

OFFICE OF THE MAYOR

EXECUTIVE ORDER HM 26-23

MAYOR'S OFFICE OF POPULATION AND DEMOGRAPHICS

WHEREAS, the residents of New Orleans are the City's greatest asset, and every policy, planning, and funding decision the City makes must be grounded in an accurate understanding of who those residents are, where they live, and how their needs are changing; and

WHEREAS, the population of New Orleans peaked at 627,525 residents in 1960 and has declined nearly every decade since; and

WHEREAS, the Census Bureau estimates that the City's population in 2025 stood at roughly 362,000 residents — a decline of approximately 42 percent from the historical apex; and

WHEREAS, recent Census data further indicates that the City has lost nearly 20,700 residents since 2020 alone; and

WHEREAS, the City's population, which is calculated through annual census estimates and the decennial census, is a major factor toward determination of the City's level of annual federal funding for housing, transportation, healthcare, education, and disaster recovery programs, as well as the City's representation in state and federal government; and

WHEREAS, an accurate understanding of the number of people living in New Orleans is also essential to the efficient and equitable delivery of core City services, including sanitation, public safety, emergency response, infrastructure planning, and other essential services, allowing the City to better align resources with the needs of its residents; and

WHEREAS, other cities that have invested early in dedicated census-coordination capacity, spatial data governance, and community outreach infrastructure have consistently achieved more complete and accurate counts than those that rely on ad hoc efforts in the final year before the census; and

WHEREAS, it is in the best interest of the City to establish permanent, institutionalized capacity now, well ahead of the 2030 Census, to coordinate the City's address infrastructure, demographic data strategy, and population outreach efforts, so that City departments and the public alike have access to accurate, trusted demographic information about New Orleans; and

NOW, THEREFORE, I, HELENA MORENO, by the authority vested in me as Mayor of the City of New Orleans, by the Constitution and laws of the State of Louisiana and the Home Rule Charter and laws of the City of New Orleans, **HEREBY ORDER AS FOLLOWS**:

1. Effective Date

This Order is effective upon the date of its issuance.

2. Purpose

The purpose of this Order is to create the Mayor's Office of Population and Demographics ("the Office"), led by a Director, to institutionalize the City's capacity to ensure an accurate and complete count of New Orleans residents in the 2023 Census and beyond, to create and maintain a centralized database of street addresses in New Orleans, and to plan for and respond to population change.

3. Establishment and Placement

The Office is hereby created within the Office of the Mayor and shall report to the Mayor's Chief of Staff. The Office shall be headed by a Director who will serve in the unclassified service of the New Orleans Civil Service system.

4. Director — Qualifications

The Director shall have a minimum of five years of experience in geospatial data management, demography, urban planning, or a directly related field, with demonstrated experience coordinating multi-department or multi-agency initiatives.

The Director shall hold a four-year degree from an accredited college or university, with a graduate degree in a relevant field preferred. Relevant professional certification (such as GISP, AICP, or an equivalent credential) is preferred but not required.

The Director shall have the demonstrated ability to translate technical spatial and demographic data into guidance usable by City departments, elected officials, and the public.

5. Core Functions and Responsibilities

The Office shall serve as the City's central point of coordination for population data, spatial strategy, and census preparedness. Functions of the Office shall include, but are not limited to, the following:

- A. Serve as the City's liaison to the U.S. Census Bureau, the Louisiana State Data Center, and regional demographic research partners on all matters concerning population counts, estimates, and projections;
- B. Create and implement a governance structure for the City's enterprise address database, ensuring every address, parcel, and structure in New Orleans is accurately represented and kept current as the basis for census counts, service delivery, and emergency response;

- C. Develop and maintain a citywide strategy that aligns the enterprise address database, land use data, and demographic analysis to support the City's population and resilience planning;
- D. Provide City departments with accurate, current demographic and population-trend data to inform budgeting, service delivery, infrastructure planning, and policy decisions;
- E. Facilitate the adoption of accurate demographic information for public use, improving transparency and enabling residents, researchers, and community organizations to understand population and neighborhood change in New Orleans;
- F. Lead citywide outreach and coordination efforts to ensure a complete and accurate count in the 2030 Census, including community engagement, address canvassing support, and coordination with community-based organizations serving hard-to-count populations;
- G. Document lessons learned from the 2020 Census and prior counts, and apply those lessons to strengthen the City's coordination capacity ahead of 2030;
- H. Identify and pursue philanthropic, federal, and other funding sources to support census outreach, spatial data infrastructure, and demographic research, and coordinate City participation in regional and national complete-count coalitions; and
- I. Advise the Mayor, Deputy Mayors, Chief Administrative Officer ("CAO"), and Deputy CAOs on the fiscal and representational stakes of population change, including the relationship between census accuracy and federal funding allocations to the City.

6. Authority.

The Director has the authority and responsibility to draft comprehensive written procedures, consistent with this Order, governing the City's address database standards, data-sharing protocols with City departments, and census-outreach coordination. Such procedures may be transmitted to the CAO for enactment as policy memoranda, as needed.

All City departments are expected to cooperate with the Office relative to address data maintenance, demographic data requests, and census outreach-coordination, and shall provide the Office with access to relevant data and personnel necessary to carry out the functions described in Section 5, in accordance with applicable law.

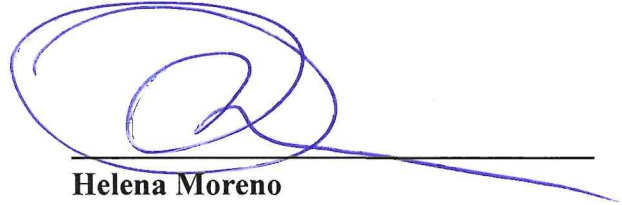
7. Accountability and Reporting.

The Director shall provide the Mayor and CAO with periodic updates, as well as an annual written report on the status of the City's census-readiness efforts, address system integrity, and population trend findings. The Director shall notify the CAO of any significant risks to the completeness or accuracy of the City's address data or projected census count with sufficient time for corrective action.

8. Duration.

This Order will remain in effect until amended or suspended by a subsequent order approved in accordance with Section 4-206(3)(c) of the Charter.

WITNESS MY HAND AND SEAL THIS 10TH DAY OF AUGUST, 2026 AT NEW ORLEANS, LOUISIANA.



Helena Moreno

Mayor

City of New Orleans