

TEXAS
CENSUS
INSTITUTE

Shaping the Future of Texas



Texas Census Institute
2024 ANNUAL REPORT

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Letter from the CEO

Friends,

It is with great pride that we share our first Annual Report. This publication reflects the efforts of this past year, and hopefully demonstrates the breadth and scope of our accomplishments since our founding in 2021.

The narrative of these pages marks a dramatic and significant accomplishment for Texas. For the first time ever, we have a coordinated, bi-partisan community of stakeholders committed to ensuring every Texan is counted and our state gets our fair share of resources. I am so proud to lead this effort and am grateful to each of you for partnering with us on this journey.

Gratefully,

Angela Broyles

Founder, President & CEO

Who We Are

The Texas Census Institute (TxCI) is a non-profit organization dedicated to ensuring representation and resources for every Texan by supporting a complete census count. We build on and leverage the efforts of the US Census Bureau by setting them up for success in Texas, laying the groundwork for effective census activities.

Why We Were Formed

After the 2020 Census, the **Census Bureau's Post Enumeration Survey** found that Texas was **undercounted by more than 550,000 people**—resulting in an estimated **\$25 billion loss in federal funding** over the next decade. These dollars support critical programs like education, healthcare, and infrastructure.

The undercount also impacts representation, data accuracy, and resource planning. **Texas also failed to gain an additional seat in the House of Representatives due to the undercount.**



Our Mission

The Texas Census Institute (TxCI) provides independent, nonpartisan, and data-driven census policy and program guidance to overcome operational and motivational barriers to census participation so that, through a complete count, all Texans can enjoy a great quality of life.

These barriers fall into two categories:

- **Operational** - when people want to take the census but can't due to things like language challenges, inaccessible forms, or being left off the address list altogether.
- **Motivational** - stemming from distrust, fear, or simply not understanding why the census matters.

How We Accomplish Our Mission



Research

We conduct research to highlight the consequences of census undercounts and the value of accurate population data for Texas. We also study why undercounts happen—exploring who is missed, where, and what messages or methods are most effective in reaching them. Our research provides a data-backed foundation for action.



