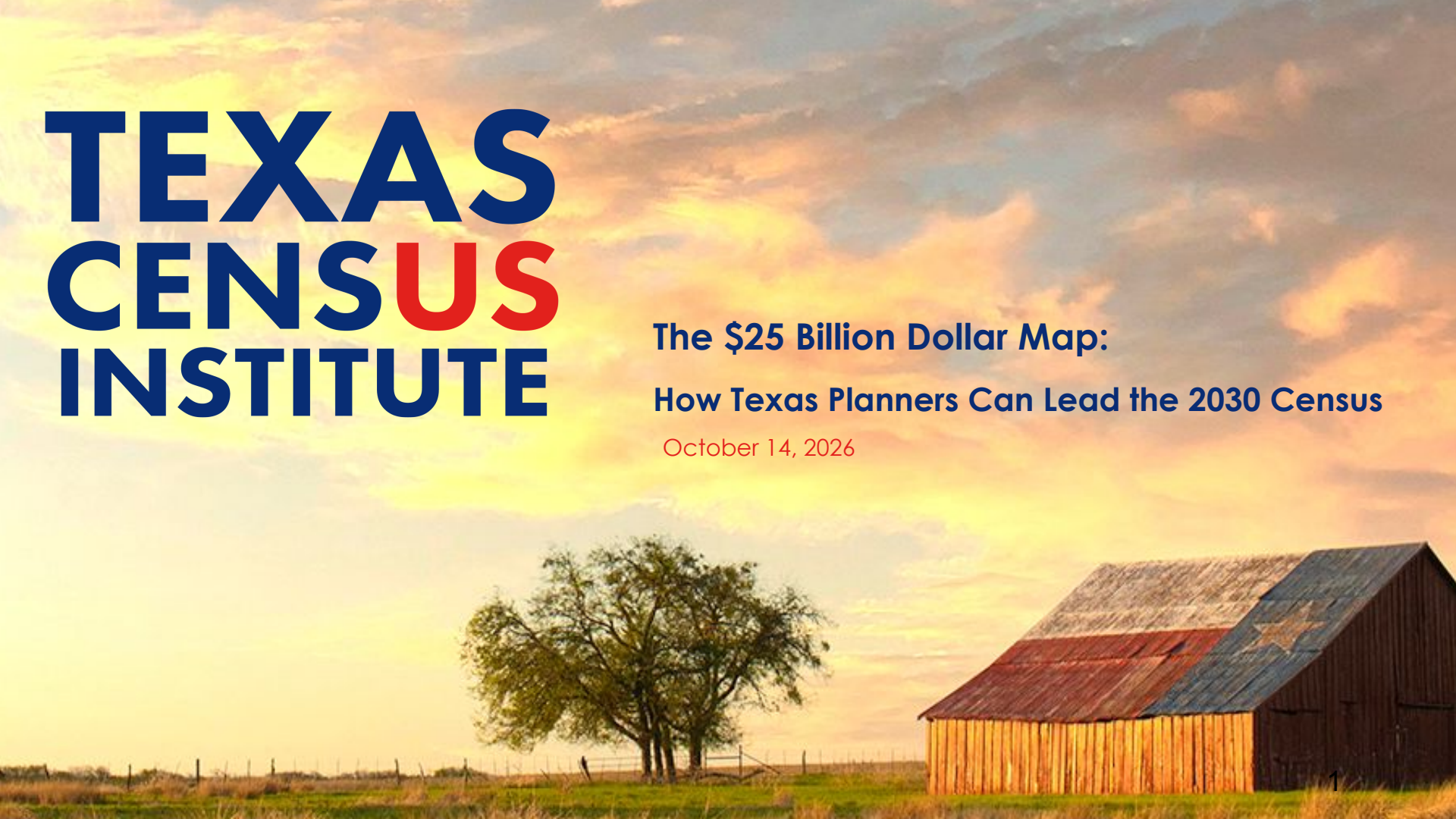
TEXAS CENSUS INSTITUTE

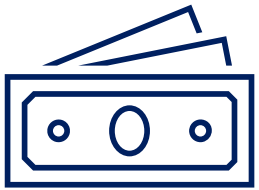
The $25 Billion Dollar Map:

How Texas Planners Can Lead the 2030 Census

October 14, 2026



Importance of the Census



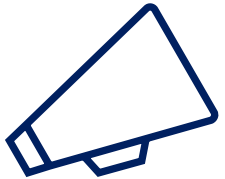
Money Distribution
Influences roughly $2.8 trillion in federal funds



Influence
Determines apportionment and district boundaries



Planning & Research
Identifies local needs and evaluates impact



Community Resources
Informs policy 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).

