

2020 Census: Metropolitan Council's Partnership with the Census Bureau

5/1/2019

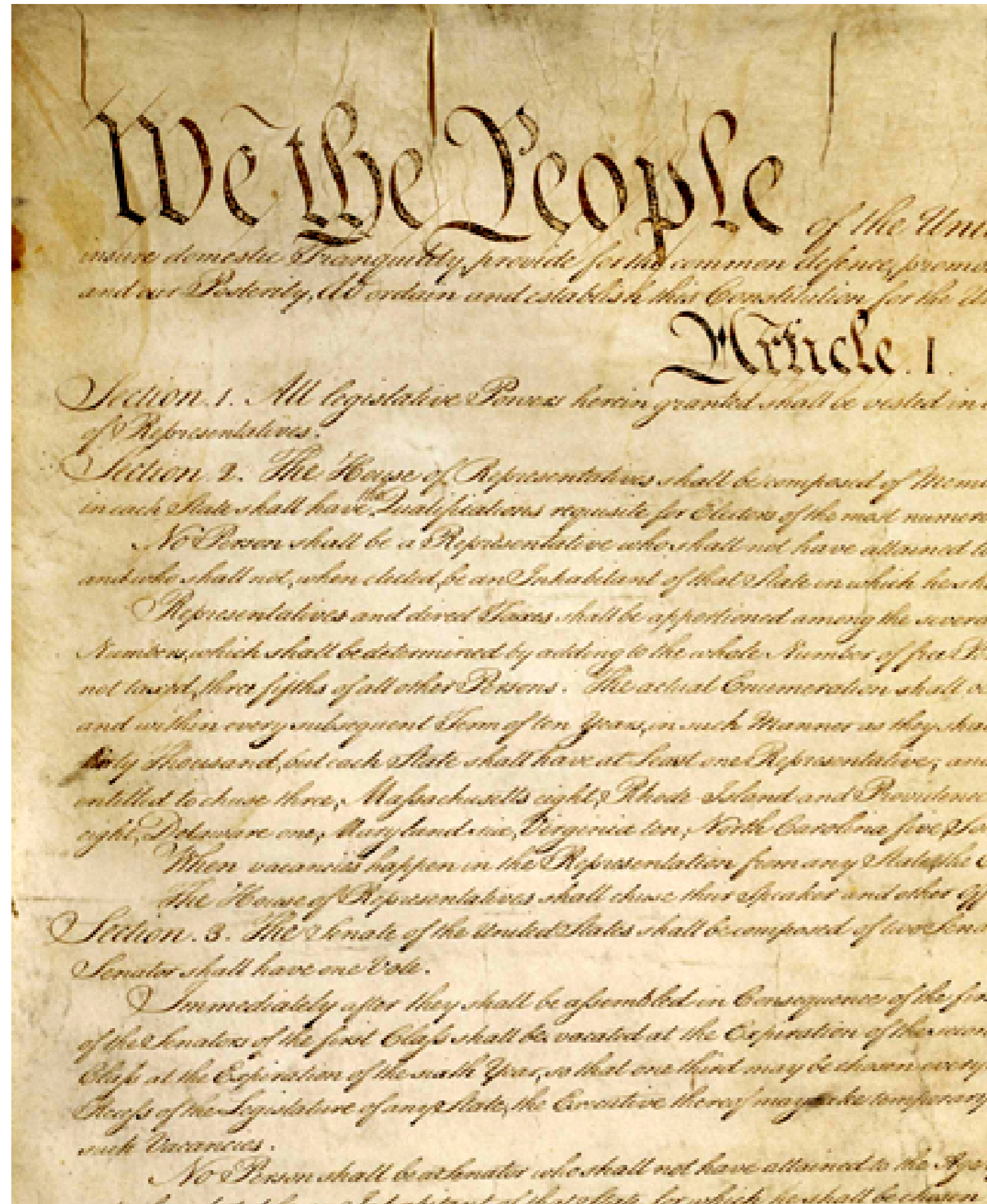
Presenting to Committee of the Whole



Overview

- What is the Decennial Census?
- Particular challenges in the 2020 cycle
- How we support 2020 Census
- Public sector roles, get involved!
 1. Technical preparation: statistical areas and addresses
 2. Public awareness and promotion: Complete Count!
- Why does the Census need help?