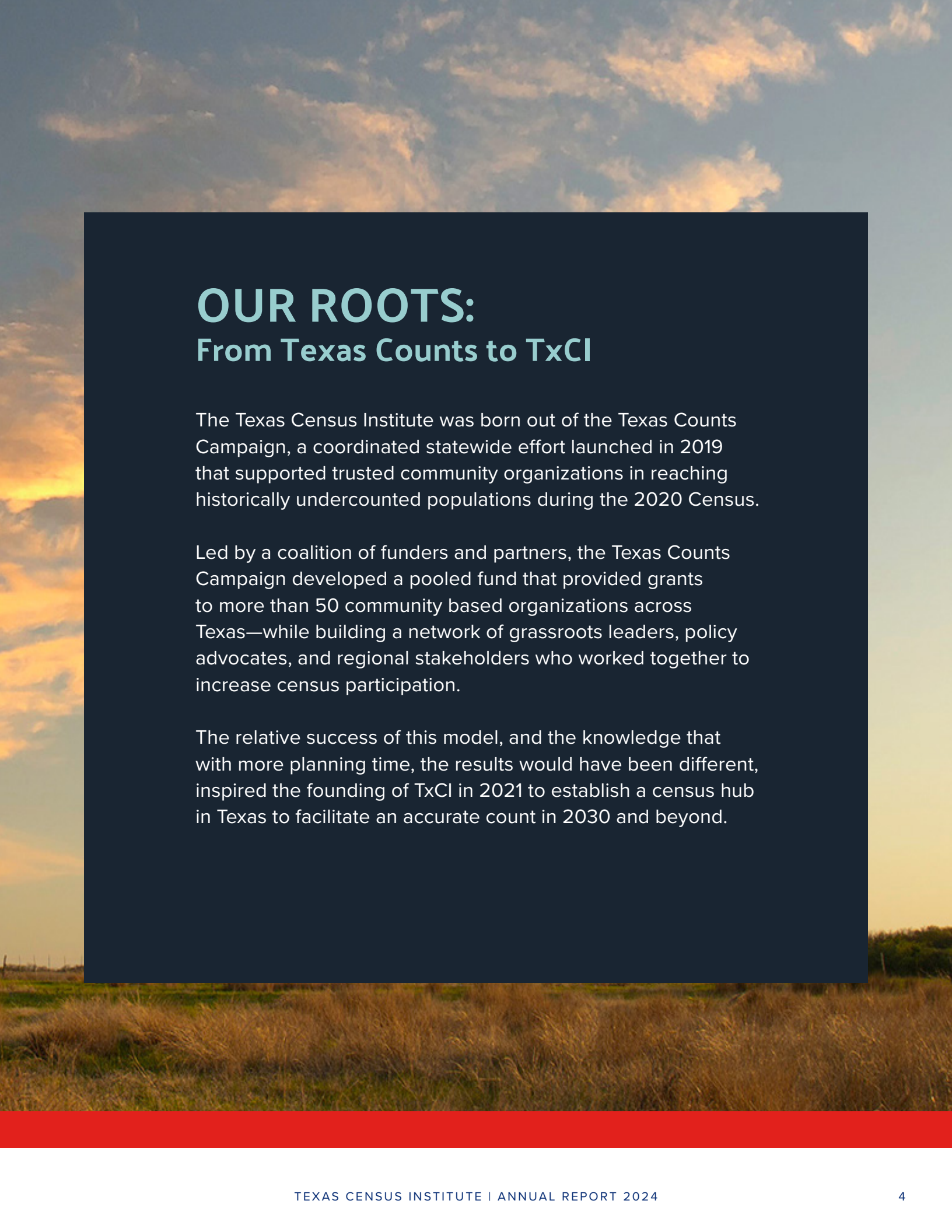
Education

We translate research and data into accessible information for policymakers, community organizations, and the public. Through reports, presentations, and events, we help Texans understand how census data affects their everyday lives—and how they can support a more complete count.



Partnerships

To meet the needs of Texas' diverse communities, we work with regional and local partners across the state. These relationships help us amplify outreach and ensure our work is rooted in real, on-the-ground knowledge.



OUR ROOTS: From Texas Counts to TxCI

The Texas Census Institute was born out of the Texas Counts Campaign, a coordinated statewide effort launched in 2019 that supported trusted community organizations in reaching historically undercounted populations during the 2020 Census.

Led by a coalition of funders and partners, the Texas Counts Campaign developed a pooled fund that provided grants to more than 50 community based organizations across Texas—while building a network of grassroots leaders, policy advocates, and regional stakeholders who worked together to increase census participation.

The relative success of this model, and the knowledge that with more planning time, the results would have been different, inspired the founding of TxCI in 2021 to establish a census hub in Texas to facilitate an accurate count in 2030 and beyond.

Our Path to the 2030 Census

TxCI is executing a staged approach to ensure a complete and accurate count in 2030. Recognizing the vast scale of the state—spanning 268,596 square miles, 254 counties, and a population exceeding 31 million—we have developed a phased plan that systematically builds the necessary networks, capacity, and resources to achieve broad statewide participation. By 2030, we will have built a strong statewide coalition of community organizations, local governments, and key stakeholders who collaboratively address operational barriers while educating, motivating, and mobilizing Texans to participate in the census.



Our Path to a Complete Count in 2030



LUCA Pilot, El Paso
Western Texas Test

2027 - 2028
LUCA Operations

Open Regional Offices
Launch Census Marketing &
Communications



2021 - 2022 - 2023 - 2024

2025 - 2026 - 2027

2028

Organizational Setup, Research & Relationship Building

Organizational Setup: Build internal capacity, staffing, and systems to support long-term strategy.

Research: Quantify causes of undercounts and their economic impact across Texas.

Partnership Development: Establish regional relationships focused on historically undercounted communities.

