

REGULAR AGENDA ITEM 5B

Discussion, consideration and action authorizing the submission of the 2020 Census Local Update of Census Addresses Operation (LUCA) Registration Form on behalf of the County of Hidalgo.

BACKGROUND: Submission of this form will allow Hidalgo County to review the Census Bureau's address list for Hidalgo County and provide feedback prior to the 2020 Census.

ABOUT THE 2020 CENSUS

Census Data used for:

- Federal funding (programs)
- US Representative seats
- State legislature districts
- School districts
- Voting precincts
- Calculation of unemployment, crime, and poverty rates
- Business decisions

Agencies/Programs Census-Guided Federal Programs:

- Medicaid
- Supplemental Nutritional Assistance Program (SNAP)
- Medicare Part B
- Highway Planning and Construction
- Title 1 Grants to Local Education Agencies
- National School Lunch Programs
- Special Education Grants
- State Children's Health Insurance Program
- Housing Assistant Payment Program
- Head Start/ Early Head Start

Financial impact of undercount:

- \$6,000-\$8,000 per household (Source: Sai, 2017)
- Federal Census affects \$1,578 of direct funding per capita in the state of Texas for Year 2015.

Enumeration Process (specific dates are forthcoming):

- 100% review of nation's addresses will occur.
- Communication and partnership campaigns will run to encourage and motivate people to respond.
- **Web-based Census**
 - Physical census offices will be limited, with less than 1/2 of the offices will be available than those during the 2010 efforts.
- Data Collection
- Release of Census 2020 counts

Challenges

Limited Funding: creates limitations on research, testing, design, and development of effective research methods. The current administration has voiced intent of allocating less funding than previous Census efforts.

Rapid Technology Evolution: 2020 Census will depend on the use of technology. However, the evolution of technology makes it difficult to plan years ahead while keeping data-gathering methods technologically relevant

Distrust in Government: Security and privacy are major concerns when government agencies gather public information through technology methods.

Complex Living Arrangements: Multi-family residences have not always been accounted for

Outreach Challenges: In the past, the enumeration process used for Hidalgo County has been different from that of most of the country leading to confusion and misinformation.

Hidalgo County Efforts

- County Judge has convened a **countywide committee** composed of cities, non-profits, and other governmental organizations to develop a plan and campaign to increase Census participation
 - Committee meeting scheduled for **Thursday, December 7, 2016 at 9:30 am**
- County Judge has communicated with Congressmen for support of a regional census office
- **County will enroll in the Census Local Update of Census Addresses Operation (LUCA) to review and provide the Census Bureau with local address lists (Deadline December 15, 2017 – item will be placed on the November 28, 2017 CCT Agenda)**
 - Encourage cities to also sign up for LUCA
 - Partner with LRGVDC to use their data sets
- 2018 & 2019 – Develop campaign materials and disseminate information on the 2020 Census to the community via flyers, op-eds from various elected officials, partnerships with other entities, etc.