2030 Census: Opportunities and Impacts

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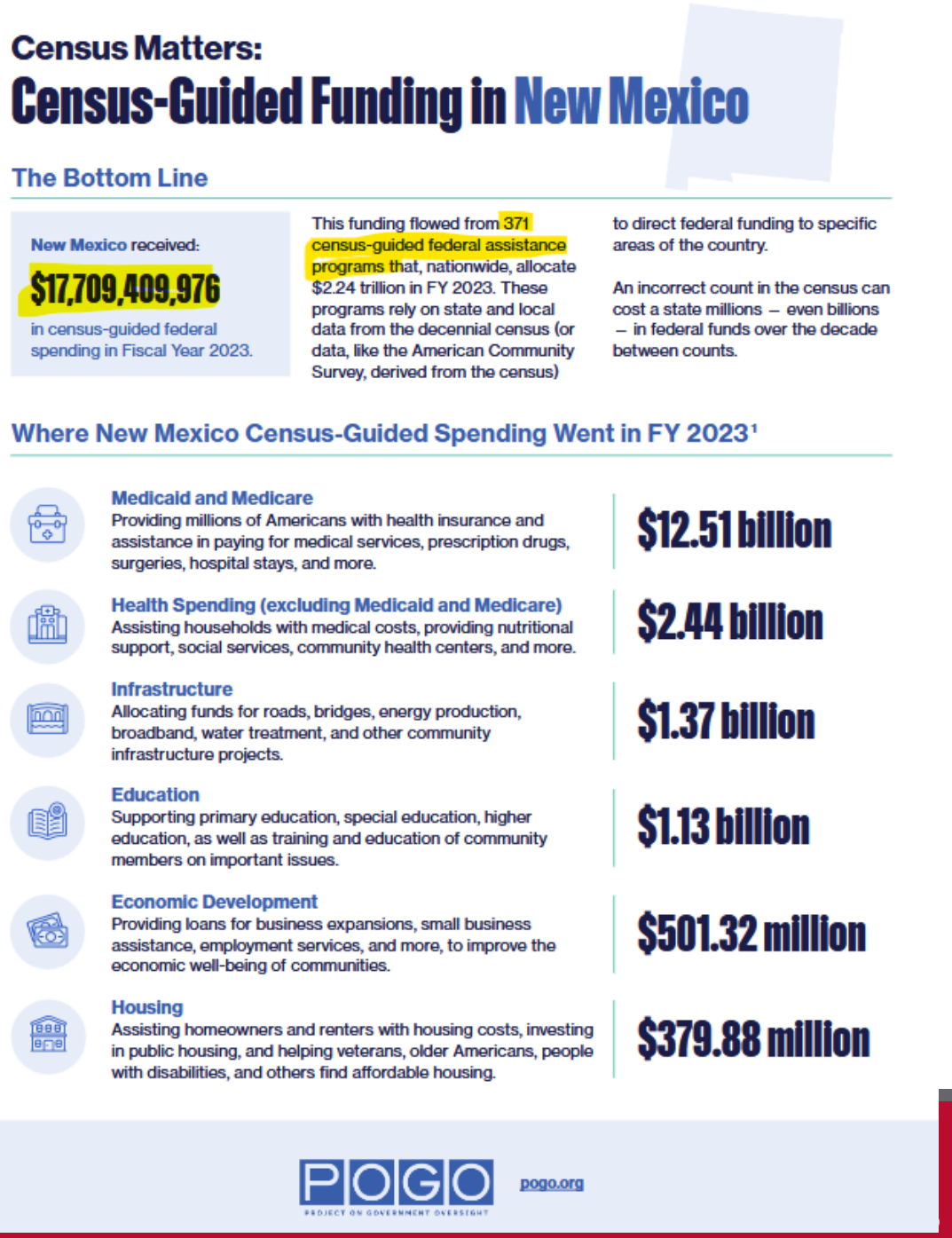
New Mexico Legislature
Indian Affairs Interim Committee
October 29, 2026

Outline

- **Why states invest in the Census**
- The 2020 Census in New Mexico
- Preparing for the 2030 Census
- Questions

Why the Census Matters

- Political Representation
- Data
- Billions of Federal Dollars



Census Matters:
Census-Guided Funding in New Mexico

The Bottom Line

New Mexico received:

$17,709,409,976

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 New Mexico Census-Guided Spending Went in FY 2023[1]

Medicaid and Medicare — $12.51 billion
Providing millions of Americans with health insurance and assistance in paying for medical services, prescription drugs, surgeries, hospital stays, and more.

Health Spending (excluding Medicaid and Medicare) — $2.44 billion
Assisting households with medical costs, providing nutritional support, social services, community health centers, and more.

Infrastructure — $1.37 billion
Allocating funds for roads, bridges, energy production, broadband, water treatment, and other community infrastructure projects.

Education — $1.13 billion
Supporting primary education, special education, higher education, as well as training and education of community members on important issues.

Economic Development — $501.32 million
Providing loans for business expansions, small business assistance, employment services, and more, to improve the economic well-being of communities.

Housing — $379.88 million
Assisting homeowners and renters with housing costs, investing in public housing, and helping veterans, older Americans, people with disabilities, and others find affordable housing.

