



EMPOWER YOUR VOICE

**A guide for census-related congressional
education & engagement**

PRESENTED BY
Texas Census Institute and
Minnesotans For The ACS & 2030 Census



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Introduction

This manual guides small organizations in educating and engaging members of Congress on the importance of an accurate census and American Community Survey (ACS). It offers an overview of the federal budget process and practical guidance on identifying the right contacts, building relationships with staffers, conducting effective meetings, and staying engaged throughout the appropriations cycle. By following these strategies, you can help ensure that congressional leaders understand how Census Bureau funding and policy affects data accuracy—and why investing in a complete count is critical for communities across the country.

A NOTE ON ADVOCACY

Before you begin, familiarize yourself with lobbying rules and how your organization can engage elected officials. [Bolder Advocacy](#) is an essential resource for both 501(c)(3) and 501(c)(4) organizations. Public charities, 501(c)(3)s, may not endorse candidates, contribute to campaigns, or fund candidate support.

AT A GLANCE: Congressional Education & Engagement Manual

THE CENSUS AND WHY ACCURACY MATTERS



What is the census?

- Count of the U.S. population
- Constitutionally required every 10 years
- Includes the American Community Survey, which provides up-to-date demographic and economic data



Why does accuracy with the census matter?

- Shapes political representation at the national, state, and local levels
- Directs billions in federal funding for healthcare, education, housing, and infrastructure
- Supports planning for businesses, nonprofits, and state, local, and tribal governments

PURPOSE OF THIS MANUAL

- ✓ Offers practical tools and strategies for engaging elected officials
- ✓ Provides clear talking points on why census funding matters
- ✓ Helps build strong relationships with policymakers
- ✓ Supports coordinated advocacy that strengthens the census



Importance of the **U.S. Census**

The Role of the U.S. Census and American Community Survey

The U.S. Census (decennial census) and the American Community Survey (ACS) are essential for numerous reasons, including political representation, federal funding allocation, and effective planning and policy-making. Both net overcounts and net undercounts can have significant negative consequences in terms of political representation and allocation of federal funding for key services, and private business investment in certain communities.

The Census is Required by the Constitution

The decennial census is mandated by Article I, Section 2 of the Constitution and takes place every 10 years. It is designed to count every resident in the United States. The count is used to draw the lines of legislative districts and reapportion the seats each state holds in Congress.

The Direct Impact of the Census on Communities

The decennial census directly impacts your community's voice and access to resources. Accurate data ensure fair representation and equitable funding, ongoing engagement protects the integrity of the process, and census data inform private sector investments in your community.

Confidentiality Protections

Title 13 prohibits disclosure of individual census responses; your data can only be used to produce anonymous, aggregated statistics. Members of Congress should understand and actively defend these protections for their constituents.



Importance of the U.S. Census

(continued)



Political Representation

The decennial census determines the number of seats each state holds in the U.S. House of Representatives. Accurate counts ensure fair representation.



Federal Funding

Census data are used to distribute over \$2 trillion in federal funds annually for healthcare, education, infrastructure, economic development and other critical services.



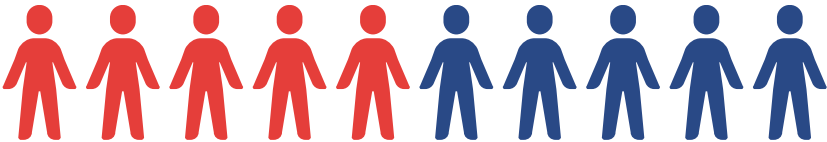
Policy and Planning

Local and state governments, as well as businesses and nonprofits, rely on census data for planning and decision-making, including infrastructure projects and public services.



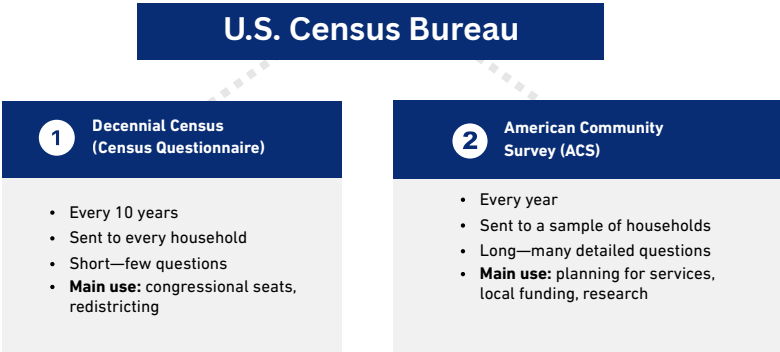
Business Decisions

Companies use census data to decide where to open new stores, offices, or facilities, impacting economic growth and job creation.



