

2030 Local Updates to Census Addresses (LUCA)

Presentation at the Michigan Association of Mayors Workshop

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MICHIGAN
**Center for Data
and Analytics**

Who We Are



The Michigan Center for Data and Analytics provides the state with the expertise to analyze data, understand challenges, and evaluate solutions.

Through data, reporting, and analysis, the MCDA provides partners with the information and insights they need to make evidence-based decisions.

Demography Team Core Functions



1. Coordinate statewide data operations for the **decennial census**. Deliver census counts to Treasury and MDOT.
2. Submit data inputs to improve accuracy of the Census Bureau's **annual population estimates**.
3. Analyze **key population trends**. Produce custom datasets and population projections for Michigan and its counties.

Two things the Census Bureau needs to know for a complete count of the U.S. population every 10 years:

1. Where to count
2. Who to count

How can the state, nonprofit partners, and coalitions of governments improve the 2030 Census count for Michigan and its communities?

1. **Where to count**

- **Improve the Census Bureau's master address list through LUCA.**

2. Who to count

- Improve participation in the 2030 Census through outreach, awareness, and communication.

Knowing Where to Count: Local Update to Census Addresses (LUCA)

What is LUCA, and why does it matter for the 2030 Census count in your community?

LUCA: If you want people to count, you need to know where they live.

1. Do you want your community and the state to be accurately counted in the 2030 Census?
2. Do you want your community and the state to get its fair share of political representation and state and federal dollars?
3. There is only one time to get the census right—and we need to start now, by updating the Census Bureau's Address List in the LUCA operation.

An accurate census count depends on an accurate address list.

- The Census Bureau maintains a master address list, called “**the Census Address List**.” The Census Bureau uses this list to identify where people live.
- Addresses cover **housing units** (such as single-family homes and apartment complexes) and **group quarters** (such as colleges, correctional facilities, nursing homes, and shelters).
- Local governments have one chance to review the Census Address List before the 2030 Census. Addresses can be added, deleted, or modified.

Local updates to the Census Address List helps ensure that housing units and group quarters are counted in the 2030 Census.

The Census Address List is how the Census Bureau:

- identifies where people live.
- knows where to contact people for census counts in **households** or **group quarters** facilities.
- knows where to conduct non-response follow-up and other data operations for a more complete count.

Updating the Census Address List is the most direct and efficient way you can improve your community's census count.

We can help, but you are the local expert.

Who can participate in LUCA?

Eligible governments include:

- Federally recognized **Tribal Nations** with a reservation and/or off-reservation trust lands
- **Counties**
- Incorporated places (**cities and villages**)
- Minor Civil Divisions (**townships**)

Highest elected officials can designate a LUCA liaison to participate on their behalf. This may include employees, interns, contractors, or designating alternative reviewers, such as a county, **state data center**, or **regional planning agency**.

What does the LUCA process and timeline look like?

- 1. Groundwork:** Local governments should identify census blocks for priority address review in their jurisdiction. Start building or updating the local address list for those priority blocks.
 - **Start now!**
- 2. Prep:** Local governments are invited to register, train, and practice using LUCA tools for an address-level review.
 - **May 2027 – August 2027**
- 3. [LUCA Review](#):** Local governments can review the Census Address List and submit requests to add, delete, or modify the Census Address List.
 - **October 2027 – March 2028**
- 4. Feedback and Appeals:** Local governments receive address-level feedback on how their submissions are incorporated into the Census Address List and have the option to submit appeals.
 - **August 2028 – September 2029**

Why does an accurate census count really matter for Michigan's local governments?

Michigan uses the census count to distribute billions of state dollars to local governments every year.

