



What You Need to Know for the 2020 Census:

ORGANIZING

for a Complete Count

Census Leadership in Minnesota



United States™
Census
Bureau



Public

- Minnesota State Demographic Center
Department of Administration
- MN counties and localities



Community

- Minnesota Census
Mobilization Partnership
Minnesota Council on Foundations
MACS 2020
Minnesota Council of Nonprofits
Common Cause Minnesota
Advisors – Blandin Foundation & Grassroots Solutions

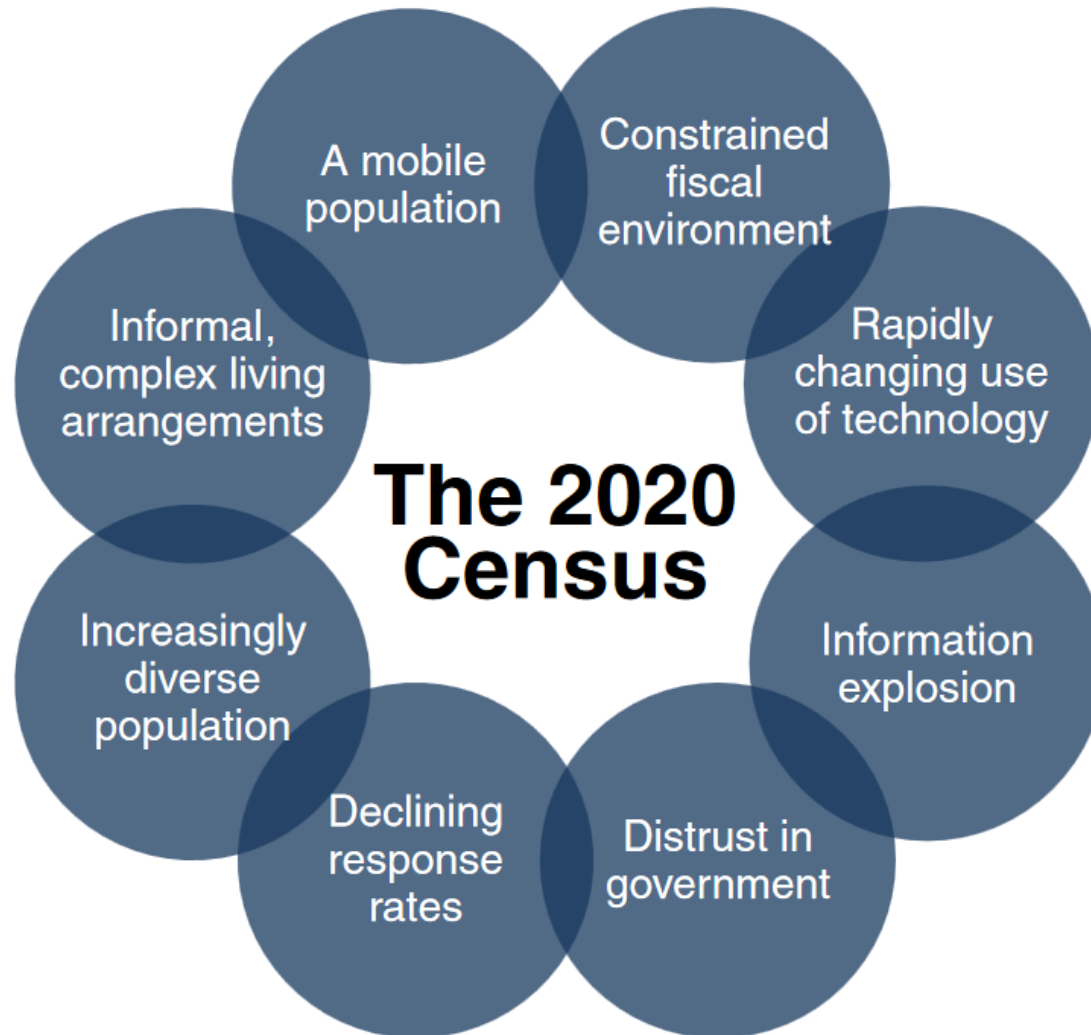


Figure 4: 2020 Census Environment

The 2020 Census Operational Overview



Count everyone once,
only once, and in the right place.