Federal Funds Informed by Census Data
TEXAS: $152.8 billion (FY 2023)

Medicare and Medicaid	**$109.2 billion**
Health Spending (excluding Medicare & Medicaid)	$20.8 billion
Infrastructure & Environment	$8.6 billion
Education	$12.14 billion
Housing	$4.96 billion
Economic Development	$4.47 billion



Newly Released Data

Texas Total Population 2025

31.7M

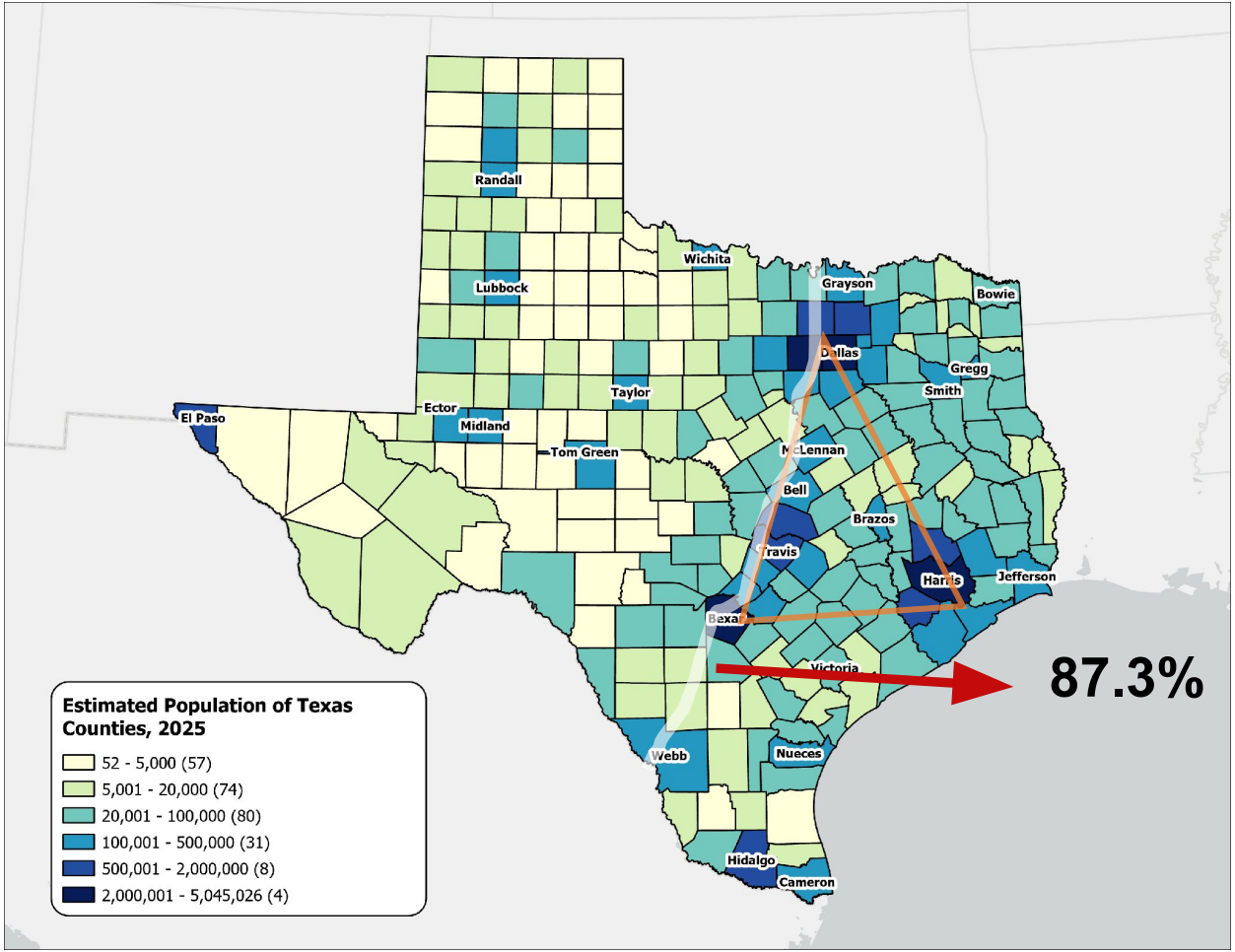
391K ↗	1.2% ↗
Numeric increase	Percent increase
Growth from 2024	

New Census Bureau data shows Texas' population reached 31.7 million in July 2025 - a 1.2% increase from 2024 to 2025, more than 2X the 0.5% national growth rate. Though growth slowed compared to recent years, TX still led the nation in numeric gains, adding over 391K residents.

