

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

10/10/2018

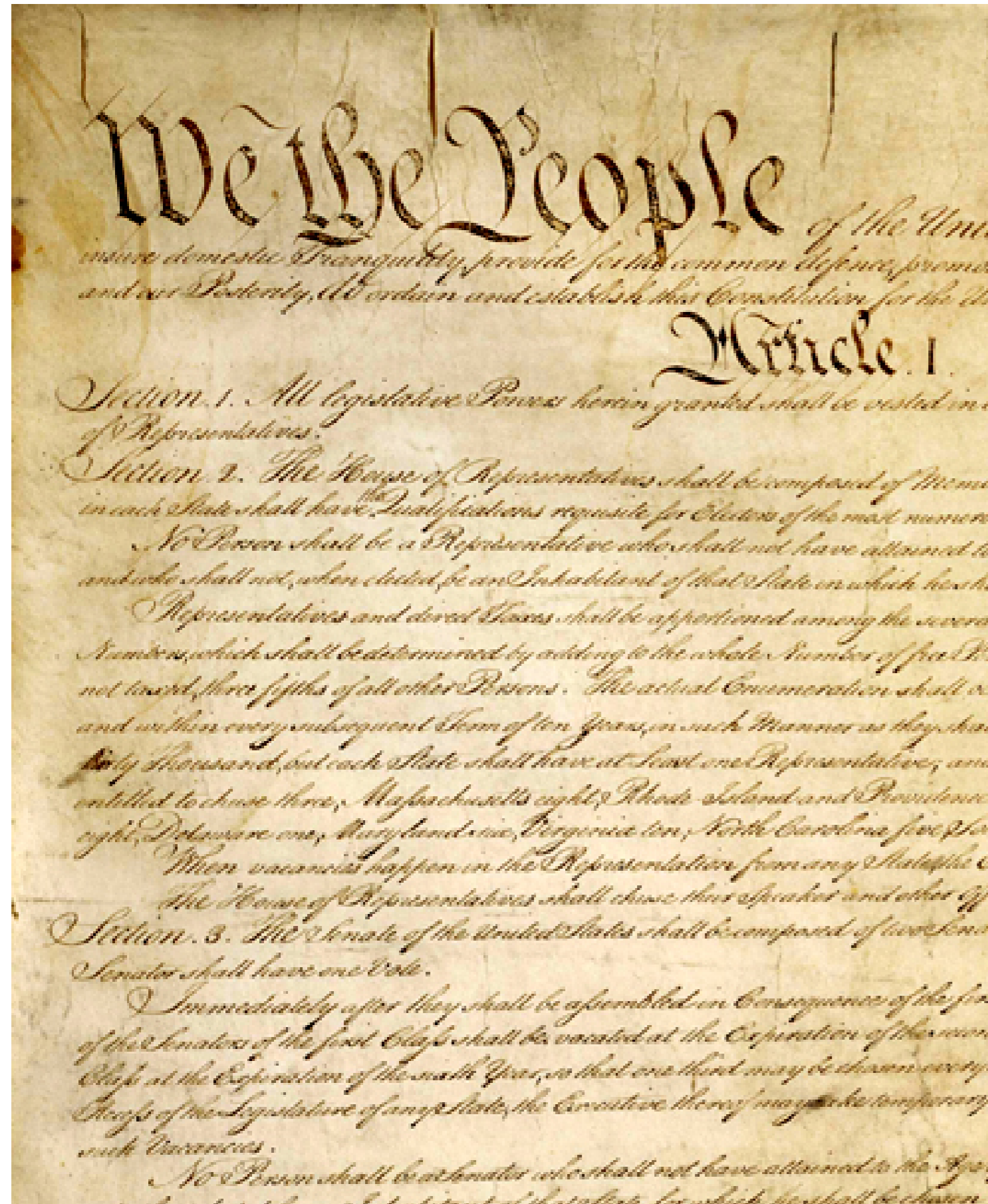
Presenting to Metropolitan Council



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

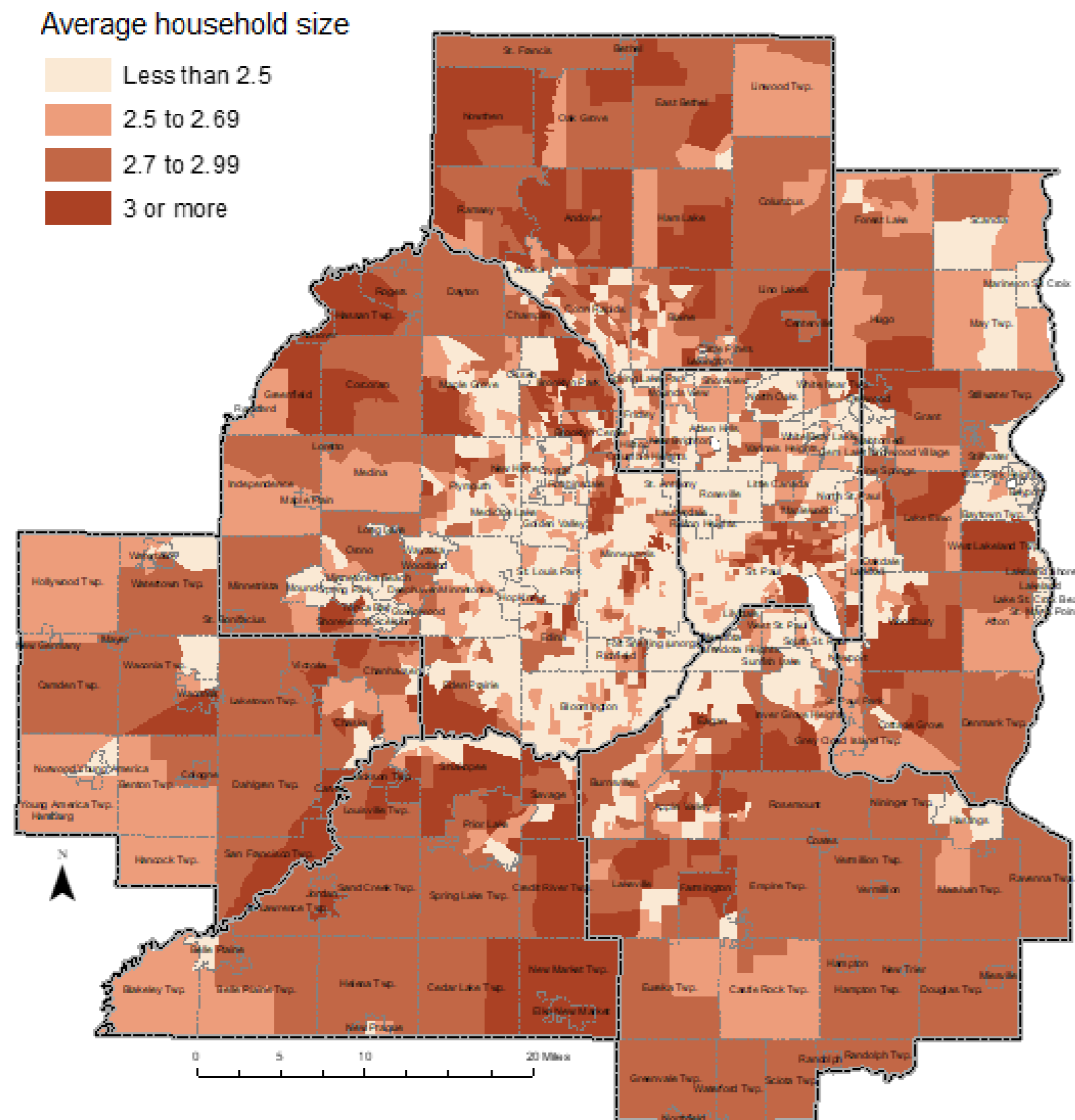
