

TEXAS CENSUS INSTITUTE

Shaping the Future of Texas

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Outline

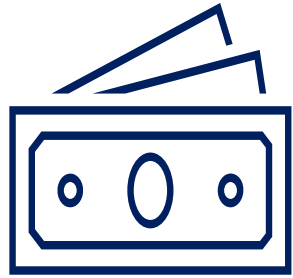
Overview of Texas Census Institute

Our Legislative Strategy

About the Texas Demographic Center

Q&A

National Motivation



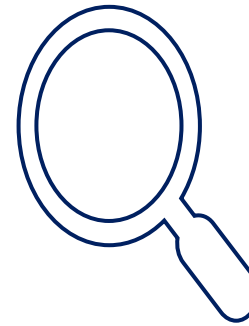
Money

Influences roughly \$2.8 trillion in federal funds



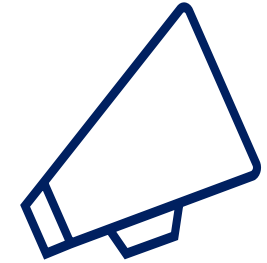
Representation

Determines district boundaries and US Congressional seats



Planning

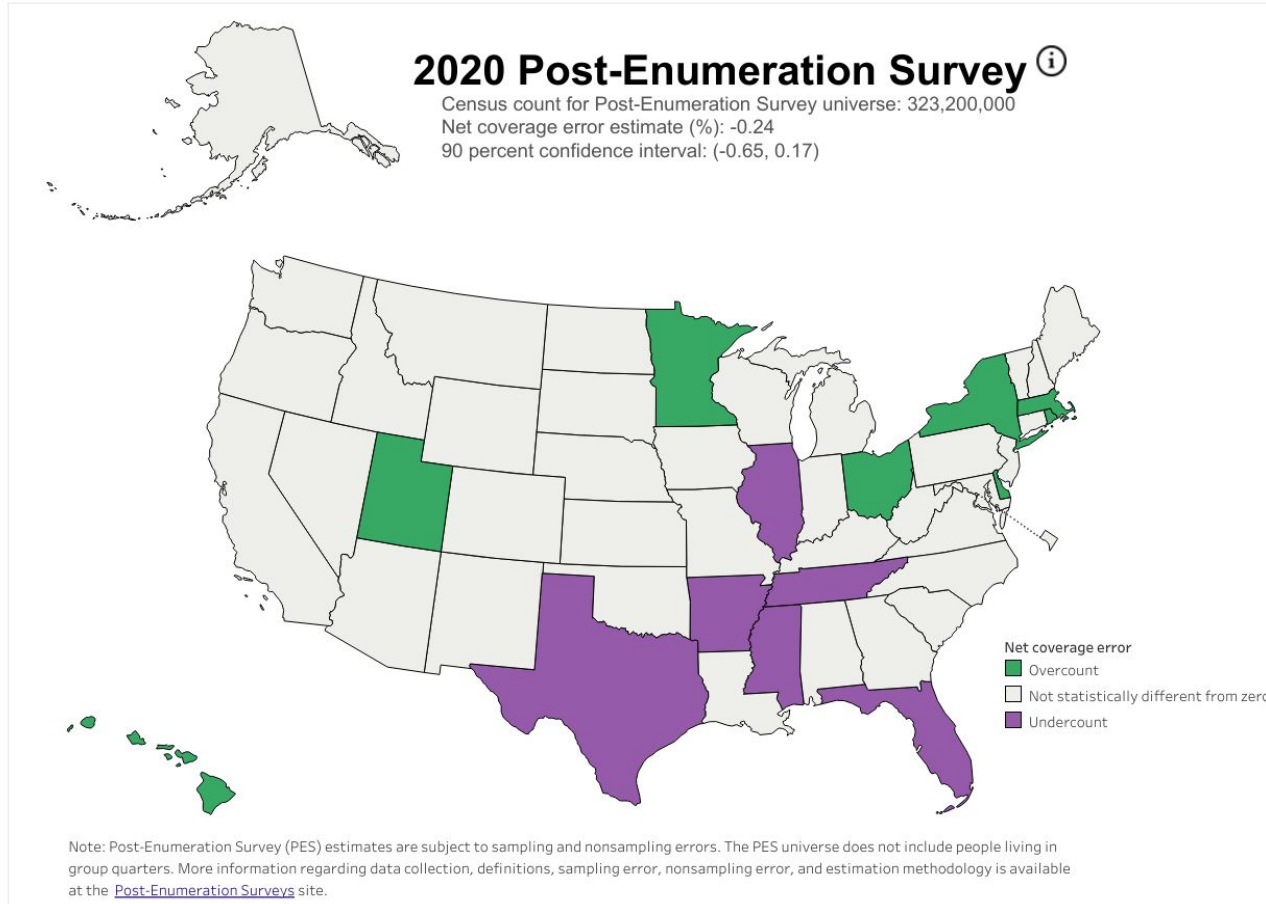
Census data informs planning for the future and resource allocation



