

Mapping households for the Decennial Census

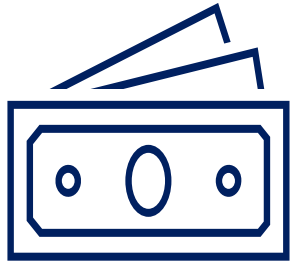
Why every county should participate in LUCA

Angela Broyles
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Texas Census Institute

Outline

- Why we formed
- About the Texas Census Institute
- Census Operations
- About LUCA (Local Update of Census Addresses)
- Audience Feedback

Nationwide, Census Impacts



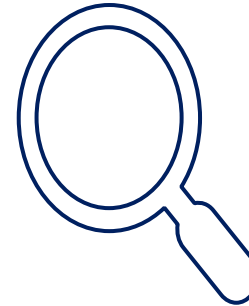
Money

Influences roughly \$2.8 trillion in federal funds



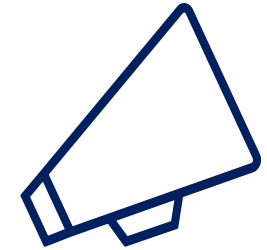
Representation

Determines apportionment and district boundaries



Planning & Research

Identifies local needs and evaluates impact



Advocacy

Addresses policy gaps for underserved populations

Sources:

U.S. Census Bureau (2023) (Retrieved from <https://www.census.gov/library/working-papers/2023/dec/census-data-federal-funds.html>)

U.S. Census Bureau (2021) (Retrieved from <https://www.census.gov/data/tables/2020/dec/2020-apportionment-data.html>)

The decennial census helps Congress to distribute ***billions of dollars*** in federal funding, grants and support for:

- schools,
- hospitals,
- roads,
- public works and infrastructure, and
- other projects.

Implications of the Undercount

Texas Census Undercount cost Texas
1 seat in the U.S. House of Representatives.

In 2020, Census data was used to distribute
\$150.3B to Texas.

Then,
Texas would lose **\$24.9B** in federal funds during the
decade.

Who We Are

Texas Census Institute

The Texas Census Institute (TxCI) is a nonprofit organization that conducts research, shares information, and engages cross-sector partnerships to engender census participation from all Texans.

Mission

Through research, partnerships, and educational initiatives deliver independent, nonpartisan, data-driven, and trusted census policy guidance and encourage census participation, helping to drive a strong economy and sustain healthy communities so all Texans can enjoy a great quality of life.

Texas Census Institute

Texas Census Institute focuses on three pillars to accomplish our mission and increase support, participation, and accuracy of the census.

→ Research

- ◆ How census data and the undercount impacts our resources, as well as how more accurate (i.e., complete) census data could enrich our economy, infrastructure, water supplies, school and health care systems, and improve life for at-risk populations.

→ Education & Advocacy

- ◆ An informed and engaged community is key to a successful census. TxCI provides independent, nonpartisan research data to community stakeholders - from elected officials to nonprofits and community activators - helping them be well-informed regarding the importance of the census and educating them in the many ways that census data impact their quality of life.