Importance of the American Community Survey (ACS)

The American Community Survey (ACS) is part of the U.S. Census Bureau's decennial census program, but it serves a different purpose than the once-a-decade population count. While the decennial census occurs every 10 years and focuses on a small set of questions to determine the total population, the ACS is conducted annually with a sample of households and collects more detailed information. It includes questions about jobs, housing, education, transportation, and other social and economic factors. Because it is collected every year, the ACS provides more current data, particularly for small geographic areas. This information helps public agencies, businesses, and community organizations plan services, allocate resources, and make informed decisions for the future.



ACS Data Collection: Why does the ACS ask detailed questions?

Community Planning

Local governments and organizations use ACS data for planning public services, such as schools, transportation, and healthcare facilities.

Resource Allocation

ACS data inform the distribution of funds for programs like Medicaid, SNAP, and public transportation projects.

Policy Making

Policymakers use ACS data to make informed decisions on issues such as housing, education, and transportation.

Sample ACS Question: *How do people get to work?*

- Asks how people commute—car, bus, train, walking, biking—as well as when they leave and how long it takes
- Helps communities understand daily travel patterns and where people are going

Why it Matters:

- Supports transportation planning and infrastructure improvements
- Guides investment in roads, transit, and access to jobs
- Ensures data-driven decisions that improve quality of life

Privacy Protected:

Responses are confidential by law and only used to produce summary statistics.



READ MORE FROM THE CENSUS BUREAU →



Outreach Framework

With the basics of the census covered, the next section gives background on the congressional appropriations process and tips on how to work with congressional offices.

Step

01

Congressional Office Research

The research phase is the foundation for effective outreach. This step involves finding the right person in each congressional office to speak with and understanding the issues they care about most so you can tailor your approach.

While educating congressional offices is generally not considered lobbying, some activities may require compliance review. Always check to ensure compliance [here](#).

READ MORE →

Step

02

Engagement

After identifying your target congressional office(s), the next step is to engage with them, preferably through an introductory phone call, and begin building thoughtful relationships with staffers. This helps you understand the office's goals and priorities so you can be more effective in your outreach and advocacy.

READ MORE →

Step

03

Meetings

Once you've made initial contact, the next step is to begin planning and hosting meetings with the congressional office. This stage focuses on planning the meeting—identifying who should be in the meeting, deciding how to meet, and organizing your timeline. The goal is to prepare for productive conversations about the upcoming Congressional budget for the census, and coordinating your team to schedule time with the office.

READ MORE →

Step

04

Follow-Up Census Activities

After your meetings, keep track of important budget updates and what Congress is doing about the census. Staying informed allows you to continue conversations with congressional offices and advocate for sufficient funding. This way, you can help make sure the census continues to get the support it needs and that resources are shared fairly.

READ MORE →



DETAILED OVERVIEW

Congressional Office Research

This section provides strategies for effectively communicating with elected representatives, whether advocating for policy, seeking support, or building relationships to drive community change.

Congressional Office Research

Task: In January and February, conduct research to identify congressional staffers who handle census-related matters and develop content for initial outreach and conversations.

Details:

- **Identify the Census Staffer**
 - Call the congressional member’s office and ask who is responsible for census matters and request their email.
- **Gather Key Staff Information**
 - Identify the Chief of Staff, Legislative Director, and other relevant aides.
 - Use resources like the [Roles of Congressional Staff Members](#).
- **Research Committees and Policy Priorities**
 - Review the member’s committee and caucus assignments, especially those connected to issues that rely heavily on census data.
 - Identify how the official’s legislative priorities intersect with census-driven programs (e.g., if veterans’ services are a key priority, census and ACS data help determine funding for VA clinics, transitional housing, mental health programs, and workforce support for veterans in their district).
- **Subscribe to Newsletters**
 - Subscribe to the official’s newsletters to understand their communication style and priorities.
 - Tailor your advocacy efforts accordingly.
- **Monitor District Trends**
 - Stay updated on district news and trends via local sources and social media to anticipate issues affecting census priorities.