Advocacy

Census data highlights service gaps for underserved populations

Texas Motivation



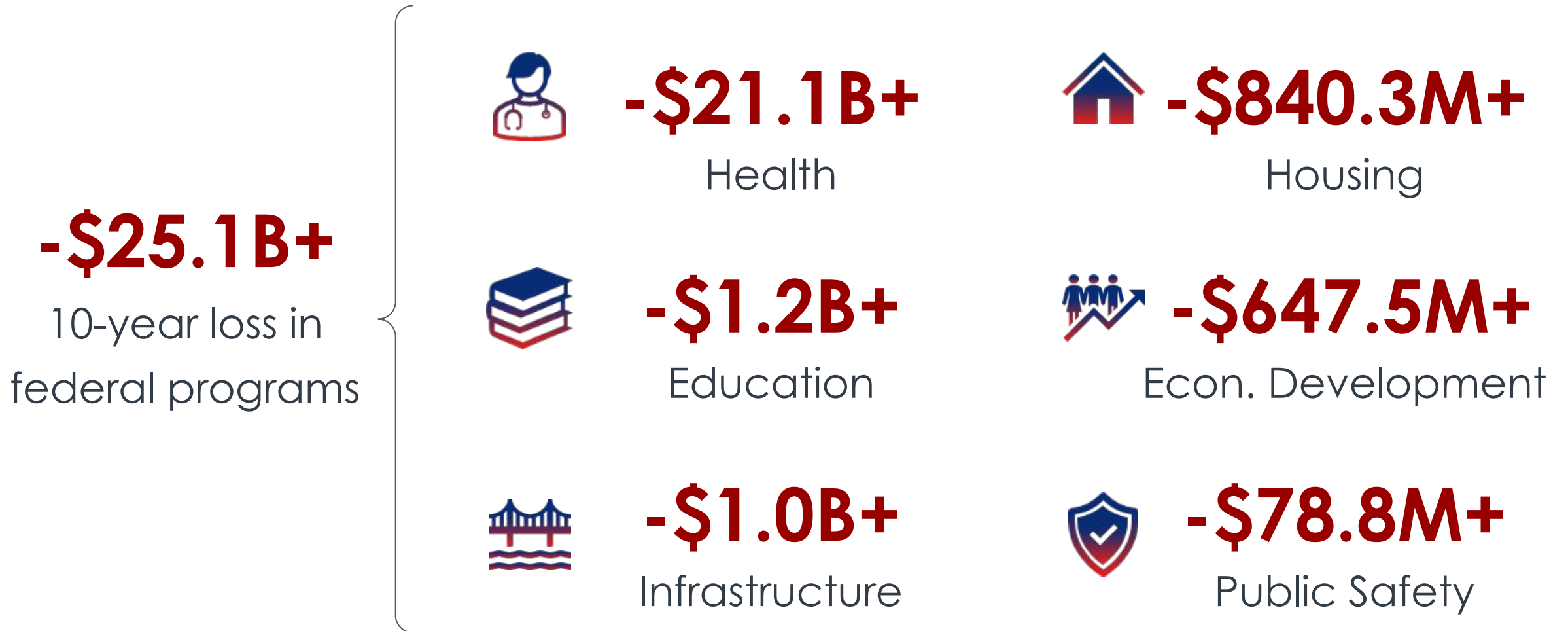
Estimated 2020 Undercount

Texas
547,968

Texas Children
153,633

Estimated Loss of Federal \$\$
\$25 Billion

Funding Implications in Texas



Funding Implications for Young Children

-\$1.4B

10-year loss in
young children-related
federal programs



-\$672.8M+

Education



-\$658.0M+

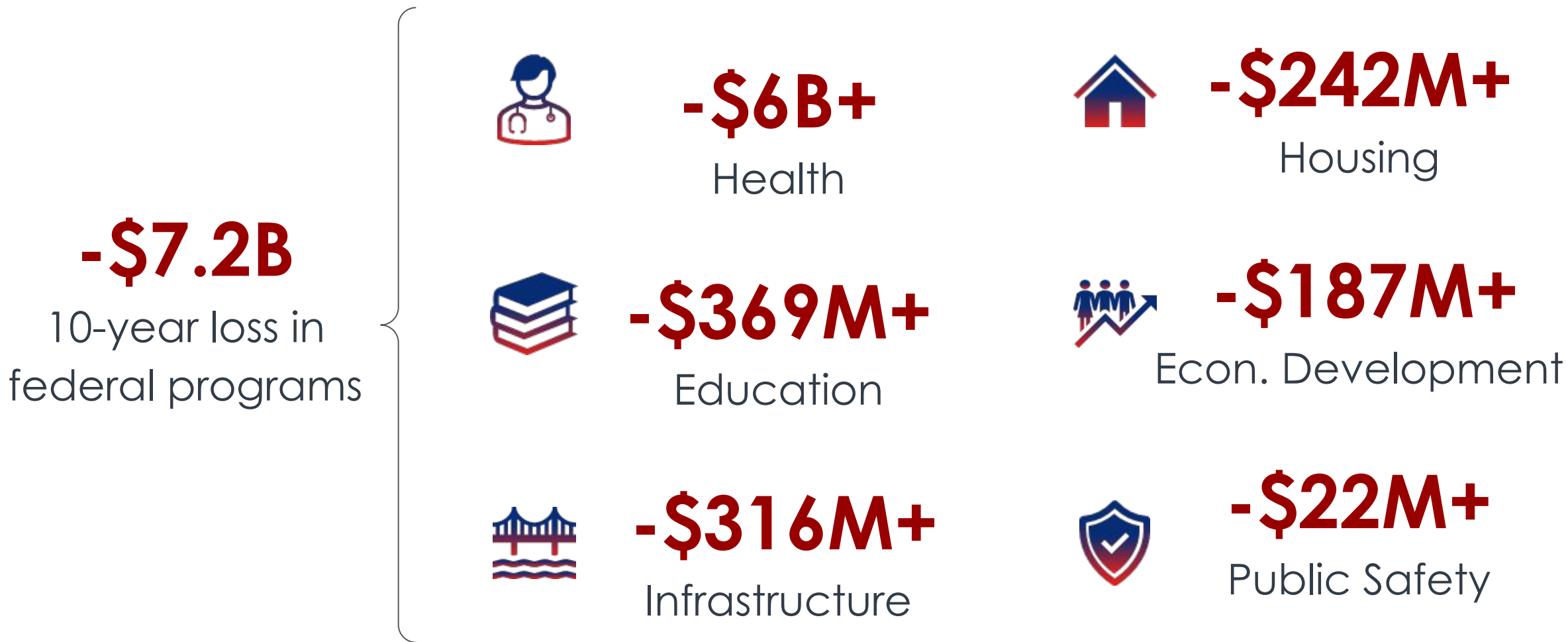
Childcare



-\$68.3M+

Health

Funding Implications in Dallas and Tarrant Counties



Funding Implications for Young Children in Dallas and Tarrant Counties

-\$288.8M

10-year loss in
young children-related
federal programs



-\$138.8M+

Education



-\$135.8M+

Childcare



-\$14.1M+

Health

Our Motivation

Texas Census Institute

The Texas Census Institute (TxCI) is a nonprofit organization that takes a regional, research-driven, and collaborative approach to overcoming the operational and motivational barriers to census participation in Texas, with the goal of achieving a more complete count in 2030.



RESEARCH



EDUCATION



PARTNERSHIPS

Challenges to the 2020 Census

Operational Barriers:

- Inaccurate Master Address Files (MAF) & Boundary Annexations
- Lack of Capacity and Knowledge

Solutions: Program participation at the state or local level. Local Update of Census Addresses(LUCA), Boundary and Annexation Survey (BAS).

