



A CENTURY OF STRENGTHENING CITIES

2030 Census Countdown: How Communities Can Prepare Now

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National League of Cities



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.

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How does the Census Impact Michigan?

Michigan received \$62,300,513,359 in census-guided federal spending in Fiscal Year 2023:

- Medicaid and Medicare
- Health Spending
- Infrastructure
- Education
- Economic Development
- Housing



Project on Government
Oversight (POGO)

2030 Census Overview

The path to a successful 2030 Census starts now

2026: Test Sites and LUCA Prep

2028: Community preparation begins

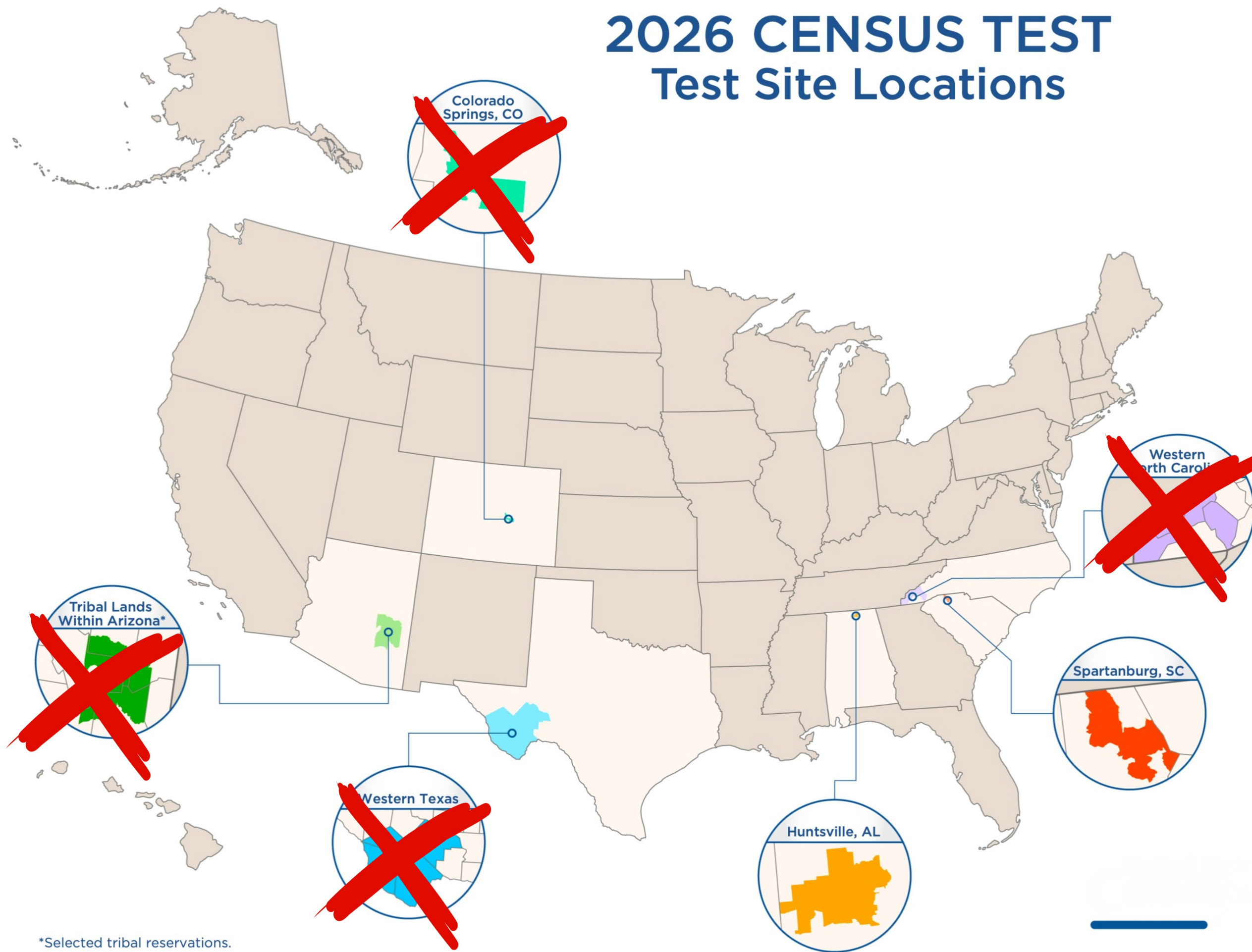
2030: Go time - 4/1/30 is Census Day!

