

January 29th, 2026

LWVUS Advocacy presents

Census 2030: Where We Are Now +Opportunities for Action



Presenters



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Agenda

- Housekeeping
- History of LWVUS and the Census
- Status of the Census
- Equal Representation Act
- National League of Cities and LUCA
- What Can You Do?
- Closing & Questions



Housekeeping

- This webinar **will be recorded** to keep accurate notes and to share with attendees and others after the call.
- If you are not speaking, please mute yourself to minimize sound issues.
- Make sure you identify yourself (name, League, State & pronouns) when asking questions
- **Staff will be monitoring the chat box.** If you have any questions or thoughts throughout the call, please feel free to drop them in the chat box.

POLL

How familiar are you with the preparation process of the decennial Census?

History of LWVUS and the Census

What is the Census? Apportionment?

- Census
 - Counting each person residing in US
 - Every 10 years
- Apportionment
 - How many representatives in each state
 - Constitutionally mandated

The logo for the United States Census 2020 is displayed on a dark blue rectangular background. The text "United States" is in a smaller, white, sans-serif font at the top. Below it, "Census" is written in a large, bold, white, sans-serif font. At the bottom, "2020" is written in a large, bold, white, sans-serif font, matching the size of "Census".

United States®
Census
2020

[Source: census.gov](https://www.census.gov)

“The League of Women Voters of the United States believes that congressional districts and government legislative bodies should be apportioned substantially on population. The League is convinced that this standard, established by the Supreme Court, should be maintained, and that the US Constitution should not be amended to allow for consideration of factors other than population in apportionment.”

Statement of Position on Apportionment, as announced by the national board, January 1966, and revised March 1982

Impact on Issues, pg. 41

Background on LWVUS and the Census

- **1988:** LWV Education Fund (LWVEF) begins work on the Census, first on encouraging full participation in the Census
- **1998-99:** LWVUS urges Congress to fund Census and support scientific sampling
- **2009:** LWVEF was an official partner of the US Census, focused on GOTC (get out the count)
- **2020:** LWVUS was an official US Census partner again, worked to provide guidance on Census to state and local Leagues

Census Advocacy in Recent Years



- 2020 Census:
 - Removal of citizenship question from the 2020 Census
 - Attempt to exclude undocumented immigrants from the census count
 - COVID-19 Pandemic and extension of census completion timeline
 - Urged passage of the *Bipartisan 2020 Census Deadline Extensions Act*

Census Advocacy in Recent Years

2023 - Updating the data collection standards of the Census:

- Comments to the OMB on supporting the addition [of Middle Eastern North African \(MENA\) in the race and ethnicity options](#)
- Comments supporting [inclusion of sexual orientation and gender identity \(SOGI\) questions](#) on the American Communities Survey (ACS)
- 2024 – 25
 - Opposed both initial introductions of the [Equal Representation Act](#) in the 118th + 119th Congresses
 - Opposed the [termination of several Census Advisory Committees](#)
- 2026 – LWWUS Board lists Census Funding as a [2026 Legislative Priority](#)

Status of the Census



Recent Challenges to the Census

- Politicization of the Census
 - Surprise Committee Hearings
 - Termination of Advisory Committees
- Less Transparency with Census Bureau + Staff
- Delays to Implementation of MENA Category (SPD 15)
- Equal Representation Act