- It's written in the [State Constitution](#). Constitutional revenue sharing is based on available revenues and census populations.
 - The 2010 census directed \$8.6 billion in constitutional revenue shares to Michigan cities, villages, and townships. **The 2020 census directed \$4.3 billion through FY2025 so far.**
- This figure does not include other **population-based funding**, such as **statutory revenue sharing** or **MDOT transportation dollars**—not to mention **federal funding**.
- Unlike other states, the census population that calculates Michigan's constitutional revenue sharing is locked in throughout the decade. There are limited mechanisms to correct the census count.

Two reasons why LUCA matters even more in 2030 than it did in 2020:

1. Declining participation in federal surveys
2. Population aging and slowing population growth in Michigan

#1. Michigan's participation rate in other key federal surveys has declined in the 2020s.

When comparing the 2011-2019 and the 2021-2024 survey periods:

- Michigan's average response rates **declined by nine percent** for the American Community Survey and by **14 percent** for the Current Population Survey.

#2. Michigan has an aging population and slower population growth going into 2030.

- The aging of a large birth cohort, the baby boomers, will continue contributing to increasing **deaths**. Michigan has decreasing **births** and low or net negative **migration**.
- These dynamics contribute to **population aging** in Michigan and **slowing population growth**, or even potential decline, between 2020 and 2030. Michigan's growth rates are consistently lower than the nation.

Updating the Census Address List is the most direct and efficient way you can improve your community's census count.

We can help, but you are the local expert.

LUCA Groundwork in 2026

Three steps local units of government can start now to help position the state for a strong, streamlined, and strategic LUCA submission in 2030

LUCA Groundwork: Three steps local governments can start now

1. Find out if your community participated in 2020 LUCA operations.
2. Identify and flag blocks for high-priority address review. High-priority blocks have:
 - Substantial housing unit change between 2020-2025
 - Major discrepancies between the Census Bureau's most current data for 2025 and your local knowledge or data on housing units and group quarters in that block
 - Missing apartment complexes, subdivisions, and/or group quarters facilities
3. Assemble GIS resources for high-priority address review.
 - You do not have to update the address list for every block in your jurisdiction. If you have limited resources, **target the highest priority blocks.**

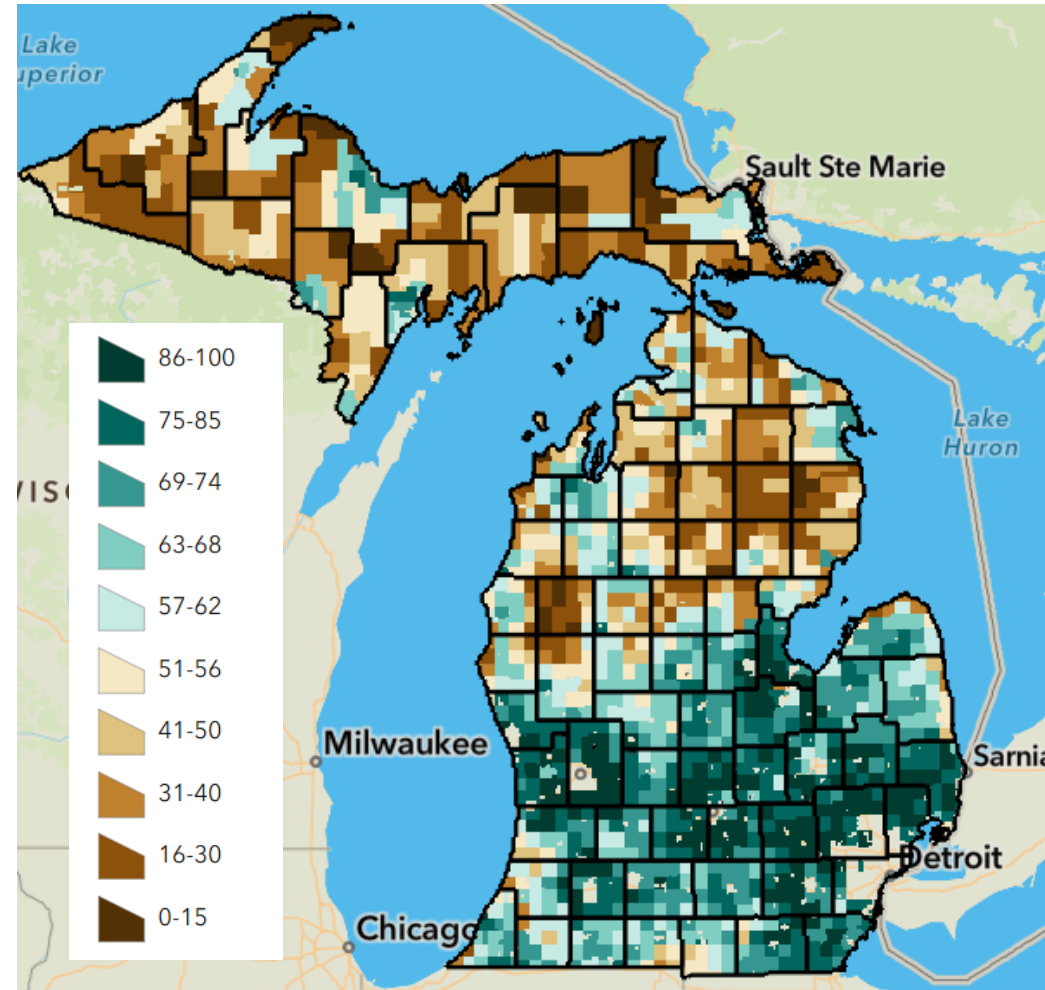
What is the state doing to assist local governments?

