University of Massachusetts Amherst



Presentation

- Who we are
- Census 2030
- LUCA 2030

UMass Donahue Institute Population Estimates Program

UMass Donahue Institute Population Estimates Program

.... ensure that the population estimates and counts produced by the U.S. Census Bureau for Massachusetts are as accurate and up-to-date as possible.

- Funded through line item to the Secretary of the Commonwealth
- Decennial Census support and preparation
- State liaison and data inputs to the Population Division of the U.S. Census Bureau
- **Population Estimates and Projections**
- Census data evaluation and dissemination

Census Estimates for Massachusetts Geographies







Population Estimates by Massachusetts Geography

Each year, the U.S. Census Bureau produces population estimates at the state, county, and city/town level. These population estimates are used for federal funding allocations, as controls for major surveys, for community development, and as denominators for calculating statistical rates, among other uses. More information about the methodology used by the Census Bureau to produce these estimates can be found at the Census website.

With each Census release, PEP produces a summary report on the estimates for Massachusetts. These reports extract the data for Massachusetts from the Census release and provide context about population trends for researchers and planners. The most recent PEP reports on population estimates for Massachusetts, its counties, and its cities/towns may be viewed by clicking the desired level of geography above or in the menu to the left.

For additional U.S. Census data for Massachusetts, see the Massachusetts State Data Center.

FOR MORE INFORMATION

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Senior Program Manager, Population Estimates Program

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Send an e-mail

City/Town Summaries

Census 2020 Data for Massachusetts

The U.S. Census Bureau released the first detailed dataset from the Census 2020 count on August 12, 2021. This "Decennial Census P.L. 94-171 Redistricting" dataset includes population counts by race and ethnicity in two age groups including under-18 and 18-plus as well as housing unit counts by occupancy status. The full PL-94 dataset encompasses Census count information for geographic levels including state, county, tract, block-group, block, and congressional-district. On this webpage UMDI has developed interactive data dashboards to display the Census 2020 population totals, population change, population by race and ethnicity, and housing unit information at the city and town level. Scroll below the dashboards to find a link to individualized municipal summaries and downloadable tables. For additional information on the Census Bureau's Census 2020 data releases, visit the Bureau's Census 2020 webpage.



Municipal Summaries

Decennial Census P.L. 94-171 Redistricting Data

The 3-page summary report for each city and town includes information on population totals, population change, population by race and ethnicity, and housing unit information in historical and state context.

SELECT YOUR CITY OR TOWN HERE

Massachusetts Municipal Summaries

Decennial Census P.L. 94-171 Redistricting Data

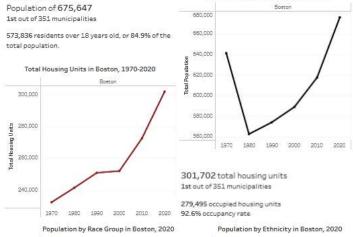
Boston, MA

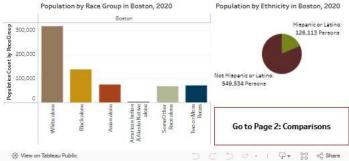
Page 1: This resource summarizes the latest 2020 Census redistricting data for all 351 cities and towns in Massachusetts. The data on this page includes historical context for population and housing counts. To begin, select a municipality using the drop-down menu to the right.

