

TEXAS CENSUS INSTITUTE

Shaping the Future
of Texas

Tarrant County Lunch & Learn
April 16, 2024

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Texas Census Institute
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Outline

The Census: Challenges & Opportunities in Texas

Who We are: Mission & Vision

Funding Implications of the Undercount

Legislative Updates

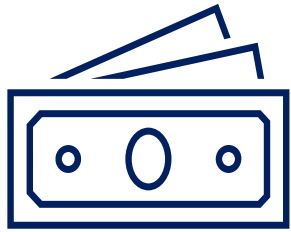
The Path to the 2030 Census & Ways to Engage

Journey Map Exercise

Q&A

Next Steps

National Impact of Census



Money

Influences roughly \$2.8 trillion in federal funds allocation



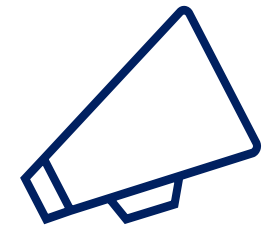
Representation

Determines district boundaries and US Congressional seats



Planning & Research

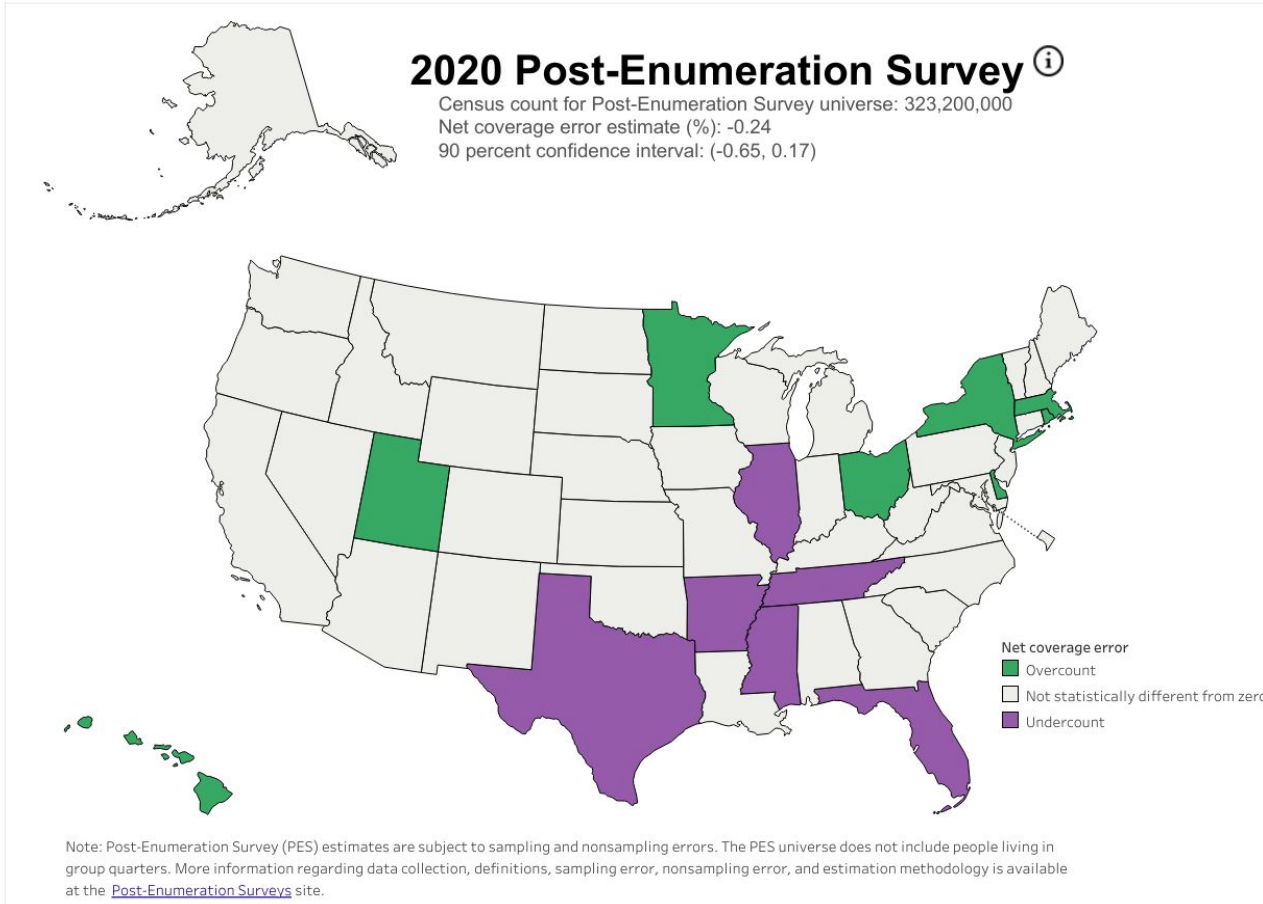
Census data inform planning for the future and resource allocation



