

# 2020 Census: Metro and Local Governments' Partnership with the Census Bureau

2/28/2019

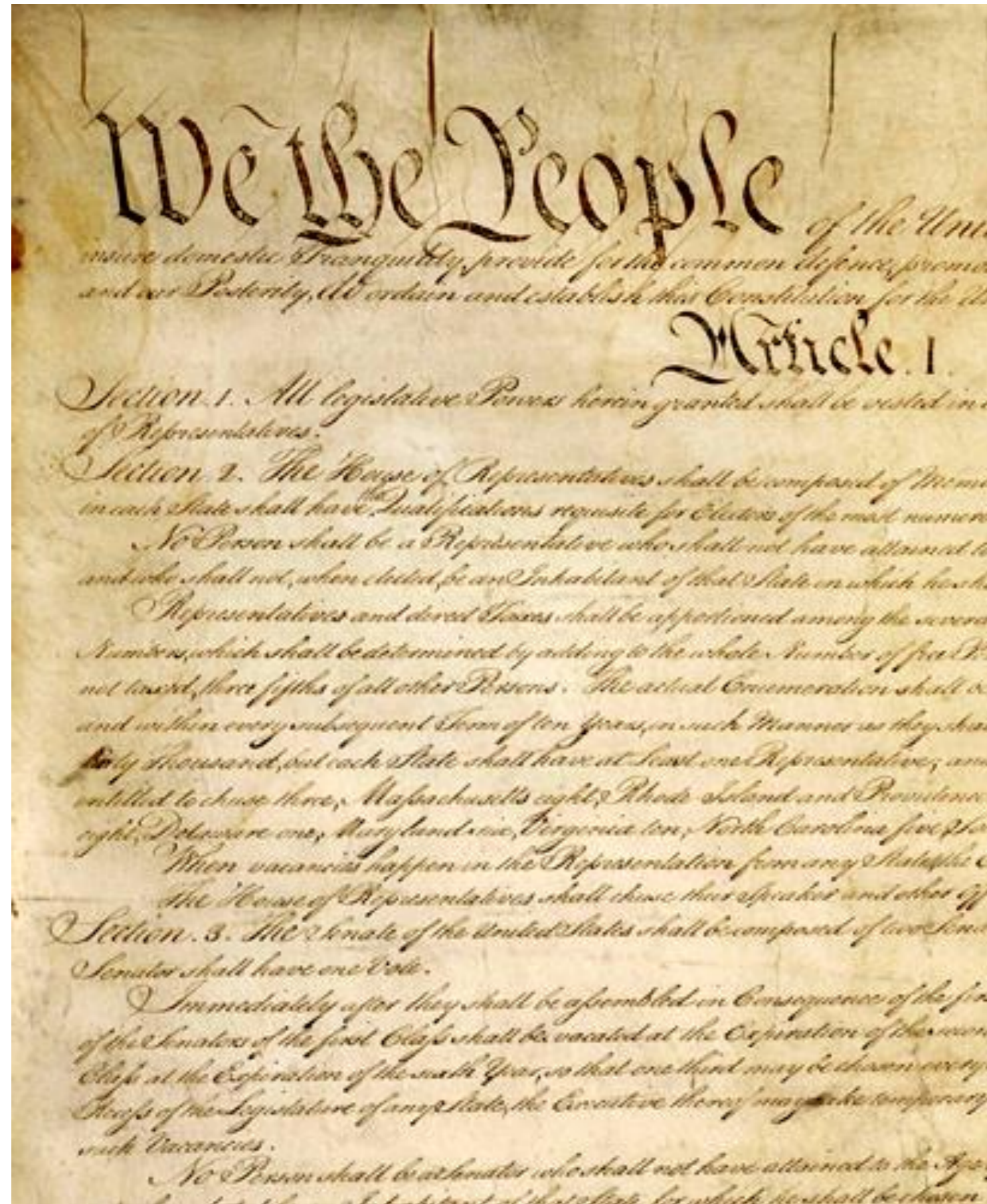
Presenting to MAMA



# Overview

- What is the Decennial Census?
- Particular challenges in the 2020 cycle
- Support of 2020 Census
- Cities' roles, get involved!
  1. Technical preparation: statistical areas and addresses
  2. Public awareness and promotion: Complete Count!
- Why does the Census need help?
- Resources to get started

