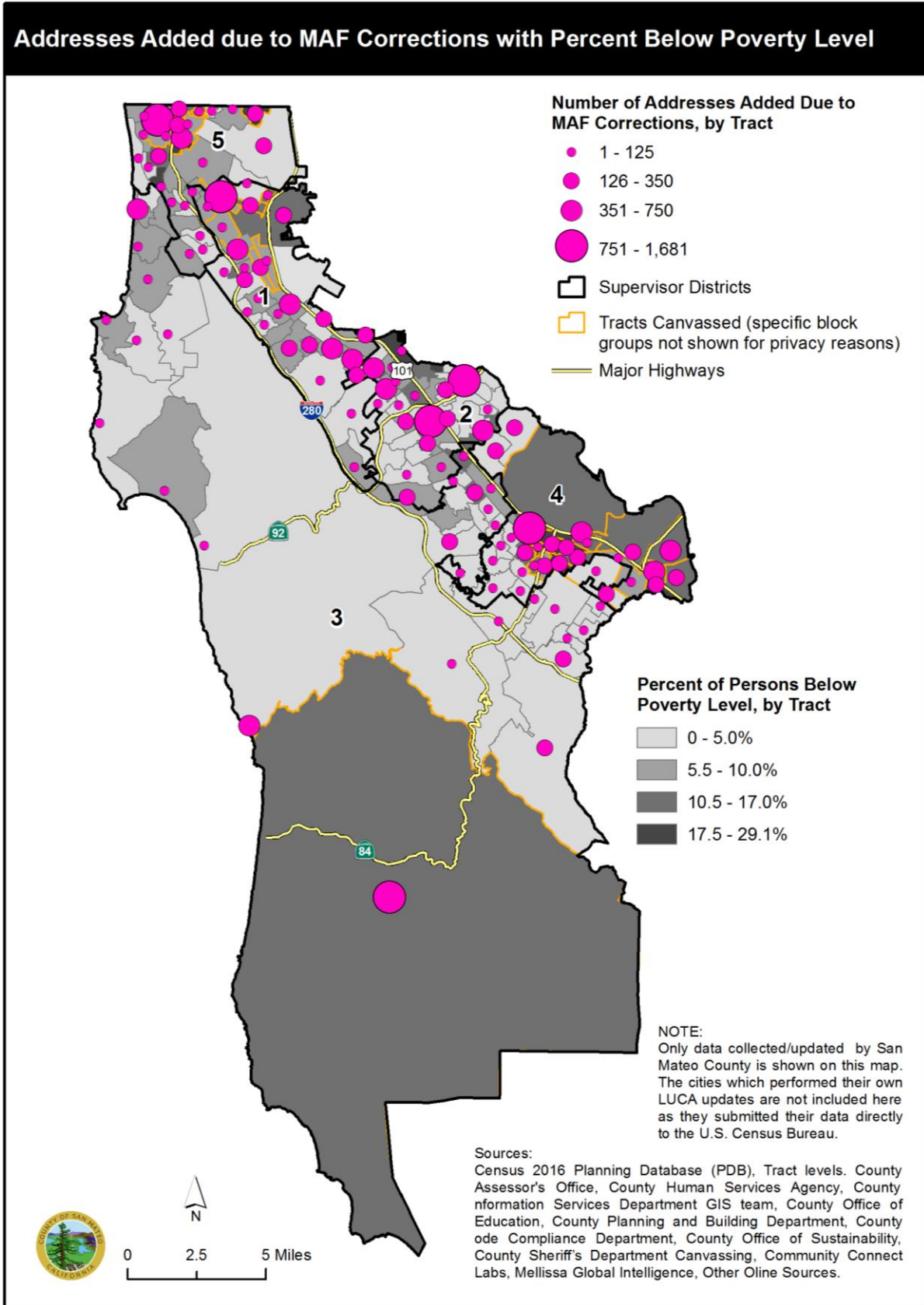




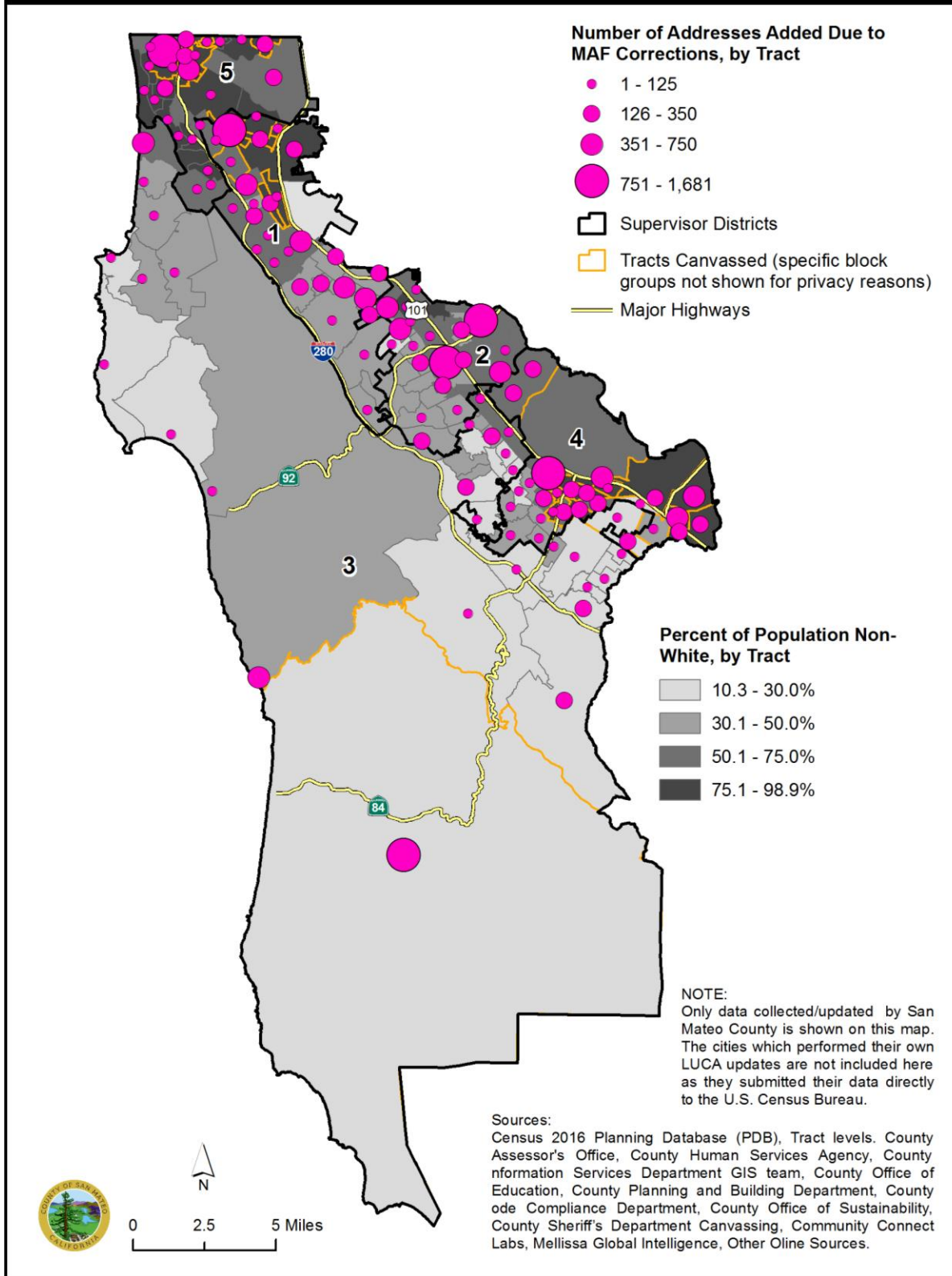








**Addresses Added due to MAF Corrections with Percent of Population Non-White**



**Addresses Added due to MAF Corrections with Percent of Housing Units, Where Residents 14 or Older Don't Speak English, or English Very Well**