Advocacy

Census data highlight service gaps for underserved populations

Our Motivation: 2020 Census Undercount



Estimated 2020 Undercounts

Texas
547,968

Texas Children
153,633

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

Challenges to the 2020 Census in Texas & Opportunities for Future Improvement

Challenges

- Low municipal capacity
- High historically undercounted populations
- No state involvement
- Political divide
- Low participation in operational elements prior to the census
- Lack of education and understanding of census and impact on state

Opportunities

- Establish coalitions and partnerships to support a complete count
- Work with community-based organizations
- Leverage philanthropic engagement
- Publish and disseminate nonpartisan research on impact of undercount
- Adopt best practices from other states
- Advocate for improvements in state processes to support accurate enumeration

Who We Are

Texas Census Institute

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



RESEARCH



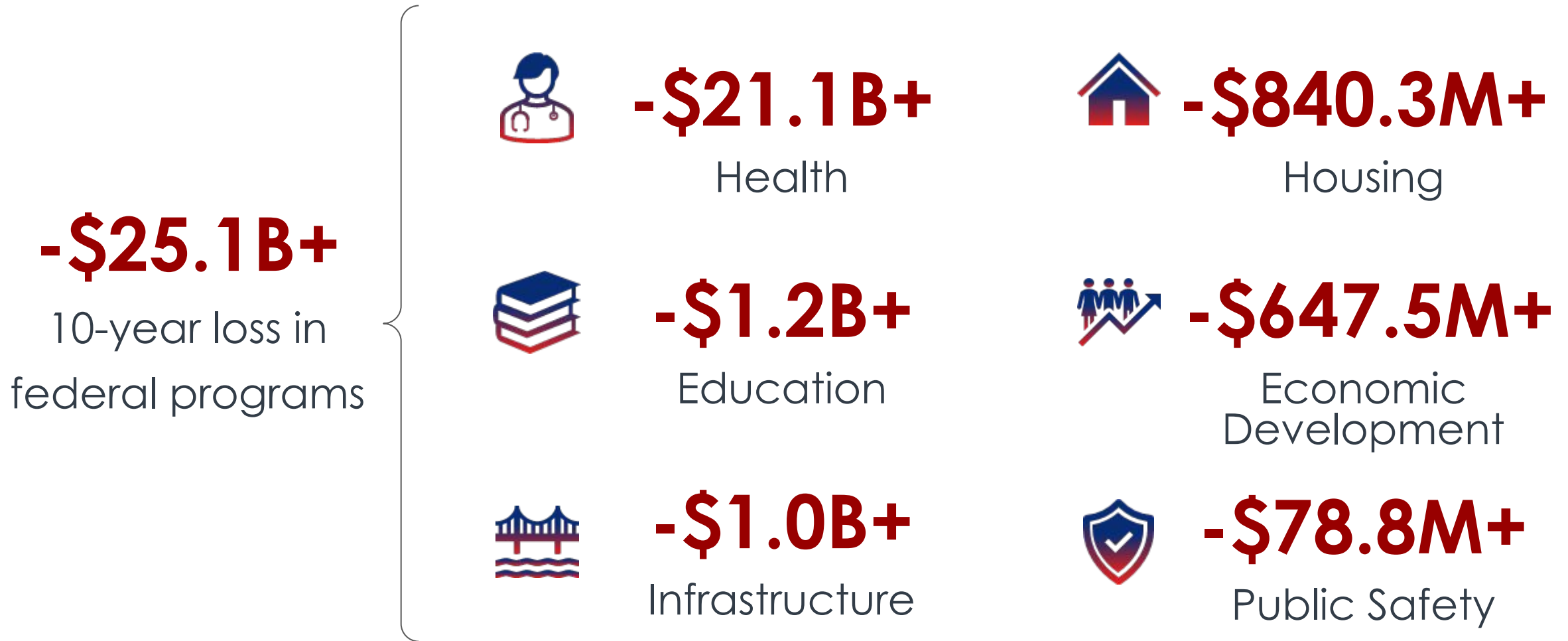
EDUCATION



PARTNERSHIPS

Funding Implications of the Census Undercount In Texas