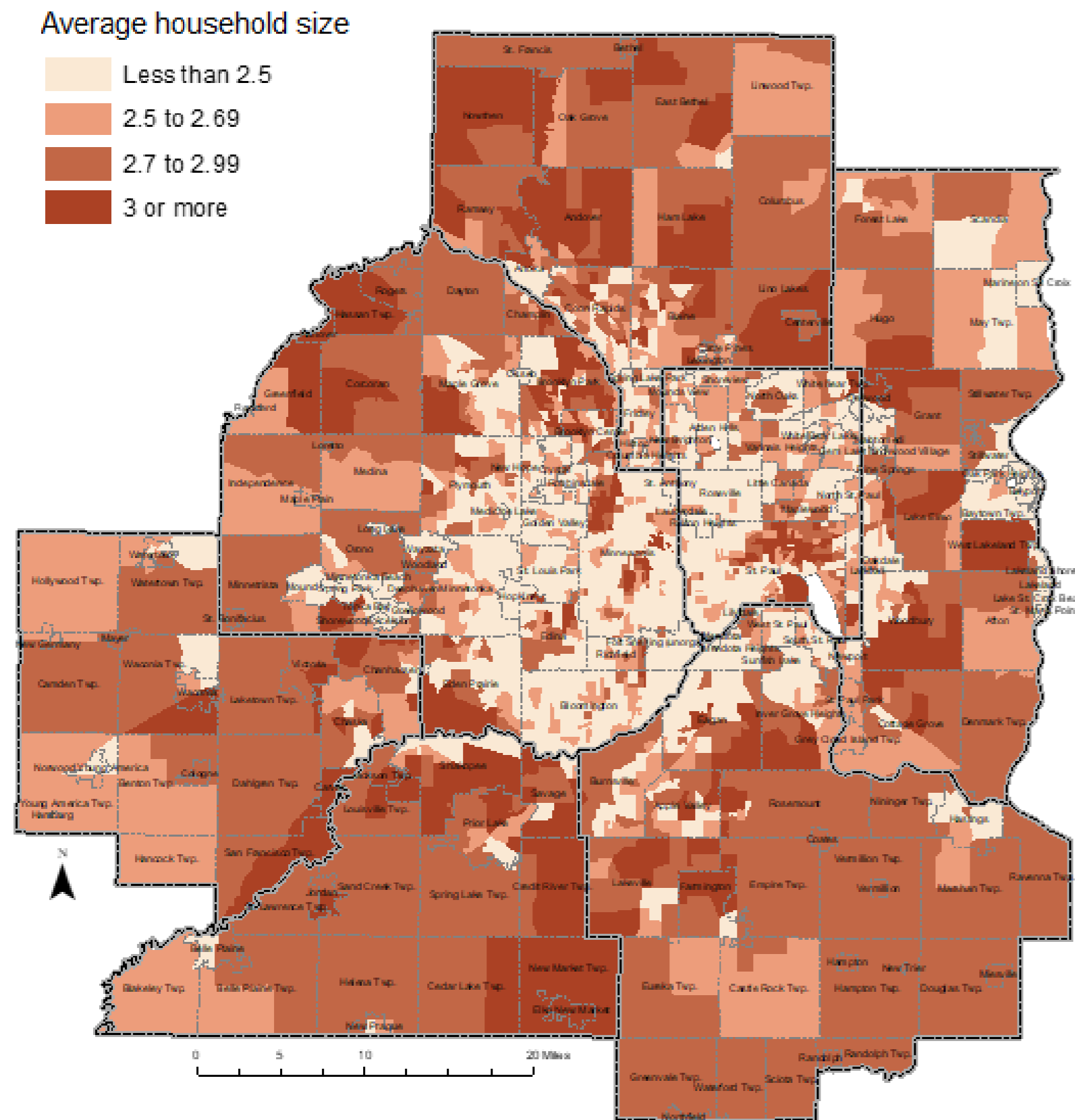
# What is the Decennial Census?