2027: LUCA

2029: Launch GOTC marketing and outreach campaigns

2026 Test Sites – Scope Change and Curtailment

2026 CENSUS TEST Test Site Locations

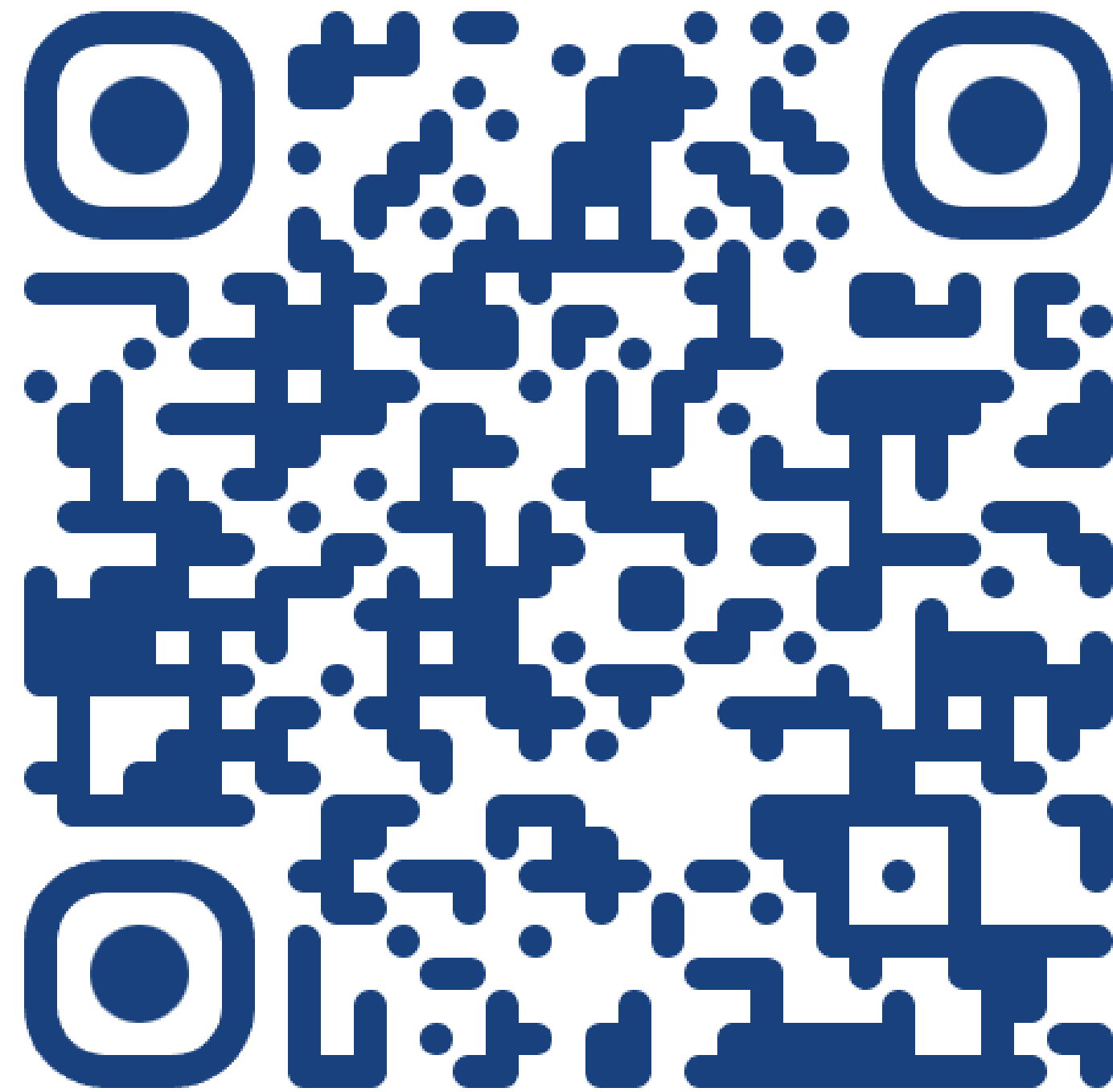


*Selected tribal reservations.