NOTE: The best time to reach out to educate Congress is when they are actively discussing the Census Bureau’s budget and activities, as this is when decisions about funding and priorities are being shaped.

The President’s budget for the following fiscal year is typically released on the first Monday in February. Keep this timeline in mind to align your outreach with key budget decisions. Read more about this timeline [HERE](#).





DETAILED OVERVIEW

Engagement

This section provides strategies for effectively communicating with elected representatives, whether advocating for policy, seeking support, or building relationships to drive community change.

Engagement

Task: In January, begin with a brief introductory email to the congressional staffer to request a phone or video meeting. Once the call is scheduled, use the initial conversation to explain why you’re reaching out—to serve as a resource on census issues—share why the census matters to your community, and express genuine interest in learning about their role and priorities. Start with a warm introduction to establish rapport and lay the foundation for an ongoing relationship.

Details:

- Guidance for **Initial Contact**
 - Begin with a warm introduction:
 - “Hi, I’m [Your Name] from [Your organization]. I’ve been involved in [brief experience summary]. Thank you for giving your time today to talk about the census.”
- **Build Rapport**
 - Ask about their role and background.
 - Ask what is in their policy portfolio.
 - Gauge their familiarity with the census and its importance in policy.
- **Highlight Key Points**
 - Emphasize the significance of census data for accurate representation and funding.
 - Share your organization’s role in ensuring constituents’ voices are heard.
 - Regularly bring discussion back to the impact of accurate census data on the district, the state, local communities, and issues such as health, education, and economic development, as well as how it supports their policy issues.
- **Conclude**
 - Thank them for their time and express interest in continuing the discussion.



Step
3

DETAILED OVERVIEW
Meetings

Meetings

Task: Organize meetings for early March to engage congressional offices in the appropriations process and discuss the Census Bureau’s budget request. These meetings will help explain what the Bureau is requesting, why the funding matters, and why supporting the census is important for their district. This includes choosing between virtual or in-person formats, scheduling meetings with congressional staff via email, recruiting speakers and participants, and sending detailed calendar invites.

Details:

- **Decide on Meeting Format**
 - First, choose whether you want to meet with only staff or with the member of Congress, who is typically more difficult to schedule. Prioritize meeting with staff members who understand census topics in depth.
 - Note: If you prefer meeting with the member of Congress, requesting a state/district meeting during congressional recess, such as August, is best.
 - Choose between virtual meetings or in-person sessions in Washington, D.C., or in your state/district.
 - Note: Virtual meetings allow more constituents to participate and support a more focused agenda, while in-person D.C. meetings tend to be smaller and less structured.
- **Identify and Recruit Speakers**
 - Identify and recruit speakers who can clearly articulate why accurate census data matter.
 - Demographers to provide population and census data context
 - Census experts to share updates on Census Bureau operations and budget needs
 - We recommend including constituents from different sectors (e.g., business, healthcare) to share real-world impacts.
 - Confirm participant roles, time commitments, and availability in advance.
 - See [Appendix F](#) for a sample agenda.

READ MORE →

Email Congressional Offices and Schedule Meetings

- Email census policy or district staff to request the meeting at least one month in advance. Offer a few date and time options and briefly note who will participate and what the office will gain from the conversation. See [Appendix E](#) for a sample email.



Set Timeframes and Mock-Up Calendar:

Determine the timeframe for meetings and create a mock-up calendar to share with speakers and participants.

(Sample mock-up calendar [here](#).)



Step
4

DETAILED OVERVIEW
Follow-up

Follow-Up

Task: After hosting Congressional Education Meetings, timely and thoughtful follow-up is essential to reinforcing relationships and positioning your organization as a trusted, ongoing resource. This step helps solidify connections made during the meeting, ensures participants have the information they need, and lays the groundwork for continued engagement on census-related issues.

Details:

1. Immediate Follow-Up Actions

- Send Thank-You Messages (see [Appendix E](#) for sample Thank-You Message).
 - Within a few days, send personalized thank-you emails to participating congressional staff, thanking them for their time and interest in local census issues.
 - Include follow-up materials from the meeting, including data, presentations, and participant contact information.