POGO PROJECT ON GOVERNMENT OVERSIGHT pogo.org

Source: https://docs.pogo.org/report/2025/census-matters/2025-Census-Matters-Fact-Sheet-New-Mexico.pdf

Counting for Dollars 2020
The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

NEW MEXICO

In FY2016, New Mexico received

$7,816,466,854

through 55 federal spending programs guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

COUNTING FOR DOLLARS 2020:

NEW MEXICO

Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: $7,816,466,854

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		**$7,623,667,347**			
Medical Assistance Program (Medicaid)	HHS	$4,370,292,000	Community Facilities Loans/Grants	USDA	$450,440
Federal Direct Student Loans	ED	$280,221,723	Supporting Effective Instruction State Grants	ED	$17,762,636
Supplemental Nutrition Assistance Program	USDA	$693,426,783	Crime Victim Assistance	DOJ	$14,551,569
Medicare Suppl. Medical Insurance (Part B)	HHS	$264,828,366	CDBG Entitlement Grants	HUD	$6,016,885
Highway Planning and Construction	DOT	$386,013,375	Public Housing Capital Fund	HUD	$6,050,000
Federal Pell Grant Program	ED	$171,000,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	$9,565,114
Section 8 Housing Choice Vouchers	HUD	$75,625,000	Water and Waste Disposal Systems for Rural Communities	USDA	$1,942,000
Temporary Assistance for Needy Families	HHS	$123,235,917	Social Services Block Grant	HHS	$10,305,301
Very Low to Moderate Income Housing Loans	USDA	$46,350,437	Rural Rental Assistance Payments	USDA	$18,504,354
Title I Grants to LEAs	ED	$127,689,674	Business and Industry Loans	USDA	$14,123,000
State Children's Health Insurance Program	HHS	$122,483,000	Career and Technical Education - Basic Grants to States	ED	$8,074,607
National School Lunch Program	USDA	$100,977,000	Homeland Security Grant Program	DHS	$6,434,500
Special Education Grants	ED	$194,908,708	WIOA Dislocated Worker Grants	DOL	$6,664,680
Section 8 Housing Assistance Payments Program	HUD	$30,258,104	HOME	HUD	$5,317,900
Federal Transit Formula Grants	DOT	$39,814,000	State CDBG	HUD	$10,477,460
Head Start	HHS	$83,579,234	WIOA Youth Activities	DOL	$5,917,399
WIC	USDA	$45,670,000	WIOA Adult Activities	DOL	$5,792,559
Title IV-E Foster Care	HHS	$17,205,501	Employment Service/Wagner-Peyser	DOL	$5,989,058
Health Care Centers	HHS	$69,063,161	Community Services Block Grant	HHS	$4,099,540
School Breakfast Program	USDA	$44,852,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	$4,277,275
Rural Electrification Loans and Loan Guarantees	USDA	$0	Cooperative Extension Service	USDA	$3,357,238
Public and Indian Housing	HUD	$10,538,000	Native Amer. Employment & Training	DOL	$2,405,715
Low Income Home Energy Assistance	HHS	$17,999,041			
Child and Adult Care Food Program	USDA	$33,856,000	***Federal Tax Expenditures***		**$77,461,712**
Vocational Rehabilitation Grants to the States	ED	$24,815,546	Low Income Housing Tax Credit	Treas	$55,974,169
Child Care Mandatory and Matching Funds	HHS	$19,767,000	New Markets Tax Credit	Treas	$21,487,543
Unemployment Insurance Administration	DOL	$15,188,000			