1. The state demographer represents Michigan in the **national LUCA working group** to learn best practices from other states and leading national experts.
2. **Michigan's LUCA stakeholder group** meets on a quarterly basis. Participants include the Michigan Nonprofit Association, the Association of Regions, the Association of Counties, the Townships Association, and the Municipal League.
3. The MCDA is working with the state's **geographic information officer** to streamline and coordinate address updates across the state. This includes the E-911 file and 2030 LUCA operations. The goal is to **reduce local reporting burden and redundant submissions**.

Household self-response rate to the 2020 Census (%) for townships

Michigan has 14 state planning regions, 83 counties, and 1,700+ local units of government.

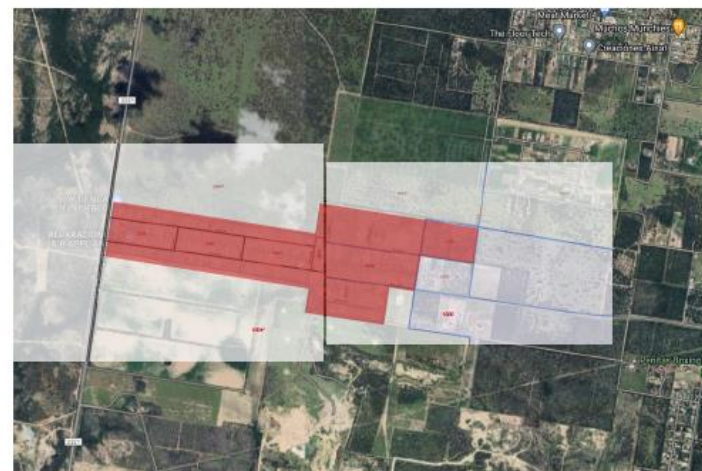
The MCDA is working to coordinate a **strong, strategic, and streamlined** LUCA submission across the state.



Conducting a focused and strategic LUCA effort pays dividends throughout the decade.

Hidalgo County - Return on Investment for Texas

- ✓ Updating activities in preparation for LUCA improved **911 addresses** for emergency response.
- ✓ Estimated average of **\$4,500*** of census-directed funding per household for Texas.
- ✓ Due to added households, LUCA efforts in *Pueblo de Palmas* may have received **over \$741,000** that it wouldn't have otherwise been allocated, just for properly counting a **6 square mile area**.
- ✓ With an average of 2.93 people per household across Hidalgo County, this may have resulted in just under **\$60,000,000** in census-directed funds coming to Texas because of Hidalgo County's LUCA efforts.



