



Genesee/Finger Lakes REGIONAL REVIEW

NEWSLETTER OF THE GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL

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Local Update of Census Addresses

Emily Royce

G/FLRPC has been involved with the Local Update of Census Addresses program from the summer of 2017 through the program's completion in January of 2020. We have had an outstanding effort by all staff and many interns involved during the most intensive phase of the project which led to a successful effort for the region. The program was funded by Genesee Transportation Council through the Unified Planning Work Program (UPWP).

The Local Update of Census Addresses (LUCA) program is the only opportunity offered to tribal, state, and local governments to review and update the U.S. Census Bureau's Master Address File for their jurisdiction prior to the 2020 Census. The Census Bureau relies on a complete and accurate residential address list to ensure every person is counted in the decennial census.

The federal government uses census results to distribute approximately \$675 billion in federal funding annually. New York State receives \$53.2 billion of those funds each year to support education, health care, infrastructure, and other programs. Participation in LUCA and thus participation in the Census also determines the number of congressional representatives for each state and for state legislative redistricting. It is clear the decennial census helps communities plan for the future. This process has resulted in increased numbers and accuracy in delivery of the Census short form, thereby increasing participation rates and accurate counts for past decennial Censuses. It is also important to consider that we live with decennial Census numbers for ten years.

The LUCA program happens in two phases. The first phase is to review and update the Census Bureau's Master Address File. The second phase is the Feedback Period which allows each submitting entity to appeal any number of residential addresses rejected by the Census Bureau from the phase one submittal.

The first phase of LUCA happened between the summer of 2017 and June 2018. The G/FLRPC staff prepared for the arrival of the Master Address File by doing outreach to the region on LUCA and creating Local Address Files

for each county. The Local Address Files were created from a variety of databases G/FLRPC received from each municipality. These came in many different formats and once compiled, the county file had to be sorted and scrutinized to remove all duplicate addresses. This was a significant undertaking that staff and diligent interns worked hard to compile. Once the Census Bureau's Master Address File was received, the whole process started over of comparing the Master Address File to the Local Address File to pinpoint any additions and corrections that needed to be updated. The final update database to the Master Address File was submitted by June 29th, 2018.

The second phase started with the receipt of the 9 counties' Feedback Material on August 20th, 2019. The rejected addresses, as determined by the Census Bureau from the phase one submission, were handled similarly to the first phase. The rejected addresses were sorted out of the Local Address File and sent to each municipality to assist G/FLRPC with acquiring sufficient evidence to appeal any rejected residential addresses. The municipalities and counties worked very hard to gather evidence for G/FLRPC to compile into an appeal for the region in a very tight time frame. The majority of evidence used across the region centered on the NYS Property Classification Codes which appear most readily on tax bills, tax assessment rolls, and other real property parcel information. The Property Class 200 codes encompass most of the residential addresses. The 400 and 600 codes included mixed use buildings, multifamily houses, and other non-standard residential housing. The evidence and other supporting documentation was compiled and formatted for all 9 counties and submitted by October 1st, 2020.

The numbers are very interesting. As seen in Table 1, the region as a whole had at 91% acceptance rate from the initial submission. Two thirds of the region had an overall dismissal rate of less than 10%. The remaining three counties were under a 25% dismissal rate. This dismissal rate is still very good. G/FLRPC took a wide lens approach with phase one which follows that phase

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For further information call 585-454-0190, email gflrpc@gflrpc.org

Number of addresses...	Genesee	Livingston	Monroe	Ontario	Orleans	Seneca	Wayne	Wyoming	Yates	Region
Submitted	4886	3512	65845	14457	8046	2803	14964	6958	2668	124139
Rejected	516	227	6717	1067	1146	711	727	1319	183	12613
Appealed	68	32	1008	284	871	166	232	52^	36	2749
Accepted	49	28	924	225	71	55	107	45	36	1540
Appeals denied	19	4	84	59	800*	111*	125+	7	0	1209
Total number dismissed	467	199	5793	842	1075	656	620	1274	147	11073
Total Number Updated	4,419	3,313	60,052	13,615	6,971	2,147	14,344	5,684	2,521	113,066
Overall Percentage Accepted	90.5%	94.3%	91.2%	94.2%	86.6%	76.6%	95.9%	81.7%	94.5%	91.1%

Table 1 – Data for the 9-County region on each stage of the LUCA process. The blue indicates data specific to the Feedback Period.

*The large number of denials is due to duplicate, older, inaccurate addresses for specific developments.

+A large number of denials is due to addresses being in the wrong county.