GW Institute of Public Policy
THE GEORGE WASHINGTON UNIVERSITY

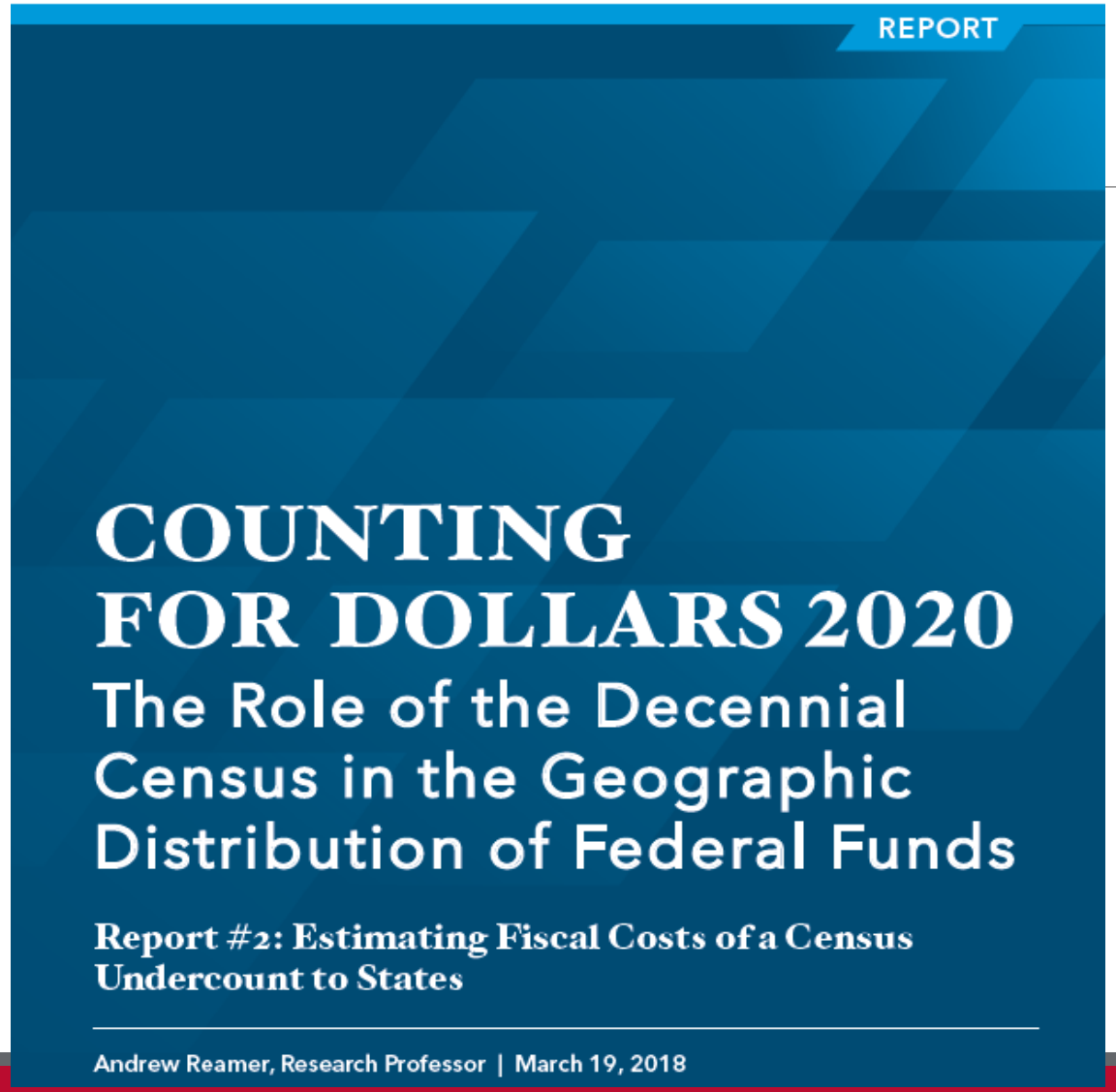


Table 1: FY2015 Fiscal Loss in FMAP-Guided Programs Per Person Missed in 2010 Census, by State

Vermont	$2,309	Montana	$941
Pennsylvania	$1,746	Indiana	$929
Maine	$1,642	Arkansas	$909
Delaware	$1,567	Arizona	$887
Louisiana	$1,372	South Carolina	$809
Wisconsin	$1,338	Alabama	$755
Missouri	$1,272	Idaho	$721
Iowa	$1,268	Georgia	$708
Colorado	$1,262	Nevada	$628
Ohio	$1,206	Utah	$533
Hawaii	$1,189	Washington*	$39
South Dakota	$1,179	Alaska	$0
Oregon	$1,169	California	$0
Texas	$1,161	Connecticut	$0
Oklahoma	$1,123	District of Columbia	$0
New Mexico	$1,121	Maryland	$0

https://gwipp.gwu.edu/sites/g/files/zaxdzs6111/files/downloads/GWIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf

Federal Funding Impacts to American Indian Populations and Tribal Communities

PROJECT ON GOVERNMENT OVERSIGHT

Dollars and Demographics:
How Census Data Shapes Federal Funding Distribution

Program	Agency	FY2020 Amount
Public and Indian Housing	HUD	$4,754,233,971
Formula Grants for Rural Areas and Tribal Transit Program	DOT	$2,466,260,130
Indian Housing Block Grants	HUD	$857,571,775
Water Pollution Control State, Interstate, and Tribal Program Support	EPA	$223,289,000
Indian Community Development Block Grant Program	HUD	$59,445,000
Native American Employment and Training	DOL	$50,328,540
Good Health and Wellness in Indian Country	HHS	$19,395,060
Native Initiatives	Treasury	$16,692,800
Urban Indian Health Services	HHS	$10,633,341
Tribal HUD-VA Supportive Housing Program	HUD	$4,096,000