UMassAmherst Donahue Institute Euromic and Euromic and Select Municipality

Boston • •

Total Population in Boston, 1970-2020





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Interactive Maps

Population Change, 2010 - 2020 Overall Population, 1970 - 2020



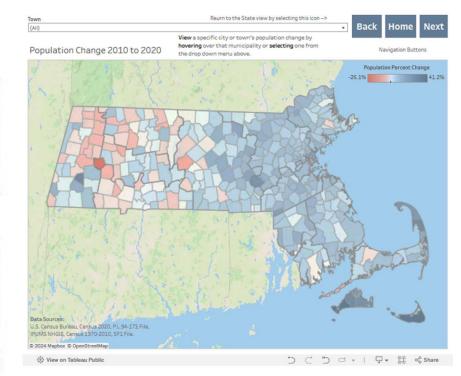


Housing Units, Occupancy, and Vacancy, 1970-2020



Ethnicity and Racial Population Shares, 2010 - 2020

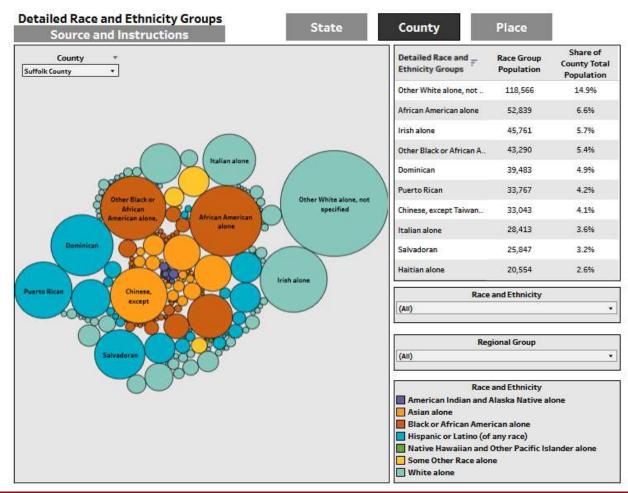




Interactive Dashboards

Suffolk County Population by **Detailed Race Group**





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Utilization

Web-pages

Approximately 12,000 page views per year by 5,900 viewers

Dashboards

90,392 views to date; average ~100 views per day

Dashboard	Publish Date	Views-to-Date	Avg. Views/day
UMDI PL 94 Interactive Maps	Aug 2021	77,455	81
Community Profiles PL 94	Aug 2021	10,667	11
County Population Dashboard	Nov 2021	764	1
Differential Privacy Dashboard	Nov 2021	1,183	1
DHC Dashboard	Jun 2023	863	3
Detailed Race DHC-A Dashboard	Nov 2023	841	6
All		90,932	94





Census Bureau

CAPE COD TIMES





We don't have a lot of babies in Mass. Here's how Census Bureau rejects many big-city that will impact the economy.



challenges that public media headcount mis

Some of America's largest cities that chall

SCHEDULES - LISTEN

As Pittsfield, Mass., Continues To Lose Population, It's Losing **Much Less Than In Years Past**





The Washington Post



MASS

The Boston Blobe



STREET JOURNAL

How Many People Live on Nantucket? Depends Whom You Ask

Mike Schneider * Saturday 13 May 2023 06:19 BST

Census Bureau rejects many big-city ch

Census Bureau says island has 11,229 permanent residents, but local entrepreneurs says it's 17,200

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1 of 6 | FILE - Lights from inside buildings illuminate the sky

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Link to news and media coverage

UMDI Population Estimates Program

MEGHAN FLANAGAN

RESEARCH MANAGER



Meghan Flanagan's work focuses on geographic and population data analysis. Ms. Flanagan was an environmental engineer supporting municipal and university infrastructure planning efforts and conducted spatial studies on watershed issues. Previously, she was an engineering student in Tufts University's interdisciplinary Water Diplomacy IGERT Program where she studied water scarcity and allocation and environmental policy.

Meghan received her masters of science in civil and environmental engineering from the University of Minnesota and her bachelor's of science in engineering science from the Picker Engineering Program at Smith College.

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DENIS MCAULIFFE RESEARCH ANALYST II



Denis McAufiffe specializes in geographic and population data analysis. He began his career with the institute as an undergraduate research assistant working on projects related to housing, population estimates, and regional economic development. In addition, Mr. McAuliffe worked as a departmental assistant focusing on demographic analysis and visualization related to the 2020 decennial census.

Mr. McAuliffe received his Bachelor of Arts in Economics with a certificate in international relations and his master's in business and analytics from the University of Massachusetts Amherst.

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CHRISTOPHER DIAZ RESEARCH ANALYST II



Christopher Diaz specializes in data analysis and applied research. Prior to joining the Donahue Institute, Chris worked as a research assistant for UMass Amherst and as a data specialist for Amherst College. His current work focuses on statewide demographic studies, housing survey administration and geographic analysis.

Chris received a master's of public policy, bachelor's of arts in economics with a minor in history, and a certificate in applied economic research from the University of Massachusetts Amherst.

