2020 Census: Metropolitan Council’s Partnership with the Census Bureau
Overview

• What is the Decennial Census?
• Particular challenges in the 2020 cycle
• Metropolitan Council’s partnership with the Census Bureau
• Specifically our support of 2020 preparations
• The next 18 months of Census outreach and promotion
• Respective roles of State Demographer’s Office, MN Census Mobilization, Complete Count Committees, and Census Bureau
• How to get involved
What is the Decennial Census?

• Once per decade count of the population, authorized by 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 the Decennial Census

- Apportionment and redistricting for political representation
- Distribute federal dollars to states, and within states
- Inform government and private sector planning decisions
- Provide benchmark or base data for great variety of government and private sector research
Particular challenges in the 2020 cycle

Motivate People to Respond

- Conduct a national 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

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

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
Council’s ongoing partnership with Census

• Worked with Census prior to 2010 to improve geographic data precision
• Validating and re-drawing statistical area boundaries (Census tracts, etc.) in 2000, 2010, 2020 cycles
• State Data Center member agency: Extension of Census data and analysis to reach data users
• Providing advice to Census Bureau through Data Products Redesign Group and SDC national board
Support and preparation for 2020

• Provided parcels and addresses data in support of Census’s Local Update of Census Addresses (LUCA)
• Validating and re-drawing Census tracts in 1st Quarter 2019
• Metro Local Governments Roundtable on 2020 Census, meeting quarterly starting in 2018
Communications support of 2020 Census

• General communications, awareness
  – Newsletter, social media, website presence

• Targeted promotion
  – Social media, website prominence

• Participation with partners

• Support for Council Members
  – Newsletters, community events
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