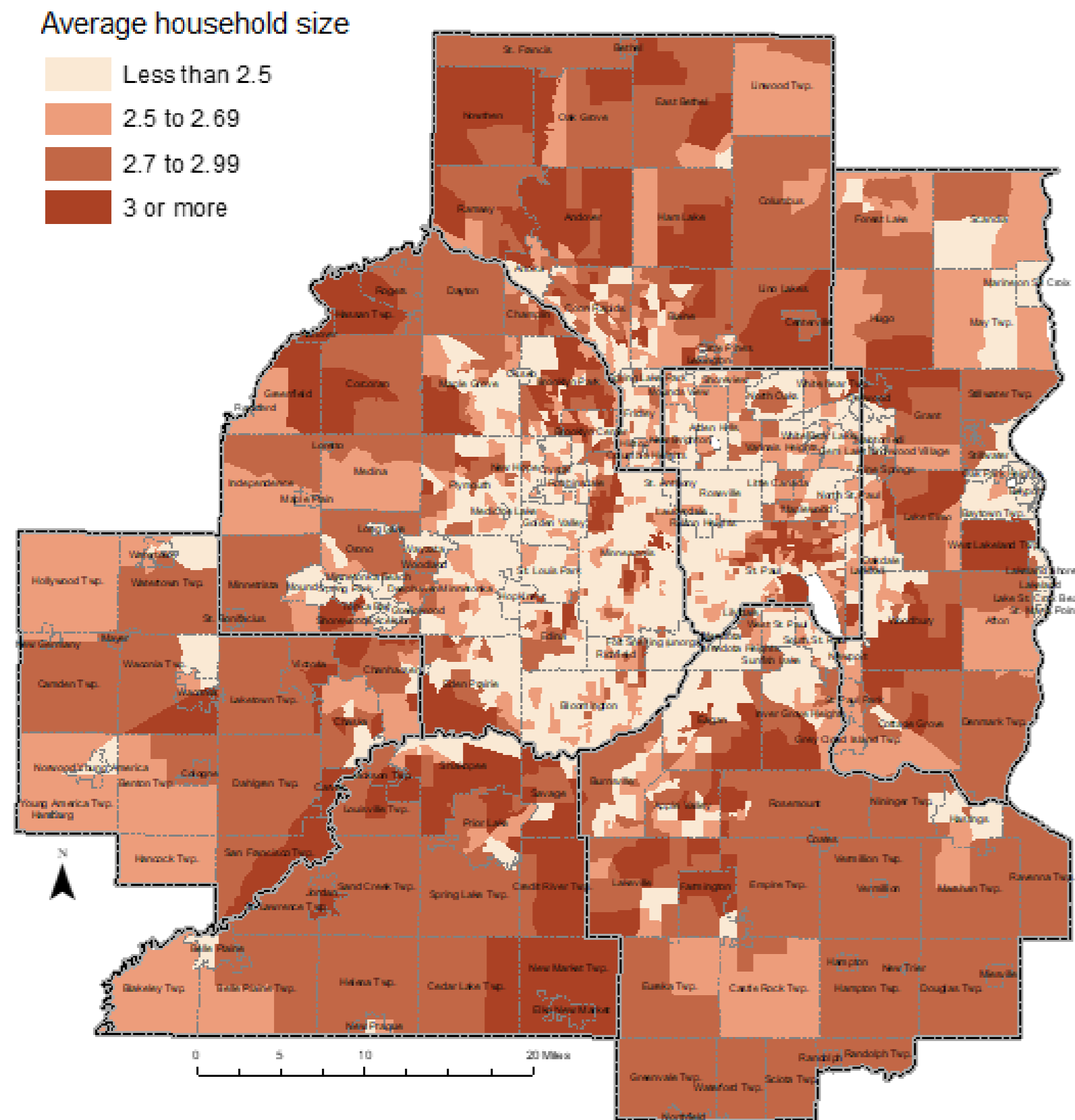
What is the Decennial Census?



- Once per decade count of the population, required by the Constitution
 - Enumeration shall be made... within every subsequent Term of ten Years, in such matter as they shall by Law direct.
 - Representatives and direct Taxes shall be apportioned among the several States which may be included within the Union, according to their respective Numbers.

Constitution of the U.S., Article I, Section 2

Uses of Decennial Census data



- Apportionment and redistricting for political representation
- Distribute federal dollars to states, and within states
- Inform government and private sector planning decisions
- Provide base data for *the next decade* of government and private sector research

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.