Readiness Assessment & Blueprint Development

Readiness Assessment: Measures regional capacity to engage undercounted communities and prepare for 2030.

Research: Identifies who was undercounted, where, and why.

LUCA Prep: Pinpoints missing addresses and supports local governments in updating data.

Covene, Collaborate, & Build Capacity

Regional Convenings & Training: Align partners and prep communities through workshops.

Local Activation & Tools: Support city readiness and equip partners with tailored resources.

Cross-Sector Collaboration: Build long-term census capacity across government, nonprofits, and business.



Open Field Offices
Recruiting

April 2030
Enumeration Begins



2029

2030

2031

Educate & Motivate

Amplify Messaging: Align local, statewide, and national census education efforts.

Organize & Educate: Mobilize communities through trusted messengers and targeted outreach.

Coordinate Locally: Partner with local organizations to execute engagement strategies.

Activate

Engage Communities: Focus on areas with low self-response to complete the census.

Support Enumeration: Assist Census Bureau operations locally.

Identify Barriers: Surface real-time challenges on the ground.

Evaluate & Report

Document Impact: Capture activities, outcomes, and milestones.

Share Insights: Report key lessons and best practices.

Sustain Engagement: Remain active post-Census to inform future efforts.



OUR RESEARCH: Quantifying Undercount Impact on Communities

At the Texas Census Institute, we conduct research to demonstrate how the population count directly affects Texas and its residents. An accurate census is essential to the state's quality of life—over 350 federal programs rely on census data to allocate funding for healthcare, education, infrastructure, and more. When the count is inaccurate, Texas loses critical resources to power growth and support our vulnerable populations.

Our research follows a clear path: first, we seek to understand how census data shapes federal funding; next, we identify where undercounts occurred; and finally, we seek to illustrate how those missed counts affect Texans

everywhere across the state. We partner with state and national organizations to produce data-driven insights on the local and state-wide economic consequences of undercounting.

This research not only deepens our understanding of the census, but also equips policymakers, advocates, and community leaders with the evidence and stories needed to advocate for a more accurate count in 2030.



*Below is a summary of our
2024 research projects*



Mapping the Federal Funding Footprint

To understand the impact of the census undercount, we first examined how census data is used to distribute federal resources. In partnership with the Project on Government Oversight (POGO), the Texas Census Institute conducted a comprehensive analysis of over 350 federal programs that rely on census-derived data to allocate funding.

Our research found that more than \$115 billion in annual federal funding to Texas is distributed based on population counts. These funds support a wide range of programs that directly affect the lives of Texans. After conducting market research to learn what issue areas Texans care most about, we categorized these programs into seven key issue areas:



**ECONOMIC
DEVELOPMENT**



EDUCATION



ENVIRONMENT



HEALTH



HOUSING



INFRASTRUCTURE



PUBLIC SAFETY

This analysis, published in [Unlocking Federal Funds for Texas](#), provides a clearer view of how an accurate count influences public investment across multiple sectors—and how undercounts can result in significant, long-term funding gaps at the state and local levels.