Source: Texas Census Institute (2024) and U.S. Census Bureau (2020).

*Does not include Federal Medical Assistance Percentage-driven funding (such as Medicaid, Medicare, CHIP, and adoption assistance) and COVID-related funding

Check the [Census Bureau's LUCA website](#) for details and updates.



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Census in the Constitution

Coverage Measurement

Decennial Census and American Community Survey (ACS)

History of the Census

Local Update of Census Addresses (LUCA) Operation

New Construction Program

Participant Statistical Areas Program (PSAP)

Redistricting Data Program

Related Sites

Voting Rights Data

Why a Decennial Census?

Local Update of Census Addresses (LUCA) Operation

The Local Update of Census Addresses (LUCA) operation is a partnership program established by Congress through the enactment of [Public Law 103-430](#) (The Census Address List Improvement Act of 1994).

20302020

2030

- 2030 Census LUCA
- What is LUCA?
- Why Participate
- What's New

- How To Prepare
- Important Dates
- Resources to Prepare
- Have Questions?

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Related Information

[LUCA Operational Assessment Report](#)

[2030 Census](#)

[2020 Census](#)

Population Projections and Demography News



Michigan Statewide Population Projections through 2050

April 2024



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Thank You!

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State Demographer

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More details on Step 2 of the LUCA Groundwork phase:

- Identify and flag blocks for high-priority address review.
- It helps to have someone who's good with maps and Excel. GIS is a bonus.

Step 1: Find out if your community participated in 2020 LUCA operations.

- Check the Census Bureau's [2020 LUCA participant list](#) to see if your township participated.
- **If your township or a designated liaison completed a LUCA submission in 2020:**
 - What worked well?
 - Were there any challenges in the 2020 process? What could be improved for 2030?
- **If your township did not complete a LUCA submission in 2020:**
 - Were there any “neighbors” who completed a submission who can provide insight into the LUCA process?
 - Who are potential GIS collaborators moving forward (such as counties, state planning regions, or the state demographer)?
- **Communicate and coordinate to promote streamlined efforts for 2030.**
 - Check to see if county GIS staff are conducting address updates. Villages and townships should coordinate closely due to overlapping geographic boundaries.

Step 2: Identify and flag blocks for high-priority address review.

See slide 30 for a step-by-step example. It helps to have someone who's good with maps and Excel. GIS is a bonus.

1. Download an Excel file with your township's census blocks and full 15-character GEOID from [Data.census.gov/all](https://data.census.gov/all).
 - For **Geographies**, select Block, Michigan, and your County. Select "Within other geographies" and then County Subdivision. Contact the [MCDA](#) if you need help.
2. Use the Census Bureau's [housing unit change viewer](#) and [address count listing files viewer](#) to identify census blocks with the following characteristics in your township:
 - **Substantial housing unit change** between 2020-2025
 - **Major discrepancies** between the Census Bureau's most current data for 2025 and your local knowledge or data on housing units and group quarters in that block
 - **Missing apartment complexes, subdivisions, and/or group quarters facilities**
3. Compare the Census Bureau's data in step #2 to your local knowledge and data for those blocks.
4. Flag the blocks that meet the three characteristics in step #2 for high-priority address review.

Step 3: Assemble GIS resources for high-priority address review.

1. Start building or updating a local address list for the priority blocks in your township.
 - Use the Census Bureau's [participant address list template](#). This is an Excel file.
 - Make sure you use the full 15-character block GEOIDs in the Excel file.
2. Pool GIS resources with higher levels of government, such as counties or the state, or coalitions of government, such as the [Michigan Planning Regions](#).
 - Who typically conducts GIS analyses in your community? Has your community already been working with other governments or broader coalitions to build or improve an address list?
 - Blocks with major discrepancies might require field observations or address canvassing.
3. Communicate and coordinate to streamline efforts.
 - This is especially important for villages and townships due to overlapping geographies. Check to see if county GIS staff are conducting address updates.