Estimated Population, Texas Counties, 2025

Texas population is highly concentrated within the **metropolitan triangle** formed by Dallas–Fort Worth, Austin, San Antonio, and Houston.

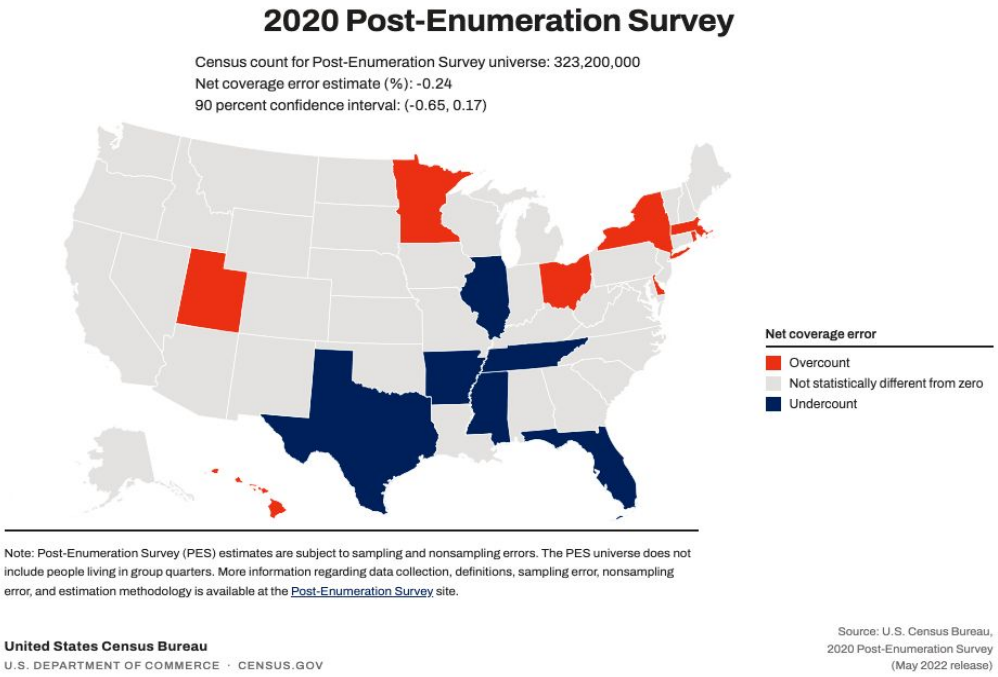
The 120 counties on and east of the **I-35** corridor are home to 27.3 million residents, approximately **87.3%** of the state's total population.



Source: U.S. Census Bureau, Vintage 2025 Population Estimates

Texas Demographic Center

The Problem: 2020 Census Undercount



550,000

Texans not counted

153,000

Children not counted (0-17)

Texas Census Institute

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



SERVICES

Funding Implications in Texas due to 2020 Census Undercount

TEXAS CENSUS INSTITUTE

-$25.1B+

10-year loss in federal programs



-$21.1B+

Health



-$840.3M+

Housing



-$1.2B+

Education



-$647.5M+

Econ. Development



-$1.0B+

Infrastructure



-$78.8M+

Public Safety

Source: https://texascensus.org/our-research/funding-implications-of-the-2020-census-undercount-in-texas-by-issue-areas/

The Cost of Undercounting Texas' Youngest Children

TEXAS CENSUS INSTITUTE

-$1.4B

10-year loss in **young children**-related federal programs



-$672.8M+

Education



-$658.0M+

Childcare



-$68.3M+

Health

Why People Are Missed: Barriers to Census Participation

TEXAS CENSUS INSTITUTE

- **Inaccurate Addresses**
  - Missing or "low-visibility" structures (e.g., trailers, back houses, converted garages).
  - Housing units completely absent from the Census Bureau's Master Address File.
- **Low Self-Response**
  - Lack of reliable home broadband access and difficulties completing forms on smartphones.
  - Fear of the government, data privacy concerns, or worries about immigration enforcement.
- **Access Barriers**
  - Physical obstacles for field enumerators - gated communities and locked multi-unit buildings.
  - Inability to easily contact highly mobile populations or people experiencing homelessness.
- **Complex Living**
  - Crowded, "doubled-up," or multi-family household arrangements.
  - Confusion over census causing respondents to unintentionally leave secondary families or young children off the form


LUCA is the voluntary once-a-decade, opportunity for state, tribal,
and local governments to review and update the Census Bureau's
address list prior to the decennial census."