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KEVIN FAGUNDO-OJEDA Research Analyst



Kevin Fagundo-Oieda specializes in mixed-methods research, focusing on social determinants of health, disaster mitigation, multimodal transportation planning, housing, and economic development. He is skilled in designing and administering surveys, conducting interviews and focus groups, performing geospatial analysis, and analyzing demographic data using tools like R and Stata. His work has been supported by the Centers for Disease Control and Prevention and the National Science Foundation.

Kevin received a bachelor of arts in sociology from the University of Puerto Rico, a master's of arts in community development and planning from Clark University, and a master's of arts in city and metropolitan planning from the University of Utah.

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Census 2030 Preparations







DATA

MONEY

POWER



DATA

- Accurate Census data used for planning, public health, transportation, and other public concerns.
- The Census 2030 Count sets the base for estimates, forecasts, and the American Community Survey for the next 10 years.



- In FY 2015, the US Government spent nearly \$16 billion in Massachusetts based on Census data
- Massachusetts per person per year =
 \$2,372 in federal funds

MONEY

*- George Washington University report: Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds (https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds)



POWER

- Census counts are used to determine how the 435 seats in the U.S. House of Representatives are divided among the 50 states
- MA currently has 9 congressional seats down from 10 seats after the 2010 Census
- NY lost a congressional seat after the 2020 Census by only 89 people

Census 2020 Results

In the 2020 Census, Massachusetts population increased by 482,288 people, from 6,547,629 in 2010 to 7,029,917 in 2020.

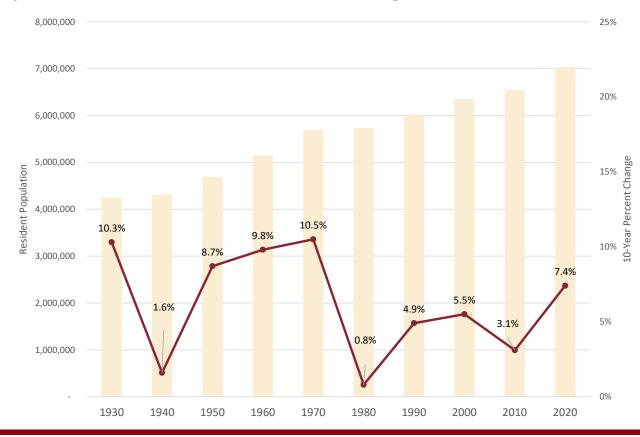
- This increase of 482,288 people represents growth of 7.4%, from 2010 to 2020.
 - Highest growth in the Northeast States, which averaged 4.1% growth
 - on par with the U.S. average of 7.4%

The final Census 2020 resident pop count came in 136,343 higher than the Bureau's V2020 estimate of 6,893,574.

Massachusetts Resident Population and 10-Year Percent Change 1930-2020

The 10-year growth at 7.4% represents the fastest percentage growth the state has experienced since the 1960s, when the resident population increased by 10.5% from 1960 to 1970.

As context, the Massachusetts population increased by 3.1% from 2000 to 2010 and by 5.5% from 1990 to 2000.



Census Activities Timeline

Pre-Census 2030 Census Count			ount	Post-Census			
2027	2028	202	9	2030	2031	2032	2033
Local Update Addresse		New Construction Program	ID ENRFU Blocks	FSCPE Address Review	Census Release, Apportionment, Data Review and Dissemination	Count Question Reso	lution

Local Update of Census Addresses LUCA 2030

What is LUCA?

The Local Update of Census Address program is an opportunity for states, tribes and local governments to review and improve the Census Bureau's address list prior to the 2030 Census.

Who Can Participate in LUCA?

Donahue Institute

Economic and Public Policy Research

The Highest Elected Official at each level of government can enroll and appoint a LUCA liaison.

Why participate in LUCA?

To improve the Census Bureau's Master Address File (MAF).