^The county was unable to appeal a larger number of addresses due to staff limitations and simultaneous timing of the New Construction Program.

two would have a number of rejected non-residential addresses. Two of the three counties had a sizable number of duplicated incorrect addresses that were cleared from the Master Address File. One county with a high denial rate and low dismissal rate appealed addresses based on the information returned from the Census Bureau that ended up being in a completely different county. This skews their numbers but achieves the goal for an accurate and successful LUCA program.

Simultaneous to the LUCA Feedback Period was the New Construction Program. This program allows entities to add any new construction that will be completed by Census Day that occurred between March of 2018 and April of 2020. G/FLRPC was unable to execute this program for the region as it fell almost completely at the same 45

day time frame as the Feedback period. G/FLRPC offered support to each county for this program in any way that they could.

The LUCA project was a large undertaking. Whether done municipality by municipality, on the county level, or at the regional level, the amount of time and energy to accomplish the Master Address File update of 124,139 addresses with a final acceptance of 113,066 addresses for the region was massive, especially for the initial submission. The effort of all municipal contacts, the support of the counties, and the work of all G/FLRPC staff led to a successful Local Update of Census Addresses program for the 2020 Census. This effort laid the foundation for the 2020 Decennial Census coming in April 2020.

G/FLRPC's Revolving Loan Fund

The Regional Revolving Loan Fund is available* for small and medium sized businesses needing resources and generally participates with other public and private financing tools for:

- Fixed asset loans (e.g. acquisition and improvement of land, buildings, plant and equipment, including new construction or renovation of existing facilities, demolition and site preparation)*
- Working capital loans for the start-up of new businesses or conduct of current businesses*

* Loans are subject to availability of total funds and for each type of loan at time of application.

Borrowers must own and operate a business within the Genesee-Finger Lakes Region.

Some Eligibility Requirements

- Most industrial and service activities including:
 - Industrial & Light Manufacturing
 - Service Industries
- Retail, where opportunities for private sector jobs are greatest

Some Financing Parameters

- Maximum loan is \$200,000.
- Minimum loan amount is \$20,000.
- The RLF cannot be used to substitute for available private capital and potential borrowers must demonstrate that credit is not otherwise available.
- Meet financing policies including but not limited to equity participation, leveraging, repayment terms, and collateral requirements.

For additional information please contact David Zorn, 585-454-0190 x14, dave.zorn@gflrpc.org.

2020 Census – Counting everyone once, only once, and in the right place.

It is safe, easy, and important! An accurate Census count affects federal funding for the next 10 years, determines how many representatives each state gets in Congress, and is used to redraw district boundaries. Communities are also reliant on accurate Census counts as \$675 billion a year is disbursed to many programs based on these numbers including transportation funds, the Supplemental Nutrition Assistance Program, housing vouchers and low-income housing loans, and Medicaid to name just a few.

There are many hard-to-count populations that organizations across the region are working hard to reach out to and educate in addition to the general population. These include but are not limited to African American males, Hispanic population, Immigrants, refugees, non-citizens, single parent households, renters, those living in poverty, and residents ages 65 years and older.



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire (or to respond by phone).
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	If you haven't responded yet:
March 26–April 3	A reminder postcard.
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.



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A Sense of Place

Frederick Douglass Statue

SW Corner, South Ave. and Robinson Dr.,
Rochester, New York

This imposing statue of abolitionist, orator, and journalist Frederick Douglass was sculpted by Sidney W. Edwards. Originally it was sited before the Rochester train station at Central Avenue and St. Paul Street, where it was dedicated in 1899. It was moved to a location overlooking the Highland Park Bowl and rededicated on September 4, 1941.

In 2018 sculptor Olivia Kim produced thirteen replicas of the statue at a reduced size. They were installed at various locations around Rochester significant to the life of Douglass in that city.

In 2019 the original statue was moved several hundred feet north-by-northeast to a more conspicuous location. The statue anchors a new Frederick Douglass Memorial Square on the southwest corner of South Avenue and Robinson Drive. The relocation makes the statue immediately visible to motorists, as well as Highland Park visitors, year-round. In addition, for the first time the statue has been illuminated to be better seen at night.

Source: <https://freethought-trail.org/trail-map/location:frederick-douglass-statue/>

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Genesee/Finger Lakes Regional Planning Council is a public entity that serves its nine member counties* with planning, economic development, data resources, and other program areas.

**Genesee, Livingston, Monroe, Ontario, Orleans,
Seneca, Wayne, Wyoming, and Yates*

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