The History of Map Making at the US Census Bureau

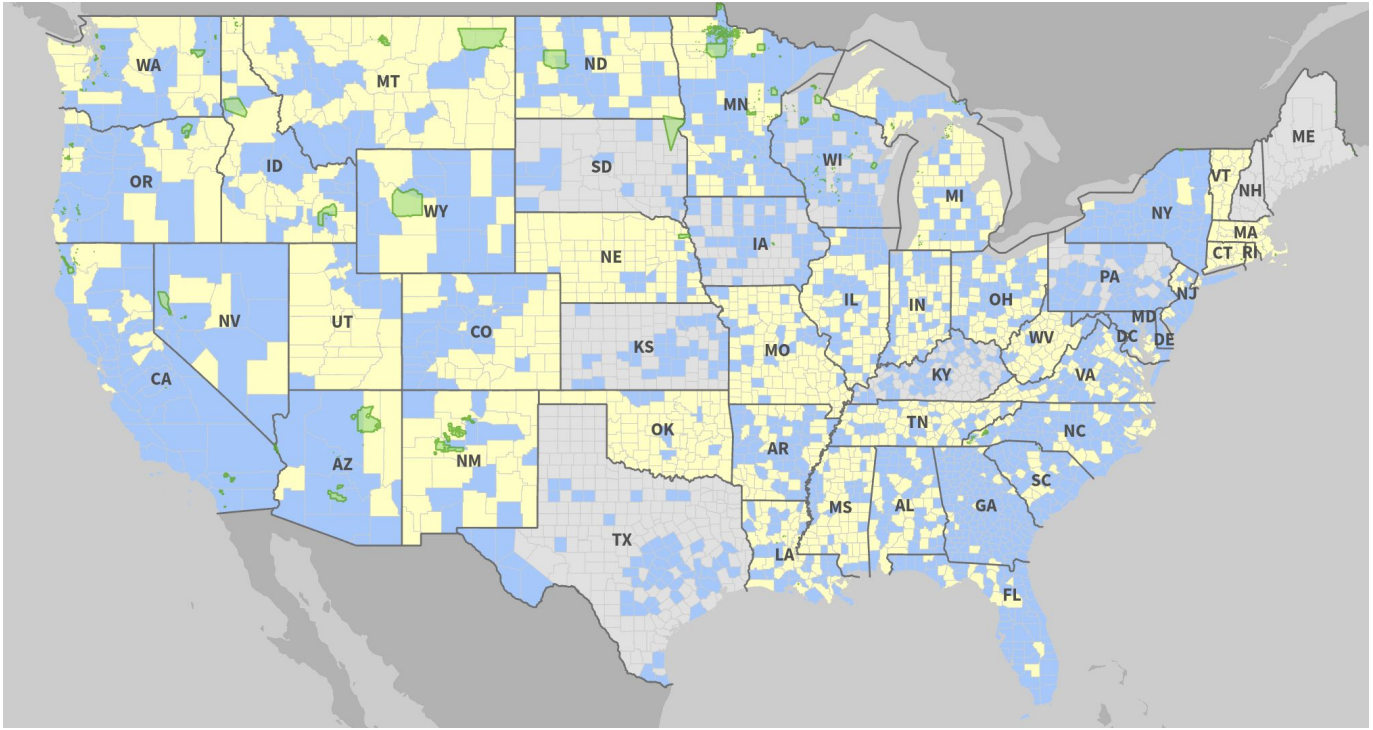
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Video: https://youtu.be/3wfPOVPQ4EY

Who Participated in LUCA in 2020?

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Federally recognized Tribes

States

Counties and Municipios (Puerto Rico)

Incorporated Places (cities, towns, boroughs, or villages)

Townships and Towns (minor civil divisions)