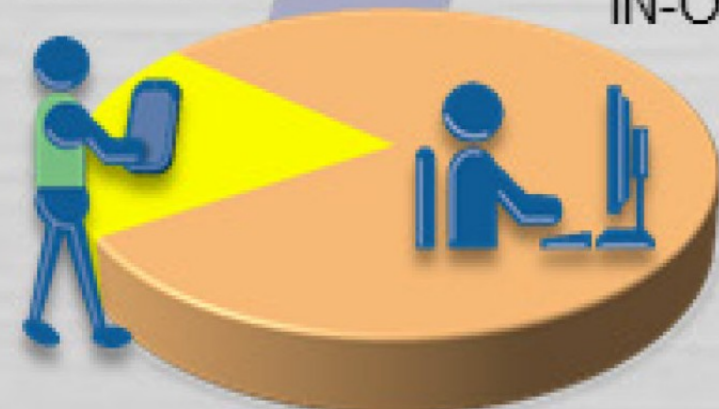


Establish Where to Count

Identify all addresses where people could live

IN-FIELD

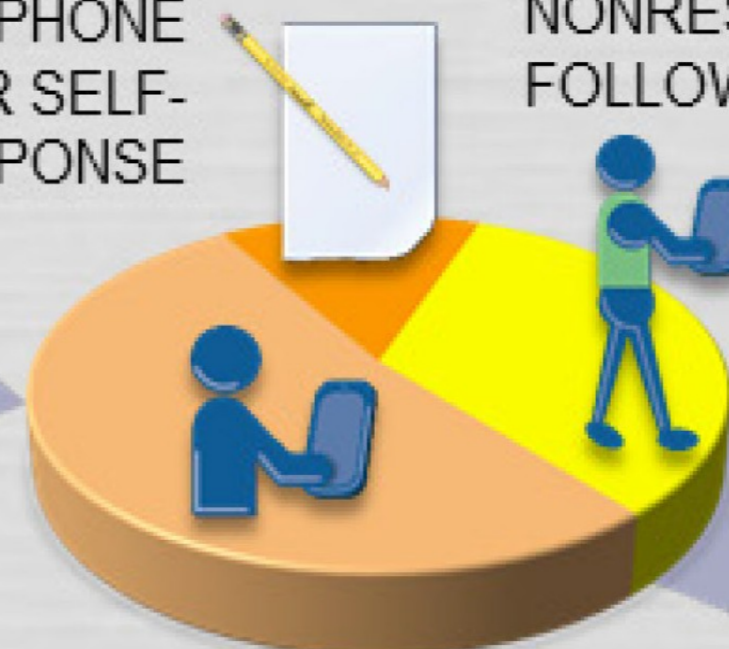
IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking



**Count Everyone Once
In the Right Place**

Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



Particular challenges in the 2020 cycle

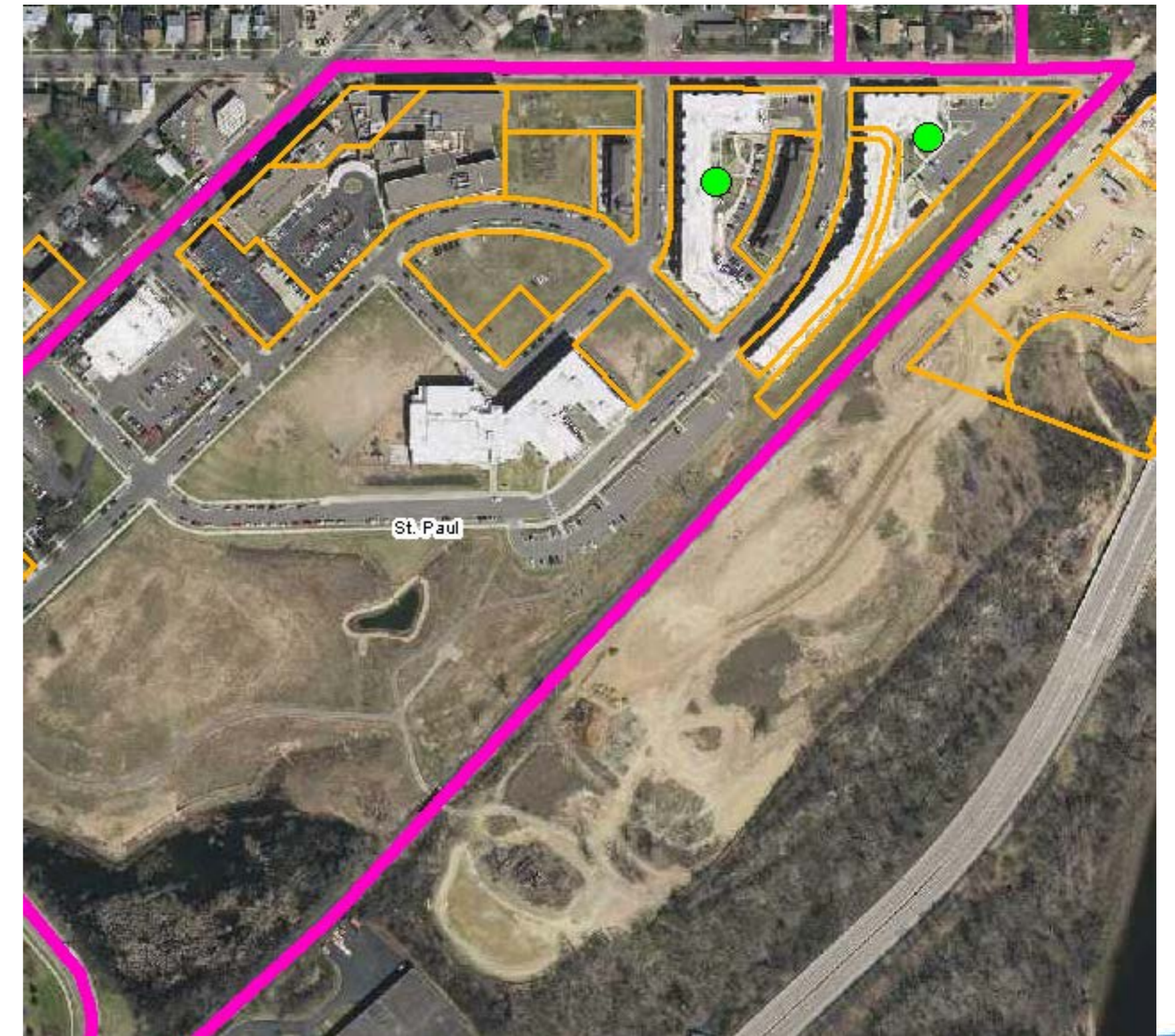
- 2020 process improvements depend on new technologies and data uses
- Internet response is new for the public and for Decennial Census
- Asking sensitive information could discourage participation, depress completeness
- Census's communications and partnership strategy relies on goodwill