Funding Implications in Texas



Funding Implications for Young Children

-\$1.4B
10-year loss in
young child-related
federal programs



-\$672.8M+

Education



-\$658.0M+

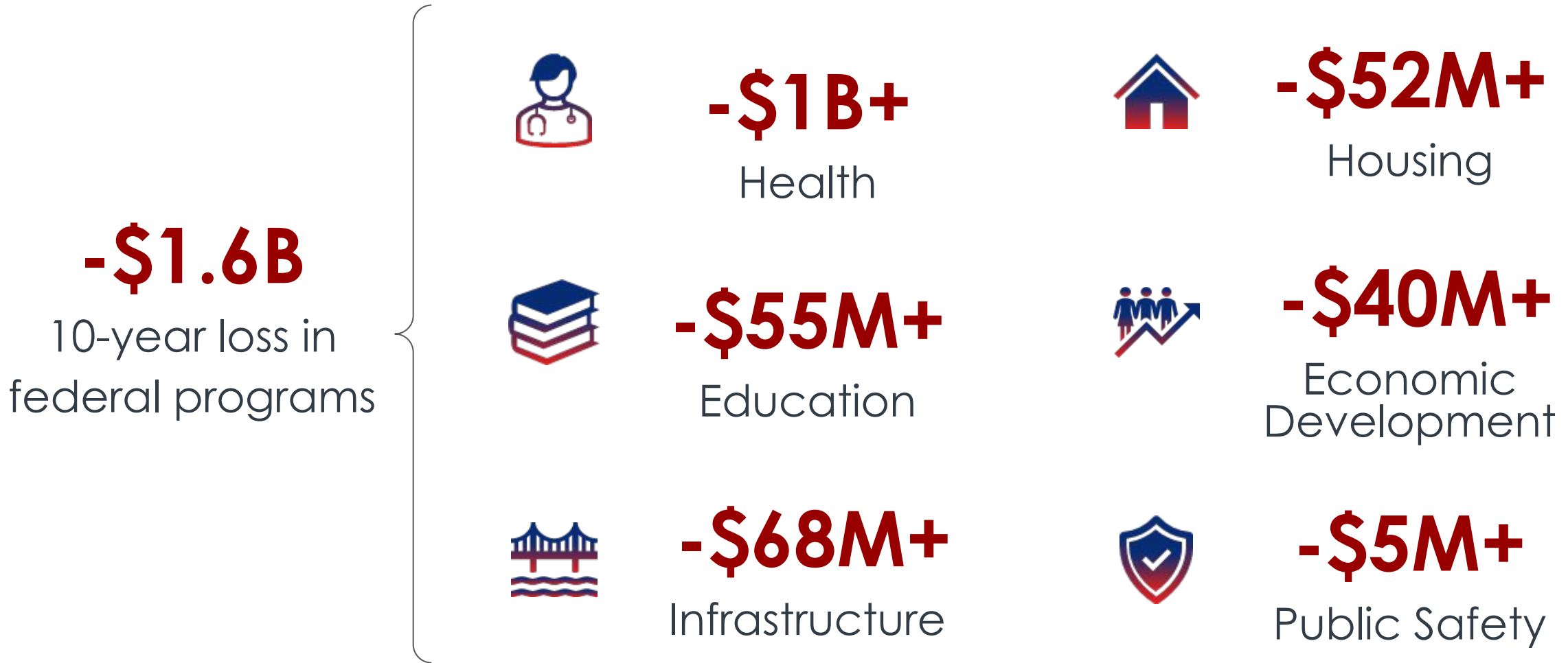
Childcare



-\$68.3M+

Health

Funding Implications in Tarrant County



Funding Implications for Young Children in Tarrant County

-\$80M

10-year loss in
young child-related
federal programs



-\$38.2M+

Education



-\$37.4M+

Childcare

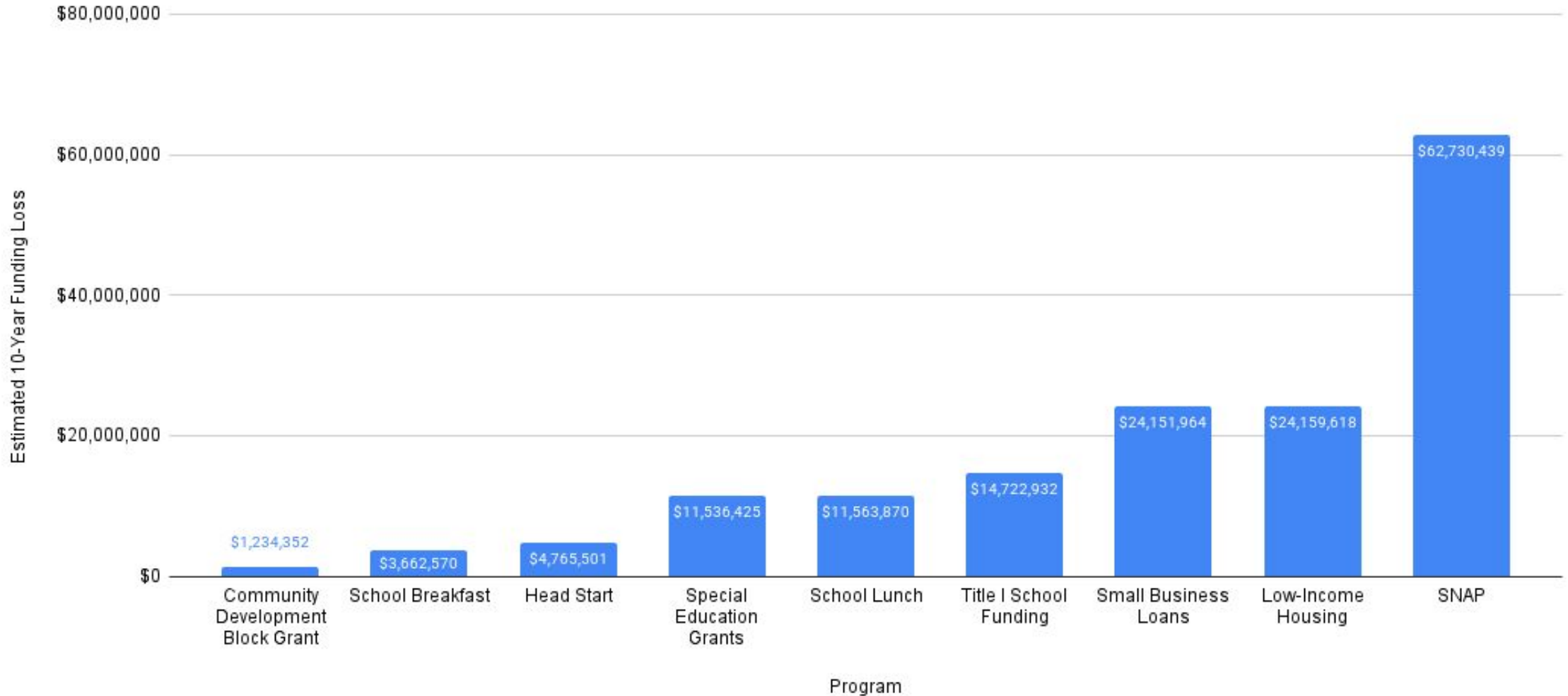


-\$4M+

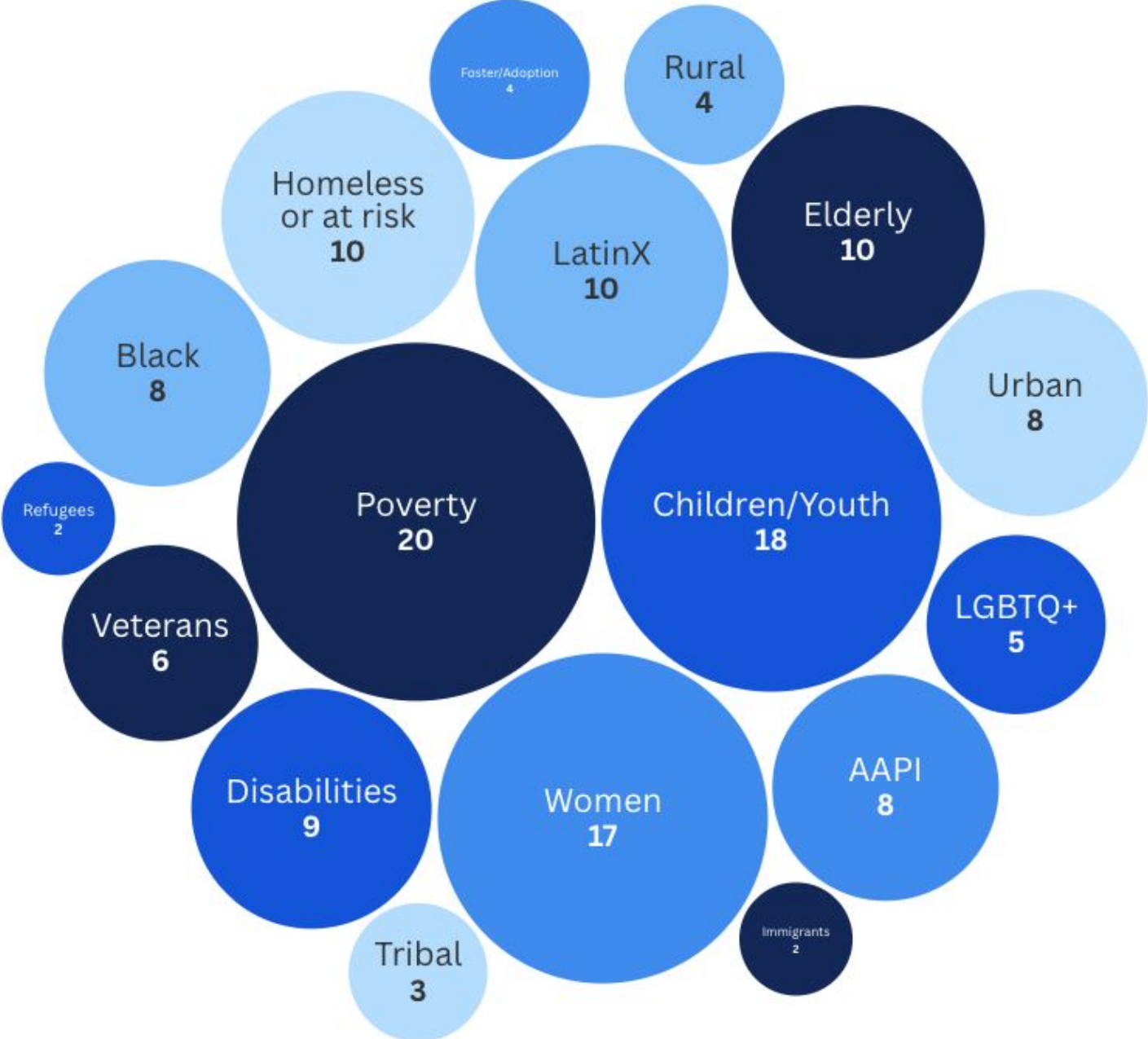
Health

Why Accurate Data Matter

10-Year Estimated Funding Loss based on 2020 Census Undercount in Tarrant County by Select Programs



Populations Served



Legislative Strategy Update

**How TxCI is working to secure State of Texas support for 2030
Census planning**

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 an Operational Plan & Funding Needs by 2027

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

Slido QR Code

Join at:

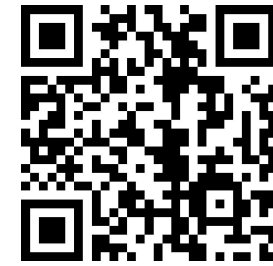
<https://slido.com>

Meeting Number:
3550556



Submit questions while we give the presentation or upvote the questions of others.