→ Regional Partnerships

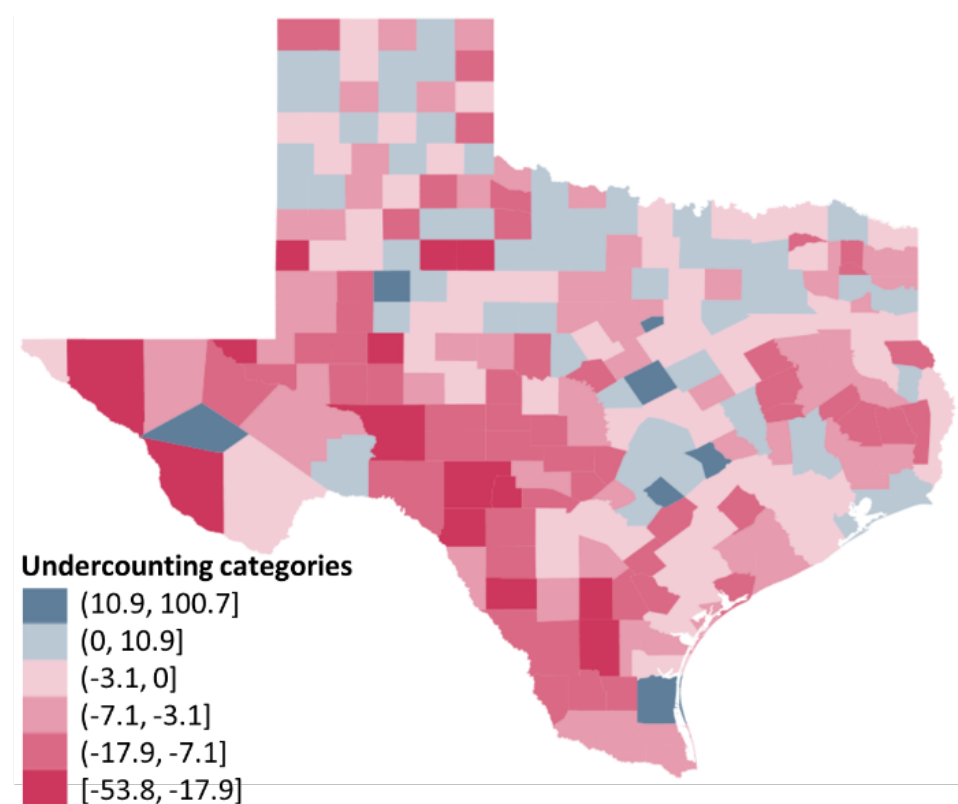
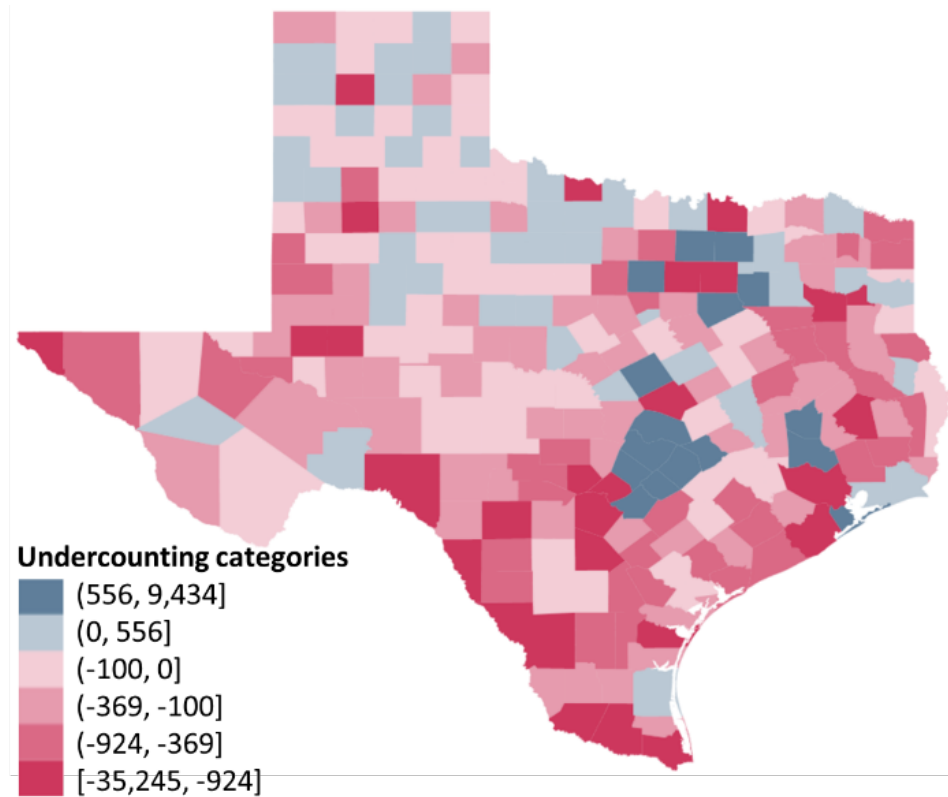
- ◆ TxCI works with community leaders and policymakers around the state to share information and activate business and community leaders.