2. Continued Engagement Ideas

- Maintaining relationships with congressional offices requires periodic, value-added communication. Rather than frequent outreach, focus on sharing information that is timely, relevant, and useful. Examples include:
 - Congressional census or budget updates from trusted sources (e.g., [The Census Project](#))
 - Updates on 2030 Census operations, planning milestones, or federal guidance
 - Brief updates on what your organization or coalition is doing locally or regionally to support an accurate census

3. Staying Informed and Responsive

- Sign up for Google Alerts related to the census, LUCA, or federal data funding
- Subscribe to newsletters from organizations engaged in census advocacy and policy tracking



If you identify developments—such as proposed budget cuts, delays, or policy changes—that could negatively impact census operations or participation, consider reaching out to congressional offices with which you’ve built relationships. Framing outreach as informational and solution-oriented helps reinforce your role as a constructive partner.



Educational Resources for Outreach

This next section breaks down how the census funding process works and gives a high-level overview of 2030 census operational plans. While this section provides extensive details, it is by no means necessary to have an expert-level understanding of these topics before engaging with congressional offices. A general understanding is sufficient to feel prepared.

#1 FEDERAL BUDGET & APPROPRIATIONS TIMELINE

What it is:

- The annual process Congress uses to fund the federal government
- The Census Bureau’s budget is determined through this same yearly appropriations cycle

Why it matters to you:

- Funding decisions directly impact the Census Bureau’s ability to conduct outreach, address verification, and accurate enumeration.
- Understanding when decisions are made allows you to engage members of Congress at the right moment — when influence matters most.
- Adequate funding is directly tied to census accuracy, which in turn determines federal dollars flowing back to your communities.
- With a working knowledge of this timeline, you are better equipped to educate congressional offices and advocate for the resources necessary to ensure a complete count.

READ MORE IN APPENDIX A



! The last time Congress met these deadlines was in 1996.



Educational Resources for Outreach

#2 CENSUS FUNDING DEVELOPMENT PROCESS

What it is:

- The Census Bureau develops its budget request from the ground up
- The request moves through the Department of Commerce to the President
- The President's Budget is released and submitted to Congress
- Congressional Appropriations Committees review the request alongside member priorities and stakeholder input
- Congress develops and advances its own funding recommendations for the Census Bureau

Why it matters to you:

- The budget is shaped long before final votes occur
- Input from local stakeholders can influence congressional priorities during the appropriations process
- Educating Appropriations Committee members helps ensure census funding reflects real community needs
- Early engagement increases the likelihood of adequate funding to support accurate enumeration

See [Appendix B](#) for more details on how the Census Bureau determines its budget and [Appendix C](#) for details on the legislative budget process.



Educational Resources for Outreach

#3 CENSUS APPROPRIATIONS AND OVERSIGHT COMMITTEES

What these are:

These are the committees in Congress that develop and negotiate the budget for the Census Bureau.



1 Appropriations Committees (Funding)

The House and Senate Appropriations Committees decide how federal money is spent each year. Within them, the Commerce, Justice, Science, and Related Agencies (CJS) Subcommittee handles funding for the Department of Commerce, which the U.S. Census Bureau is part of. Because Census is part of the Commerce portfolio, it does not have its own standalone funding committee — it competes for resources within CJS.

Why it matters: This is where Census Bureau funding decisions are made.



2 Oversight Committees (Accountability)

The House Oversight Committee and the Senate Homeland Security and Governmental Affairs Committee monitor how federal agencies operate, including the Census Bureau. They hold hearings and review performance, but they do not set funding levels.

Why it matters: Oversight influences how Congress views the Bureau's effectiveness, which can impact future funding.

For more details about the committees that shape the Census Bureau's budget, go to [Appendix D](#).

READ MORE IN APPENDIX D →



CALL TO ACTION:

Why Census Education & Engagement Cannot Wait

The U.S. Census and American Community Survey (ACS) are the foundation of our democracy and economy. They determine political representation, guide more than \$2 trillion in federal funding each year, and shape decisions by policymakers, businesses, and communities. Undercounts, funding shortfalls, and political challenges impact the accuracy of these vital tools.

Now is the time to act. The federal budget process directly determines whether the Census Bureau has the resources it needs. Advocates and community leaders must build relationships with congressional staff, engage during the appropriations process, and stay informed through hearings and district updates.