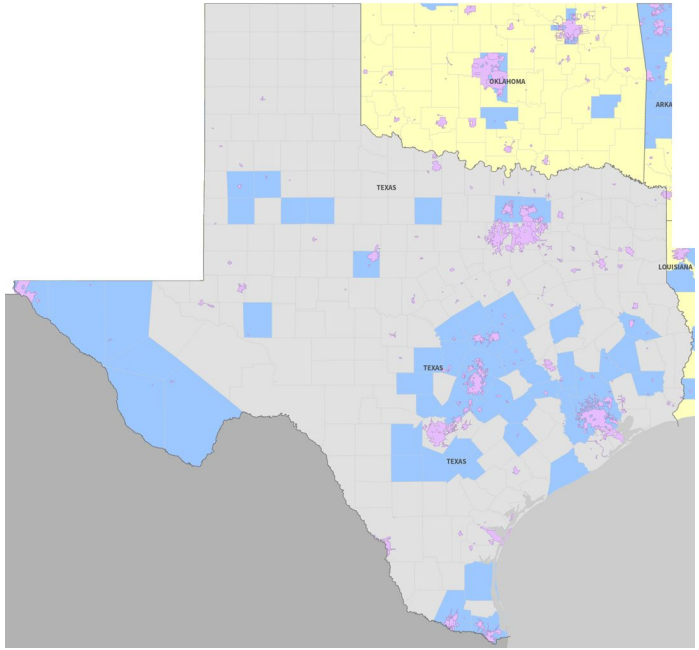
Source: U.S. Census Bureau (2018)

Tribal Respondent | County Respondent | State Respondent

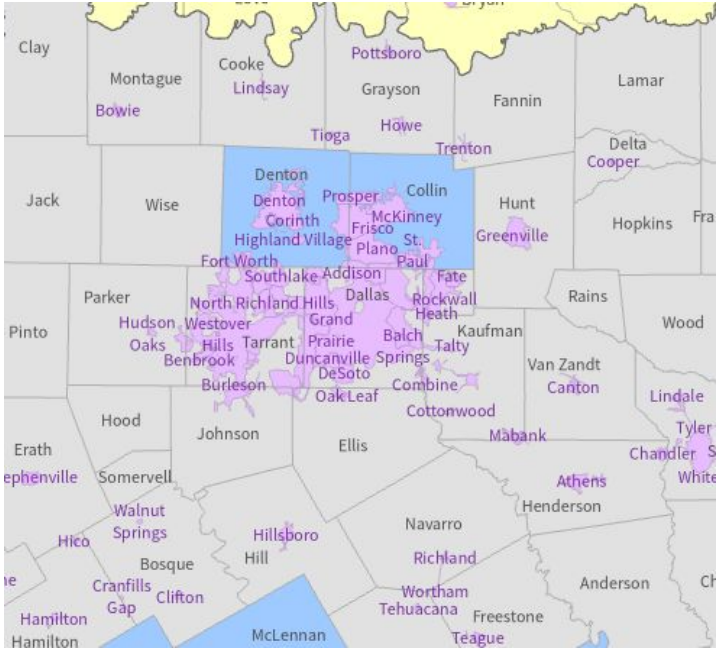
Who Participated in LUCA in 2020?

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Texas Respondents



Metroplex



Source: U.S. Census Bureau (2018)

Case Study:

Hidalgo County, Texas



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Hidalgo County: Turning Address Gaps into LUCA Gains



IDENTIFY THE GAP

LUPE, A Community Organization, flagged neighborhoods where residents in colonias reported gaps in 911 service.



MOBILIZE LOCAL PARTNERS

LUPE and Lower Rio Grande Valley Development Council coordinated 911 address updates through field work.



STRENGTHEN THE LUCA SUBMISSION

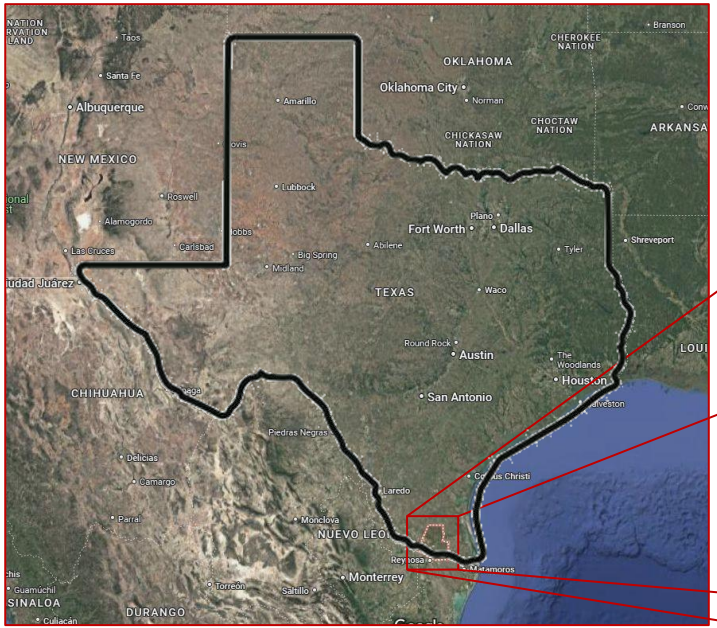
Updated 911 addresses shared with Hidalgo County Planning Department for inclusion in county's LUCA submission.