Our Path to a Complete Count in 2030



Questions?

YOU ARE HERE



2021

2022

2023

2024

2025

2026

2027

Organizational Setup, Research & Relationship Building

Readiness Assessment & Blueprint Development

2028

2029

2030

2031

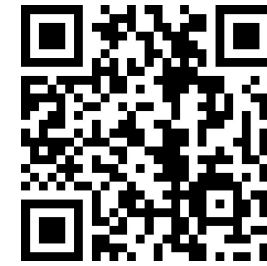
Convene, Collaborate & Build Capacity

Educate & Motivate

Activate

Evaluate & Report

Readiness Assessment & Blueprint Development



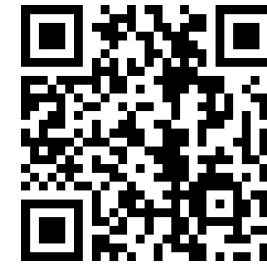
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Questions?

Components:

- 1. Statewide Readiness Assessment:** What is the regional capacity to educate and engage historically undercounted communities, and launch a statewide census campaign? What and how much will it take to prepare everyone for the decennial census?
- 2. Social, Demographic & Barriers Research:** Who was undercounted, where did the undercounts happen, and why did they occur?
- 3. Local Update of Census Addresses (LUCA) Preparation:** Where are missing addresses? How can we encourage full participation by local government?

Readiness Assessment & Blueprint Development



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Questions?

Statewide Readiness Assessment

TxCI, City/County Government, and Community Orgs

Outcomes (by early 2027)

- **Trusted messengers and community partners** identified & activated in historically undercounted communities (HUCs)
- **Funding and capacity** in place to educate and motivate census participation
- Proven **best practices and engagement strategies** developed for long-term impact on census accuracy

How you can help:

- **Identify gaps** in trusted messengers or local organizations in priority areas
- **Join planning workshops** and help shape outreach strategies for your community

Social, Demographic, & Barriers Research

Texas Census Institute, Texas Demographic Center, Local Research University, and Community Orgs

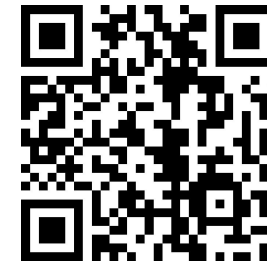
Outcomes (by 2028)

- **Interactive Hard-to-Count Index** Guides targeted community organizing and outreach
- **Tailored Messaging Campaigns** designed around specific community needs and barriers

How you can help:

- **Support development of surveys and focus groups** in identified HUCs in your area
- **Be a trusted messenger**, support research team with field work and message testing during community based participatory research (CBPR)

Readiness Assessment & Blueprint Development



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Questions?

LUCA Preparation

Texas Census Institute, Texas Demographic Center - involve Regional Councils (COGS), City/County Government and Community Orgs

Outcomes (2027)

Local governments have the knowledge and support to fully update the **Census Bureau's Master Address File (MAF)**

- Including nontraditional and previously missed addresses

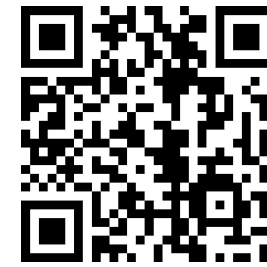
Full LUCA participation with improved accuracy

- Enabled by **community organizations** and **trusted partners** who deeply understand local neighborhoods

How you can help:

- **Canvas neighborhoods** to help identify less traditional or informal housing not listed on MAF
- **Provide local insights** in rural, unincorporated, or high-density areas

Convene,
Collaborate, &
Capacity Build



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Questions?

Convene regional partners, deliver trainings, and coordinate efforts to prepare communities for full engagement in the 2030 Census.