Analyzing the Undercount at the Local Level

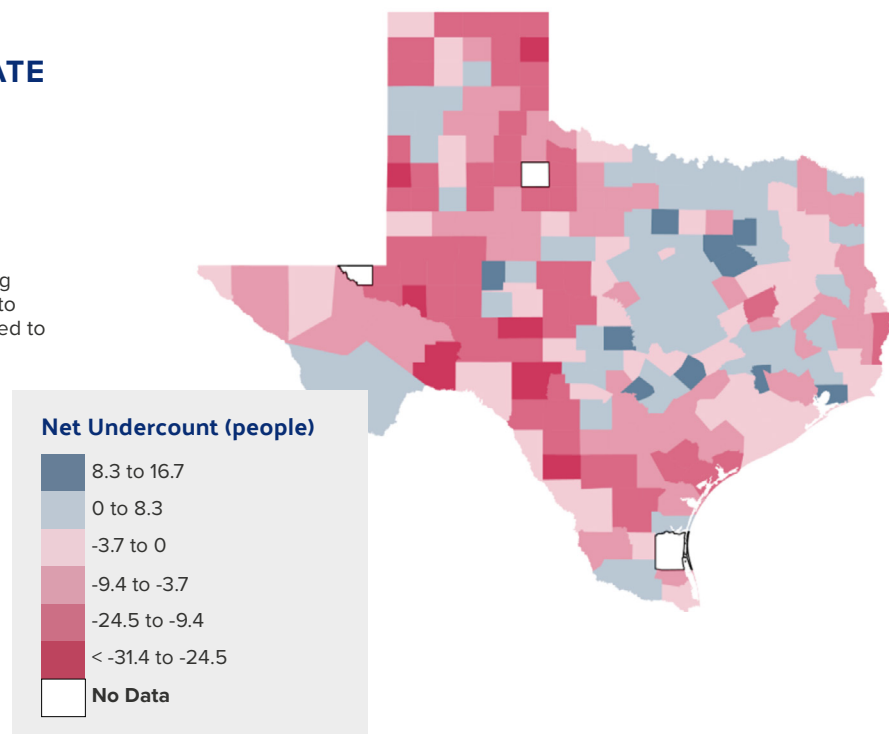
2020 Census Undercount by County

While the Census Bureau estimated that almost **550,000 Texans were missed in the 2020 Census**, the statewide figure did not reveal where the undercount occurred—or which communities were most affected. To address this, the Texas Census Institute used data from the **Texas Demographic Center** to produce **county-level estimates of the undercount** across Texas¹.

This analysis, now available through our [interactive dashboard](#), allows policymakers, planners, and advocates to explore localized patterns of census undercounts and better understand how funding and representation may have been impacted at the county level.

NET UNDERCOUNT RATE IN TEXAS COUNTIES:

Note: A darker red color indicates a higher negative net undercount. A darker blue color indicates a higher positive net undercount (or net overcount). Loving, Kenedy, and King are excluded from the analysis due to the *differential privacy* approach used to estimate their populations.



The Undercount of Children

In a separate analysis, TxCI partnered with **Count All Kids** and **Dr. William O'Hare** to examine the undercount of young children, a population that has consistently been underrepresented in past censuses.²

KEY FINDINGS:

- Texas is estimated to have an **undercount rate of young children (aged 0-4) of 7.9%**, well above the national average.
- **184 of 254 counties (72.4%)**, had a high net undercount of children, whether by rate, absolute number, or both.

These findings are critical, as undercounted children are more likely to live in households that rely on federal programs such as early education, healthcare, and nutrition assistance—programs directly tied to census population data. By knowing where they are likely to live, we can help ensure they are counted AND help ensure they are connected to the federal resources they need.

¹ Castellanos-Sosa, F. A. (2024). The 2020 Census Undercount in Texas Counties [Research Brief]. Texas Census Institute. <https://texascensus.org/our-research/the-2020-census-undercount-in-texas-counties-full>

² Castellanos-Sosa, F. A. & O'Hare, W. P. (2024, April). Contributing Factors of the 2020 U.S. Census Children and Young Children Undercount in Texas [Research Report]. Texas Census Institute. <https://texascensus.org/wp-content/uploads/2024/05/2024.4.25-RR24-001.pdf>



The Economic Impact of the Undercount

In September and October 2024, the Texas Census Institute, in collaboration with Sean Moulton from the Project on Government Oversight (POGO) and Dr. Manuel Reyes-Loya at the University of Texas at Tyler, conducted an in-depth analysis of the economic impact of Texas' census undercount. The research with POGO revealed an estimated \$25 billion loss over 10 years in federal funding by various program areas. The work with Dr. Reyes-Loya expanded these direct funding losses to further estimate the impact on job markets and GDP in key sectors such as healthcare and construction. These findings underscore the critical importance of accurate census data—not only for full representation and funding allocation, but also for maintaining Texas' economic competitiveness and stability.