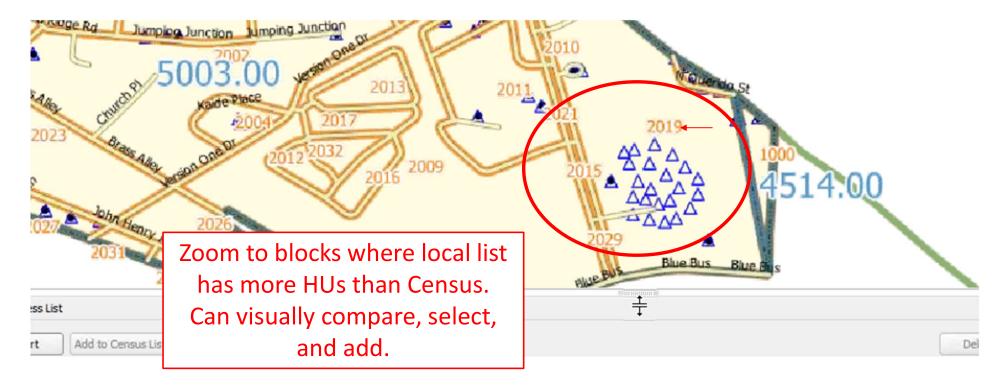
If a housing unit is not in the MAF, it will not receive an invitation to the 2030 census and may not get counted.

The Census Bureau is increasing their reliance on technology and third-party data while decreasing field canvassing.

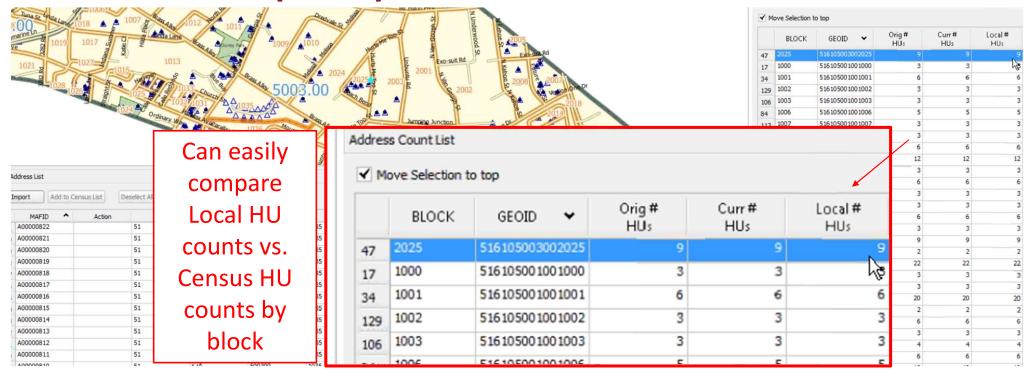
LUCA: How it Works

- Governments review the Census' counts of addresses by block and compare these totals to and addresses their own address lists
- If discrepancies found, governments can recommend addition, deletion, and/or change of addresses in the Census Master Address File
- Participants must adhere to confidentiality agreements during address review and give up access to them at the end of the program.

GUPS TOOL (2020)



GUPS TOOL (2020)



LUCA Success Stories

LUCA 2020 Success Stories

- As a result of outreach and training efforts conducted by the Secretary of the Commonwealth and UMDI last decade, Massachusetts LUCA registration was extraordinarily high. 84% of all 351 municipalities registered with the Bureau for LUCA participation, with participating towns representing approximately 94.4% of the Massachusetts population.
- UMDI conducted a statewide review and submitted for non-participating towns
- In total, the UMDI/SOC team submitted 100,454 residential addresses and 325 group quarters facilities that the Census Bureau had potentially missed or misplaced, with thousands of additional addresses submitted directly by the municipalities we supported.

LUCA 2020 Success Stories

The following slides are used with permission by the authors, Joseph Salvo (NYC), Robert Rhatigan (NM), and Mike Mohrman (WA).

These stories are the result of a small working group of city and state demographers and the U.S. Census Bureau called the 2030 Census National LUCA Working Group.

The demographers gave the Bureau lists of LUCA-submitted addresses for the areas of interest, and the Bureau reported back on the actual census results. In other words, they went beyond "how much was accepted by the Bureau in LUCA" to "what actually happened to the accepted units in the census."

These success stories were originally presented at an NCSL webinar on June 13, 2025, co-sponsored by NCSL and the National League of Cities, the National Association of Counties and the International City/County Management Association, and, more recently, at the September 10, 2025 meeting of the Federal-State Cooperative for Population Estimates.