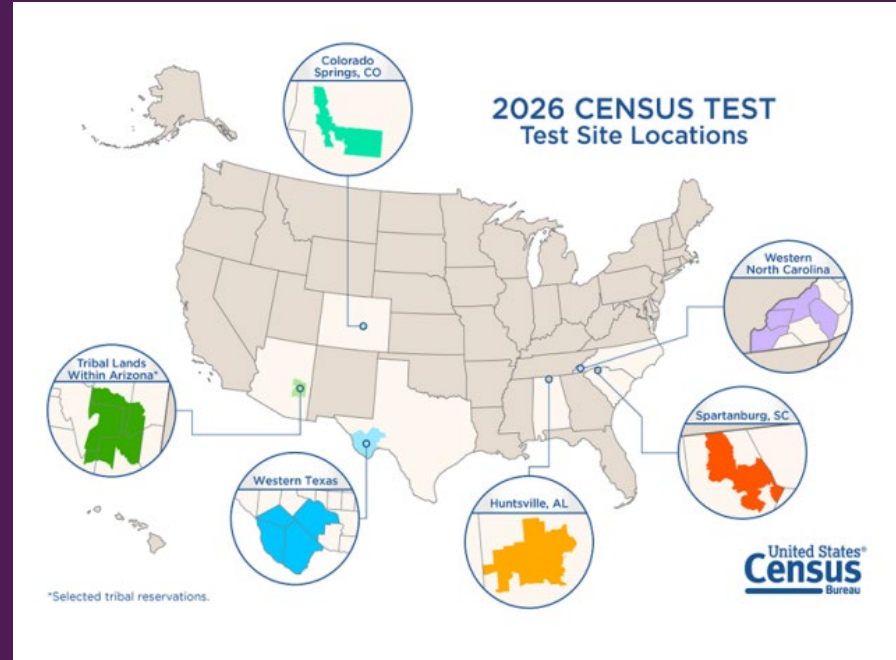
Census and the Equal Representation Act

- The Equal Representation Act is:
 - an effort to add a citizenship question on the Census
 - an effort to exclude noncitizens from the congressional apportionment process
 - an effort which seeks to change the constitutional mandate for the Census, *but not through a constitutional amendment*
- The Equal Representation Act would:
 - Lead to a less accurate Census
 - Lead to less accurate Census data to guide federal resources for the next decade

Census Preparations and Timeline

What's happening with Census right?

- 2026 Census Tests:
 - Focus on testing to support final design and operational plan for 2030 Census
 - Western Texas
 - Colorado Springs, CO
 - Huntsville, AL
 - Spartanburg, SC
 - Western North Carolina
- Essential for 2028 dress rehearsal



What's Happening? Cont'd.

- American Communities Survey (ACS)
- Appropriations and funding
- Meeting with stakeholders and community groups
- Resource highlight:
 - Project On Government Oversight (POGO) 50 State Census Spending Factsheet

Census Matters:

Census-Guided Funding in Kentucky



The Bottom Line

Kentucky received:

\$35,701,381,538

in census-guided federal spending in Fiscal Year 2023.

This funding flowed from 371 census-guided federal assistance programs that, nationwide, allocate \$2.24 trillion in FY 2023. These programs rely on state and local data from the decennial census (or data, like the American Community Survey, derived from the census)

to direct federal funding to specific areas of the country.

An incorrect count in the census can cost a state millions – even billions – in federal funds over the decade between counts.

Where Kentucky Census-Guided Spending Went in FY 2023¹



Medicaid and Medicare

Providing millions of Americans with health insurance and assistance in paying for medical services, prescription drugs, surgeries, hospital stays, and more.

\$27.45 billion



Health Spending (excluding Medicaid and Medicare)

Assisting households with medical costs, providing nutritional support, social services, community health centers, and more.

\$3.59 billion



Infrastructure

Allocating funds for roads, bridges, energy production, broadband, water treatment, and other community infrastructure projects.

\$2.04 billion



Education

Supporting primary education, special education, higher education, as well as training and education of community members on important issues.

\$2.19 billion



Economic Development

Providing loans for business expansions, small business assistance, employment services, and more, to improve the economic well-being of communities.

\$644.12 million



Housing

Assisting homeowners and renters with housing costs, investing in public housing, and helping veterans, older Americans, people with disabilities, and others find affordable housing.

\$1.18 billion



To track Census Milestones...

- [Roadmap to the 2030 Census](#)
 - Census Counts + the Leadership Conference
- [2030 Timeline: What Cities Should Know and Can Do](#)
 - National League of Cities

Preview Important Milestones and Actions for Past and Upcoming Years:

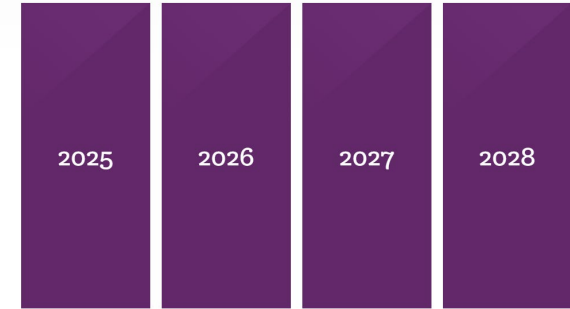


2030 Timeline: What Cities Should Know and Can Do

The path to a successful 2030 Census starts now. This timeline highlights key milestones and actions cities can take to ensure an accurate count, strong local outreach, and full participation.