Your voice matters. By reaching out to Congress, signing coalition letters, and lifting up the importance of accurate data, you can help ensure fair representation and equitable funding! For more information on our partners, see [Appendix G](#).

READ MORE →

WE'RE HERE FOR YOU!

Connect with Census Champions & Experts

Angela Broyles



Founder & CEO
of [Texas Census Institute](#)

Angela Broyles is the Founder and CEO of the Texas Census Institute (TxCI), leading statewide efforts to increase participation in the U.S. Census and American Community Survey to improve data accuracy and secure critical federal resources for Texas communities. She is a strategic builder with deep experience aligning philanthropy, government, and community partners around complex, high-stakes initiatives. Previously, Angela led the Texas Counts Pooled Fund at the Communities Foundation of Texas in support of the 2020 Census, an experience that inspired the creation of TxCI as a permanent statewide hub for census research, coordination, and planning.



Angela@texascensus.org

Joan Naymark



The Founder and
Senior Advisor
to [Minnesotans for the
American Community
Survey](#)

Joan founded MACS 2030 after a 30-year career with Target Corporation. By engaging and educating stakeholders, including Minnesota's congressional delegation, MACS aims to preserve, improve, and promote an accurate Census and ACS to benefit all. Joan was a member of the Census Advisory Committee for 15 years through 2011. A former Board member of the Association of Public Data Users and a participant on two National Academy of Science panels, she cares deeply about data accuracy and engagement to support all communities.



Joan@macscensus.org

Appendix A

Census Budget & Appropriations Timeline

The following timeline highlights key moments in the federal budget and appropriations process when advocates can engage to support adequate census funding.

- **February - July:** During this critical period, The Census Project issues funding recommendations and circulates sign-on letters to the Appropriations Committees. Congress begins debating the details of the next year’s appropriations bills. Stakeholders are encouraged to sign and share these letters with their congressional delegations to advocate for sufficient census funding.
- **March - May:** The U.S. House and Senate Appropriations Committees conduct hearings and “mark up” appropriations bills. This is an essential time for stakeholders to engage with committee members and reinforce the importance of census funding.
- **May - July:** Appropriations bills are considered by the full U.S. House of Representatives and Senate. Final bills are negotiated between both chambers and prepared for submission to the President.
- **October:** The fiscal year begins on October 1. If appropriations are not finalized, a Continuing Resolution (CR) may be passed to avoid a government shutdown. Sign-on letters may also be circulated in October if additional advocacy is necessary during final negotiations.



! The last time Congress met these deadlines was in 1996.



Appendix B

How the Census Bureau Determines Its Budget

Internal Planning and Assessment

The Bureau evaluates operational needs, ongoing programs, and the decennial census. Funding increases as the decennial census year approaches due to escalating planning, testing, and operational demands.

Submission to the Department of Commerce

The Bureau submits its budget proposal to the Department of Commerce, which integrates it into the departmental budget for further review.

Office of Management and Budget (OMB) Review

The OMB assesses the proposal to ensure alignment with federal priorities and may adjust funding before it is included in the President's Budget.

Inclusion in the President's Budget

The President submits the budget, including the Census Bureau's request, to Congress on the first Monday in February. For a new administration, the budget process is delayed by one or two months.

Congressional Review and Appropriations

Congress determines final funding levels through the appropriations process, with key decisions made by the Commerce, Justice, Science, and Related Agencies (CJS) Subcommittee. A continuing resolution (CR) provides temporary, stopgap funding for federal agencies and programs to continue operations when Congress and the President cannot agree on full-year appropriations bills by the October 1 start of the fiscal year.

Influencing Factors



Decennial Census Cycle:

Funding peaks in census years to cover increased demands.



Special Programs:

Pilot programs and new technologies may require additional funding.



Congressional Oversight:

Congressional priorities and oversight concerns shape the final budget.



Appendix C

Legislative Budget and Appropriations Process

The federal budget process is a structured timeline that outlines how the government allocates funding for the upcoming fiscal year (October 1 - September 30). In recent years, both the administration and Congress have missed the process deadlines listed below. That often results in a "Continuing Resolution" where the prior fiscal year budget continues until the new fiscal year budget can be approved. Understanding this process is critical for effective advocacy and engagement with congressional offices.

President's Budget Proposal

When: First Monday in February, but often later.