RESULT: 14,000+ ADDRESSES REPORTED ADDED TO THE LUCA SUBMISSION

Proof Point: Pueblo de Palmas – Hidalgo County, Texas

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Hidalgo County, TX





Pueblo de Palmas (219 Housing Units)



Source: Hidalgo County (2018), and U.S. Census Bureau (2020).

How LUCA Improved Address Accuracy in Pueblo de Palmas

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Comparison with Census Data

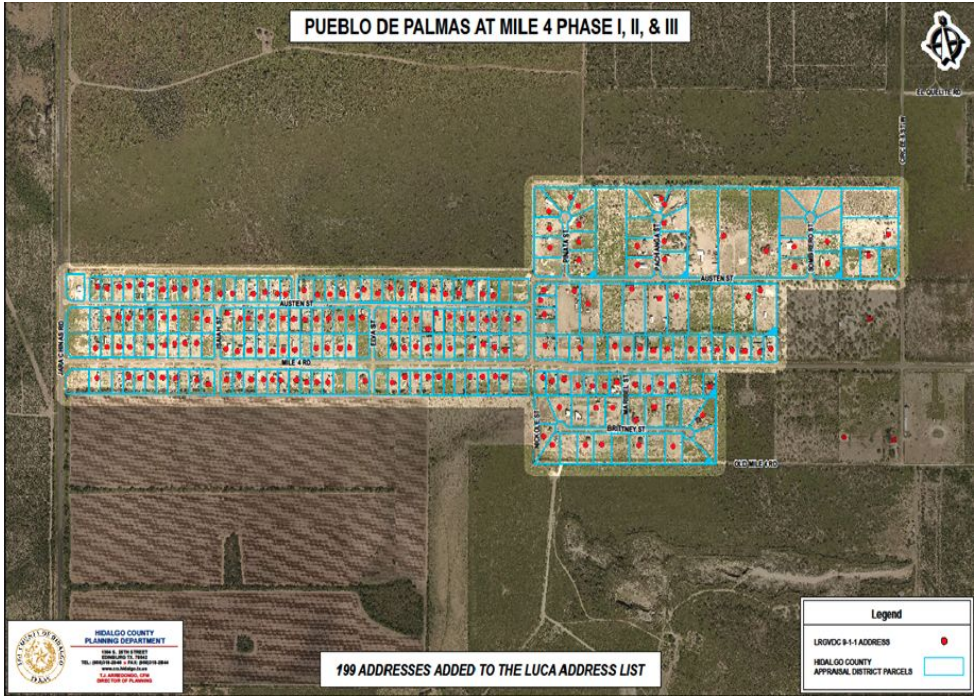
Compared LUCA-added addresses in a small sample area (Pueblo de Palmas) to preexisting Census Bureau address records.

Addresses Added

Hidalgo County added 199 new Pueblo de Palmas addresses to the county's address file.

Enumeration

Over 70% of the 199 addresses were likely included in census enumeration because of the county's LUCA submission.



HIDALGO COUNTY

Return on Investment for Texas

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10,000

Hidalgo County estimates LUCA efforts identified about **10,000 additional households**

$4,500

Estimated average of **$4,500* of census-directed funding per household for Texas.**

These efforts helped bring an estimated $45 million in census-directed funding to Texas.

Unlike 2010, Hidalgo county experienced no undercount in the 2020 Census.

Pilot Study:

Newton County, Texas



Rural LUCA Pilot Study

Newton County: The Cost of Being Missed

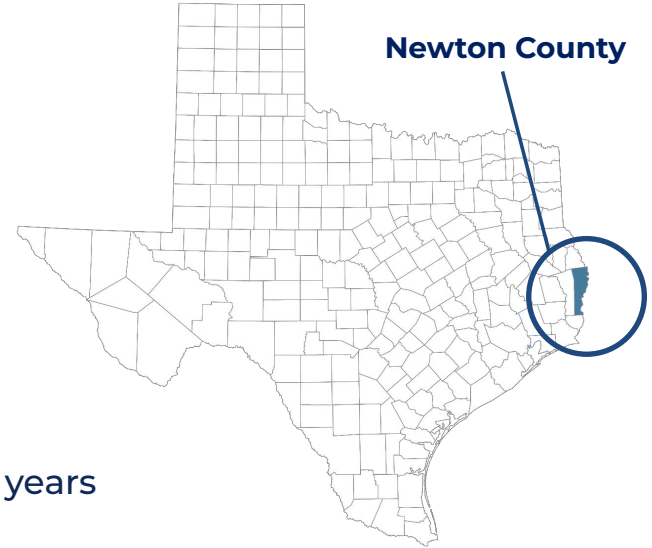
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An undercount in rural counties means fewer resources to the communities that need them most

12.7% Estimated Undercount

1,550 Residents missed, of the county's total 12,217 population

~$71M Estimated federal funding impact over 10 years



Accurate address lists are a critical first step toward a more complete 2030 Census.