LUCA Success Stories – The Bronx, NY

Field canvassing in a twenty-block segment of the *Castle Hill* neighborhood revealed numerous **basement** apartments, converted garages, subdivided units, and other residences, which were absent from the census address list.





☐ In this neighborhood about 250 housing units were counted in the 2020 Census as a result of LUCA, which accounted for 10 percent of the area's housing stock.

LUCA Success Stories – Issaquah, Washington



- Close to 600 additional housing units were enumerated in the 2020 Census as a result of LUCA in Issaquah Highlands. This amounted to almost 17 percent of the approximately 4,000 housing units counted there in the 2020 Census.
- Most of the housing units omitted from the Census Bureau's initial LUCA list were known to the Bureau but lacked adequate geographic detail for inclusion in the census.

LUCA Success Stories – New Orleans, LA

Six large public housing projects were largely destroyed because of Hurricane Katrina in 2005, with a loss of about 7,000 housing units.

Over the next decade, these complexes were rebuilt but were not accurately reflected in the MAF.

LUCA resulted in the addition of more than 500 housing units or 23 percent of all units counted in the study area.





Success from Local Knowledge

New units and facilities

Accessory dwelling units

Unit numbering: 1, 2, 3 vs. A, B, C

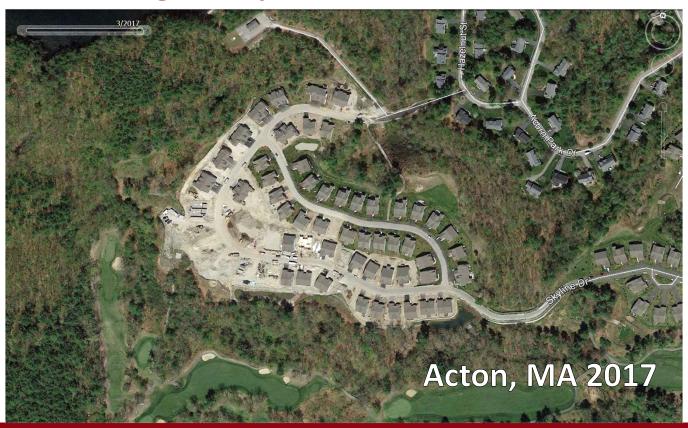
"Under the roof" changes

- Conversions
- In-law apartments
- Modern Census operations rely much more heavily on in-office canvassing vs. "boots-on-the-ground." Example...

In-Office Canvassing Example



In-Office Canvassing Example



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Donahue Institute Economic and Public Policy Research In-Office Canvassing Example: Under-the-Roof



In-Office Canvassing Example: Under-the-Roof



Under-the-Roof Conversions



LIVE AND PLAY IN THE HEART OF HOLYOKE'S INNOVATION DISTRICT

The Cubit is a former factory building in the center of Holyoke, Massachusetts. This renovation will yield 18 Apartment Lofts with salient features such as spacious floors, high ceilings, and large bright windows.







APARTMENT LOFTS

CANAL MARKET

PARKING

LUCA Timeline

LUCA timeline

- Now: Preparation for LUCA
- Early 2027- Mid 2027: Invitations and Training
- Mid 2027 Early 2028: LUCA Review (180 days)
- Early 2029: Receive Feedback on LUCA Submissions and Option to Submit Appeals
- Closeout

LUCA timeline

Now: Preparation for LUCA

- Outreach!
- Identify LUCA reviewers and capacity in each town
 - Update or create address lists
 - Identify areas of housing growth/decreases in community
 - Get familiar with block counts
 - Find tools and resources that may be available for support
- UMDI is developing tools to help