Note: With a new presidential administration, the budget process is often delayed.

Process: The President submits a detailed budget request to Congress, outlining funding priorities and proposed spending levels for federal agencies and programs, including the Census Bureau. After the President's budget is released, Congress launches the annual process for drafting and passing the 12 appropriations bills that fund all federal agencies.

Congressional Budget Resolution

When: March - April

Congress reviews the President's budget and drafts its own budget resolution, which sets spending and revenue targets. The budget resolution does not allocate specific funds but provides a framework for appropriations.



Engage with key members of the House and Senate Budget Committees to ensure census priorities are included. Do background research about the offices, especially the Member's legislative priorities and committee assignments. Background is available at www.house.gov and www.senate.gov.



Appendix C

Legislative Budget and Appropriations Process (Cont.)

Appropriations Process

When: March - July

The Appropriations Committees in the House and Senate divide funding among 12 subcommittees, including the Commerce, Justice, and Science (CJS) Subcommittee, which oversees funding for the Census Bureau.

Each subcommittee drafts appropriations bills that specify funding levels for programs and agencies.



Meet with members of the CJS Subcommittees and their staff to discuss why adequate census funding is critical for their districts.

House and Senate Votes

When: Summer

The House and Senate vote on their respective appropriations bills. Differences between the bills are resolved in a conference committee, and a final version is prepared for a vote.



Appendix C

Legislative Budget and Appropriations Process (Cont.)

Presidential Approval

When: By September 30 (Fiscal Year End)

The final appropriations bills are sent to the President for approval. If signed, they become law. If not, Congress will pass a continuing resolution often for several months to maintain government funding temporarily or risk a government shutdown.



Communicate with congressional offices to emphasize the importance of timely funding to avoid delays in critical Census operations.

Supplemental or Emergency Funding

When: As Needed

Congress may provide additional funding outside the regular budget process for unforeseen circumstances or urgent needs, such as preparations for the decennial census.



Be prepared to provide support for supplemental funding when special Census-related initiatives arise.

Key Committees Involved

House and Senate Budget Committees: Draft the budget resolution.

House and Senate Appropriations Committees: Draft and approve appropriations bills.

Commerce, Justice, and Science (CJS) Subcommittees: Determine Census Bureau funding levels.

By aligning your efforts with this timeline and understanding the key players and decision points, you can maximize your impact and support the Census Bureau's mission effectively.



Appendix D

Primary Census Oversight and Funding Committees

This section provides an overview of the key congressional committees responsible for census oversight and funding, emphasizing their importance to stakeholders.

House and Senate Commerce, Justice, and Science (CJS) Subcommittees

The House and Senate CJS Subcommittees play a crucial role in determining the funding levels for the U.S. Census Bureau. These subcommittees oversee the budgets for the Department of Commerce, which houses the Census Bureau. Stakeholders interested in ensuring adequate census funding should familiarize themselves with these subcommittees and their members.

- [House CJS Subcommittee](#)
- [Senate CJS Subcommittee](#)

Oversight Committees

The House Oversight and Government Reform Committee and the Senate Homeland Security and Governmental Affairs Committee are tasked with overseeing the operations of the Census Bureau. These committees are responsible for ensuring the accuracy, efficiency and effectiveness of census operations. Their oversight role is essential in addressing challenges and ensuring successful execution of the census.

- [House Oversight and Government Reform Committee](#)
- [Senate Homeland Security and Governmental Affairs Committee](#)

Why Stakeholders Should Prioritize Outreach

These committees play a key role in census funding and oversight. Engaging with their members allows stakeholders to advocate for funding, ensure transparency, and address concerns that impact census outcomes and the communities reliant on accurate data.

Census issues are not limited to members of key committees — every member of Congress has a stake. Accurate census and ACS data directly shape federal funding, program planning, and resource allocation in every congressional district.



Appendix E

Sample Email: Introductions and Meeting Scheduling with Congressional Offices

Hello (Staffer Name),

I hope this message finds you well. I'm [Name], a research and policy fellow at the Texas Census Institute, where we work to reduce census undercounts in Texas by promoting participation through research, partnerships, and education. We provide nonpartisan, data-driven policy guidance to support thriving communities and a strong statewide economy.

