Everyone Counts in MN

What You Need to Know for the 2020 Census: Organizing for a Complete Count
Housekeeping items

- Bathrooms
- Breaks
- Evaluations
Welcome

- Welcome and Introduction – 10:00-10:15
- Census 101 – 10:15-11:15
  - Break – 11:15-11:30
- Complete Count Committee Planning – 11:30-12:45
  - Lunch – 12:45-1:45
- Complete Count Subcommittee Planning – 1:45-3:00
- Hard To Count/Available Resources 3:00-3:30
- Wrap Up – 3:30
Introductions
Census 101 Pretest

- You’ve got a census pretest in your folder.
- You have 5 minutes to find it and complete it.
- Go!

Census 101 Pretest

Don’t worry. It’s just for fun.

1. How often is a census taken in the United States?
   a. Every year
   b. Every 5 years
   c. Every 10 years
Background on the Decennial Census

- First begun in 1790! It’s in the constitution.
- From 1970 to 2000, we had a short form (given to everyone in the population) and a long form (given to a sample of the population).
- In 2010, only 10 questions.*
- 2020 form not yet finalized, but most expect that it will be similar to 2010 in length.
5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1’s name? Print name below.

Last Name

First Name

5. What is Person 1’s sex? Mark X, ONE box.

- Male
- Female

6. What is Person 1’s age and what is Person 1’s date of birth?

- Please report babies as age 0 when the child is less than 1 year old.

   Age on April 1, 2010
   
   Month Day Year of birth

7. What is Person 1’s age and what is Person 1’s date of birth?

   Please report babies as age 0 when the child is less than 1 year old.

   Print numbers in boxes.

   Age on April 1, 2010
   
   Month Day Year of birth

   → NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

   - No, not of Hispanic, Latino, or Spanish origin
   - Yes, Mexican, Mexican American, Chicano
   - Yes, Puerto Rican
   - Yes, Cuban
   - Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1’s race? Mark X, one or more boxes.

   - White
   - Black or African American
   - American Indian or Alaska Native
   - Native Hawaiian and Other Pacific Islander
   - Asian
   - Native Hawaiian and Other Pacific Islander
   - Some other race — Print race, for example, Arab, Basque, Bosnian, Chinese, Czech, English, Filipino, French, Hungarian, Italian, Polish, Slovak, Welsh, and so on.
Figure 5: The 2020 Census—A New Design for the 21st Century
How it works – General Timeline

- July 2017 – April 2018→ **Local Update of Census Addresses (LUCA) Program** for local governments
- Jan 2018 - Complete Count Committees (CCC) begin local Census organizing work
- April 2018 → Census questions delivered to Congress
- July 2019 → Communications and advertising campaign begins
- April 1, 2020 → 2020 Census Day
- April 2020 → Non-response Follow-up begins for households that did not submit a Census form
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
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.
Where does the census count people?

In 2010:

• Count people at their usual residence, which is the place where they live and sleep most of the time.

• People in certain types of facilities or shelters (i.e., places where groups of people live together) on Census Day should be counted at the facility or shelter.

• People who do not have a usual residence, or cannot determine a usual residence, should be counted where they are on Census Day.
Special circumstances

**Students**
If they live in dorms or off-campus housing, they are counted at those locations.

**Snowbirds**
Counted where they live and sleep most of the time.

**Homeless**
Counted where they live and sleep most of the time. If there is no single place, counted where they are on census day.
A Census at Risk

Spending during Four Census Decades

Ratio of Census Budget to Year 1 of the decade

Census 2010
Census 2000
Census 1990
Census 2020

Fiscal Year in the Census cycle each decade

Sources
Congressional Research Service, Courtesy Congresswoman Carolyn B. Maloney, (D-NY)
*2018 figure from Office of Management & Budget (OMB), as reported by the Washington Post
The 2020 Census is about:

POWER

MONEY

DATA
2010 Congressional Reapportionment

[Map showing states with gained, lost, and no change in congressional representation]
In 2020, MN is (again) projected to lose a Congressional Seat

<table>
<thead>
<tr>
<th>States Gaining Districts (6 or 7)</th>
<th>States Losing Districts (9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1 (from 9 to 10)</td>
<td>Alabama -1 (from 7 to 6)</td>
</tr>
<tr>
<td>Colorado +1 (from 7 to 8)</td>
<td>Illinois -1 or -2 (from 18 to 17 or 16)</td>
</tr>
<tr>
<td>Florida +2 (from 27 to 29)</td>
<td>Michigan -1 (from 14 to 13)</td>
</tr>
<tr>
<td>Montana even or +1 (from At-large to 2)</td>
<td>Minnesota -1 (from 8 to 7)</td>
</tr>
<tr>
<td>North Carolina +1 (from 13 to 14)</td>
<td>New York -1 (from 27 to 26)</td>
</tr>
<tr>
<td>Oregon +1 (from 5 to 6)</td>
<td>Ohio -1 (from 16 to 15)</td>
</tr>
<tr>
<td>Texas +3 or +4 (from 36 to 39 or 40)</td>
<td>Pennsylvania -1 (from 18 to 17)</td>
</tr>
<tr>
<td></td>
<td>Rhode Island -1 (from 2 to 1)</td>
</tr>
<tr>
<td></td>
<td>West Virginia -1 (from 3 to 2)</td>
</tr>
</tbody>
</table>