Use the Census Bureau's Housing Unit Change Viewer to identify blocks with substantial housing unit change from 2020-2025.

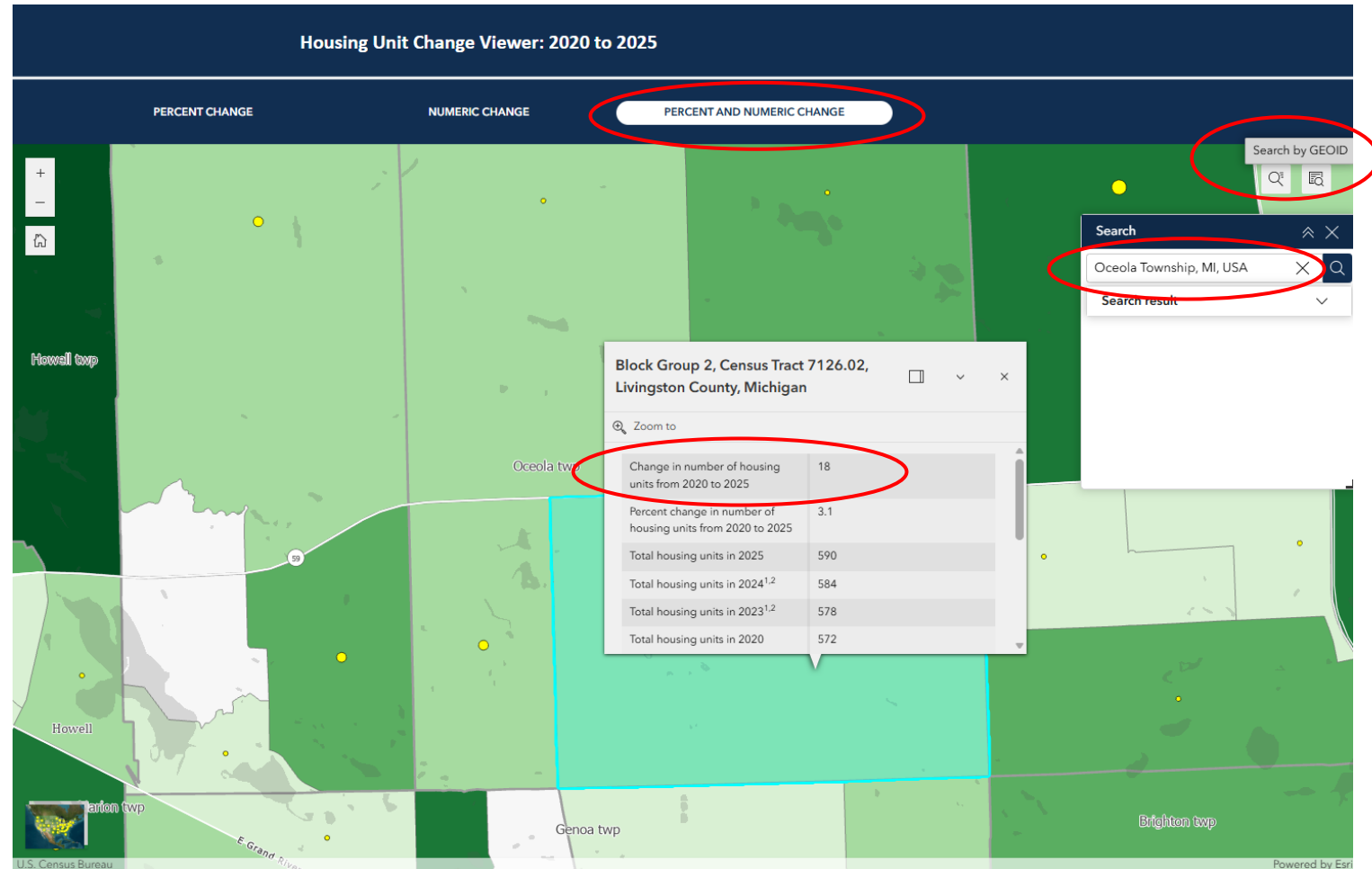
1. Download an Excel file with your township's census blocks and full 15-character GEOID from [Data.census.gov/all](https://data.census.gov/all).
 - For **Geographies**, select Block, Michigan, and your County. Select "Within other geographies" and then County Subdivision. Contact the [MCDA](#) if you need help.
2. The Census Bureau's [housing unit change viewer](#) shows change in the number and/or percent of housing units from the 2020 Census to November 2025.
 - Learn how to use the housing unit change viewer in the Census Bureau's [eight-minute YouTube tutorial](#).
3. Identify the blocks in your community where the most housing unit change occurred (up or down) between 2020 and 2025.

