



Vol. 25, No. 1

September 2008

Census Preparations Begin

Beginning around November 1, the Houston Region Census Statistical Areas Committee (CSAC) will spend four months delineating this region's recommendations for 2010 census geography—census tracts, Census Designated Places (CDPs—unincorporated areas that appear to be towns but are not legal entities), and block groups.

Skip Kasdorf, manager of economic research for the Greater Houston Partnership, is the Census Bureau's designated liaison between the local committee and the Bureau. He has been involved in delineating census geography for the Houston region since 1977. Dmitry Messen, Ph.D., Forecast Program Manager for the Houston-Galveston Area Council, has agreed to chair the committee.

"Houston is unusual, if not unique, in the nation," Kasdorf says, "in that the liaison organization is *not* a government agency. In Houston, public *and* private interests have the opportunity to participate in recommending the boundaries for these small areas for which data are tabulated."

Beginning in 2010, five-year averages of data from the American Community Survey will be published at the census tract level annually for the entire nation. The ACS replaces the decennial census "long form," the source of information on such characteristics as household and family income, educational attainment, occupation, and journey to work.

As has been the case since 1970, previously delineated census tract boundaries will be

retained unless there is compelling reason to change them, such as the disappearance of a physical boundary or a population below the specified minimum of 1,500 (in which case the nonqualified tract will be combined with an adjoining tract). The maintenance of boundaries unchanged over time facilitates historical analysis. Splits into two or more census tracts will be required for tracts with populations that exceed 8,000.

With the exception of county boundaries and city limits that are unlikely to change over time, census tract, CDP, and block group boundaries must be physical boundaries. In the case of a tract split, the new boundaries are chosen with an eye toward maximizing the homogeneity of population characteristics within tracts so that measures of central tendency are useful descriptors. Boundaries are not chosen to reflect political jurisdictions.

To aid local committees, the Census Bureau is providing software that prompts if, based on 2000 census data, a tract must be split or combined with another. Local postcensal population and housing unit estimates also may be taken into account.

The Houston Region CSAC probably will meet for two hours once or twice each week from November through February (or March if needed), holiday weeks excepted. Houston Region CSAC members who worked on the 2000 geography already have been invited to serve again for 2010. If you're interested in serving, please contact Kasdorf at kasdorf@houston.org. ❖

From the President...

This year marks TEDA's 25th year as a leading source of demographic and economic information for the Houston region. By all measures, TEDA/Houston's silver anniversary has been a great year. In the first half of 2008, we welcomed 24 new members, averaged 50 attendees at our monthly meetings, and hosted two successful workshops.

Those new to TEDA may be interested to learn that the association was formed in 1983 at the request of the governor's office. Originally, TEDA operated as a statewide organization with chapters in Austin, Dallas-Fort Worth, Houston and San Antonio. Only the Houston chapter remains active and financially strong. The other three chapters have all disbanded.

After 25 years, it is important that any organization evaluate its mission and redouble its commitment to the future. Therefore, TEDA board members conducted a half-day planning meeting in July to discuss strategies to ensure that the association remains a vibrant and valuable resource for its members.

During this process, we identified several factors that exemplify and contribute to TEDA/Houston's success: long-term administrative support from the Greater Houston Partnership; high quality programs and speakers at the impressive facilities of the Federal Reserve Bank of Dallas/Houston Branch; reasonable dues and guest fees; and dedicated service from several charter members.

At this meeting, we also reaffirmed the organization's founding purpose to:

- ❖ Foster cooperation and the exchange of information among those interested in or engaged in the collection, distribution, and analysis of economic and demographic information for the Houston region; and
- ❖ Enhance the caliber of economic and demographic research, analysis, and discussion in the Houston region by providing continuing education and useful information to its members through meetings, a newsletter, and other means.

Maintaining an active network of engaged members is fundamental to TEDA's mission and vital to its continued success. Therefore, the board adopted four goals designed to broaden and strengthen our membership.