Source: Election Data Services
How would Minnesota Congressional Districts change if we were to lose a seat?
Political representation at the **state-level**, also based on census counts

Districts with lower counts **expand**; higher counts **contract** after redistricting
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).
The Feds and the state distribute $$$ on the basis of the census

<table>
<thead>
<tr>
<th>Federal examples:</th>
<th>State examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>Local Government Aid (LGA)</td>
</tr>
<tr>
<td>Highway planning and construction</td>
<td>Community Education Funding</td>
</tr>
<tr>
<td>SNAP</td>
<td>Small Cities Development Grants</td>
</tr>
<tr>
<td>Medicare Part B</td>
<td>Trunk Highway Fund</td>
</tr>
<tr>
<td>Section 8</td>
<td></td>
</tr>
</tbody>
</table>
The Census creates valuable data

- Real estate development
- Creating maps to speed emergency services
- Business marketing research
Make sure your elected leaders know how your community has grown (or declined) since the last census.

Go to mn.gov/demography to look up your community’s growth since the last census.
The challenge

- Count everyone ONCE.
- ONLY once.
- And in the RIGHT PLACE.
The Census Bureau calculates which areas are "hard-to-count" based on a number of variables that are correlated with high non-response rates, such as:

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 is a CCC?

See Page 5 of the workbook.
Why should we form a CCC?
## Committee Types and Sizes

<table>
<thead>
<tr>
<th>Type of CCC</th>
<th>Responsible Body</th>
<th>Size</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>State government</td>
<td>Large</td>
<td>Statewide</td>
</tr>
<tr>
<td>Local</td>
<td>Local government (Regional, County, City, Town)</td>
<td>Large, Medium, or Small</td>
<td>Urban, Rural, or Suburban</td>
</tr>
<tr>
<td>Community</td>
<td>Community organization/leader</td>
<td>Large, Medium, or Small</td>
<td>Urban, Rural, or Suburban</td>
</tr>
</tbody>
</table>
Timeline Stages

- 2018 – mid-2019: Capacity Building Phase
- April 2019-January 2020: Promotion Phase
- February - May 2020: Action Phase
Key tasks for this year

- Highest elected official or community leader officially forms Complete Count Committee
- Recruit committee members and leadership
- Hold first Complete Count Committee meeting
- Establish subcommittees and chairpersons
- Set a schedule for future meetings
- Start developing a plan of actions
- Consider 2019 and 2020 budget needs
Key tasks for your Committee
Role of the Census Bureau & MN SDC
Does anyone have previous experience with a CCC from prior Censuses?

What seemed to work well? What didn’t?
City of Minneapolis Case Study

- What is something you can take away from the Minneapolis materials?
- What is something that would work differently for your community?
- What is a question you have about their work?
Key Strategies
Who is involved?
Who are some key players that should be involved in the leadership of your area’s CCC? The general membership?

Think about if there are any communities not represented by organizations on your list...

See Page 10 of the workbook.
LUNCH

NORSE ROOM
Continuum Activity
Recruitment
Recruitment

- **Just ask!** The most important first step in getting someone to join a committee is to just ask them. Make them feel welcomed and needed.
  - Make it a “small ask” – the next committee meeting to learn more
- **Use relationships!** Invite organizations you already work closely with and know well, then have them do the same
- **Set Goals!** Who is absolutely critical to engage? How many people is your goal to reach out to?
- **Give them a reason to join!** Why should the Census matter to them and their organization?
  - Use supporting materials such as flyers, social media, etc.
- Set meeting dates for the year in advance at a convenient time and location so people can plan for it. **Send reminders!**
Discussion

- What is your biggest concern or barrier for recruitment?
- What are some recruitment strategies that have worked well for you in the past?
- Who is critical to engage first?
Subcommittees
See Page 12 of the workbook.
Examples of subcommittees

- Government
- Education / Youth
- Faith-based
- Media
- Community-based organizations
- Business
- Recruiting

- Multi-unit Buildings
- Cultural organizations
- “Hard to Count”
- Special housing circumstances
- Services to parents & children
- Snow Birds
- Others?
The point is...