- 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 base data for *the next decade* of government and private sector research

# The 2020 Census: A New Design for the 21<sup>st</sup> 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.

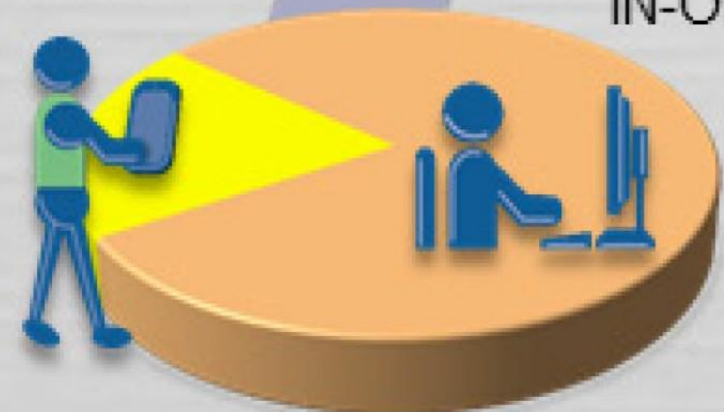


## Establish Where to Count

**Identify all addresses where people could live**

IN-FIELD

IN-OFFICE

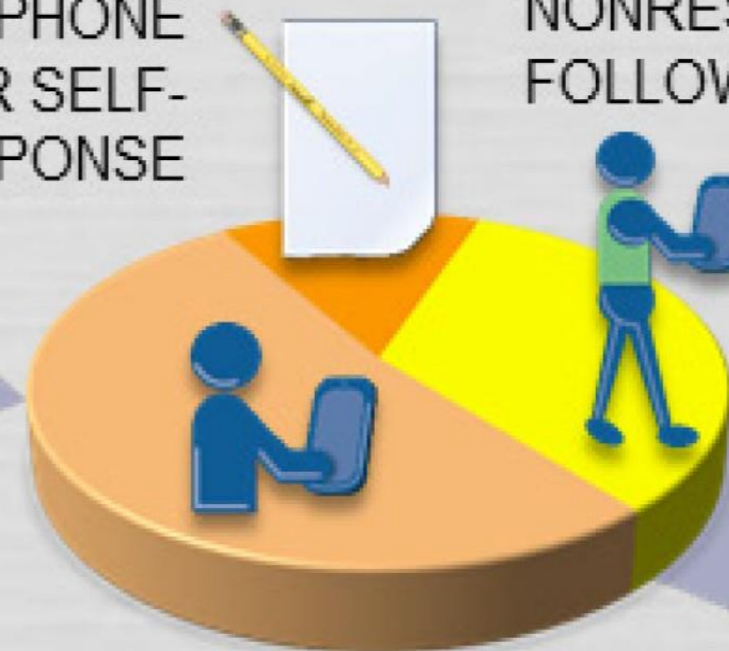


- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

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

