EVERYONE COUNTS IN MN

What You Need to Know for the 2020 Census:

ORGANIZING for a Complete Count
Census Leadership in Minnesota

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
The 2020 Census

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government

Figure 4: 2020 Census Environment
The 2020 Census Operational Overview

**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

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 20, 2018</td>
<td>March 23, 2018</td>
<td>April 3, 2018</td>
<td>April 16, 2018</td>
<td>April 26, 2018</td>
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<tr>
<td></td>
<td>3</td>
<td>March 23, 2018</td>
<td>March 27, 2018</td>
<td>April 6, 2018</td>
<td>April 19, 2018</td>
<td>April 30, 2018</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 16, 2018</td>
<td>March 20, 2018</td>
<td>March 30, 2018</td>
<td>April 12, 2018</td>
<td>April 23, 2018</td>
</tr>
</tbody>
</table>

(*) 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.
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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