Operational census programs often lack state mandates, and the Census Bureau has no authority to enforce participation.

Motivational Barriers:

- Limited Public Awareness
- Very Little Texas Centric Messaging
- Lack of Continuity & Late Planning

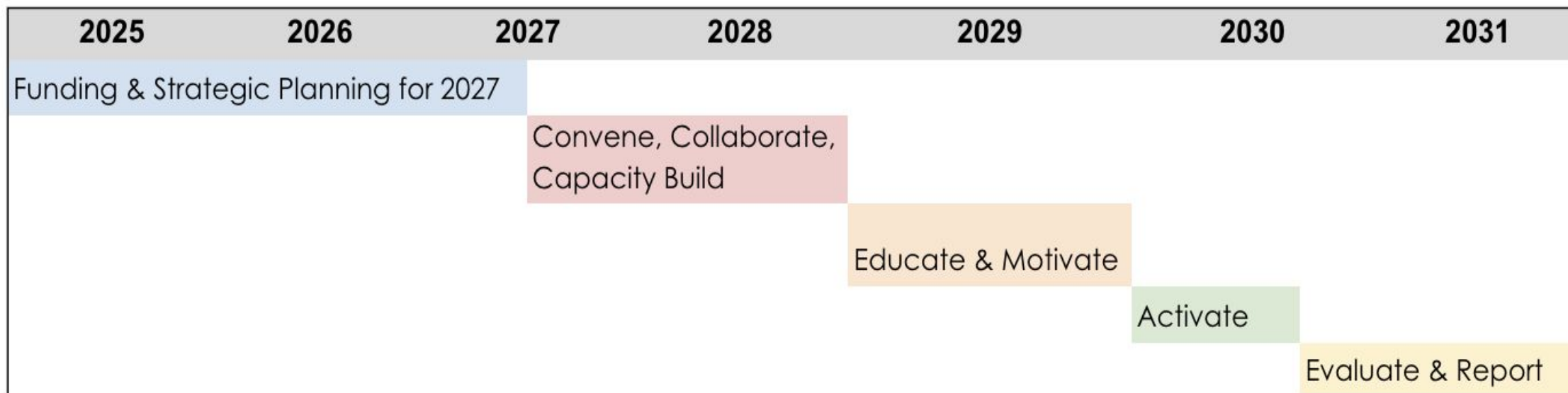
Solutions: Plan and organize earlier.

Increasing self-response rates is key to an accurate count. Texans are more receptive to local voices, yet past efforts lacked strong, localized messaging to convey the Census' importance to Texas.

Long-Term Outcome of Our Work

Strengthen Texas' capacity to lead in census efforts by building institutional knowledge and long-term infrastructure beyond 2030.

Our Path to a Complete Count in 2030



2021 - 2024: Building Relationships, Research, Organizational Setup

2025 - 2027: Assessment, Strategic Planning & Funding Needs

2025 - 2027

Statewide Assessment,
Strategic Planning & Funding Needs

Our Approach

Introduce a Budget Rider in the 89th Legislative Session

Provide funding to the Texas Demographic Center to **enhance its capacity** to **research** and analyze population inaccuracies, identify data gaps and process inefficiencies across the state, and recommend strategies to improve the accuracy of population data in Texas.

Develop a Strategic Plan

Strategic business plan outlining the funding and implementation strategy needed to improve census participation and population data for the 2030 Census.

Budget Rider

Article III, University of Texas San Antonio, Measuring Budgetary Impacts of Population Growth,

- Texas Demographic Center is appropriated \$7,000,000 in General Revenue in fiscal year 2026.
- TDC shall study and report on the population growth, budgetary impacts of that growth, and how the decennial census impacts the state's budget over a ten-year period. To conduct this study, TDC shall coordinate with relevant state and local agencies for data collection and other necessary information. TDC shall contract with a third party, and the third party must be up-to-date with Texas census data, to assist in the completion of this report. TDC will evaluate any negative impacts of low response numbers and make recommendations to improve census data in Texas.

Key Research Questions

1. Who is undercounted, why, and where?
2. What is the capacity for localities to execute operational measures that will improve their census accuracy such as updating their address files, boundaries, etc.