Why States Invest in the Census

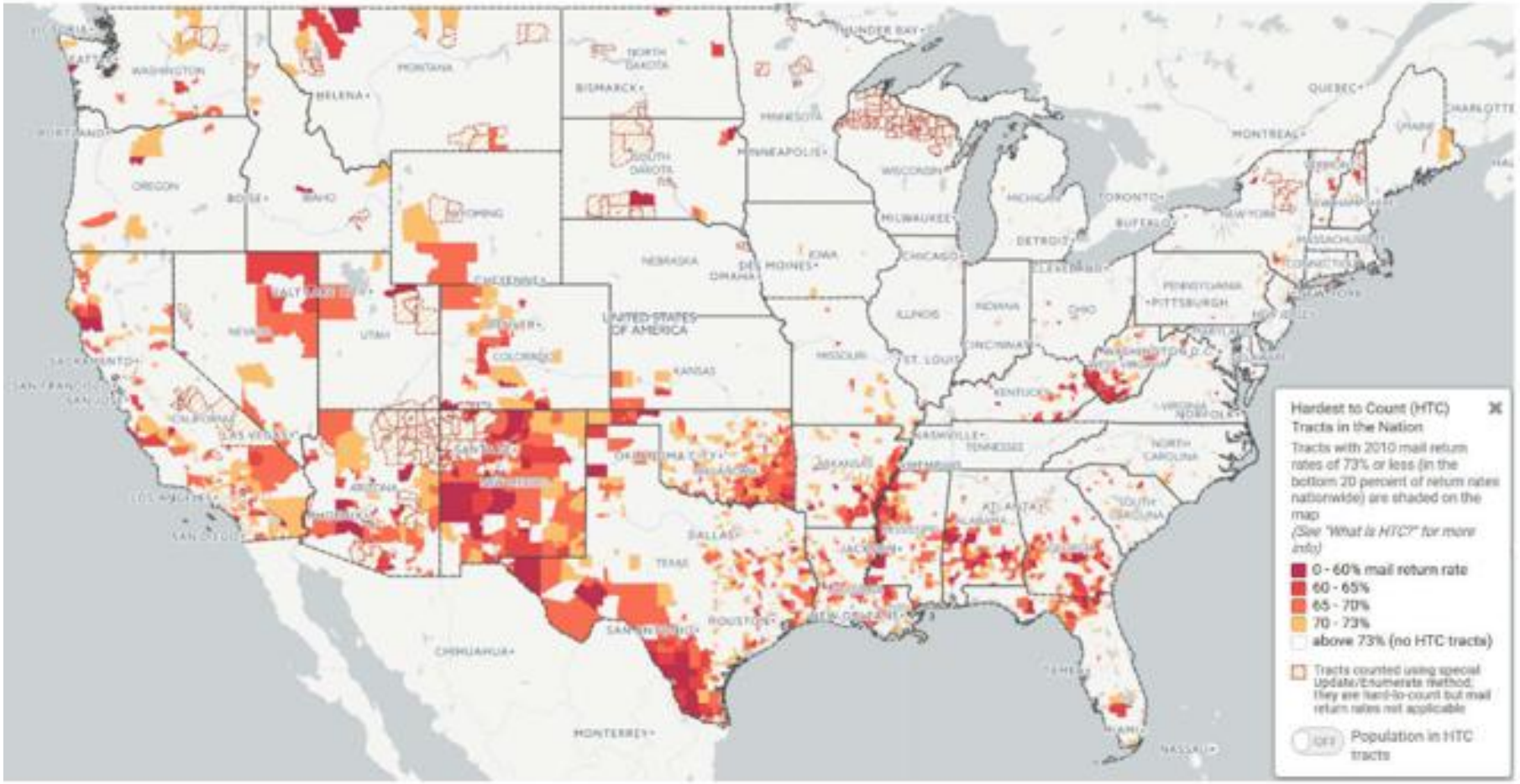


- "While the Census itself is the responsibility of the federal government, local and state governments have a vested interest in supporting these efforts to ensure their communities are fairly and accurately counted."*
- "New Mexico is the hardest-to-count state in the contiguous United States, with over 42% of the state population living in designated hard-to-count areas."*

- New Mexico invested $11.8 million in the 2020 Census
  - Local Update of Census Addresses (LUCA) program
    - New Mexico invested $300,000 in LUCA for the 2020 Census (New Mexico also invested $300,000 for LUCA in 2010)
  - Complete Count Committees
    - New Mexico invested $11,500,000 for the 2020 Census

*https://gps.unm.edu/assets/documents/census/nm-complete-count-commission-2020-report.pdf

Hardest to Count Communities



Most at Risk:

- Children 0-4
- Renters
- Immigrants
- Native Americans
- Hispanics
- African-Americans
- Impoverished
- Remote Areas
- Transients
- Non-Traditional Households

Source: City University of New York Mapping Service, http://www.censushardtocountmaps2020.us

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Local Update of Census Addresses

- The Local Update of Census Addresses (LUCA) program is the Census Bureau's once-a-decade opportunity for tribal, state, and local governments to review and **improve the Census Bureau's residential address list** before the decennial count.

- If an address isn't on the Census Bureau's list, no questionnaire is delivered, no enumerator follows up, and that household is unlikely to get counted.

- New Mexico invested $300,000 in LUCA for both the 2010 and 2020 Censuses.

- In 2018, New Mexico submitted over 100,000 address additions or corrections.

LUCA Case Study – New Mexico Tribal Lands

- In 2025, a LUCA working group that included Census Bureau staff closely examined communities where LUCA submissions were believed to have made a significant impact on the 2020 count.

- New Mexico submitted tribal area case studies for consideration.

- Tribal Areas have a long history of undercount for reasons that include
  - Non-standard addressing
  - Field work limitations
  - Language and cultural barriers
  - Distrust of federal government



Acoma Pueblo, New Mexico

Source: https://www.flickr.com/photos/rock_creek/2965844074/in/photostream/

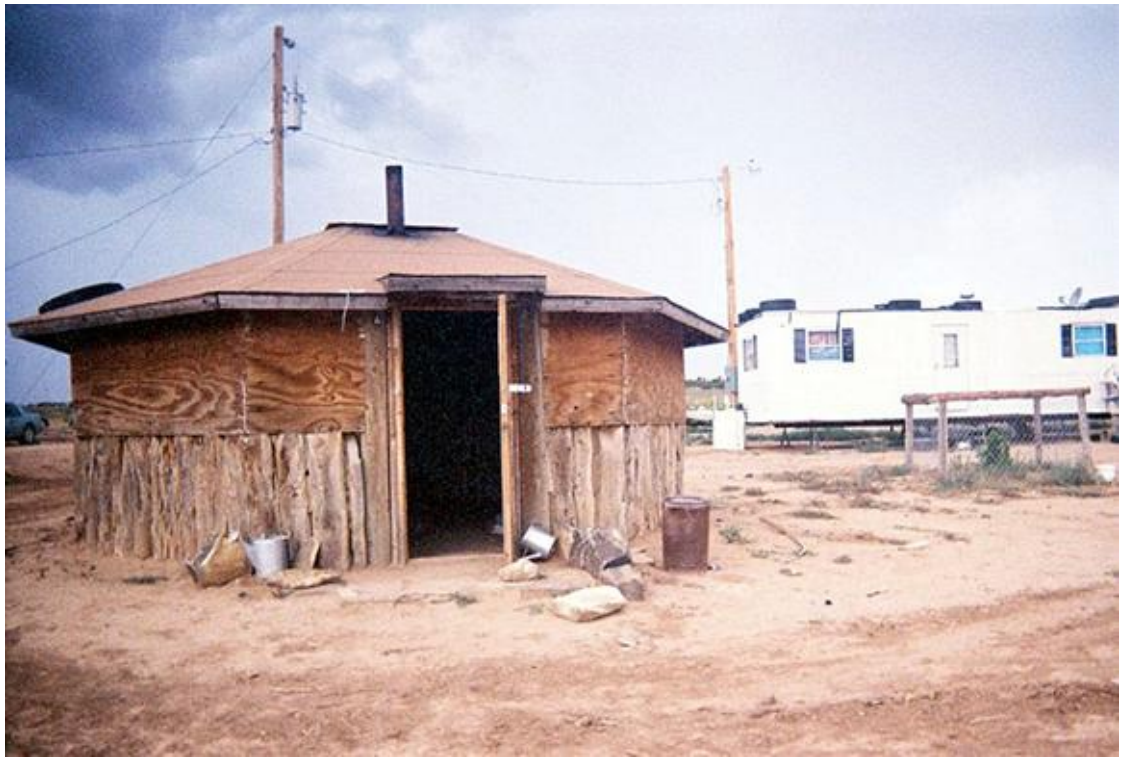
GEOSPATIAL & POPULATION STUDIES

LUCA in New Mexico Tribal Areas

In one tribal community, **more than one-in-ten housing units counted in the 2020 Census were the result of the state's LUCA submission**.