Photo: US Census Bureau

Met Council's support of 2020 Census

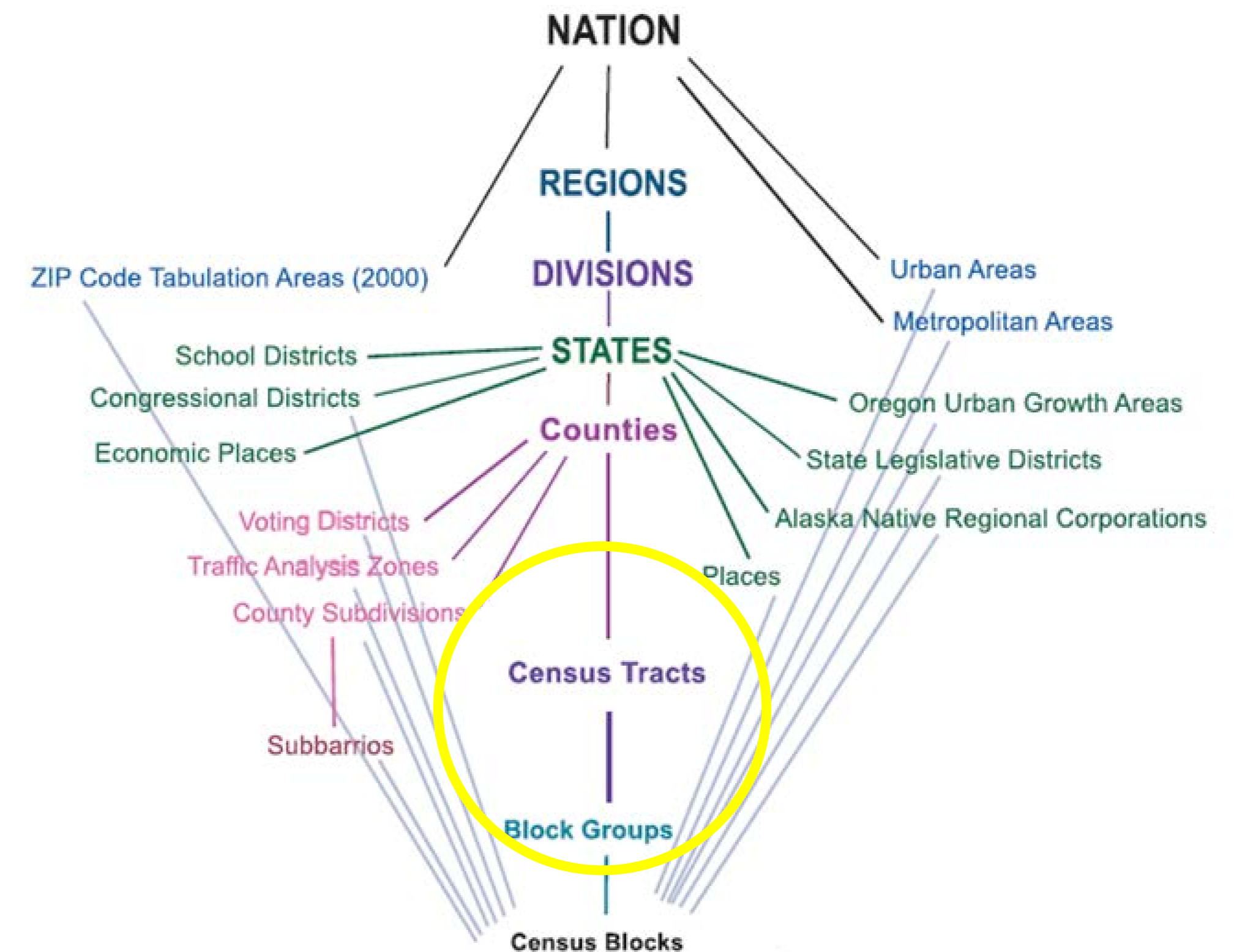
- Co-convenor of *Local Governments Roundtable on 2020 Census*, meeting quarterly
- Technical assistance in the pre-2020 Count Review operation: identifying areas for pre-2020 field checking
- Reviewing and re-drawing Census Tracts and Block Groups



