The Census Bureau’s Local Update of Census Addresses, referred to as LUCA, is a partnership program that will allow the Census Bureau to use local knowledge to update the Master Address File for the 2010 Decennial Census. Local governments can enhance the enumeration of their communities by updating and reviewing the address list. It is especially important for local governments to support accurate Census counts because, in addition to affecting political representation at the state and federal level, federal grant money is distributed according to population. Governments can ensure that their populations will be enumerated in the Decennial Census by including local addresses in the Master Address File.

The LUCA program operates by inviting all tribal, state, and local governments to participate. Each government then selects a LUCA liaison to review the section of the census address list that falls under its jurisdiction. Once a liaison is named, the Census Bureau will send a Census Address List and/or an Address Count List. These lists come in computer-readable formats or a paper option (when there are 6,000 addresses or fewer). Governments will also receive maps that come in sheet format or as TIGER shapefiles that require GIS software capability. The Census Bureau will also send MAF/TIGER Partnership Software that allows users to update address lists and maps. This is directed at governments that do not already have GIS software. This stage of the process is subject to confidentiality requirements, as the Census Bureau’s address list is confidential.

The method of review differs for communities with city-style and non-city-style addresses (e.g., rural route and box number or post office box numbers). In places with city-style addresses, the LUCA liaison is able to update the individual addresses on the list, as well as append addresses that were not included on the list. In areas with non-city-style addresses, the liaisons can challenge the address count as well as the addresses of group quarters. The Census Bureau will visit each census block and confirm the additional addresses during its Address Canvassing Operation and will provide feedback, including updated address lists and maps, to the liaisons. By law, liaisons are allowed to appeal Census Bureau decisions. All appeals must be adjudicated prior to Census Day to guarantee that housing units in contention are contacted during the enumeration period.

Finally, local governments can use LUCA maps to provide updates on their legal boundaries. Governments registered for the LUCA program will not receive a separate 2008 Boundary and Annexation Survey (BAS) package, intended to
ON THE HORIZON

Wisconsin fall school enrollment counts, September 21, 2007. This marks the date that districts can begin to send the APL their numbers for fall enrollment projections projects.

National States Geographic Information Council (NSGIC) Annual Conference, September 23-27, Madison, WI
League of Wisconsin Municipalities Annual Conference, October 3-5, Milwaukee, WI
Wisconsin Counties Association (WCA) Annual Conference, October 7-9, Wisconsin Dells, WI
Outreach Scholarship Conference, October 7-9, Madison, WI
ESRI Wisconsin User Group (EWUG) Conference, October 9-10, Madison, WI
North American Cartographic Information Society (NACIS) Annual Meeting, October 10-13, St. Louis, MO
Wisconsin Sociological Association Meeting, October 11-12, Carthage College, Kenosha, WI.
Southern Demographic Association Annual Meeting, October 11-13, Birmingham, AL.
Wisconsin Towns Association (WTA) Convention, October 21-24, Green Bay, WI
Association of Wisconsin School Administrators (AWSA) Annual Convention, October 24-26, Green Bay, WI
LUCA participants review and update address lists and return to Census Bureau, September 2007—March 2008

SCHOOL ENROLLMENT PROJECTIONS PROGRAM

As students, teachers, and administrators gear up for another school year, the staff at the Applied Population Laboratory are preparing for another year of working with districts to provide district enrollment projections. The APL has operated our School Enrollment Projections Program for over ten years. We are a group of research and outreach professionals dedicated to providing districts in Wisconsin and nationally with the best school demographic data and analyses available.

In order to assist school administrators, business managers and strategic planners, professionally trained demographers prepare custom enrollment projections by grade for school districts and individual schools. In its enrollment projections, the APL uses a methodology known as a “grade progression ratio model.” The model captures long term as well as more recent growth trends in the district. A critical component of the projection process included in our research is alternative models to provide a comparison of possible future enrollment outcomes. The birth and enrollment projection models are enhanced with population and housing information for the district area.