Initiatives Driving Strategic Plan

STATEWIDE READINESS ASSESSMENT

Evaluate capacity, identify knowledge gaps and needs regionally and locally to successfully execute operational census programs

Local Update of Census Addresses (LUCA) Strategy

- Identify Successful Processes for Updating the Master Address File (MAF)
- Test & Learn with various city and county pilots, including El Paso Pilot with the Census Bureau
- Develop best practices with LUCA Working Group
- Identify Funding and Capacity needs for full participation

RESEARCH

Identify undercounted populations and areas with low self-response rates, understand the reasons behind these gaps

- Texas HTC Index
- Research - Determinants of Non-response

Key Outputs for 2027

FINAL REPORT FOR 90TH LEGISLATIVE SESSION

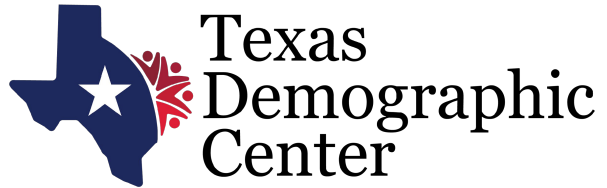
Funding Recommendations and Operational Plan for 2027 and beyond

Strategic business plan outlining the funding and implementation strategy needed to improve census participation and population data for the 2030 Census



Texas Demographic Center

February 26, 2025



State Demographer

Lloyd B. Potter, Ph.D.

Affiliated with

The University of Texas
at San Antonio

Major Function

Produce annual population estimates and biennial population projections

Other Services

- Specialized analyses of demographic data and trends
- Disseminate demographic and socioeconomic information from the Census Bureau and other reliable sources
- Provide training and technical expertise
- Trusted source of demographic data

Partnerships

- U.S. Census Bureau
- TDC Affiliates

Demographic Expertise



❑ **Nationally recognized leadership in the demographic research field**

- ❖ Chair of the *Analytic Subgroup of the National Academy of Sciences Panel to Evaluate the Quality of the 2020 Census*
- ❖ Steering Committee of the Federal-State Cooperative for Population Estimates (FSCPE)
- ❖ Chair to the FSCPE Research Sub-committee
- ❖ Census Bureau State Data Center Steering Committee
- ❖ Member of the board of directors to the Southern Demographic Association

❑ **Host annual conference, workshops, and webinars**

❑ **Invited presentations around the state**

❑ **Various media interviews**

Census Bureau Liaison



□ TDC is the Texas liaison to the U.S. Census Bureau

- ❖ State Data Center Network
- ❖ Federal-State Cooperative for Population Estimates (FSCPE)
- ❖ Federal-State Cooperative for Population Projections (FSCPP)
- ❖ Annexation and Boundary Survey Agreement with the Census Bureau

□ TDC is actively involved in the Census Bureau programs

- ❖ Decennial Census Housing Unit and Group Quarter Count Review
- ❖ Decennial Census Participant Statistical Areas Program
- ❖ PUMA (a Census geography) delineation
- ❖ LUCA support
- ❖ CQR and PCGQR participation

Proven Success



❑ [2020 Census Self-response Rates and Hard-to-Count Population Characteristics Interactive Map](#)

❑ **TDC Disclosure Avoidance/Differential Privacy analyses**

- ❖ Presented by invitation at the National Academies *Public Workshop on the Demographic and Housing Characteristics Files*

❑ [Count Question Resolution \(CQR\) Operation](#)

- ❖ TDC represented Texas with approval from the Governor to challenge the 2020 Census counts through the CQR and PCGQR programs.
- ❖ TDC submissions resulted in the corrections of the counts for 10 municipalities and numerous census blocks.
- ❖ Overall, these revisions affected at least five housing units, five group quarter facilities, and over one thousand people.
- ❖ Due to the scope of the program, TDC submissions did not increase the overall population count of Texas.


Strong Affiliate Program



- **State Affiliate Network**
- **Survey programs connecting with officials from 254 county and over 1,200 municipal governments**
- **Collaborative efforts with state agencies and other organizations**
 - ❖ Texas Water Development Board
 - ❖ Texas Geographic Information Office
 - ❖ Texas Legislative Council
 - ❖ Texas Department of State Health Services
 - ❖ Texas Census Institute
 - ❖ Texas Association of Counties
 - ❖ Texas Association of Regional Councils
 - ❖ Texas Broadband Development Office

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Legislative Strategy Overview

Questions?



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