- 1) ***Recruit and retain members.*** It is essential that after 25 years we continue to welcome new members and inspire participation from long-term members.
- 2) ***Recruit new leaders.*** Both continuity and new leadership are essential to maintaining a healthy organization. The TEDA board includes several members who have provided excellent leadership for 10 years or more. We need new leaders who can help build TEDA's future.
- 3) ***Increase and personalize communications with members.*** Professional networks are an important benefit of TEDA membership. We want to ensure that we promote the kind of communication that will engage our newer members and foster effective networks.
- 4) ***Improve marketing of TEDA programs.*** TEDA offers high quality programs with broad appeal, but it is difficult to reach everyone who can benefit from them. Developing an effective marketing strategy for TEDA programs will be an important focus in 2009.

These goals will guide the board's efforts to uphold TEDA's 25-year tradition of offering a leading forum for the exchange of demographic and economic information. But each of you can also help continue the legacy. Keep us posted on the information you need and important topics you want to learn more about; contribute ideas and career updates for this newsletter; attend meetings and invite colleagues to join you; introduce yourself to new members and guests at meetings; and consider serving as a board or committee member. You are important to TEDA's mission and its future.

Happy 25th anniversary, TEDA!

Paula Pipes ❖

'08-'09 Calendar Takes Form

TEDA/Houston's 2008-2009 program year shapes up as an exciting one. (See calendar on page 4.)

In September, Houston-Galveston Area Council economist Pramod Sambidi unveils a new industrial cluster analysis of H-GAC's 13-county region, including data on individual counties. His approaches involve location quotient analysis, economic base modeling, and shift-share analysis.

For October, DallasFed VP and senior policy advisor John Duca has been invited to discuss the nation's distressed housing markets, how Houston has been affected, and how and when we can expect to return to "normal."

November brings a perennial favorite: Richard Murray, director of the University of Houston's Center for Public Policy, will reflect on ("bloviate about," he says) what happened in the presidential election and other elections important locally and across the country, and election analyst Max Beauregard will dissect the Harris County results.

In January, a panel discussion of Houston region health issues and progress is planned.

At the February meeting, H-GAC forecast program manager Dmitry Messen will present new research on characteristics of migrants to and within the Houston region.

A half-day workshop on sustainability issues in Houston is in the works for March.

April's meeting extends a TEDA tradition of more than two decades as Rice University sociologist Stephen Klineberg presents what's new and startling from the 28th annual Houston Area Survey.

Steve Murdock, director of the U.S. Bureau of the Census, has been invited to address TEDA on 2010 census issues in May.

In June, a panel will analyze the demographics of Houston region college and university graduates and how well or how poorly they match tomorrow's job market.

The 2009-2010 program year begins next September with a panel discussion of the uses, advantages, and problems of Tax Increment Reinvestment Zones in Houston. ❖

Hispanic Heritage Month

Hispanic Heritage Month is Sep. 15-Oct. 15. With Hispanics now the largest minority group nationwide, accounting for 15 percent of total population in mid-2007, this seems an opportune time to browse a few facts supplied by the Census Bureau.

- ❖ During the year ending July 1, 2007, Hispanics accounted for half of the nation's 2.87 million population increase. Hispanic population grew 3.3 percent, while the nation as a whole grew just 1.0 percent.
- ❖ Only Mexico has more Hispanics (108.7 million) than the U.S. (45.5 million). Spain has a population of 40.4 million.
- ❖ Persons of Mexican heritage account for 64 percent of the nation's Hispanics.
- ❖ The median age of U.S. Hispanics is 27.6, well below 36.6 for the overall population.
- ❖ Texas is home to 8.6 million Hispanics; California, to 13.2 million. The two states hold 48 percent of the nation's Hispanics.
- ❖ In 2007, Starr County's population was 97 percent Hispanic—the highest Hispanic share in the nation. The next nine counties are also in Texas.
- ❖ During the year ending July 1, 2007, Texas gained more Hispanics—308,000—than any other state. California ranked second at 268,000.
- ❖ Nationwide, 12 percent of persons age 5 and older speak Spanish at home. In Texas, that figure is 29 percent—highest among the states, but not significantly greater than in New Mexico.
- ❖ In October 2006, 11 percent of all U.S. college students and 19 percent of all U.S. elementary and secondary students were Hispanic.
- ❖ In 2007, 3.3 million Hispanics 18 and older held at least a bachelor's degree; 811,000 held advanced degrees.
- ❖ 7.6 million Hispanic citizens voted in the 2004 presidential election; 5.6 million, in the 2006 congressional election. The percentages of Hispanics voting—47 percent in 2004, 32 percent in 2006—did not differ significantly from four years earlier. ❖