Texas Census Institute, Regional Hubs

Key Outcomes:

- **Localized Tools, Messaging and Marketing Campaigns** in the hands of community partners & regional hubs
- **Regional Gaps Filled** by identifying and activating key partners in high-need areas
- **Municipal Readiness** with local governments prepared—or already approved—to secure funding for census outreach

How you can help:

- **Participate in regional convenings** to strengthen local networks
- **Activating key players and partners** in your region to learn how to drive engagement
- **Encourage local governments** to request census campaign funding early

Final Statewide Census Campaign Phases

Educate & Motivate

- Amplify Local, Statewide & National Messaging
- Mobilize Communities
- Coordinate with local partner

Activate

- Engage low-response communities
- Support Census Bureau operations
- Help identify barriers on the ground

Evaluate & Report

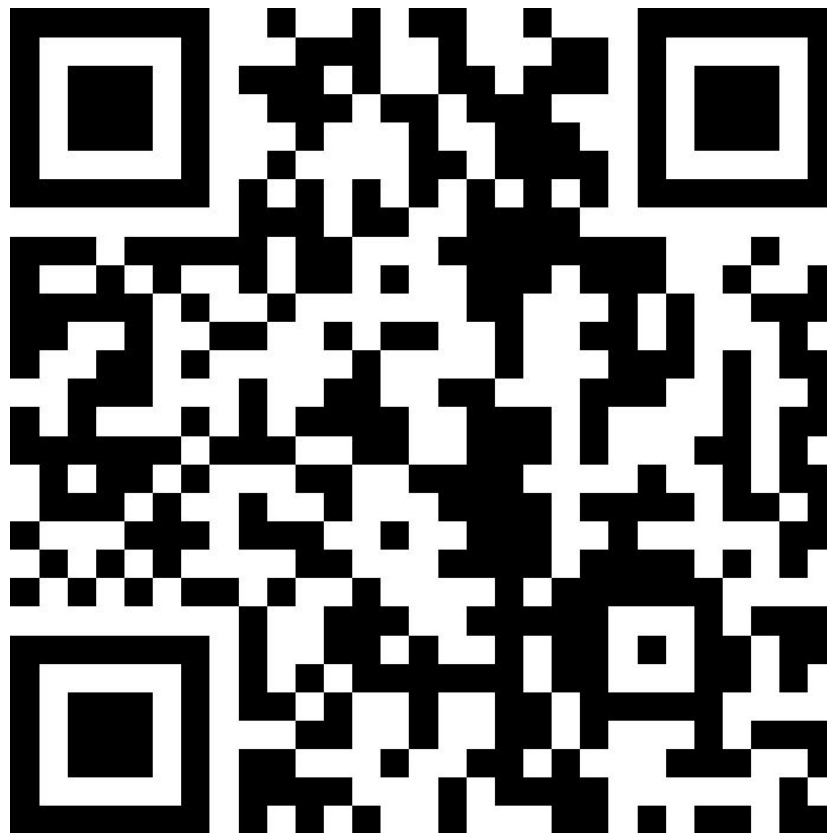
- Document activities and outcomes
- Share lessons learned
- Stay engaged post-Census

Question and Answer

Join at:

<https://slido.com>

Meeting Number:
3550556



[Click Here to See Questions](#)

Statewide Readiness Assessment - User Survey

1. **Goal:** What benefit might you receive from assessment of your community's readiness to participate in achieving an accurate census?
2. **Actions:** In addition to the requested support (identify messengers/organizations; workshop outreach and messaging; develop strategy), what might you/your organization be able to do to support/improve readiness assessment?
3. **Barriers:** What might get in the way of your support?
4. **Enablers:** What would help you be more supportive?



Click the QR Code to respond or go to <https://slido.com> Meeting# 1536610

Questions?



Next Steps

1. Opt in to participate in three key components of the 2025–2027 Readiness & Blueprint Phase:
 - a. Regional Census Assessment
 - b. Social, Demographic & Barriers Research
 - c. LUCA Preparation
2. Sign up to receive updates

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Thank you!
Please take our survey!



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