UMass Donahue Institute Resources LUCA 2030

UMDI Statewide Address List: Sources

MassGIS MAD

Level 3
Assessors
Parcel Data

L3

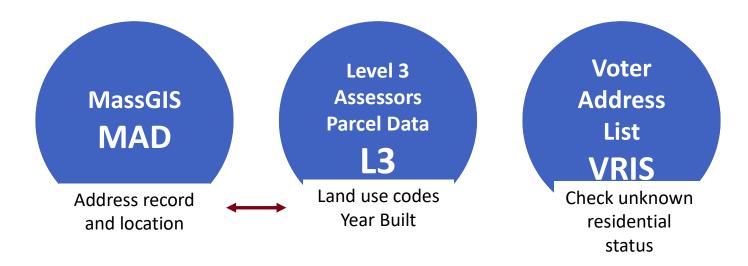
Voter Address List VRIS

UMDI GQ Inventory Boston Parcel & MAD

Assisted Living Facilities

Known
Conversions
Registry of Deeds,
Town Input

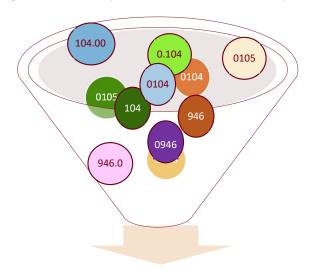
UMDI Statewide Address List: Sources



Standardize Land-Use Codes and Use Descriptions

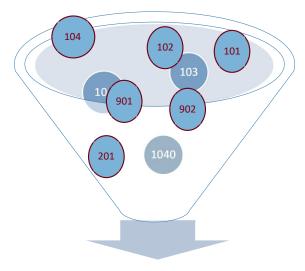
Standardizing Property-Use Codes in the L3