What is the Decennial Census?



- 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

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

Motivate People to Respond

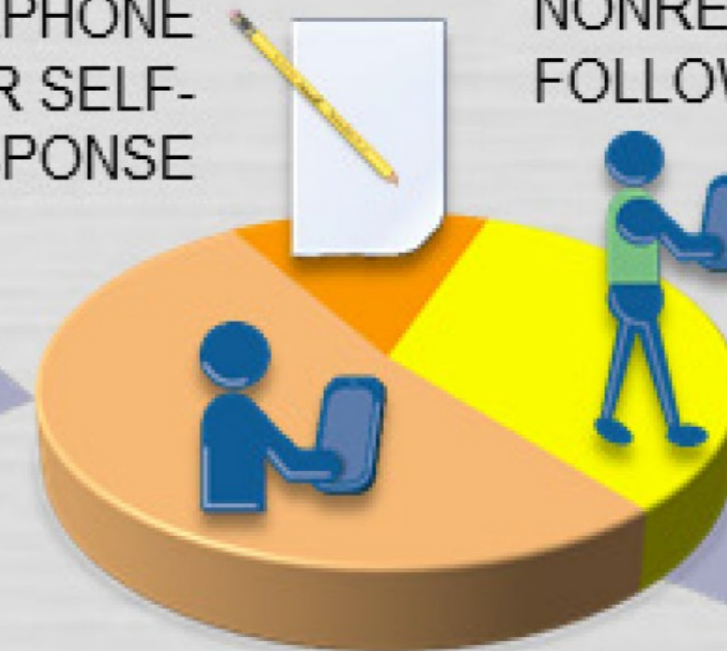
Conduct a nation-wide communications and partnership campaign