## 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 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*

# Met Council has an ongoing relationship with Census Bureau

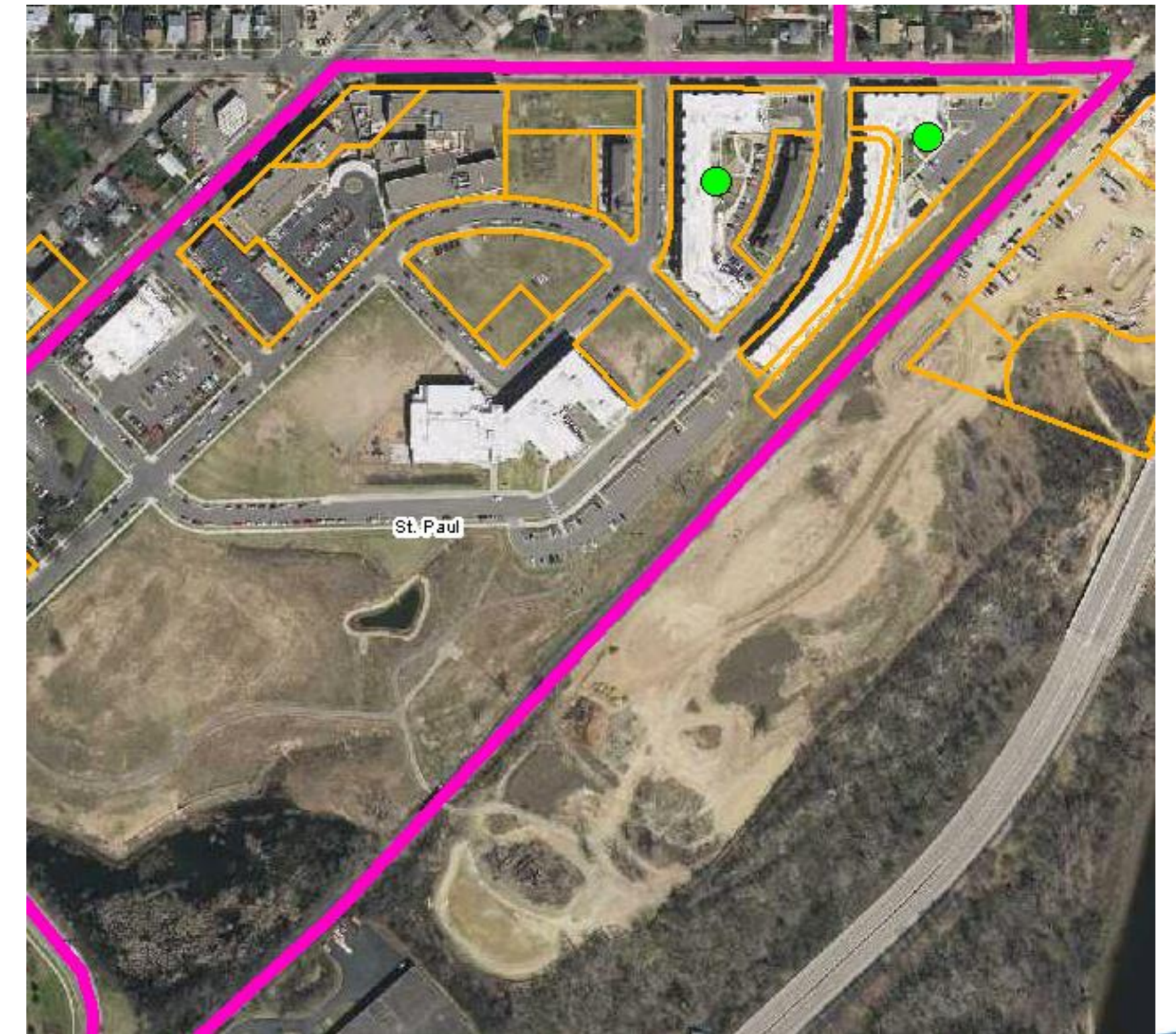
- State Data Center member agency: Extension of Census data to reach data users
- Providing advice to Census Bureau through State Data Centers national board



Photo: Metropolitan Council

# Met Council's support of 2020 Census

- Co-convenor of *Local Governments Roundtable on 2020 Census*, meeting quarterly
- Technical assistance during Census's Local Update of Census Addresses (LUCA) in 2018
- Validating and re-drawing Census Tracts in 2019