For more information, contact Sarah Kemp at kemp@wisc.edu.
FROM OUR PERSPECTIVE

LUCA 2010 is almost upon us, making addressing a very important topic of discussion leading up to its kickoff. Addressing is especially pertinent given the first-time presence of a statewide entity in the LUCA process. In previous years, LUCA was limited to local government and their designated representatives. However, based on the recommendations of a Fall 2005 Census Bureau-sponsored pilot project with which the APL was involved, a statewide entity may also participate in LUCA. The identity of the LUCA 2010 statewide entity is, as of yet, unknown. As a result of the decision to incorporate statewide entities, addressing is critical to think about now.

During the LUCA pilot study, the APL employed a geocoding method to attempt to catch non-matching addresses. This step was mildly successful; nevertheless, the overall match rate was below 70%. Match rate is of particular concern as we head into LUCA. In order to increase matching at the statewide level, an integrated, compiled statewide address list would be optimal. However, some standards for such a list would be necessary to increase usability. Given that the Census Bureau’s Master Address File is nationwide, adopting that schema—with the addition of a residence or commercial flag—would increase the efficiency of the statewide partners’ LUCA effort.

Addressing is a pertinent topic in a time when address-based services, including homeland security, emergency response, and political redistricting, are at the forefront of public concern. States with a sound statewide address list ensure that they will be able to provide good support for LUCA at the statewide level. Until we achieve a uniform addressing standard—compiled in a statewide list—we are handcuffing LUCA efforts in Wisconsin, which in turn may have impacts down the road.

For more information on the APL’s LUCA efforts, contact Bill Buckingham at wrbuckin@wisc.edu.
STAFF SPOTLIGHT: SARAH KEMP

Sarah Kemp has been working at the Applied Population Laboratory (APL) for almost four years. Sarah’s primary responsibility is directing the School Enrollment Projections Program. Her research at the APL has focused on enrollment projection modeling. She has worked with more than forty-five school districts, in and outside Wisconsin, projecting student enrollments, examining the impact of boundary changes, and evaluating the impact of housing on school enrollment.

Her past and present research includes examining historical settlement patterns, comprehensive planning issues, and demographic change in inner-ring suburbs. Prior to her time at the APL, Sarah administered the comprehensive planning grant program for the State of Wisconsin and was a GIS specialist for Waukesha County. She has a M.S. in Geography from the University of Wisconsin-Milwaukee and a B.S. in Geography from Carroll College. She currently telecommutes from her home in Woodruff, Wisconsin.

FROM THE DIRECTOR’S DESK

As the school year ramps up, the APL is returning to full strength with several staff members (Dave Long, Richelle Winkler, and me) coming back to the fold after time spent in far flung places like Mexico and the Cuyuna iron range in Minnesota. We are also very pleased to welcome Katherine White as a new colleague in Rural Sociology, Extension, and in the Applied Population Laboratory. Katherine is an assistant professor who works in the areas of population and environment, poverty, migration, and spatial analytic techniques and we are really looking forward to collaborating with her on APL and Extension projects. (Look for her in next issue’s Staff Spotlight.) This issue of Population Notes features an important Census Bureau partnership program called the Local Update of Census Addresses (LUCA). The program asks communities to review and revise address lists that Census Bureau will use to mail out census forms for the 2010 Census. The LUCA program recognizes the power of local knowledge and the stake that local communities have in accurate and complete census data about their communities. In the next two and a half months, there will be a series of training workshops on the LUCA program at locations all over Wisconsin. (See map of workshops on page 3.) The workshops, conducted by the Census Bureau, will include a detailed review of all major program components and specific training on the “how-to’s” of participation in LUCA. Click the following link to see the schedule of the workshops and a registration form: http://www.apl.wisc.edu/reports/LucaWorkshops.pdf. LUCA is a very important program and I urge you to encourage participation by your communities and counties. The APL is a resource on LUCA and will participate in a number of the training workshops, so if you have questions, please don’t hesitate to contact us.

Regards, Dan