Funding Implications of the Census Undercount ³

-\$25 Billion
10-year loss in
federal programs

-\$20 B
Health*

-\$840 M
Housing

-\$1.2 B
Education

-\$647 M
Economic
Development

-\$1.0 B
Infrastructure

-\$78 M
Public Safety

-\$1.2 B
Environment

Economic Impact of the 2020 Texas Census Undercount ⁴ (10-year losses)

-\$51 B
Economic Output

-\$29 B
GDP

-\$23 B
Labor Income

-\$384,000
Jobs

Economic Impact of the Undercount for Children and Young Children in Texas

TxCI partnered with **Dr. Bill O'Hare from Count All Kids** and **Sean Moulton from the Project on Government Oversight (POGO)** to understand how the undercount of young children and children impacts the funding for programs and services directed towards these populations. Children aged 0-17.



Funding Loss from the 2020 Texas Census Undercount for Children ⁵

-\$3.4 Billion
10-year loss in
funding for children
(ages 0-17)

-\$1.4 B
Ages 0-4

-\$2 B
Ages 0-17

-\$800 M
Nutrition

-\$770 M
Education

-\$341 M
Health

-\$92.1 M
Foster/Adoption

-\$7 M
Safety

* Includes Medicaid, Medicare, and SNAP funding but excludes COVID-related funding

³ Castellanos-Sosa, F. A. & Moulton, S. (2024, September). Funding Implications of the 2020 Census Undercount in Texas by Issue Areas [Research Brief]. Texas Census Institute. <https://texascensus.org/our-research/funding-implications-of-the-2020-census-undercount-in-texas-by-issue-areas>

⁴ Castellanos-Sosa, F. A. & Reyes-Loya, M. (2024, October). Economic Impact of the 2020 Census Undercount in Texas [Research Brief]. Texas Census Institute. <https://texascensus.org/our-research/economic-impact-of-the-2020-census-undercount-in-texas>

⁵ Castellanos-Sosa, F. A. & Moulton, S. (2024, July). Funding Implications of the 2020 Census Undercount of Children and Young Children in Texas [Research Brief]. Texas Census Institute. <https://texascensus.org/our-research/funding-implications-of-the-undercount-of-children-and-young-children>



The Personal Side of the Census Undercount

In Texas, almost half of births are funded by Medicaid, which provides critical funding for pre and post natal care, as well as supportive services for low-income families. The undercount of children means Texas gets reimbursed at a lower rate for Medicaid, reducing the amount of money available for our most vulnerable populations.



Daisy's Journey

In Texas, **almost half of births like Daisy's are funded by Medicaid**, significantly impacting care available for Daisy from the start. The undercount of children like Daisy means Texas gets reimbursed at a lower rate for Medicaid, reducing the amount of money available for vital medical care.

Due to the undercount of approximately 155,000 young children in Texas, over the next decade the state will lose \$800 million in funds to support child nutrition and \$1.3 billion in early childhood programs that single mothers like Daisy's need to support their families and provide adequate care for Daisy.

CENSUS IMPACT ON DAISY

Without Federal Funds

Half of births like Daisy's are funded by Medicaid, which significantly impacts care program availability for Daisy from the very beginning.

Steady work is difficult to find **with limited childcare programs for Daisy**, limiting income and preventing her mother from qualifying for a permanent home.

Free early childhood centers are too far for Daisy, **limiting early education exposure and detection of learning disabilities such as dyslexia**.

Daisy's school **lacks resources to properly diagnose her dyslexia** or manage learning disabilities during and after school.

Without resources for early education and learning disabilities, Daisy continues to struggle in school and lacks the confidence to pursue post secondary education.

With Federal Funds

With full **funding from Child Care Development Block grants**, Daisy's mom gets support for childcare and holds a steady job when Daisy is a baby.

With steady work and income, Daisy's mom is able to **qualify for Low Moderate Housing Loans** and buys a permanent home.