Graphic: Metropolitan Council

Quick Intro to Census Geographies

- Census Bureau *and other statistical agencies* tabulate data for many summary geographies
- Tracts and Block Groups are subcounty “small area” geographies that can be customized to serve local data needs
- Census delegates the drawing of Tracts and Block Groups to regional and metro planning agencies



Met Council's approach to Census Tracts

- Implement Census Bureau's criteria
- Preserve historical comparability by nesting new Tracts inside the old
- Follow city boundaries where possible
- Improve alignment between Block Groups and Transportation Analysis Zones
- Maximize local detail for public data users

2010 Tracts

- Maple Grove:
10 Tracts
- Rogers and
Hanover: 1

2020 Preliminary Tracts

- Maple Grove:
15 Tracts
- Rogers and
Hanover: 2
- Preserve historic
tract boundaries
- Small changes to
correct Osseo city
boundary, to align
with Hwy 610, etc.

Stakeholders participation

- March-April: We invited local governments and other stakeholders to identify their small area data needs
 - What sub-city zones or service areas do you want to see on the map?
 - www.metrocouncil.org/census2020/
- May: We will process final edits and return deliverable files to Census Bureau
 - Census geographers will validate and finalize this work

Public sector roles, get involved!



Photo: Todd Graham

- Technical preparation: statistical areas and addresses
- Public awareness and promotion: Complete count campaigns

What is a complete count campaign?

- State, counties, and cities standing up Complete Count Committees to carry the 2020 Census message
- These provide space for community volunteers to engage, exercise creativity, leverage their own networks and volunteered resources
- These ask for volunteered resources – but do require start-up resources from the sponsor city or county
- Both Census Bureau *and* Minnesota State Demographic Center can provide branding, messaging, and ready-to-use content

Support for complete count

- There could be mini-grants from the State to support local Complete Count campaigns
 - Minnesota HF1644 proposes budget for promotion and public awareness
 - “At least 45 percent... must be allocated for grants to local governments and nonpartisan, nonprofit community organizations engaged in census mobilization work.”
- Statewide technical assistance to community partners is led by Minnesota State Demographic Center
 - andrew.virden@state.mn.us or 651/201-2507

Why does the Census need help? Shouldn't this be simple?

- Census Bureau in 2018 completed a *2020 Census Barriers, Attitudes, and Motivators Study* (CBAMS). Findings:
 - **Two-thirds** of Americans are unsure about the Census's purpose or process
 - Among that large majority, several major barriers and misgivings
- Major barriers
 - Concerns about data privacy and confidentiality
 - Distrust or fear of the government
 - Feeling that it doesn't matter if you are counted
 - Belief that completing the Census has no benefit

Public awareness and promotion: Complete count campaign

- Met Council, the State, and Census Bureau are asking local governments' assistance with promotion of 2020 Census
- Shared objectives:
 1. Motivating a small act of civic participation (fill out the form)
 2. So that communities are fully counted
 3. So that communities get their share of federal and state resources

Census counts guide the distribution of dollars

- **\$600 billion** of federal resources are distributed to state, metro and local governments **each year** on the basis of Census counts
- **\$1,532** per person is allocated by the federal government to Minnesota each year (that's **\$15,320** for the decade)



Source: GWU Institute of Public Policy, 2017

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