While the decennial census occurs every ten years, the American Community Survey (ACS) continues annually and remains a critical source of data for cities.

Hover over each year below to see key milestones and actions





A CENTURY OF STRENGTHENING CITIES

Advocating for the Census at the Local Level: Engaging with City Leaders

Dante Moreno
National League of Cities



A faded, purple-tinted image of a city skyline with various buildings and a body of water in the foreground. The text is overlaid on this background.

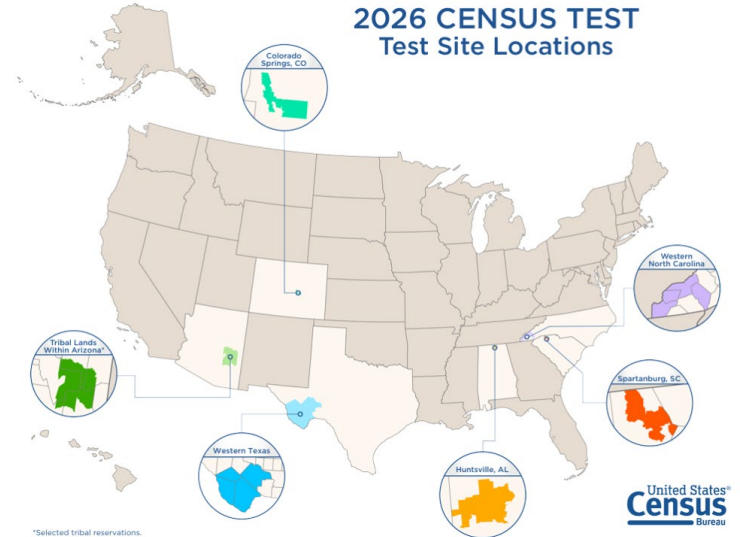
OUR MISSION

To relentlessly advocate for, and protect the interests of, cities, towns, and villages by influencing federal policy, strengthening local leadership, and driving innovative solutions.

NLC

What is NLC Focused On?

- Census 2026 Test Site
- Local Update to Census Addresses (LUCA)
- American Community Survey (ACS)
- 2030 Decennial Census



2027 Local Update to Census Addresses (LUCA)

- LUCA is the product of successful advocacy
- Early education is key (for everyone!)
 - Local Governments
 - State Governments
 - State/Federal Representatives
- While the Census Bureau is the primary agency, Members of Congress will need to get involved for oversight and accountability.

LUCA Timeline

- **2026 – Mid 2027:** Prepare to Participate in LUCA (LUCA Prep)
- **Late 2027 – Early 2028:** Review Address List and Submit Changes (LUCA Participant Review)
- **Early 2029:** Participants Receive Feedback on LUCA Submissions; Given Option to Submit Appeals (Feedback)
- **Early 2029:** Participants Receive Feedback on LUCA Submissions; Given Option to Submit Appeals (Feedback)

What is NLC Planning?

- Panel at our DC March Conference
- Kickoff webinar on March 31 for cities
- Resources including:
 - FAQs (English and Spanish)
 - National Monthly Convening Group
 - Ongoing blogs and social media push

What can you do?

- Check out our [2030 Census Engagement Action Kit](#)
- Utilize our Partner Resources
- Look out for Census-related action alerts
- Start conversations with your state and local League leaders to get involved in the LUCA process

LWVUS Advocacy Support

LMS Resources

[Home Page](#); [Modules](#); [League Update Sign-up](#)

Legislative Office Hours

[Sign Up Here](#)

Advocacy Action Kits

[Find them here](#)

Previous Advocacy Webinars

[Find them here](#)

Position Interpretation

Legislative Tracking

Legislative and Policy Analysis

Legislative Testimony Writing

Advocacy Strategy Development

Advocacy Email

advocacy@lww.org

Litigation Support: litigation@lww.org or [Federal Action Request](#)

Mobilization & Engagement Support: organizing@lww.org

POLL

Do you feel more informed about the census preparation process after today's program?

Questions?