Recipe for LUCA Success based on this case study:

Funding from the state and local foundations
+ **Local knowledge** from Tribal and local governments
+ **Technical Expertise** from the State
=**Impactful LUCA submissions**



Navajo Hogan
https://commons.wikimedia.org/wiki/File:Navajo_Nation,_Az_Hwy_160_8-2008_%285946900627%29.jpg

GEOSPATIAL & POPULATION STUDIES

2020 New Mexico Complete Count Commission

2020 Census Final Report

SUBMITTED ON BEHALF OF:

- The Governor's Statewide Complete Count Commission (SCCC)
- The Office of the Secretary, New Mexico Department of Finance and Administration (DFA)

2020 New Mexico Complete Count Commission

Recommendations Report for 2030 Census

SUBMITTED ON BEHALF OF:

- The Governor's Statewide Complete Count Commission (SCCC)
- The Office of the Secretary, New Mexico Department of Finance and Administration (DFA)

Both reports are available at https://gps.unm.edu/pop/2020census.html#collapseReports

GEOSPATIAL & POPULATION STUDIES

i COUNT NM
i count because i care

State Complete Count Commission

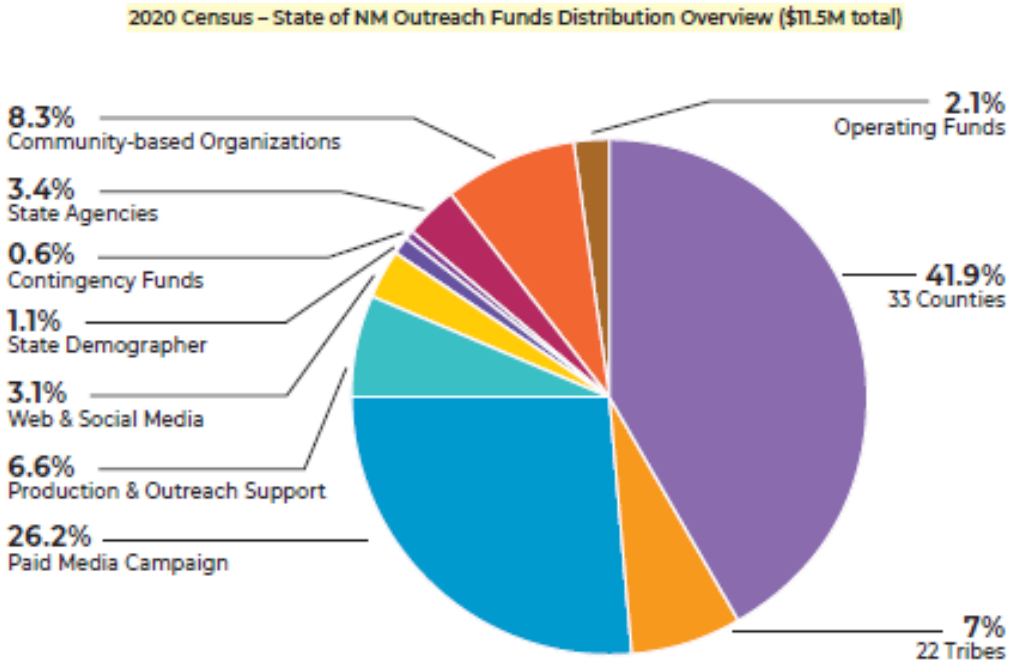
- April 2019, Governor Michelle Lujan Grisham issued Executive Order 2019-007
  - Established Statewide Complete Count Commission to promote and advertise the 2020 Census
  - Focus resources on hard-to-count areas and populations
  - Ensure the highest participation rate possible
  - Support and coordinate with Local Complete Count Committees (LCCCs)
- Composed of Cabinet Secretaries, Local Government, Tribal Community, Business Community, Non-Profit, Philanthropy,and Legislators
- $11.5 Million state investment (see chart)
- 33/33 Counties entered grant agreement
- NM Counts 2020



Category	Budget	Percent
County Grants	$4,800,000	41.7%
Traditional Media	$3,749,559	32.6%
Community Based Organizations	$950,418	8.3%
Indian Affairs Department	$800,000	7.0%
Operating Costs	$364,995	3.2%
Social Media	$330,162	2.9%
Public Education Department	$300,000	2.6%
Small Grants and Contracts	$204,866	1.8%
Total	$11,500,000	100.0%

Allocation of Funds

Nearly 98.76% of all appropriated funds were fully allocated.[15]



CRITICAL PARTNERSHIPS

Effective outreach and community support could not have been achieved without the support of key partners. Some of these partnerships are highlighted in this report, and all collaborators made significant contributions to the overall success of the Commission.

- Governor Michelle Lujan Grisham and Cabinet Members
- Center for Civic Policy
- New Mexico C3 Engagement Table
- New Mexico Counties
- New Mexico Counts 2020 Funders Group
- New Mexico Native Census Coalition
- MediaDesk
- Real Time Solutions
- University of New Mexico Geospatial and Populations Studies Program

Through these partnerships, the New Mexico Complete Count Commission was able to reach a significant number of people in New Mexico for inclusion in the 2020 Census count.