ESTABLISH WHERE TO COUNT

Identify all addresses
where people could live.

Conduct a 100-percent review
and update of the nation's
address list.

Minimize in-field work
with in-office updating.

Use multiple data sources
to identify areas with
address changes.

Get local government input.



MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide
communications and
partnership campaign.

Work with trusted sources
to increase participation.

Maximize outreach using
traditional and new media.

Target advertisements to
specific audiences.



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
online response option.

Use the most cost-effective
strategy to contact and
count nonrespondents.

Streamline in-field
census taking.

Knock on doors only
when necessary.



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 information.

Figure 5: The 2020 Census—A New Design for the 21st Century

How will Minnesotans know what to do?

75%-80% of households will be “Internet First” households

The bureau will send mailings with information about responding to the 2020 Census online and will only send a paper questionnaire if a household has not responded online after multiple mailed reminders.

20%-25% of households with indicators of low internet use will be “Internet Choice” households

The bureau will send both the full paper questionnaire and information about responding online, followed by a series of reminder mailings.

How will Minnesotans know what to do?

► Mailings from the 2018 End-to-End Test

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(* Targeted only to nonrespondents)

New digital platform expands outreach opportunities

- ▶ Email campaign with direct link to 2020 Census response site
- ▶ Peer-to-peer text messages with link to census forms
- ▶ Census response tables organized and staffed by trusted community members

Answering the Census is Safe

The Law Protects Your Answers.

By law, the Census Bureau cannot share your answers with the IRS, FBI, Welfare, Immigration or any other government agency. No court of law, not even the President of the United States, can find out your answers. And the same law that keeps your answers out of the hands of these agencies, prevents the Census Bureau from selling or giving away your address to people who want to send you mail.

Highly Motivated Employees Protect Your Answers.

Census workers are sworn for life to secrecy. They know that if they give out any information they see on a form, they can face a \$250,000 fine and a five-year prison term. Census workers must pass security and employment reference checks. Protecting the privacy of people who reply to the census is an important part of every census takers training.

Technology Protects Your Answers.

The Census Bureau protects your information with numerous security measures, including electronic barriers, scrambling devices and dedicated lines. Your answers are combined with others to produce the statistical summaries that are published. No one can connect your answers with your name or address.

Census counts guide the distribution of dollars

- ▶ **600 billion** federal dollars are distributed to state and local governments **each year** on the basis of census data
- ▶ At least **\$1,532** per person is allocated by the federal government to Minnesota each year (that's **\$15,320** for the decade)



Historically Undercounted Communities (aka Hard-to-Count)

1. Vacant Units
2. Multi-family Housing Units
3. Renter Occupied Units
4. Occupied Units with More Than 1.5 Persons Per Room
5. Households that are Not Husband/Wife Families
6. Occupied Units with No Telephone Service
7. Adults that are Not High School Graduates
8. People Below Poverty
9. Households with Public Assistance Income
10. People Unemployed
11. Linguistically Isolated Households
12. Occupied Units Where Householder Recently Moved Into Unit

What can Met Council do to help the 2020 Census?

- ▶ Fill out your form
- ▶ Help others fill out their form
- ▶ Encourage Met Council employees/family/retirees to work for the Census Bureau as office or field staff
- ▶ Help promote census awareness and participation to needs-based programs (TAP, Metro HRA)
- ▶ Make Met Council assets (buses, LRT, shelters) and publications available for PSA's
- ▶ Join your local CCC to increase awareness and participation in the 2020 Census
- ▶ Form a CCC to increase awareness and participation in the 2020 Census

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