- Get good people working in the areas they know.
- Each subcommittee’s mission is to produce an effective plan of action for the first three months (and one day) of 2020.
Subcommittees: Breaking down the steps needed to reach their populations.

- Establish the objective
  - Barriers – language, mistrust, misinformation
- What is needed to meet it
  - Who can help
  - What resources are required
- Form Tactics
- Execute
Example: Multi-housing subcommittee

- Condos
- Senior-citizen buildings
- Section 8 low income-persons
- Market-rate apartment buildings
- Dormitories
Your Turn

- Develop a plan for a multi-family housing subcommittee for your community.
  - What are the Census barriers for this population?

- Who would need to be involved on the subcommittee?
- What resources would it need?

- What are some activities the subcommittee could do in 2020 to increase Census participation?
Different housing, different strategies for outreach.

- Condos, senior buildings, dorms and other structured living arrangements have built-in contact structures – such as owner associations or resident councils.
  - Make use of these to make contacts and gain access, get on agendas, and solicit volunteers.
- Market-rate apartment buildings generally do not.
  - Contact building owners/property managers
Outreach strategy

- Presentations at residents’ councils
  - Partner with these whenever possible
  - Recruit volunteers from within
- Tabling literature at building/community events
- Street Fair/Church bazaar activities
- Building canvasses
- Food drives with 2020 Census promotion
- Any others?
Let Subcommittees be creative!

- ...but practical. Ideas need to be actionable and aim towards increasing participation in the 2020 Census.

- It’s ok to copy answers. Look at what others have done, profit from their successes and learn from their mistakes.

- Use the MN Census web site for resources.

- [www.mn.gov/admin/demography/census2020](http://www.mn.gov/admin/demography/census2020)
Sample Activities
See Page 18 of the workbook.

Capacity Building
- Develop a work plan
- Recruit strong partners. Meet with organizations in your area.
- Create educational materials
- Faith breakfasts
- Create hats/bags/etc.
- Compile information on federally funded programs that have benefited the area.
- Ask organizations to sponsor a future month

Promotion
- Census newsletter – culturally specific
- Banners, posters, billboards and advertising on benches
- Census mascot (for kids)
- Public Service Announcements (PSAs)
- Local media Coverage
- Grassroots advertising and face to face encounters at social service agencies/schools/other CBOs
- Table at previously scheduled local events

Action
- Kick off events/rallies/carnival
- Change telephone hold messages and email signatures in offices to remind residents to complete and return their questionnaire immediately.
- Have government employees answer the phones with a 2010 Census message.
- Questionnaire Assistance Centers
- Elected officials hold neighborhood canvassing walks
Planning
See Page 17 of the workbook.
Hard to Count Populations
Hard-to-count Tracts

Definition: Census tracts are small, relatively permanent statistical subdivisions of a county.

- Areas with relatively low-response score.
- Tract with self response rate of 73% or less in 2010 decennial census.
- Non-responding household that requires field enumerators.
What causes low response?

- Cultural or language difficulties
- Concerns about trust in government
- No traditional street addresses
- Lack familiarity with the census
- Lack of understanding the potential benefits of participating
- Households with no or limited internet access
Counting everyone in the digital age

• Optimizing internet self-response option for Census 2020
• Technology disparities; internet first and internet choice
  ➢ Location as a major predictor to internet access
  ➢ Income
  ➢ Education
• Paper questionnaire
• New modes of contacting the public such as telephone and e-mail
Map Demo

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

- Search by Congressional district or state legislative district
  - You can zoom to any district in the country and the map will highlight the hard-to-count tracts within the district and show how much of the district's population lives in hard-to-count neighborhoods.
- Enhance your educational campaign supporting an adequate Census budget
  - When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.
- Zoom in on any tract in the nation to see its hard-to-count profile
  - The map color-shades the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
    - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract may require more costly in-person follow up by the Census Bureau in 2020); and
    - How much of the tract is populated by groups that are at risk of being undercounted, such as children under 5, households with poor internet access, recent immigrants, and more.
Additional Resources on Hard-to-count population

- https://www2.census.gov/geo/pdfs/education/CensusTracts.pdf
- https://www.census.gov/coverage_measurement/pdfs/g01.pdf
Wrap up: Bringing it All Together

- What will we need for our CCC to be successful?
- What kind of support would be useful as we go forward/future follow up?
Please give us your feedback

Evaluate today’s workshop here:
https://tinyurl.com/mnccceval
Any blogs or news sources to stay on top of Census news?

- www.census.gov/2020census
- www.mn.gov/admin/demography/census2020
- Follow us on Twitter! @MNCensus2020