The Census Bureau's Post Enumeration Survey estimated an undercount of around 547,000 individuals in Texas for 2020, with our self-response rate falling below 2010 levels. Our research indicates this undercount will cost \$25+ billion from 2020-2030, impacting critical resources ranging from Head Start and school lunches to highways and utility infrastructure.

Our team and constituents will be in DC from April 9th to April 10th and would like to schedule a meeting with your office to discuss accurate census counts. Your insights are crucial in addressing this issue for Texans. Could you please advise on the best time to meet?

Thank you very much for considering our request.

Regards,

(Email Signature)

 Send Message



Sample Thank-You Email

Hello (Staffer Name),

I wanted to extend my gratitude for our recent conversation on [date], where we had the opportunity to discuss [brief summary of the conversation]. It was truly insightful and informative. I particularly enjoyed learning about your passion for [mention their interest or topic discussed].

With 2020 Census efforts behind us, we are returning our attention to the importance of the American Community Survey. This "long-form" survey from the Census Bureau provides annual information for our communities and helps all parts of Minnesota's economy and community life to thrive. Yet many challenges are coming that we need to address. We need your help.

We would like to schedule a Zoom meeting with your office to discuss the 2020 Census results and emphasize the significance of the American Community Survey (ACS), including the crucial role of constituent input. Constituents and census experts will join the meeting.

Could you let us know your availability during the first two weeks of March for this discussion?

Thank you for considering our request, and we look forward to connecting.

Regards,

(Email Signature)

 Send Message



Appendix F

Sample Meeting Agenda

- **Welcome from the Organizer**
- **Stakeholder Roundtable**
 - Why communities care about an accurate 2030 Census and annual American Community Survey (ACS)
- **State Demographer or Local Expert**
- **Census Subject Matter Expert (e.g., The Census Project)**
- **Questions and Discussion**

Sample Topics:

- Why accurate census data are essential for collaboration across government, business, and community sectors
- Local Update of Census Addresses (LUCA): What to expect starting in 2027
- 2026 Census Test & 2030 Census timeline: Key milestones and planning calendar
- Business perspective: How ACS data support economic growth, workforce planning, and investment decisions
- How census data inform infrastructure planning and funding decisions
- The role of census data in supporting social services, including education, healthcare, and food assistance
- Federal updates on census operations, budget priorities, and required resources
- Overview of population trends and why accurate data matter at the local and district level



Highlight the specific value congressional offices gain from participating in discussions, emphasizing how insights from speakers and participants will shape actionable census policies.



Appendix G

Partners and Resources

Census Project

The Census Project is a national nonpartisan nonprofit focused on ensuring a fair and accurate census.

They provide:

- Clear fact sheets and policy briefs on Census issues
- Advocacy tools and updates on federal census funding
- Opportunities to sign onto coalition letters
- A newsletter to stay informed on Census policy and budget developments, <https://thecensusproject.org/updates>

It's a strong resource for understanding federal census funding, policy debates, and ways to engage in advocacy.



Sign Coalition Letters:

Some organizations create coalition letters for census stakeholders to sign. These letters demonstrate broad support for an accurate census and help legitimize recommended actions.

Project on Government Oversight

POGO is a nonprofit focused on government accountability and federal spending oversight. Part of their work helps explain how census population data shape the distribution of federal funds to states and communities.

They provide:

- Research on how census data drive federal funding formulas, including multiple reports such as "Census Matters: Why an Accurate Count is Essential to Funding Our Communities" (October 2025). A report for each state is included.
- Analysis of federal budget priorities and appropriations
- Clear, accessible tools and policy briefs on oversight and spending

POGO is a valuable resource for understanding the connection between census data, federal funding, and accountability.

The Leadership Conference/Census Counts/States Count Action Network (S-CAN)

The Leadership Conference is a national nonprofit focused on civil and human rights and fair democratic processes. Through its Census Counts initiative, it works to support a complete and accurate census.

They provide:

- Reports, fact sheets, webinars, and policy briefs explaining the census process
- Resources on how census data affect political representation and federal funding
- Advocacy tools to support outreach and education efforts
- Opportunities to sign onto coalition letters
- Leadership of the States Count Action Network (S-CAN), a coalition connecting national, state, and local partners working to support census readiness efforts

The organization serves as a key resource for understanding the role of the census in representation, funding allocation, and civic infrastructure.

