



Meeting Date: 10/23/07

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Karl Lawson *(K.L.)* Agenda Item No. 0-1

Reviewed By: City Manager *(Signature)* City Attorney *(Signature)* Finance SW Other *(Specify)*

DATE: October 15, 2007

TO: City Council

FROM: Karl Lawson, Compliance Services Manager *(K.L.)*
Housing

SUBJECT: City Participation in the U. S. Census Bureau's 2010 Local Update of Census Address (LUCA) Program

RECOMMENDATIONS

That City Council:

1. Authorize the Mayor to execute LUCA Option #1 as the City's participation choice.
2. Direct staff to take all appropriate and feasible steps to ensure maximum effectiveness of Oxnard's LUCA participation.

DISCUSSION

1. Importance of an Accurate Census

Every ten years the federal government conducts a national census as required by the U. S. Constitution. The decennial census yields the official population counts for every state, county, city, census tract, and block throughout the nation. Census 2010 will take place in about two and one-half years, on April 1, 2010.

The population count for Oxnard will be released by the Census Bureau by April 1, 2011. That figure becomes the City's official population and the baseline for the State of California's subsequent official annual population estimate updates for the years 2011 through 2020. While the original Constitutional purpose of the census is related to the apportionment of political representation, the distribution of billions of dollars in federal and state monies are based in whole or in part on official population counts. In addition, the distribution of housing units and population by census tract and block determines eligibility for certain federal and state programs and funding, and is a vital source of data for marketing, planning and service-delivery professionals.

It is thus in the interest of the City to ensure that all residents of Oxnard are counted in the decennial census. While the U. S. Census Bureau will conduct Census 2010, local governments have two important opportunities to provide input and to work with the Census Bureau to enhance the accuracy of the local population count. The first opportunity involves assisting the Census Bureau in developing an accurate housing unit mailing list for Census 2010 questionnaires. The second opportunity will take place in 2009 and 2010, when the City should develop and implement a targeted outreach effort to promote full participation by our residents.

2. Oxnard's Experience in the 1990 and 2000 Censuses

Urban areas, particularly those with concentrations of lower-income and non-English speaking residents, have historically been undercounted in the census. Unlike most other cities of similar demographic composition, Oxnard has taken major strides to reduce potential Census undercounts. In both the 1990 and 2000 censuses, the City developed and implemented aggressive Census Outreach Programs aimed at encouraging participation and assisting Oxnard residents in completion of their census questionnaires.

Those efforts resulted in final population counts for Oxnard that far surpassed the Census Bureau's official pre-Census estimates. In 1990, Oxnard exceeded the estimate by 13,316 individuals (10.33% more than had been projected). In Census 2000, the City's outreach program captured 10,053 more people (6.27% higher than the Bureau's projection). In contrast, the County of Ventura as a whole fell short of the Bureau's 2000 projection by more than 3,300 people, and the State of California was more than 500,000 persons under.

3. The Census 2010 LUCA Program

In March of 2010, the Census Bureau will mail a questionnaire to each residential address in the nation, and assign a numerical geocode to locate each address in a defined census Tract, census Block Group, and census Block. Census Bureau staff are now engaged in the process of compiling housing unit mailing lists for each jurisdiction, including Oxnard. Under the LUCA program, local governments have the option to provide input and review those lists for accuracy. In the spring of 2007, the Census Bureau invited City participation in the LUCA Program.

Staff from Community Development, Information Systems, Development Services, City Attorney, and Housing formed a "LUCA Project Team" and designated Karl Lawson (Housing Department) as Chair, and David Endelman (GIS) as Vice-Chair. LUCA Project Team members have attended several technical training sessions presented by Census Bureau staff.

For those local governments that wish to participate in the LUCA Program, the Census Bureau offers three options:

LUCA Option #1 ("Title 13 Full Address List Review"): Under this option, the Census Bureau provides its complete master address list and census maps to the City, and the City is able to review, add, and delete addresses. Selection of this option allows the City to later

appeal possible address list discrepancies to an independent LUCA Appeals Office.

LUCA Option #2 (“Title 13 Local Address List Submission”): Under Option #2, the City receives a list containing only street addresses and the City is limited to providing its own street address list to the Census Bureau in a predefined computer-readable format. There is no opportunity for the City to review or challenge the final address list.

LUCA Option #3 (“Non-Title 13 Local Address List Submission”): This is the most limited of the three options. Instead of providing lists of addresses, the Census Bureau forwards its count of the number of addresses per census block. Jurisdictions may only challenge the address counts for a particular block, but have no way of knowing which addresses are included on or excluded from the final Census Bureau address list.

All three options require City staff to utilize Census Bureau software and mapping systems. In addition, all City staff working with Census lists must be sworn to the census confidentiality provisions of Title 13 of the United States Code. The Census Bureau’s address lists are considered confidential and may not be used for any other purpose.

4. Recommended LUCA Program Option

Staff has reviewed the three LUCA Program options, and recommends selection of Option #1, Title 13 Full Address List Review. While requiring more staff time and resources than the alternatives, Option #1 provides the best opportunity for the City to thoroughly review the Census Bureau’s preliminary address list and update it based on our information. When Option #1 is selected, the City will have 120 days from receipt of the Census Bureau’s master address list to review and prepare updates.

The LUCA Project Team has already developed a work plan and budget, and has taken preliminary steps to be able to complete LUCA within the 120-day deadline.

The Census Bureau requires the highest elected official from each jurisdiction to execute the LUCA Option selection form. Staff recommends that City Council authorize the Mayor to select Option #1, and to direct staff to take appropriate and feasible steps to maximize address list accuracy.

FINANCIAL IMPACT

The long-term positive financial impact of an accurate census is substantial. For the remainder of FY 2007-2008, no allocation of funds is requested. Staff will continue to apprise Council of Census-related developments and plans to return in FY 2008-2009 with recommendations for an outreach program for Census 2010.

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