Child Undercount Research

Figure 2 Net child undercount in Texas counties

a) Net child undercount (number)

b) Net child undercount rate (%)



Motivation

Potential Solutions

Improve Census Operations

- Maximize Census Self-Response
- Improve Quality of Nonresponse Follow-Up Data
- **Continuous Modernization of Geographic Resources**
- Continued Work on Administrative Records to Supplement Census Operations
- **Continued Updates and Improvements of Master Address File**
- Improvements to Major Census Coverage Evaluation Methods

Local Update of Census Addresses (LUCA)

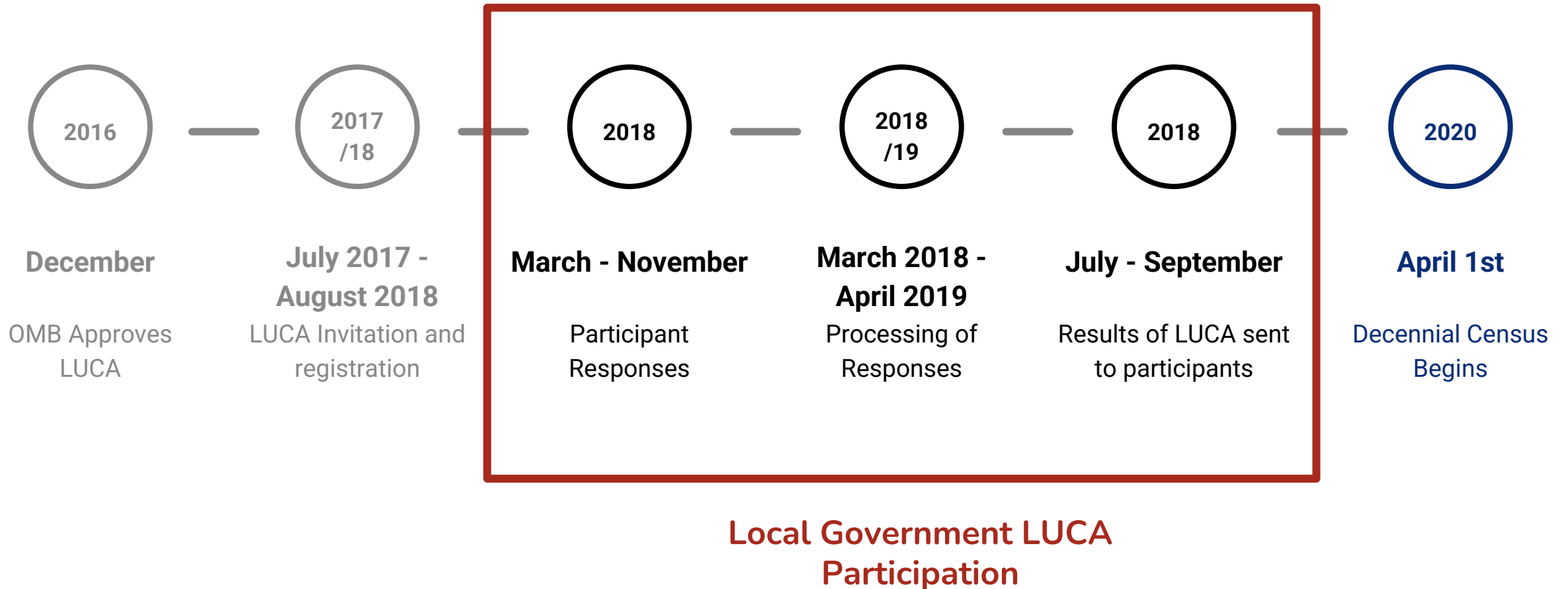
What is LUCA?