Daisy is an eager participant in local Head Start program with other kids from her neighborhood.

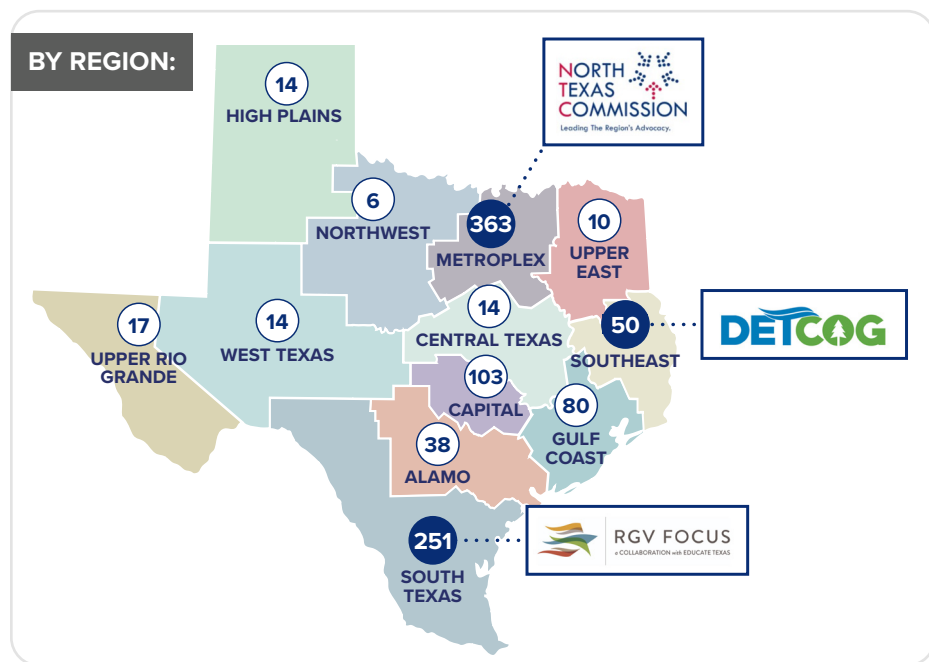
Full Title 1 and Special Education Grants to States fund **resources to Daisy's school to detect and manage her Dyslexia in specialized classes**.

With community programs, Daisy graduates from high school with a head full of ideas of what she wants to be when she grows up.



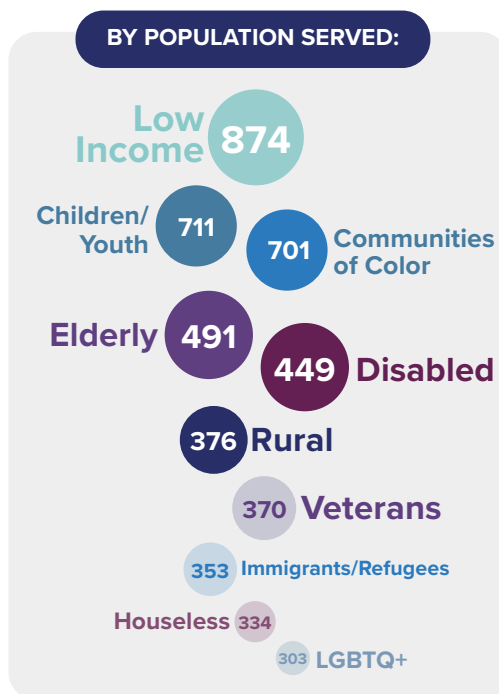
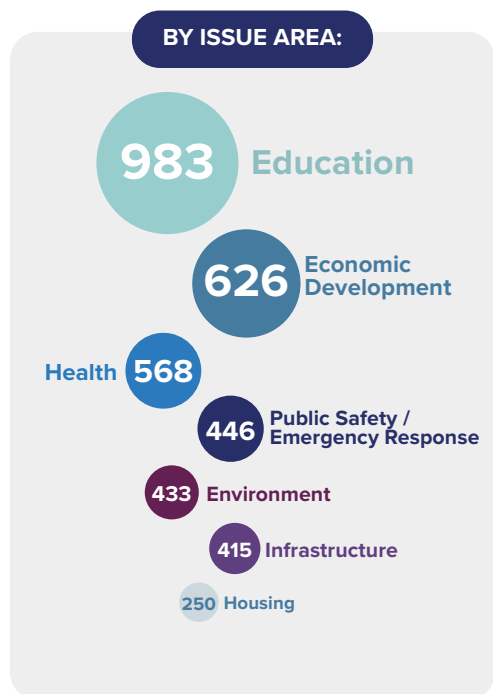
Partnerships