Changes:

- 4/6 test sites cut
- No rural areas
- No Group Quarters
- No National Sample
- Only English
- Using USPS Workers

Concerned? Send a Letter to Congress!



Template Letter on the 2026
Census Test Changes

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2026-2027: LUCA and 2030 Prep

Communities

- Local Update to Census Addresses (LUCA): Only way to contribute directly to the accuracy of the census in your community
- Start to consider...
 - Who are your hard to count communities?
 - What will your outreach and marketing campaigns look like (will you need to budget?)

U.S. Census Bureau

- Submission of topics to be covered in the 2030 Census and ACS to Congress



2028 – End to End Test

Communities

- LUCA ongoing
- Who are your partners?
 - Set up Complete Count Committee (CCC)
- Finalize budget ask
- Finalize marketing and outreach campaigns

U.S. Census Bureau

- 2028 Dress Rehearsal: End-to-End Test
- 2030 Census and ACS questions submitted to Congress
- Census recruitment begins



2029 – Final Preparation

Communities

- LUCA ongoing
- Launch Get-Out-The-Count (GOTC) marketing and outreach campaigns
- CCC meeting regularly

U.S. Census Bureau

- Census recruitment continues
- Final census preparations and opening local census offices.

2030 – Real Deal (April 1, 2030)

Communities

- GOTC marketing and outreach campaigns ongoing
- CCC meeting regularly
- Host events, workshops, and/or information sessions in low response rate areas

U.S. Census Bureau

- Hiring of field staff.
- Launch of national advertising campaign
- 12/31/30- Public release of apportionment counts and results, national and state resident population totals

How Can Communities Prepare?

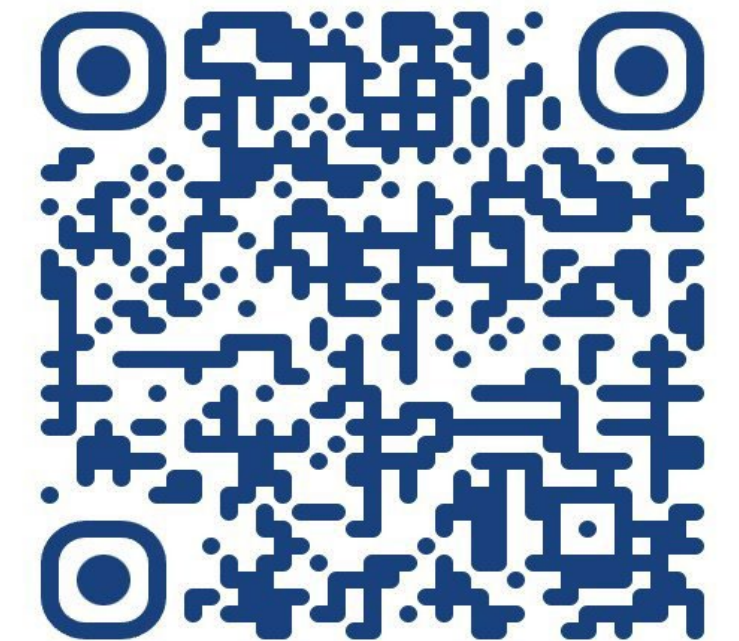
- Decide if LUCA is a fit for your community
- Review your community's 2020 Census performance
- Outline your 2030 Census Plan:
 - Partners?
 - Budget?
 - Outreach/Marketing?
 - Hard to Count Communities?
- Set up a Complete Count Committee (CCC)
 - Engage Community Leaders
- Understand why accurate census numbers are important for your community