*“LUCA is a voluntary, once -a-decade, opportunity for **tribal, state, and local governments** (including DC and Puerto Rico) to review and update the Census Bureau’s address list prior to the decennial census. ”*

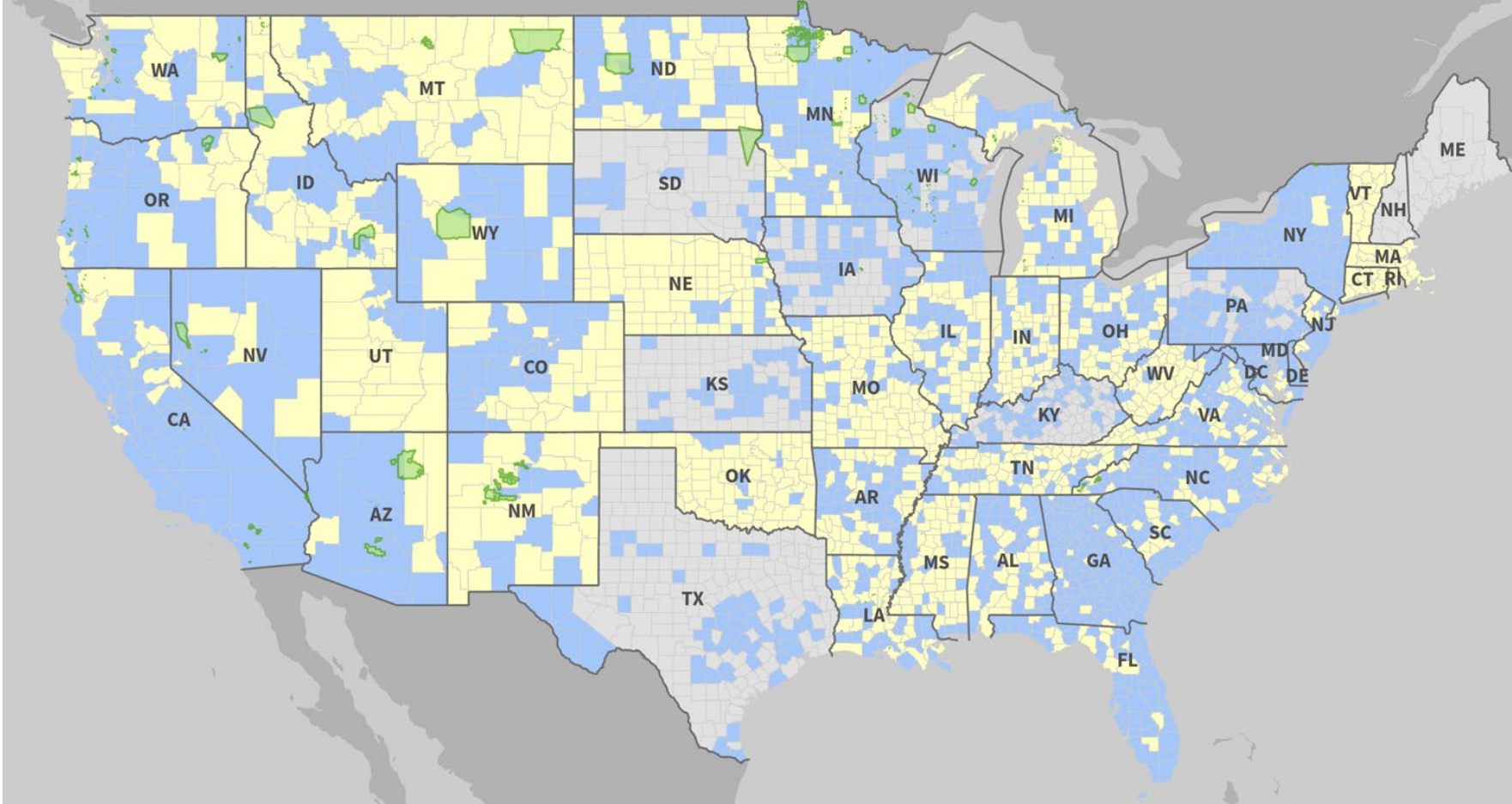
By participating in LUCA, addresses updates occur in the form of:

- corrections,
- additions, and/or
- deletion

LUCA and the Decennial Census Timeline



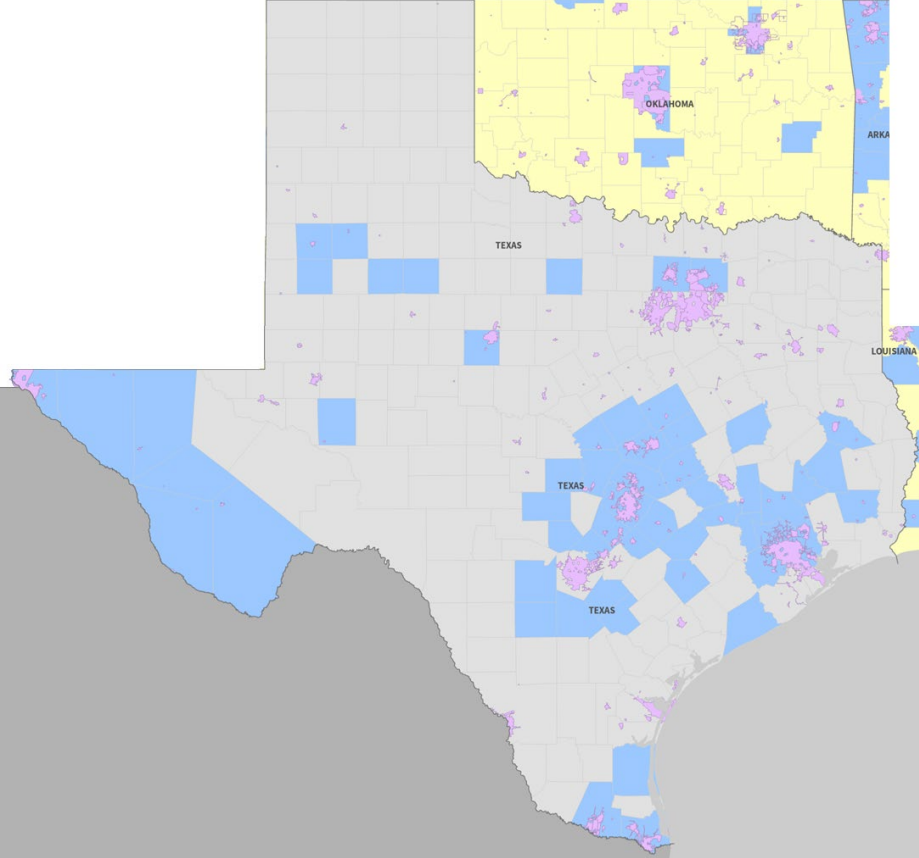
Who participated in LUCA?



- Federally recognized tribes with a reservation and/or off reservation trust lands
- States
- Counties and Municipios (Puerto Rico)
- Incorporated Places (cities, towns, boroughs, or villages)
- Townships and Towns (minor civil divisions)

Who participated in LUCA?