TEDA/Houston '08-'09 Calendar

Meetings (reception 5-5:30 p.m., presentation 5:30-6:30) are free to TEDA members and \$10 per person for guests (applicable toward dues if a guest joins TEDA/ Houston the same day). All functions are at the Federal Reserve Bank of Dallas, Houston Branch, 1801 Allen Parkway.

Topics and speakers shown below are subject to change. For the most up-to-date information, check the calendar at www.teda.org.

Sep. 18—Meeting

A New Industrial Cluster Analysis for Houston • Pramod Sambidi, Ph.D., Regional Economist, Houston-Galveston Area Council

Oct. Date TBA—Meeting

The Housing Mess and Beyond • John V. Duca, Ph.D., Vice President and Senior Policy Advisor, Federal Reserve Bank of Dallas (*invited*)

Nov. 20—Meeting

What Happened in the 2008 Elections? • Richard Murray, Ph.D., Director, Center for Public Policy, University of Houston • Max Beaugard, Demographics & GIS Consulting Services

Jan. 15—Meeting

Houston Region Health Issues and Advances • Speakers TBA

Feb. 19—Meeting

Socioeconomic Profiles of Houston Area Migrants • Dmitry Messen, Ph.D., Forecast Program Manager, Houston-Galveston Area Council

Mar. 19—Morning Workshop

Sustainability Issues in Houston • Speakers TBA

Apr. 23—Meeting

The Houston Area Survey—Newest Findings from the 28th Annual Survey • Stephen L. Klineberg, Ph.D., Professor of Sociology, Rice University

May 21—Meeting

Inside the Census Bureau • Steve Murdock, Ph.D., Director, U.S. Bureau of the Census (*invited*)

Jun. 18—Meeting

Today's Graduates and Tomorrow's Jobs—Match or Mismatch? • Speakers TBA

Sep. 17—Meeting

Tax Increment Reinvestment Zones—Bane or Blessing for Houston? • Speakers TBA

'08-'09 TEDA/Houston Board of Directors

Terms Expiring in 2009

- ❖ Virginia Appl, Demographer, Magellan Consulting Services, 936-588-6626, virginia@magellanconsulting.com
- ❖ Skip Kasdorf, Greater Houston Partnership, *Secretary* and *Newsletter Editor*, 713-844-3615, kasdorf@houston.org
- ❖ John Stansfield, Consultant, 281-933-2588, jstansfield@pdq.net
- ❖ Christina Todd, Lone Star College System, 832-813-6628, christina.c.todd@lonestar.edu

Terms Expiring in 2010

- ❖ Max L. Beaugard, Demographics & GIS Consulting Services, 713-864-0549, mbeaugard@houston.rr.com
- ❖ Jim Hofmeister, Consultant, jimsuehofmeister@aol.com
- ❖ Barbara McCormick, 713-464-8802, barbaramc@earthlink.net
- ❖ Dmitry Messen, Ph.D., Forecast Program Manager, Houston-Galveston Area Council, 713-993-4535, Dmitry.Messen@h-gac.com

Terms Expiring in 2011

- ❖ Bala Balachandran, Planning & Development Dept., City of Houston, *Vice President*, 713-837-7839, bala.balachandran@cityofhouston.net
- ❖ Margaret Drain, Houston Community College System, 713-718-8628, margaret.drain@hccs.edu
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Visit TEDA/Houston at www.teda.org

TEDA/Houston Newsletter

Publisher: Texas Economic & Demographic Association, Houston Chapter

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Published occasionally and distributed free to TEDA/Houston members. TEDA/Houston is a non-profit organization promoting excellence in economic and demographic research in the Houston region.

Activities of TEDA/Houston are underwritten in part by the Greater Houston Partnership.