~4,900 unique code and description combos in 2020



~100 standard codes

~100 standard codes



Yes, No, Likely, Unlikely

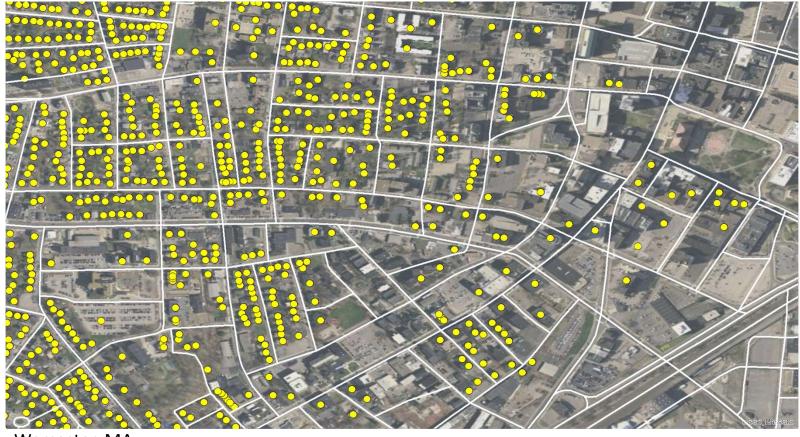
LUCA Processing: MassGIS Address Points



Identify Residential



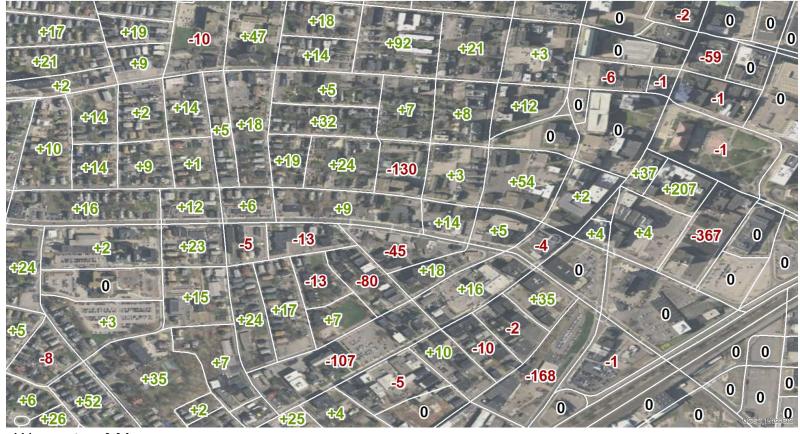
Overlay Block Boundaries



Generate Residential Unit Counts by Block



UMDI Unit Counts vs. MAF Counts



Review Differences for Additional Research



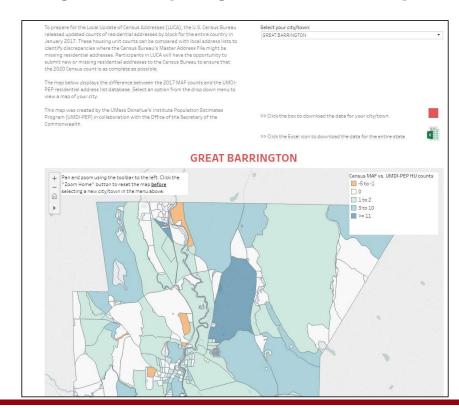
Identify Priority Blocks

BLOCK_GEOID_2010	County	County_ID	Town	Town_ID	UM vs. Census	Census 2025	UMDI 2025
25_023_520202_3015	PLYMOUT	23	ABINGTON	1	99	69	168
25_023_520202_2011	PLYMC			1	59	43	102
25_023_520202_3011	PLYI. Ide	entify your pri	ority blocks	1	41	407	448
25_023_520100_3000	PLYMOU	23	ABINGTON	1	26	95	121
25_023_520202_1007	PLYMOUTH	23	ABINGTON	1	26	205	231
25_023_520100_3016	PLYMOUTH	23	ABINGTON	1	12	30	42
25_023_520201_1017	PLYMOUTH	23	ABINGTON	1	12	35	47
25_023_520100_4002	PLYMOUTH	23	ABINGTON	1	11	81	92
25_023_520201_2009	PLYMOUTH	23	ABINGTON	1	11	44	55
25_023_520201_2014	PLYMOUTH	23	ABINGTON	1	11	21	32
25_023_520100_1018	PLYMOUTH	23	ABINGTON	1	10	18	28

Dashboard will let towns download the block in question for a closer look at actual addresses

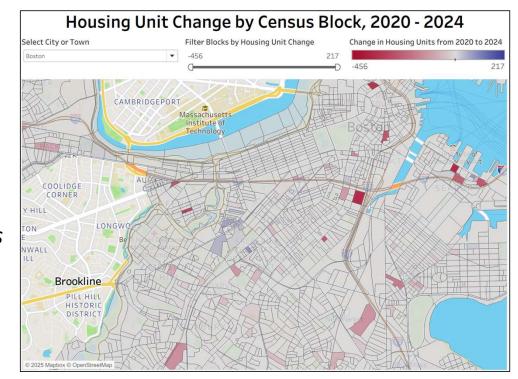
UMDI LUCA Resource "Count Compare" (in production)

- Most recent Census housing units vs. UMDI (state-sourced) 2025 housing units
- Allows towns to identify priorities: Blocks where Census missing the most
- Request corresponding Excel address files from UMDI (geodatabase format available upon request)



UMDI LUCA Resource "HU Change"

- Online interactive with Excel download option
- Census 2020 housing units vs. 2024
 Current Address Count Listing housing units
- Lets towns see where Census has or has not captured recent growth at the town and census block level.



LUCA Support to Cities and Towns

Distribute block comparisons to towns (UMDI counts vs. MAF counts by block)

UMDI will conduct research on large discrepancies to identify actual issues

If large discrepancy identified, town will be notified and detailed information will be provided

UMDI will assist SOC and Census with outreach and training workshops

Census resources

https://www.census.gov/programssurveys/decennialcensus/about/luca.html#Tools

Resources You Can Use to Prepare

These resources are available now to view census address data. Additional details and information on how to use to these resources are available in the links below.

Housing Unit Change Viewer (2020 to current)

Use the interactive map to view the change in the number of housing units between the 2020 Census and now.

2020 Census Address Count Listing Files

Download 2020 Census address count listing files by state.

Current Address Count Listing Files Viewer

Use the interactive map to view current address counts within tabulation block boundaries.

- 2020 Address Count Listing Files Viewer
 Use the interactive map to view address counts from the 2020 Census within tabulation block
- boundaries.

 Data Gem: Tracking Housing Trends with the Housing Unit Change Viewer

Curious where new homes are popping up? Watch this video to see how planners and researchers use detailed Census data to track trends right down to the block.

- □ Guide to Comparing Address Counts
- X Participant Address List Template

Ensure your address list schema meets the minimum field requirements for use with the Address Geocoder and during LUCA.

Address Geocoder

Used to assign address to current tabulation block. Available for all 50 states, Washington D.C., and Puerto Rico addresses.

Response Outreach Area Mapper (ROAM)

View low response score at the tract level.

Thank you!

For additional information:

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University of Massachusetts Amherst