Complete Count Commission Outreach Tactics

- Traditional Media (earned and paid)
- Social media (paid and organic)
- Billboards
- Digital advertising
- Phone banking
- Text messaging
- Mailings and flyers
- Spanish, Vietnamese, and Native language materials
- Census in Schools program
- Gift cards and other incentives
- Access to broadband hotspots and laptops for self-response
- Tabling at state and county fairs, high school basket tournaments, and other events
- Door knocking campaign (cancelled due to Covid)

2020 Census Results

The accuracy of a census at the state level is measured in two key ways:

- Comparison with Population Estimates
- Post-Enumeration Survey

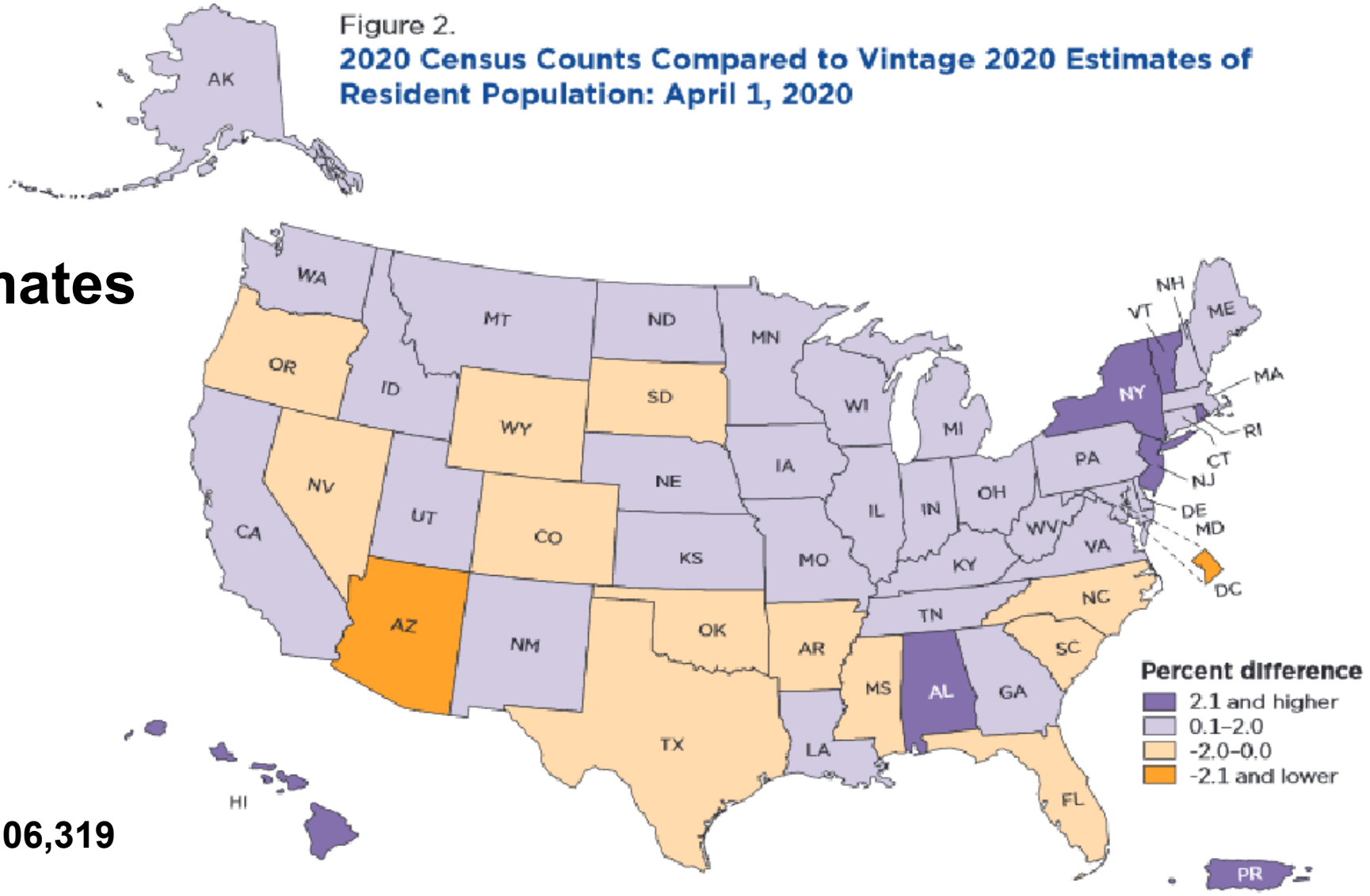
2020 Census Count Compared with 2020 Population Estimates

NM 2020 Count: 2,117,522

NM V2020 Population Estimate: 2,106,319

Difference of 11,203 or +0.5%

Figure 2.
2020 Census Counts Compared to Vintage 2020 Estimates of Resident Population: April 1, 2020



Source: U.S. Census Bureau, 2020 Census and Vintage 2020 Population Estimates.