Example Analysis for the [HU Change Viewer](#)

1. Enter your township in the left “Search” box. Or, enter the census block into the “Search by GEOID” box to the right.
2. Look for blocks with major changes in the number and/or percent of HUs between 2020-2025.
3. Zoom in really close to see to the block-level geography.
4. Flag any blocks with major changes for priority address review.

Oceola Township, Livingston County

Change in the percent and number of HUs from 2020-2025



Use the Census Bureau's Address Count Listing Files Viewer to check the Census Bureau's most current housing unit and group quarters counts for blocks in your township.

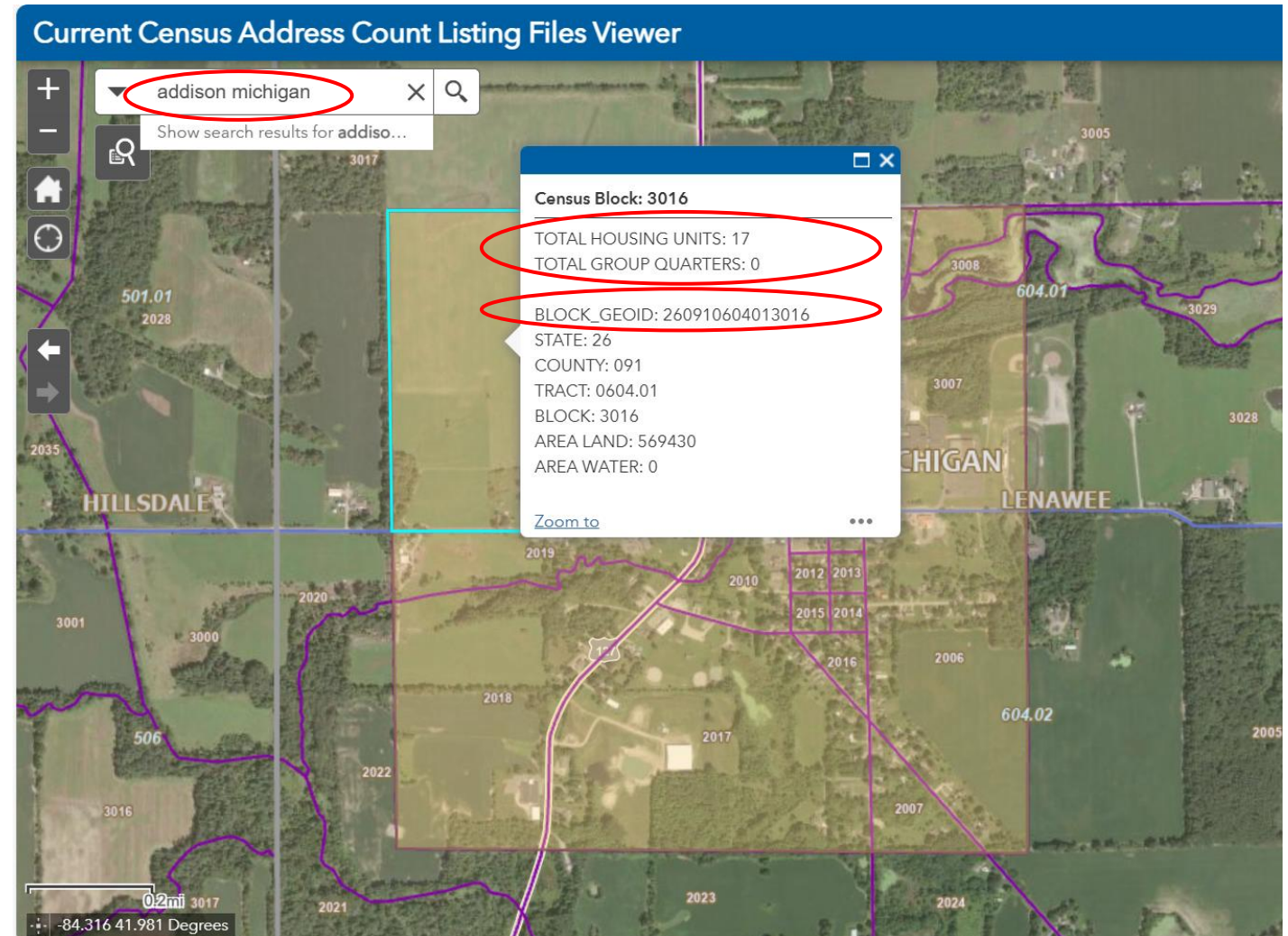
1. The [address count listing files viewer](#) shows the Census Bureau's housing unit (HU) and group quarters (GQ) counts that are current as of November 2025.
 - Learn how to use this tool in the Census Bureau's [four-minute YouTube tutorial](#).
2. Compare the Census Bureau's current data on housing units and group quarters facilities to your local knowledge and data.
 - Local knowledge or data could come from anyone who has access to local address data and would notice changes. Examples include GIS staff, tax assessors, or permitting entities.
3. Flag any blocks where the number of housing units or group quarter facilities looks low or incorrect. These blocks are a high-priority for address review.
 - Group quarters facilities are important since they house many people.

