



Every Texan believes that social justice requires public policy.



Every Texan is an independent policy research and advocacy organization focusing on improving equitable access to health care, food security, education, financial security, and voting rights. Since its founding in 1985, Every Texan (formerly the Center for Public Policy Priorities) has leveraged public policy to expand opportunity and equity for Texans of all backgrounds. We work with our partners to help the public and policymakers make choices that benefit all Texans, regardless of their race, class, gender, zip code, or any other factor.

Every Texan's **Research and Data Team** provides access to a wide range of research, data and GIS services and resources. Every Texan experts offers reliable, timely, credible, and accessible data for all of our issue areas. We humanize our research and apply a racial and socioeconomic lens to shape solutions and narratives.

Research & Data Team



CODA RAYO-GARZA Research & Data Director

Coda is a fronteriza born and raised in Laredo, Texas. She has held various roles in the nonprofit and government sectors and is also a former Lecturer of Political Science. Coda is a current PhD student in Applied Demography at the University of Texas at San Antonio. Her expertise includes racial, ethnic, gender, and poverty disparities, especially along border areas. Coda is also co-authoring a book through Policy Press titled *Latinos in the US: Diversity and Change*.



SARAH SERPAS Senior Research & Data Analyst

Sarah brings over a decade of experience in participatory urban planning, demographic research, and community engagement. Originally from Midland, TX, she left the state to live and work in New York City, where she completed her undergraduate degree at New York University and earned a master's degree in City and Regional Planning from Pratt Institute. She returned to Texas in 2018 and is currently pursuing a PhD in Applied Demography from the University of Texas at San Antonio where she teaches occasional classes.



KAITLAN WONG Deputy Director of Research & Data

Kaitlan joined Every Texan in 2021 as a Research Analyst supporting data-based advocacy efforts in the movement for a more just and equitable Texas. She has certificates in data manipulation, analysis, and visualization using tools such as R, Excel, and Tableau. She is currently pursuing her masters in Data Science at the University of Texas at Austin.



Services Offered



RESEARCH DATA REPORTS AND BRIEFS

- ✓ Develop tailored research reports and briefs
- ✓ Support data product launches with strategic communications

DATA MANAGEMENT

- ✓ Source data from public and commercial platforms
- ✓ Collect, clean, organize, and document project data

DATA ANALYTICS

- ✓ Source data from public and commercial platforms
- ✓ Collect, clean, organize, and document project data

DATA VISUALIZATIONS

- ✓ Create visualizations based on client needs and data quality
- ✓ Create data stories and add a human touch using diverse storytelling tools

GEOGRAPHIC INFORMATION SYSTEMS

- ✓ Advise on spatial analysis based on client data
- ✓ Assist in data collection and spatial analysis
- ✓ Develop best-fit maps and mapping applications (dashboards, storyboards)

CUSTOM DATA PRESENTATIONS AND WORKSHOPS

- ✓ Data 101 Training: One-hour workshop on data analysis basics, reliable data sources, and visualization best practices
- ✓ Create custom data presentations tailored to client needs (fees based on data volume and audience scope)



Past Projects

Texas Women's Foundation – 2025

Every Texan has proudly partnered with the Texas Women's Foundation for over a decade to produce reports that spotlight the economic realities facing women in Texas, including Economic Issues for Women in Texas. In 2025, we authored a new white paper quantifying the economic impact of the wage gap in Texas. [Read the report here.](#)

Methodist Healthcare Ministries of South Texas, Inc., Kids Count – 2024

For more than 10 years, our team has been hired to develop a data report that measures the status of children and youth's health and well-being across five thematic areas and over 30 indicators. The goal of the project is to provide a quantitative profile of children in Texas and policy recommendations to close disparity gaps. [Read the report here.](#)

City of Dallas, Equity Indicators Report – 2023

Our team helped develop and update the City of Dallas' Equity Indicators Report, which is designed to measure equity – the fairness and justice in outcomes for and treatment of groups of people – across five thematic areas.

LEARN MORE ABOUT EVERY TEXAN RESEARCH & DATA

Visit the Research and Data webpage for more project examples, data briefs, and information.