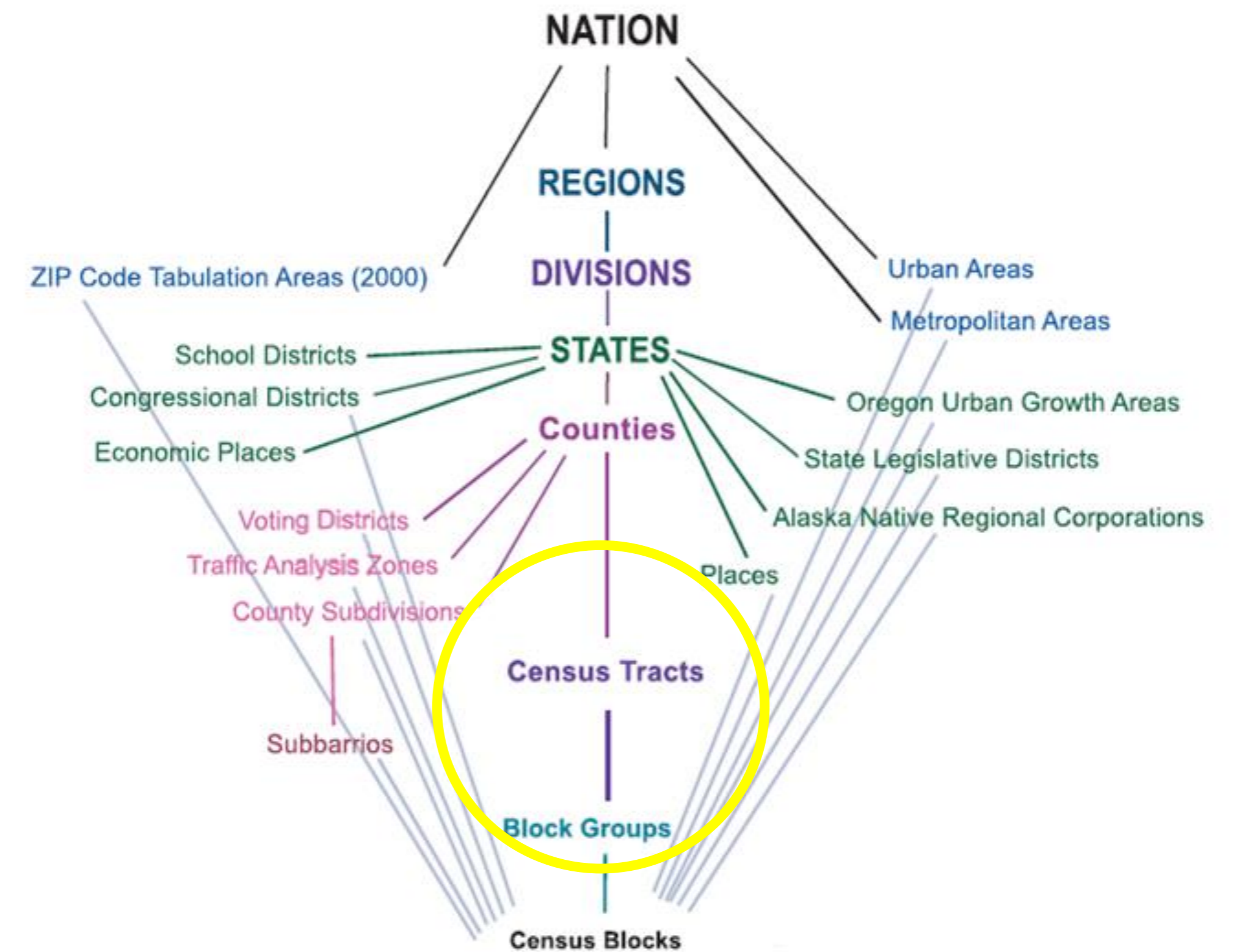


Graphic: Metropolitan Council

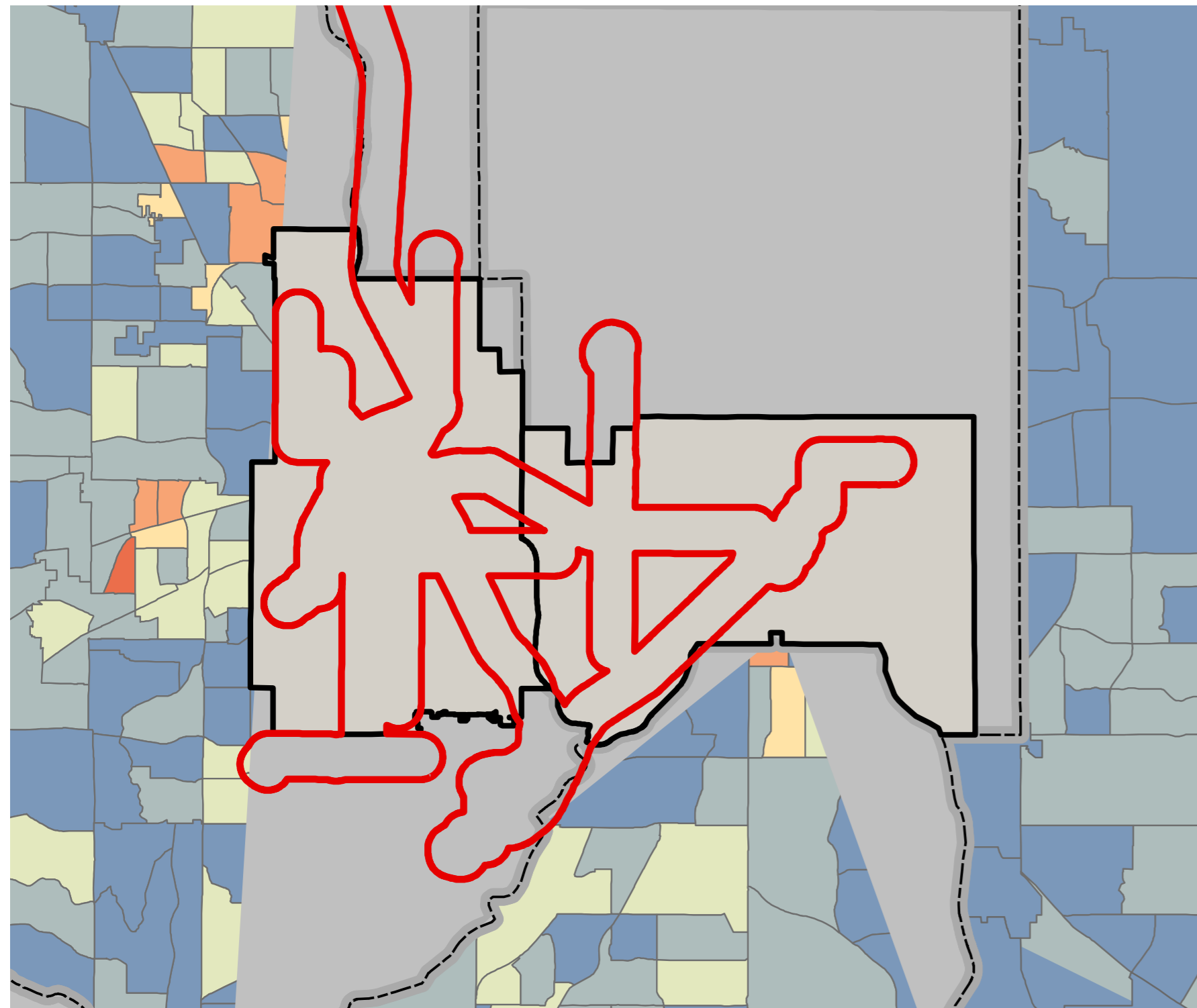


# Quick Intro to Census Geographies

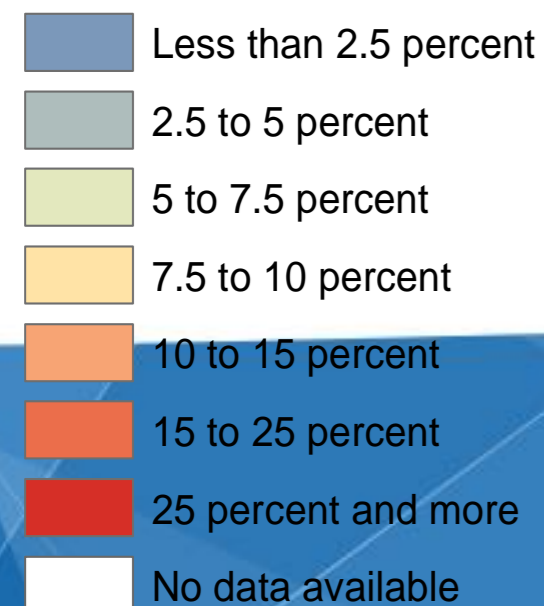
- Census Bureau *and other statistical agencies* tabulate data for many summary geographies
- Tracts and Block Groups are subcounty “small area” geographies that can be customized to serve local data needs
- Census delegates the drawing of Tracts and Block Groups to regional and county agencies