Example Analysis for the [Address Count Viewer](#)

1. Enter your township in the top “Search” box. Or, enter the census block into the “Search by GEOID” box on the bottom.
2. Are there discrepancies between the number of HUs and GQ facilities in your data compared to the Census Bureau’s data in the viewer?
3. Were there any new HUs or GQ facilities that were constructed in that block after the 2020 Census?
4. If you answered “yes” to questions 2 or 3: Flag the block GEOID for priority address review.

Block 3016, Addison Village, Lenawee County

Number of housing units and group quarter facilities as of November 2025



Guide to Comparing Address Counts by Block

1. Download the Excel file with your township's blocks.
2. Make sure to maintain the full 15-character block GEOID in Excel: 260937126013078.
3. In this artificial data example, Block 3078 has the largest discrepancy in the number of HUs and GQs.
4. This means that block 3078 is high-priority for address review.
5. Use the [Census Bureau Template](#) to start building an address list for block 3078.
6. You will compare your address list to the Census Bureau's list once the LUCA operation formally begins.

The artificial data in these tables show example housing units (HUs) and group quarter facilities (GQs).

Census BLOCK_GEOID (full string of 15 characters)	Current Census HUs	Expected HUs based on local data	Difference
260937126013023	45	46	1
260937126013056	21	25	4
260937126013078	78	99	21
Block total for city or village	144	170	26

Census BLOCK_GEOID (full string of 15 characters)	Current Census GQs	Expected GQs based on local data	Difference
260937126013023	2	2	0
260937126013056	0	1	1
260937126013078	6	8	2
Block total for city or village	8	11	3

Source: [Guide to Comparing Address Counts by Block](#), U.S. Census Bureau



Michigan Nonprofit Association

Michigan Nonprofit Association (MNA) is a 501c3 charity that strengthens Michigan's nonprofits by amplifying their voice, inspiring civic engagement, and expanding their ability to enrich the lives of all Michiganders.