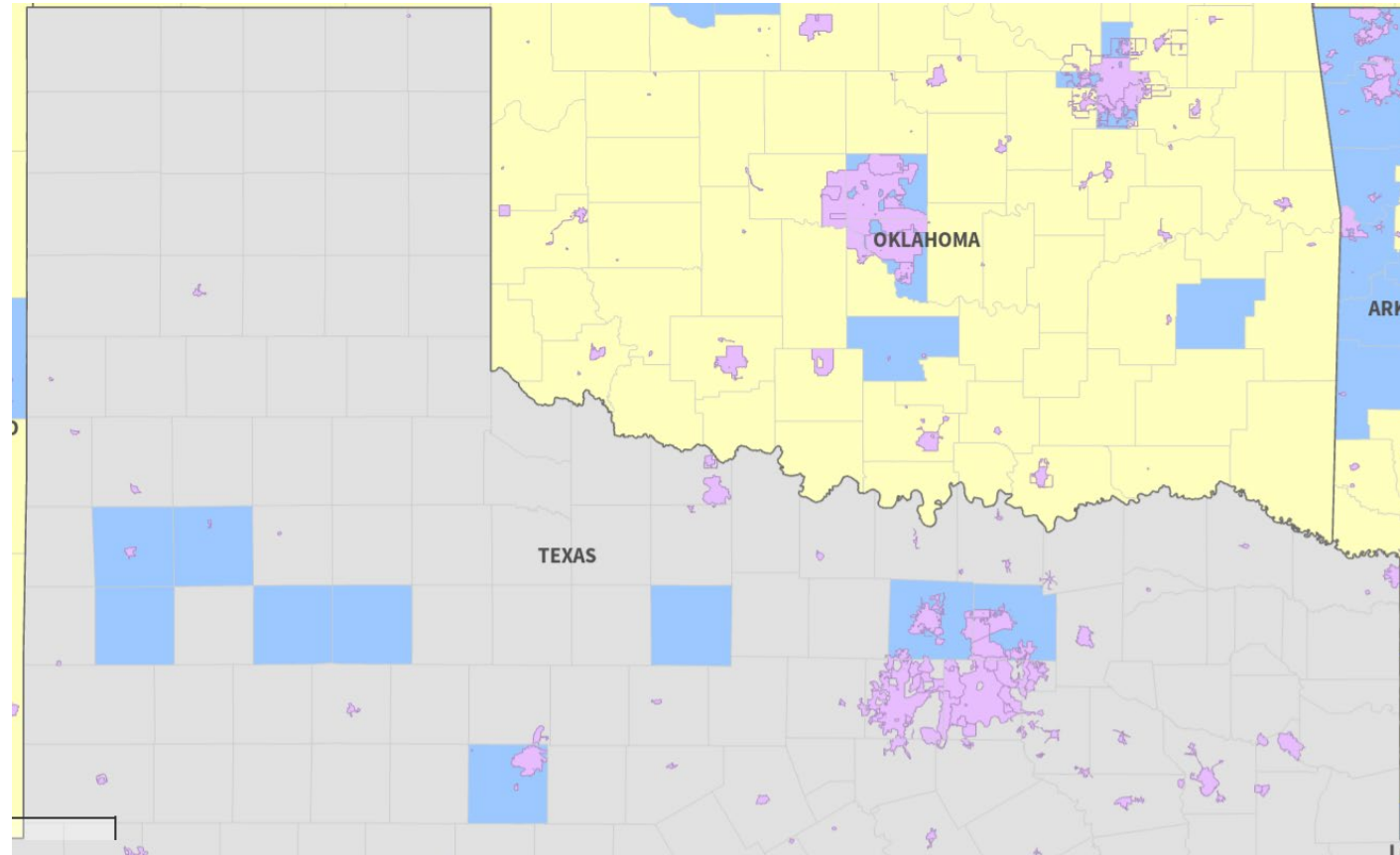
2020 LUCA Texas Respondents (Place-level view)



Source: U.S. Census Bureau (2018)

Who participated in LUCA?

2020 LUCA Texas Respondents (Place-level view in North Texas)



Source: U.S. Census Bureau (2018)

Broader Impact

Why Participate in LUCA?

Why is it important?

- No outreach to households not included on MAF.
- The Return on Investment (RoI) found by adding housing units to the Master Address File for a community in Texas is typically at least \$113,434 for each household added.

Hidalgo County

- Added 10,000 households, including an entire Colonia.
- That is ~ 22,000 people who may not have been reached otherwise.
- May receive up to \$1Billion more between 2020-2030 than if they had not participated.

California

- Invested \$7M in LUCA, added 1M addresses to their Master Address File.
- May have resulted in \$113B added over 10 years. (ROI - 16x's)

Benefit of an Accurate MAF

- Geospatial Emergency Systems
 - Public Safety
 - Health Emergency
 - Natural Disaster Emergency
- Services Demand Forecasting (i.e., water or energy demand)
- Private Forecasting of Services (i.e., business)
- Public Sector Planning (schools, hospitals)

Additional MAF Census Programs

Participant Statistical Areas Program (PSAP) - Geographic partnership program that provided an opportunity for designated participants to review and suggest changes to the boundaries and names for statistical areas using specific criteria and guidelines.

New Construction Program: Geographic partnership program that began in April 2019 and concluded in January 2020. It provides local governments an opportunity to update the U.S. Census Bureau's residential address list with new city-style mailing addresses for living quarters that were under construction by March 1, 2018, with expected completion by Census Day, April 1, 2020.

Our plans for LUCA

Goal

Full Texas participation in LUCA.

Data Strategy: In collaboration with state offices, local COGS, and city/county leadership.

Advocacy Strategy: Gain traction for LUCA support across the state.

Why GIS: Integral aspect of mapping addresses.

**What are City and County level
benefits of LUCA participation?**



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Contact us!

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