Estimates shown; confirm methodology and source before external use.

Data Sources Overview

Newton County Primary Source



E911 data
Available
Primary



Census Bureau Address Counts
Available
Primary



County Assessor and Parcel Data
Available
Primary



Building permits / Site Plans
Not Currently Available
Primary if available, not relevant for Newton



Voter Registrations
Available after FOIA request



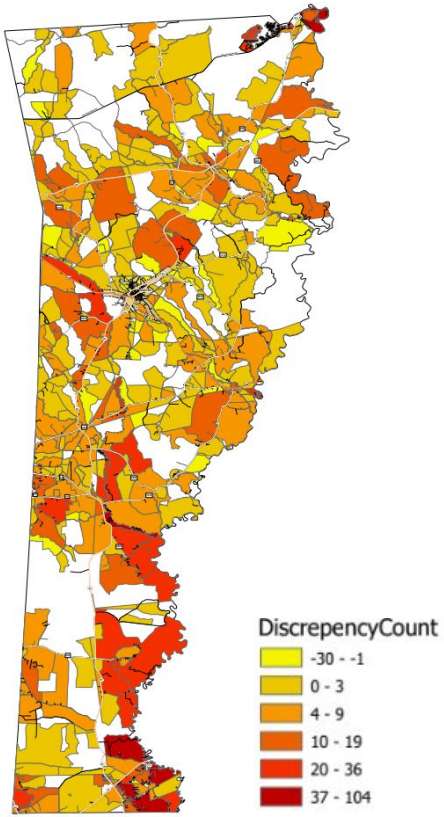
Utility Records
Not Available
Primary, if available after request

DETCOG's Initial Address Review Revealed Significant Discrepancies

Compared 911 data to census address lists, for initial discrepancies

Current work is confirming address points based on community knowledge and recent aerial imagery through desk research and now moving to prioritized field work

Through verification, this effort is also to improve accuracy of 911 data



Source: DETCOG + TxCI Analysis

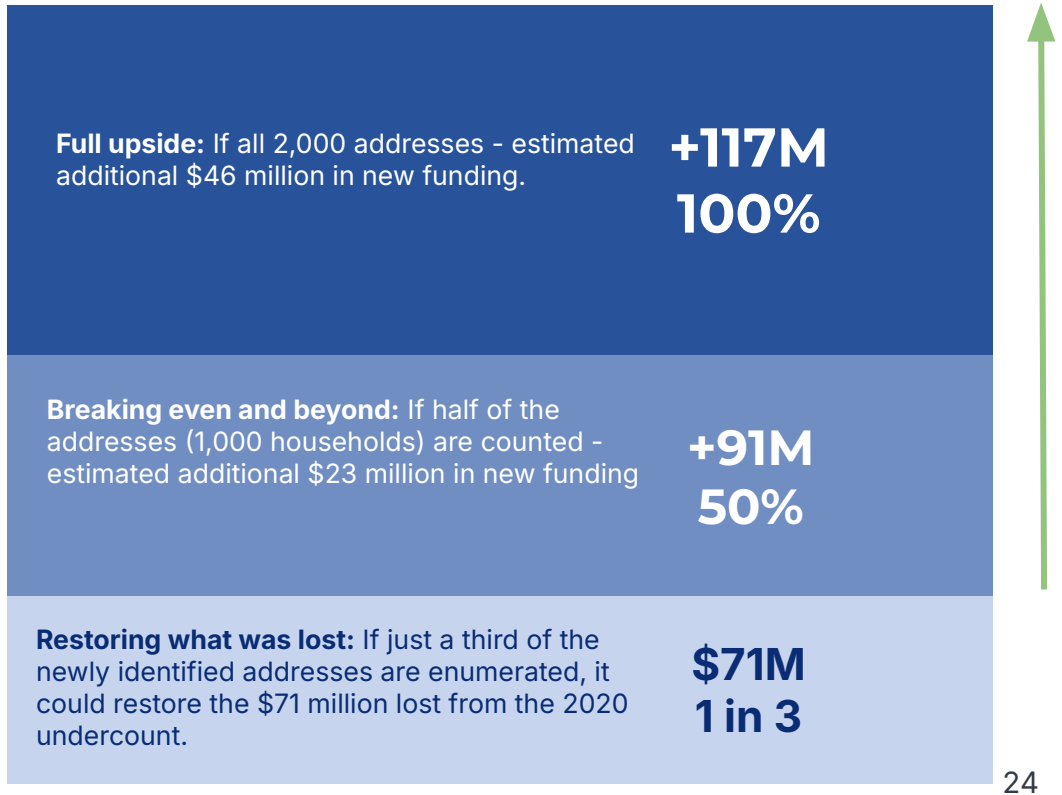
Finding Missing Addresses Can Change the Count