Census Challenges

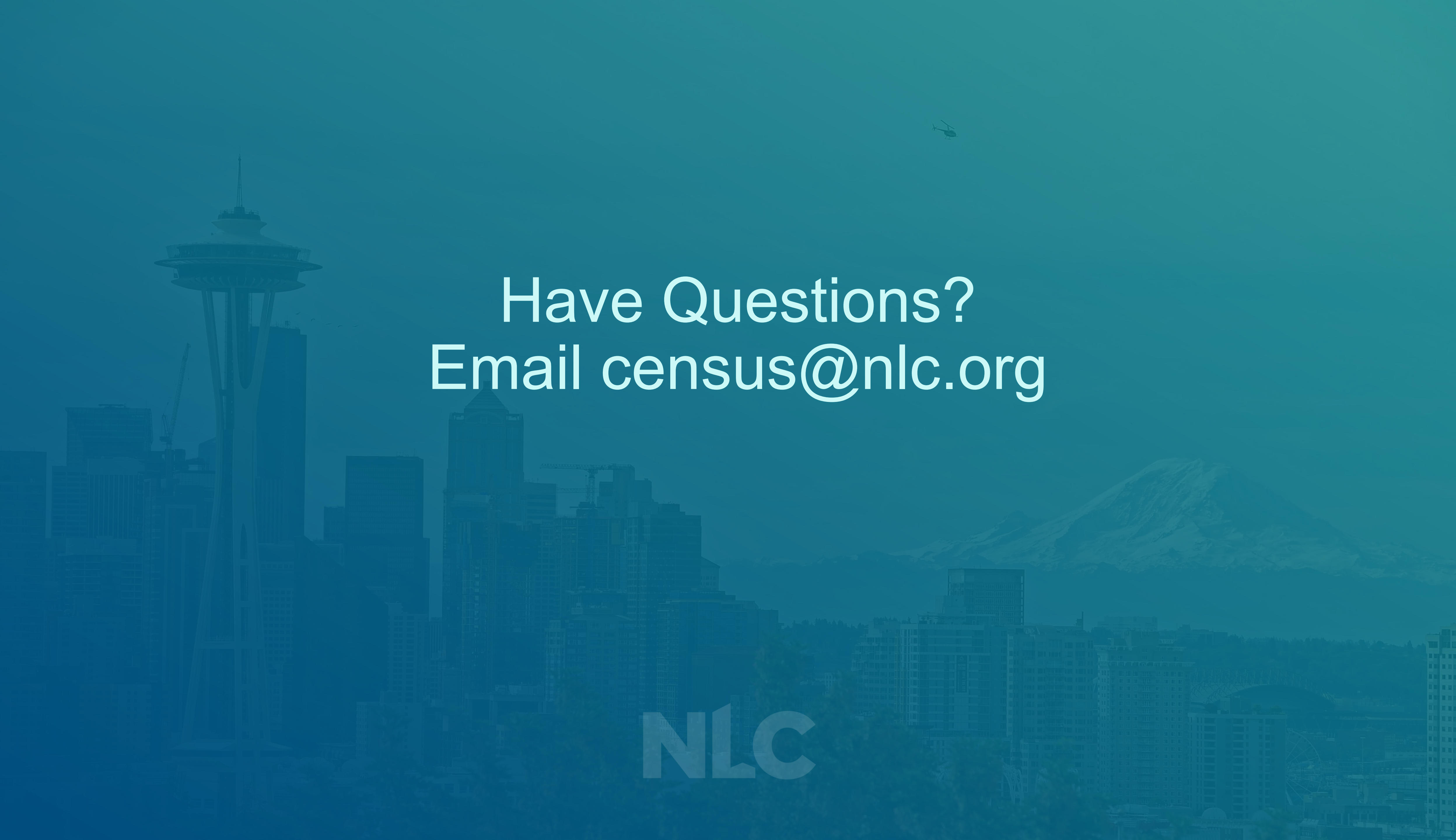
- **Equal Representation Act (HR 151, S. 2205)**
 - Add a citizenship question to the census and modify apportionment of Representatives to be based on citizens instead of all persons
- **Freedom From Government Surveys Act (S. 265, HR 4820)**
 - Make the ACS voluntary
- **Making American Elections Great Again Act (H.R. 4798)**
 - Exclude noncitizens from the apportionment base, require a new census that excludes noncitizens, and compel the states to redraw congressional districts based on new citizen-only census data
- **The Correct the Count Act (H.R. 4884)**
 - To authorize a new census of only U.S. citizens, facilitated by a citizenship question on that new census.

NLC Resources

- March 17: CCC Panel and Federal Agency Expo
- March 31: LUCA Webinar
- Upcoming this year:
 - LUCA Toolkit: See if your community participated in LUCA last decade
 - LUCA Monthly Convening Group
 - LUCA FAQs
 - City Census Checklist
 - How to Prepare If...
 - 2030 Municipal Action Guide



NLC Census
Initiative Page



Have Questions?
Email census@nlc.org

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