WE DO THIS THROUGH...



PUBLIC POLICY

MNA shapes and supports public policy initiatives focusing on public-private partnerships, tax policy, and regulatory issues.

CIVIC & COMMUNITY ENGAGEMENT

MNA amplifies the voices of communities through nonprofits by equipping them with the tools and training to share impactful stories about critical issues that inspire civic engagement.

SUPPORT OF NONPROFIT LEADERS

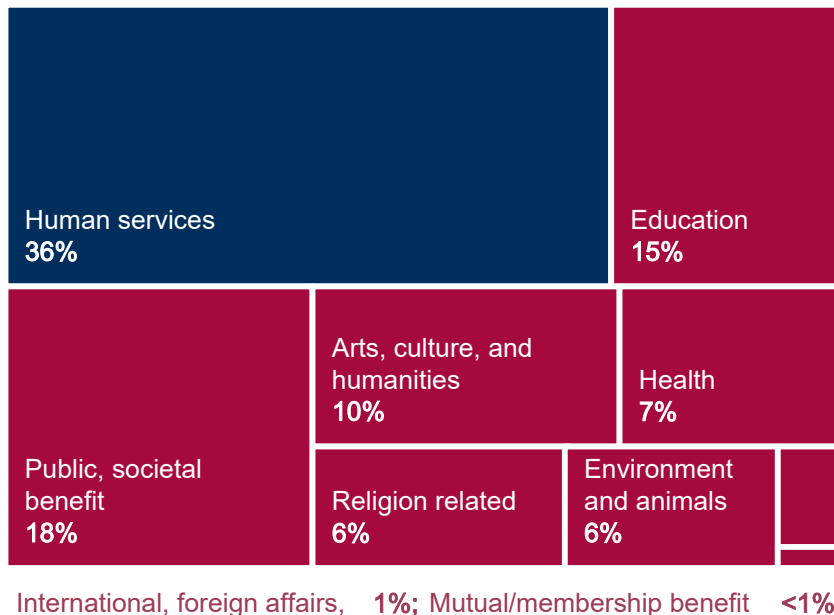
MNA provides resources, training, and member benefits to enhance nonprofit governance, operational competencies, and overall effectiveness.

What's the
connection between
Nonprofits
and the
Census?



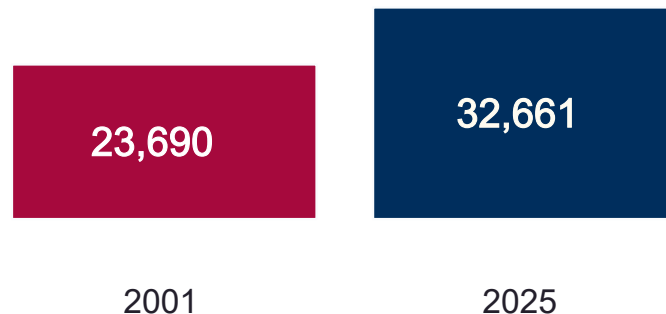
MICHIGAN'S NONPROFIT SECTOR

Percentage of entities by subsector



**from the 2025 Economic Data Report, PSC*

Number of Michigan 501(c)(3) nonprofits over time



93% of 501c3 filers have revenues less than \$1M



So now what?

- Get to know the nonprofit organizations in your community and build a relationship with them
- As you enter the LUCA program, invite nonprofits to assist you in identifying areas to ensure to pay attention to, in order to get an accurate count
- Collaborate in educating the communities within your cities and townships about the Census and its importance and impact and encouraging individuals to complete the census



Michigan Nonprofit Association

Stay in touch with us!

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Thank You!