2020 Post-Enumeration Survey Net Error by State

- **New Mexico had the lowest absolute net error of any state!**
- **This was due in part to high but off-setting rates of omissions and duplications**

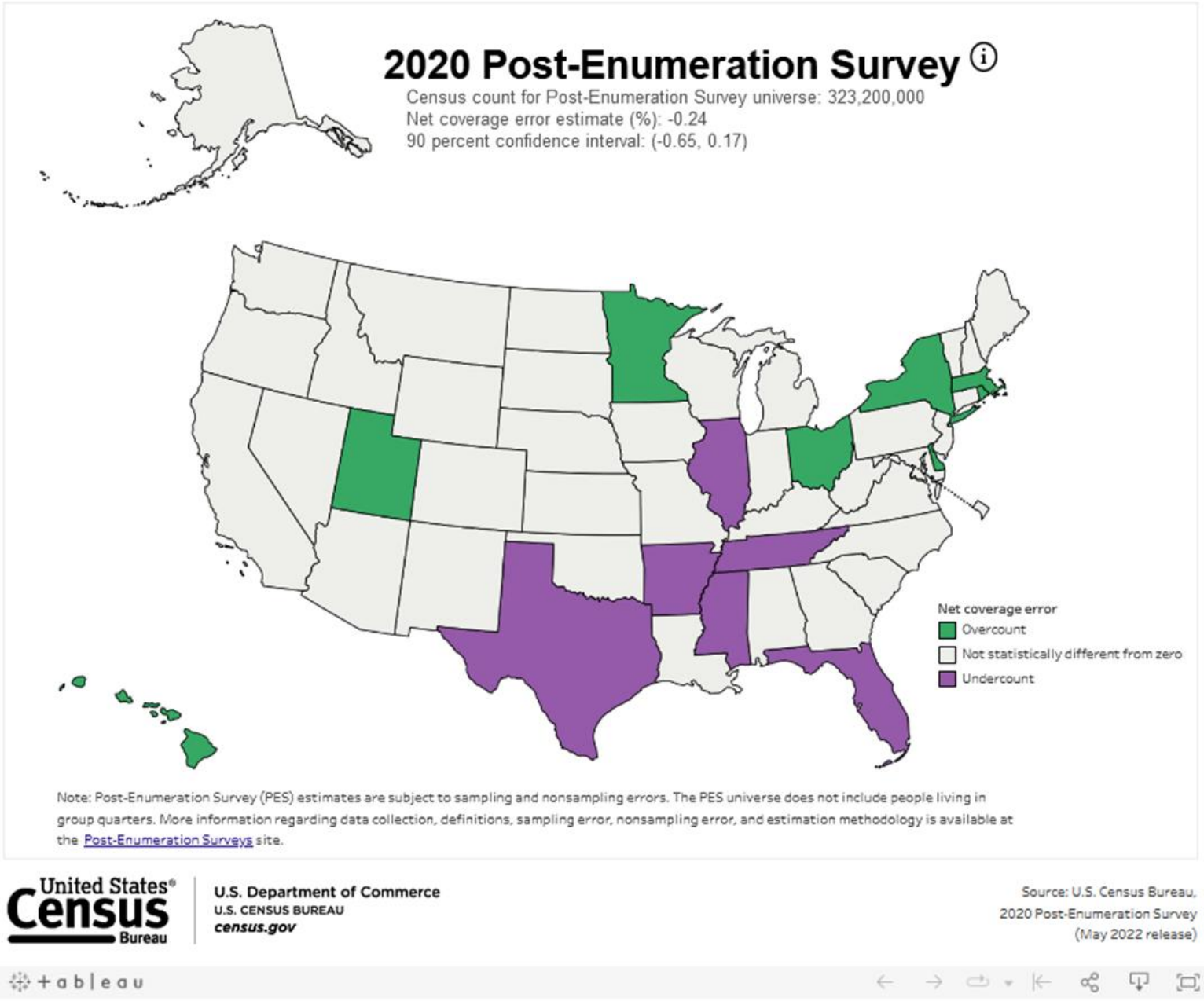
	A	B	C	D	E
1	State	Census Count	Net Coverage Error (%)	Standard Error (%)	Absolute Net Error
2	New Mexico	2,075,000	0.10	2.42	0.10
3	New Jersey	9,109,000	-0.12	0.93	0.12
4	Connecticut	3,498,000	-0.13	1.71	0.13
5	Michigan	9,856,000	0.14	0.68	0.14
6	Arizona	6,991,000	-0.16	1.59	0.16
7	Indiana	6,607,000	0.21	0.94	0.21
8	Washington	7,545,000	0.29	1.08	0.29
9	Georgia	10,460,000	0.31	1.11	0.31
10	North Dakota	753,000	-0.35	1.86	0.35
11	Virginia	8,395,000	-0.35	1.11	0.35
12	South Dakota	855,000	-0.42	1.87	0.42
13	California	38,620,000	0.47	0.65	0.47
14	Pennsylvania	12,600,000	0.48	0.67	0.48
15	New Hampshire	1,335,000	0.53	1.58	0.53
16	Nebraska	1,912,000	-0.73	1.35	0.73
17	Kansas	2,851,000	-0.81	1.42	0.81
18	Wisconsin	5,742,000	0.85	0.86	0.85
19	Oregon	4,140,000	1.00	1.22	1.00
20	Alabama	4,896,000	-1.05	1.22	1.05
49	Arkansas	2,929,000	-5.04	2.21	5.04
50	Rhode Island	1,052,000	5.05	1.43	5.05
51	Delaware	967,000	5.45	2.82	5.45
52	Hawaii	1,415,000	6.79	1.68	6.79

Source Table:
https://data.census.gov/table/DECENNIALPES2020.G_STATES?g=010XX00US$0400000&y=2020&d=DEC+Decennial+Post-Enumeration+Survey

2020 Post-Enumeration Survey Net Error by State

"In regards to an accurate count of the number of residents in a given state, NM had the most accurate count in the nation. However, nationwide, the demographic makeup of US residents undercounted Hispanics, American Indians, and Blacks. While we don't know what if any demographic-based undercount happened in NM, we can presume that there was some undercounting of certain demographics and some overcounting of others."