To ensure we understand and address the data and resource needs of our diverse state, we work with partners across the state and in every region to facilitate our work. Texas Census Institute seeks engaged stakeholders to join our network, support the mission of the institute, and partner with us to achieve our shared goal of a complete count in Texas.



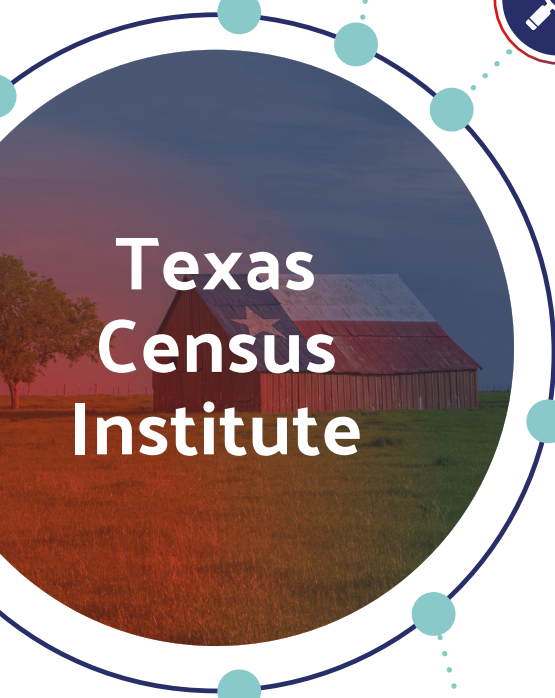
REGIONAL

Texas has 12 distinct economic regions and TxCI will partner with each of them to ensure we have locally grounded strategy to ensure a complete and accurate count.



COMMUNITY

Non-profits and community-based organizations are often the key to finding and understanding the needs of our most vulnerable populations and are essential to the success of TxCI.



NATIONAL PARTNERS

TxCI collaborates with leaders from across the country to stay engaged and informed on national census initiatives.



STATE

TxCI is grateful for the support and partnership from a cross-sector of state agencies who understand the importance of the census and work collaboratively with us to coordinate initiatives, exchange data, and develop targeted strategies that tackle undercount challenges and promote an accurate census count across Texas.



RESEARCH

Data is foundational to our work and TxCI will continue to publish non-partisan, data driven research that examines the negative impacts of undercounts on Texans and their communities (see research section).



ACCELERATOR NETWORK

Comprised of leaders from across the state, our Accelerator Network serves as a sounding board and advocacy arm for projects and initiatives that support the census in Texas.



PHILANTHROPIC FUNDING

To date, our work has been funded exclusively by the philanthropic community, who came together to support TxCI understanding the huge role we play in securing federal resources for our state. We are deeply grateful for these partnerships.



ADVISORS & BOARD MEMBERS

TxCI draws on guidance from a diverse, bipartisan group of advisors and a small, committed working board that helps shape and support our mission.



"The Texas Census Institute is an exemplary partner of the US Census Bureau. In their role as a hub for all things census in Texas, they are an invaluable resource and catalyst for our efforts."

*— Robert Santos
Former Director, US Census Bureau*



Education

Throughout 2024, the Texas Census Institute (TxCI) educated and engaged stakeholders to emphasize the importance of the census on quality of life in Texas.