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What Newton County's LUCA preparation reveals about the opportunity

2000
Addresses missing from Census files

2.5 people
Average household size in Newton County



Strengthening 2030 Census Readiness Now



Readiness Indicators Include:

2020 Self-Response Rates

LUCA participation

Change from 2010

Undercount % and #

Population in Low-Response Score Tracts

2030 LUCA Timeline

LOCAL UPDATE OF CENSUS ADDRESSES · KEY PHASES AT A GLANCE

NOW – MAY 2027

PRE-LUCA PREP

Start building your address data lists now.

MAY – AUG 2027

PREP PHASE

Registration, account setup, and training begin.

OCT 2027 – MAR 2028

REVIEW & SUBMIT

Address review and official submission.

DEADLINE: MAR 31, 2028

MARCH 2029

FEEDBACK & APPEALS

Bureau shares results; 60 days to appeal to OMB.

SEPTEMBER 2029

CLOSEOUT

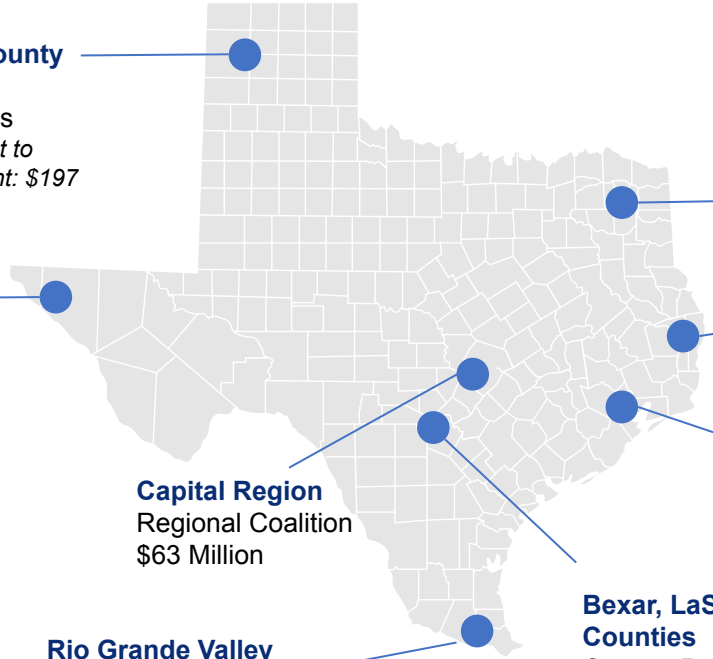
Program ends; confidential access closes.

Source: U.S. Census Bureau, 2030 LUCA program (census.gov/programs-surveys/decennial-census/about/luca.html)

TxCI Is Building Census Readiness Across Texas

TEXAS CENSUS INSTITUTE

From regional funders to county-level assessments, our partnerships are helping communities prepare for 2030 now.



Potter County
Census Readiness
Dollars lost to Undercount: $197 Million

Tarrant County
Census Readiness
Dollars lost to undercount: $1.5 Billion

El Paso County
Advisory Committee
Dollars lost to Undercount: $490 Million

Newton County
LUCA Pilot & Support
Dollars lost to undercount: $71 Million

Capital Region
Regional Coalition
$63 Million

Harris County
Advisory Committee
Dollars lost to undercount: $11 Billion

Bexar, LaSalle & Web Counties
Census Readiness
Dollars lost to undercount: $4.5 Billion

Rio Grande Valley
Census Readiness
Dollars lost to undercount: $500 Million

Invitation to LUCA Webinar with National Association of Counties (NACo) and National League of Cities (NLC)



NATIONAL ASSOCIATION of COUNTIES NACo

NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

How We Can Be a Resource

Educational Resource



Discuss data for your county



Working group and advisory



TxCI LUCA Webpage

County Snapshot



Appendix