New Mexico Department of Finance and Administration Press Release June 8, 2022



Undercount on Tribal Lands

- "American Indian or Alaska Native alone or in combination populations *living on reservations* show a statistically significant **undercount rate of 5.6%**."
- "This was not statistically different from a 4.9% undercount in 2010."
- "The American Indian or Alaska Native population alone or in combination living in American Indian areas, *but not living on reservations*, was not statistically different from zero in 2020 or 2010."

Source: https://www.census.gov/newsroom/press-releases/2022/2020-census-estimates-of-undercount-and-overcount.html

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2030 Census Overview

Conduct THE CENSUS



Establish Where to Count

Identify all the addresses where people could live.



Count the Population

Motivate participation and response. Collect and process data for households and individuals in unique living situations.



Research Census Results

Understand coverage and quality of census results.



Provide Census Results

Prepare and provide census data products.

Support THE CENSUS

Plan and Manage the Program

Plan and design operations and follow disciplined program management practices to effectively prepare for and conduct the 2030 Census.

Provide Solutions

Manage and execute the planning, design, development, and testing of operational and IT solutions needed to conduct the 2030 Census.

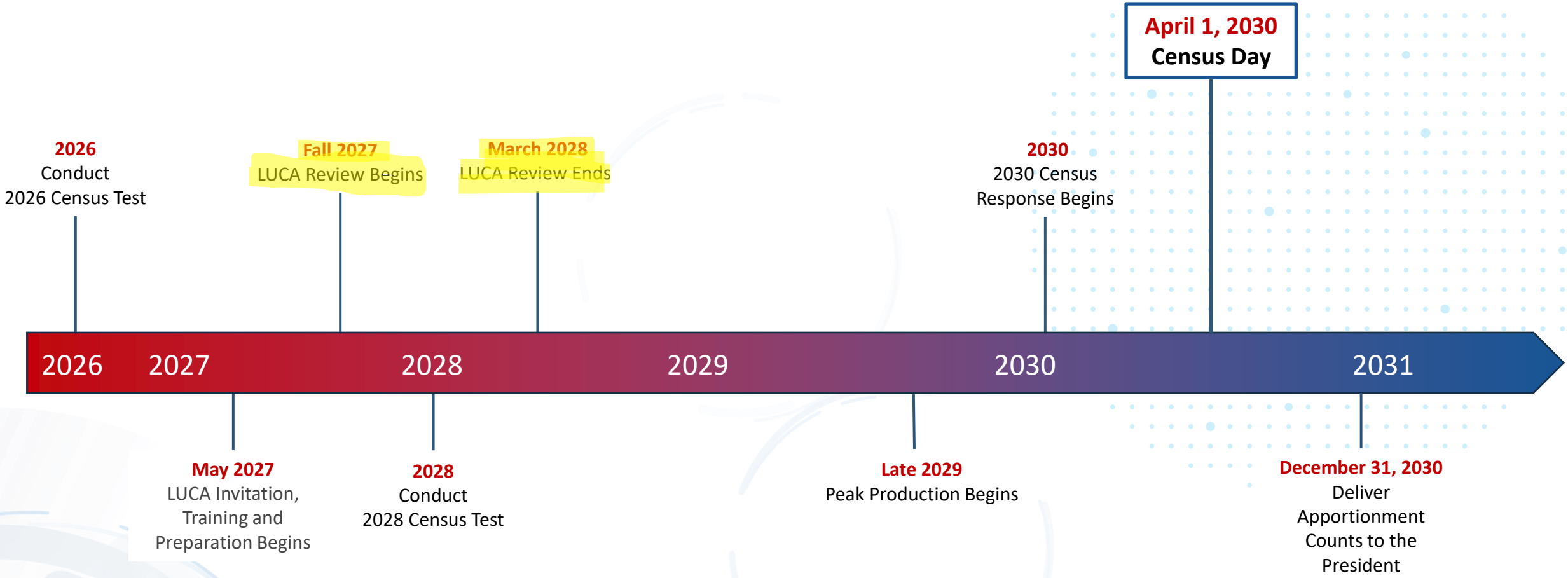
Provide Infrastructure

Provide services, staffing, workspace, and environment needed to develop, test, and conduct the 2030 Census.

https://www.census.gov/programs-surveys/decennial-census/decade/2030/planning-management/plan/2030-census-operational-plan.html

United States® Census Bureau

2030 Census: Where Are We Now



Note: The events/activities and dates on this timeline are subject to change.



KEY RECOMMENDATIONS:

1. Start early.
2. Invest in accurate addresses.
3. Address internet access and computer literacy issues.
4. Create a core campaign and resource infrastructure.
5. Use community-centered outreach strategies to educate residents.
6. Encourage cross-sector and multi-county partnerships.
7. Cultivate positive relationships with Bureau staff at all levels.

2020 New Mexico Complete Count Commission

Recommendations Report for 2030 Census

SUBMITTED ON BEHALF OF:

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https://gps.unm.edu/assets/documents/census/nm-complete-count-commission-2030-recommendations-report.pdf

NM 2020 Complete Count Commission Recommendation #1 Start Early

- "Provide early support and financial investments."
  - Local Update of Census Addresses (Funding would be for FY28)
  - Complete Count Commission (Funding would be for FY29 and FY30)

- "Build coalitions and partnerships in preparation for Census outreach."

- "Develop a state-tribal partnership and plan."

NM 2020 Complete Count Commission Recommendation #2. Invest in Accurate Addresses

- "Fund the Local Update of Census Address Program (LUCA)"
  - LUCA ensures that the census bureau has a complete, accurate and up-to-date list of all residential addresses in New Mexico
  - $300,000 was appropriated for LUCA in 2008 and 2018

- "The next Governor should appoint a qualified, LUCA liaison to work on behalf of the state in early 2027."

Questions?

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New Mexico Legislature
Indian Affairs Interim Committee
October 29, 2026