Roundtables

In August, we co-hosted a **Census Roundtable in the Rio Grande Valley with RGV Focus, LUPE, and Valley Baptist Legacy Foundation**, bringing together local leaders to strategize on improving census participation and addressing undercounts. In November, we partnered with the **North Texas Commission to host a similar roundtable in the Dallas/Fort Worth Metroplex**, where over 30 organizations discussed the role of accurate census data in regional planning. This spring, we worked with the Morris Foundation and the Rainwater Charitable Trust to examine the role of the census in **Tarrant County**.

Conferences & Events

Beyond roundtables, TxCI shared research on the economic consequences of undercounts at multiple events and conferences. In May, we presented at the **Texas Demographic Center's Annual Conference** and moderated a panel discussion at the **Population Reference Bureau's ACS on the Road event**, focusing on the role of the American Community Survey (ACS) in shaping policy, driving business decisions, and serving at-risk communities. In October, we participated in the **Southern Demographic Association's Annual Conference**.

To connect with the business community, TxCI presented to the **Texas Association of Business** (July) and the **North Texas Commission's Executive Board** (September) on the undercount's impact on key industries. In October, we partnered with **Houston Endowment, NAEVA, and the Thornburg Foundation** to present at the **Philanthropy Southwest Annual Conference**, highlighting why it's important to start planning for the census now and how philanthropy can support census participation to help communities reclaim lost federal funds. We also engaged future census champions at a **Nonprofit Advocacy Class at the Bush School of Government & Public Service at Texas A&M** (November).

Local Government Collaboration

TxCI worked with local governments to strengthen census participation efforts, including supporting the Census Bureau's Local Update of Census Addresses (LUCA) initiative. In October, we presented to the board of the **Lower Rio Grande Valley Development Council**, and in August, we worked with the **Hidalgo County Planning Department**, the **Texas Demographic Center**, and New York City's Planning Department to share best practices and discuss ways to improve census address data accuracy in Texas.

Congressional Education & Engagement

In April 2024, TxCI joined the North Texas Commission for their bi-annual DC Fly In to meet with Texas Delegation and educate them on how an undercount negatively impacts the State of Texas. This opportunity allowed TxCI to engage with legislators, Representatives, national Census/ACS advocates, and the Census Bureau. By sharing our experiences, we helped increase awareness and build support for policies and practices that will strengthen efforts for the 2030 Census.

National Advisory Committees & Working Groups

TxCI played an active role in national working groups, ensuring Texas' insights inform broader census policy and planning efforts. CEO Angela Broyles was appointed as the sole Texas representative on the **Census Bureau's 2030 Census Advisory Committee (CAC)**, advocating for state and local perspectives. TxCI also contributed to a **National LUCA Working Group**, sharing Hidalgo County's 2020 success story to encourage local governments to enhance the Census Bureau's Master Address File (MAF). Additionally, Chief Strategist Amy Desler participated in the **American Community Survey Communications Working Group**, helping refine messaging to convey the ACS's importance to everyday people.

By engaging with stakeholders at all levels—local, state, and national—TxCI continues to drive efforts to improve census accuracy and secure the resources Texans deserve.

2024 Event Highlights

APRIL

DC Fly In with NTC

MAY

Texas Demographic Center Annual Conference, Panel and Economic Impact Presentation



JULY & OCTOBER

2030 Census Advisory Committee Meetings

AUGUST

RGV Roundtable & LUCA Hidalgo County Presentation



MAY

LRGDV Board Meeting, PSW & Southern Demographic Conference



NOVEMBER

Metroplex Roundtable & Bush Advocacy School



Our Supporters & Partners

Meadows Foundation
Hogg Foundation for Mental Health
TLL Temple Foundation
Amarillo Area Foundation
Budd Family Foundation
Paso Del Norte Community Foundation
The Morris Foundation
Houston Endowment
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Hoblitzelle Foundation
St. David's Foundation
North Texas Commission
Waco Foundation

Thank You

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