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



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

Count the Population

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

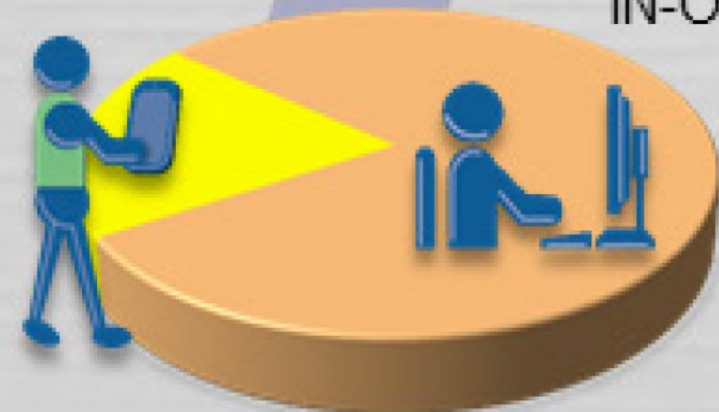
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

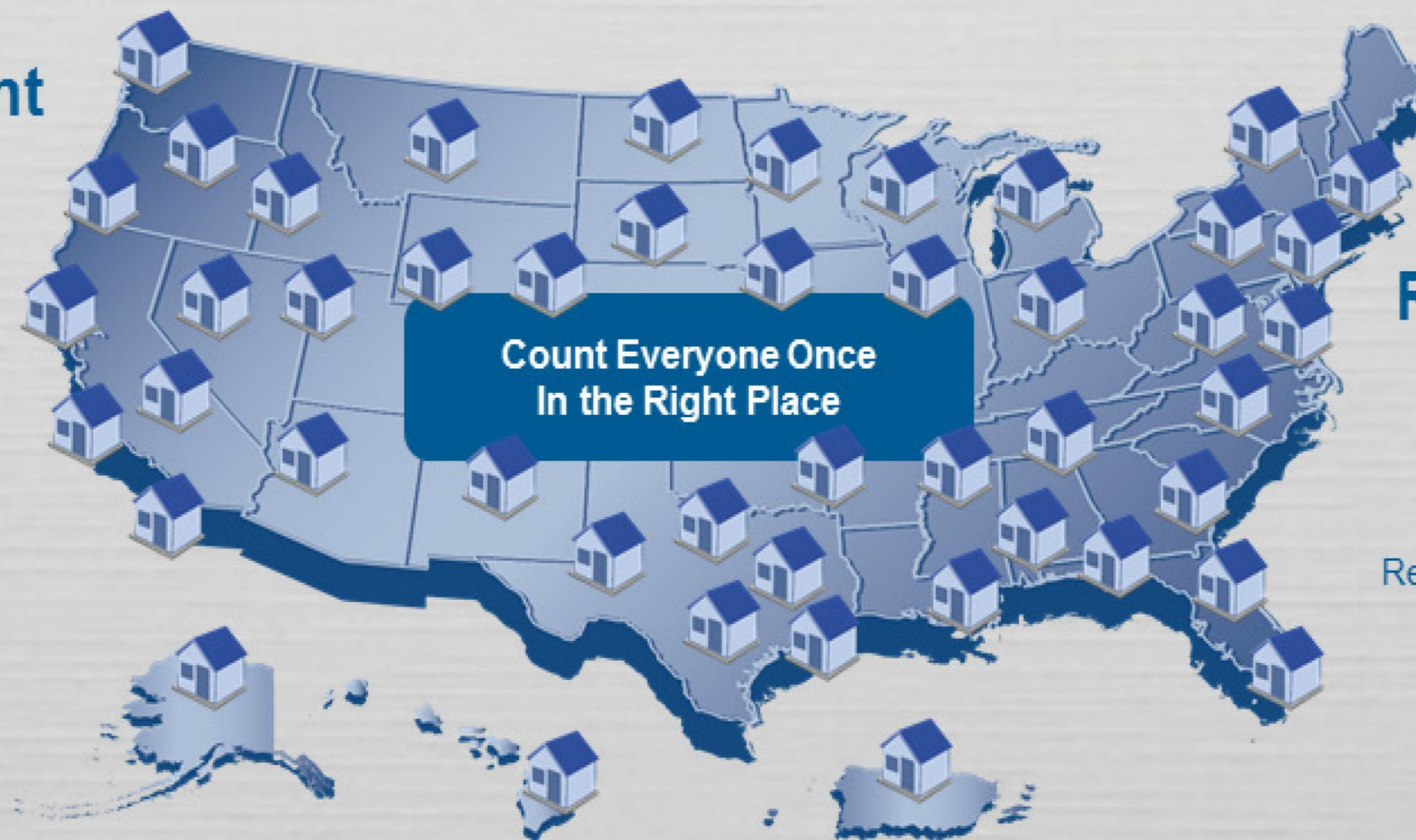
Identify all addresses where people could live

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



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

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



Graphic: Metropolitan Council

Communications support of 2020 Census



Photo: Metropolitan Council

- 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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