

California LUCA Incentive - Frequently Asked Questions

In recognition of the importance of the 2020 Census Local Update of Census Addresses (LUCA) program, California has established an incentive fund to encourage cities and counties to participate in the program and to help mitigate some of the cost of that participation.

The questions and answers below deal only with the California LUCA Incentive and will periodically be updated. A general FAQ on the LUCA program is online at www2.census.gov/geo/pdfs/partnerships/luca/2020LUCA_FAQ.pdf

Why is California providing this incentive?

The population counts from each decennial census are used to reapportion seats in the House of Representatives. Representation means power and California is in danger of losing a seat in Congress. California has more “hard-to-count” populations than any other state and will likely be undercounted in the 2020 Census. If that happens, California’s fair representation in the U.S. Congress will be in danger.

Equally as important, many federal programs distribute funds to the state and local governments based upon the results of the decennial census and the surveys that follow it. Current estimates of federal funding to California show a potential loss of \$18,000 over the next ten years for each resident missed. An impact that could add up to millions of dollars lost.

LUCA is the only opportunity local governments will have to review the Census mailing list for completeness.

Who will be administering the Incentive fund?

The California Department of Finance, Demographic Research Unit will administer the LUCA Incentive fund. They can be reached via e-mail at ficalpop@dof.ca.gov

Who is eligible to receive the LUCA Incentive?

Local city or county governments must complete three steps to receive an award:

1. Register to participate in the LUCA program with the U.S. Census Bureau. The deadline to register has passed and you must be registered at this time. Use the online map at this link to find out if your jurisdiction has registered: storymaps.geo.census.gov/arcgis/apps/MapTools/index.html?appid=bf0af1d97f30421caa1b5d51f80ff825
2. Participate in the LUCA Program and return required materials to the Census Bureau.
3. Send your request for incentive funds to the Department of Finance within 30 days of your response to the Census Bureau. The Department of Finance will confirm your participation with the Census Bureau.

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How much money will each city/county get?

A minimum of \$7,500 will be available for each jurisdiction that applies for the incentive and participates in the program. The award amounts may be more subject to the overall level of LUCA participation. Additional funds may be available for jurisdictions which experienced a disaster area declaration in 2017. A complete list of minimum awards by jurisdiction is online at www.dof.ca.gov/Forecasting/Demographics/2020_Census/documents/Incentive_Awards_2020LUCA_Online.pdf

Our county had a wildfire in 2016. Can we get additional funding?

No, the housing unit change from disasters prior to January 1, 2017 has already been reported to the Department of Finance and are, therefore, already accounted for in the award calculation. The additional funding mentioned above is to account for the large housing unit changes that jurisdictions have due to the wildfires and mudslides in 2017. These changes represent a significant change in housing that was not included in the award calculation.

How are the award amounts determined?

The amount of the incentive each jurisdiction receives is based on the housing activity (building, demolitions and annexations) from April 1, 2010 to January 1, 2017 using estimates from the Demographic Research Unit.

How does a city or county request the incentive award?

The LUCA liaison designated during registration with the Census Bureau for each city and county must complete the online LUCA Incentive Fund Request Form. Only the official LUCA liaison may request the award on behalf of the jurisdiction. Instructions on how to request incentive funds will be sent in spring 2018. The request form is online at <https://www.surveymonkey.com/r/LUCA2020>.

Please note that the letter sent to highest elected officials on November 13, 2017 had a **SAMPLE** of the information that will be needed when you file your request. This is NOT the final form. Do NOT use this form to request your incentive award.

When should a city or county request the Incentive?

The LUCA liaison for the jurisdiction needs to request the incentive funds within 30 days of submitting their LUCA response to the U.S. Census Bureau.

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What information will be needed to request the incentive?

The request form may include: LUCA liaison contact information; format chosen for the LUCA materials; when LUCA materials were received; when the jurisdiction's response was returned; estimate of the number of hours spent on participation; estimate of the costs; how many LUCA addressed were changed; what local sources were used in the comparison; how the availability of the incentive affected your decision to participate in LUCA; and incentive payment information.

When will we receive our funds?

The Department of Finance will issue the incentive award within 90 days of receiving the completed online LUCA Incentive Fund Request Form and confirmation from the Census Bureau that the local jurisdiction fully participated in the LUCA program.

Please note that the letter sent to highest elected officials on November 13, 2017 had a **SAMPLE** of the information that will be needed when you file your request. This is NOT the final form. Although you may have sent in the form, this does not constitute a request for the award. This form will not be used to request an incentive award.

Do the incentive funds have to be used to pay for LUCA activities?

No, it is anticipated that the funds will be distributed after the LUCA activities have been completed. There are no limits or requirements on how the jurisdiction can use the funds.

If a county has been designated as the LUCA liaison on behalf of one of its cities, can they request the incentive for that city?

Yes, if the city designated the county as their LUCA liaison or if the city selected "deferred to a higher government" when they registered, the county may request the funds designated for that city.

Our city designated the county as our liaison. However, the county has asked us to do an in-the-field review of selected anomalies found in their LUCA process. Since we are doing some of the work, will the city be able to request a portion of the incentive award?

The Department of Finance will not split the award between the city and the county. As the designated LUCA liaison, the county will receive the award. However, there is no criteria that says the county and the city cannot work together to share those funds once the county has received them.