

## **Genesee-Finger Lakes Region Local Update of Census Addresses 2020 Scope of Work**

### **A. Objective**

To update the Census Master Address File (MAF) for each of the nine counties of the Region to increase participation rates in the 2020 Decennial Census in the Genesee-Finger Lakes Region.

### **B. Background**

The US Census Bureau MAF is the source for distribution of decennial census forms. The decennial Census is conducted every 10 years to produce official population counts across the US. In order to prepare the Region for the 2020 Decennial Census and assisting all counties towards an accurate Census count we will develop an accurate county local address list and use it to update and revise the current US Census Bureau MAF. As a result, this will allow for greater participation rates in the 2020 Census and therefore more accurate Census counts and regional Census data, including data that effects transportation analysis, funding, and planning. Conducting the LUCA process is important because decennial population counts affect state and federal congressional representation, redistricting, federal funding, and population based programs. Decennial Census data is then used for 10 years.

### **C. Tasks**

1. Identification of county, municipal, and organizational contacts for local address database collection and verification.
2. County and municipal outreach and involvement
3. Local address database collection
4. Develop process and procedure for creation of a local address file.
  - Development of a local address file by county for the region
  - Review each local address file with state MAF and Census Bureau MAF
5. Submit revised MAF to Census Bureau
6. Review rejected addresses
7. Review and submit additional data based on the LUCA appeals process

(These processes may need to change due to current tentative schedule produced by the US Census Bureau as well as any potential delays in schedule)

### **D. Products**

The anticipated accomplishments and final deliverables include an updated Census MAF which will increase Census 2020 participation rates and therefore lead to a more accurate municipal, county, and regional count, which allows for use of more accurate Census data throughout the ten year period that the decennial Census data is used.

**E. Public Participation**

There will be limited public involvement in this data collection and analysis project but municipal outreach will need to be done and information provided to educate staff on the decennial census and the LUCA process, effectively collect local addresses databases, and the proof needed for the appeals process.

**F. Schedule**

- Scope of work approved - April 2017
- Identification of local municipal contacts - June 2017
- Coordination and involvement of county and municipal staffs including invite letters - July 2017
- Collect address databases - July/August 2017
- Develop local address database process - September 2017
- Develop local address file and LUCA workshops - October-December 2017
- Finalize local address file - January 2018
- Review local MAF, state databases and Census MAF - February 2018
- Submit MAF for corrections - June 2018
- Review and submit additional address data – appeals process - August 2019

\*Based on tentative LUCA 2020 Schedule

**G. Project Budget**

| <u>Sources of Funds</u> |                   | <u>Uses of Funds</u> |                   |
|-------------------------|-------------------|----------------------|-------------------|
| <u>Federal Funds</u>    |                   | <u>GTC</u>           |                   |
| FHWA                    | \$ 147,516        | Staff                | \$ 0              |
| FTA                     | \$ 0              | GTC                  | \$ 0              |
|                         |                   | Contractual          |                   |
| Subtotal                | \$ _____          |                      | \$ 0              |
|                         |                   | Subtotal             |                   |
| <u>Matching Funds</u>   |                   | <u>Other Agency</u>  |                   |
| State (In-kind)         | \$                | Staff                | \$ 147,516        |
| Local (In-kind)         | \$ 22,300         | Contractual          | \$ 0              |
| Local (Cash)            | \$                | In-kind              | \$ 22,300         |
|                         |                   | Expense              |                   |
| Subtotal                | \$ _____          | Subtotal             | \$ _____          |
|                         |                   |                      |                   |
| <u>Total</u>            | <u>\$ 169,816</u> | <u>Total</u>         | <u>\$ 169,816</u> |