# Met Council's Preliminary Tracts and BGs



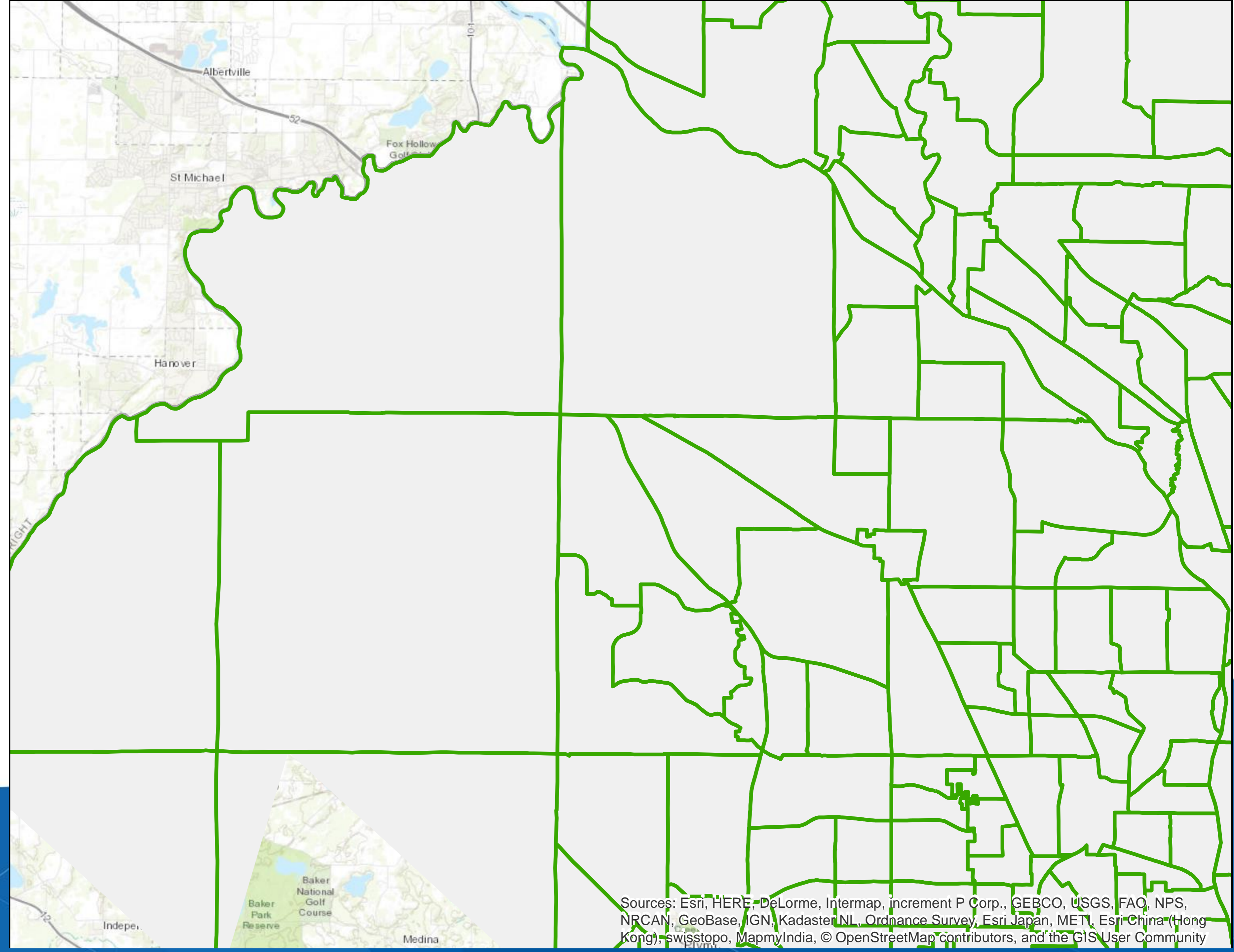
Workers using public transit



- Met Council staff have completed a *preliminary* re-drawing of Tracts and Block Groups
- Our approach is conservative
  - We implement the Census Bureau's criteria
  - We follow city and town boundaries
  - We preserve historical comparability by nesting new Tracts inside the old

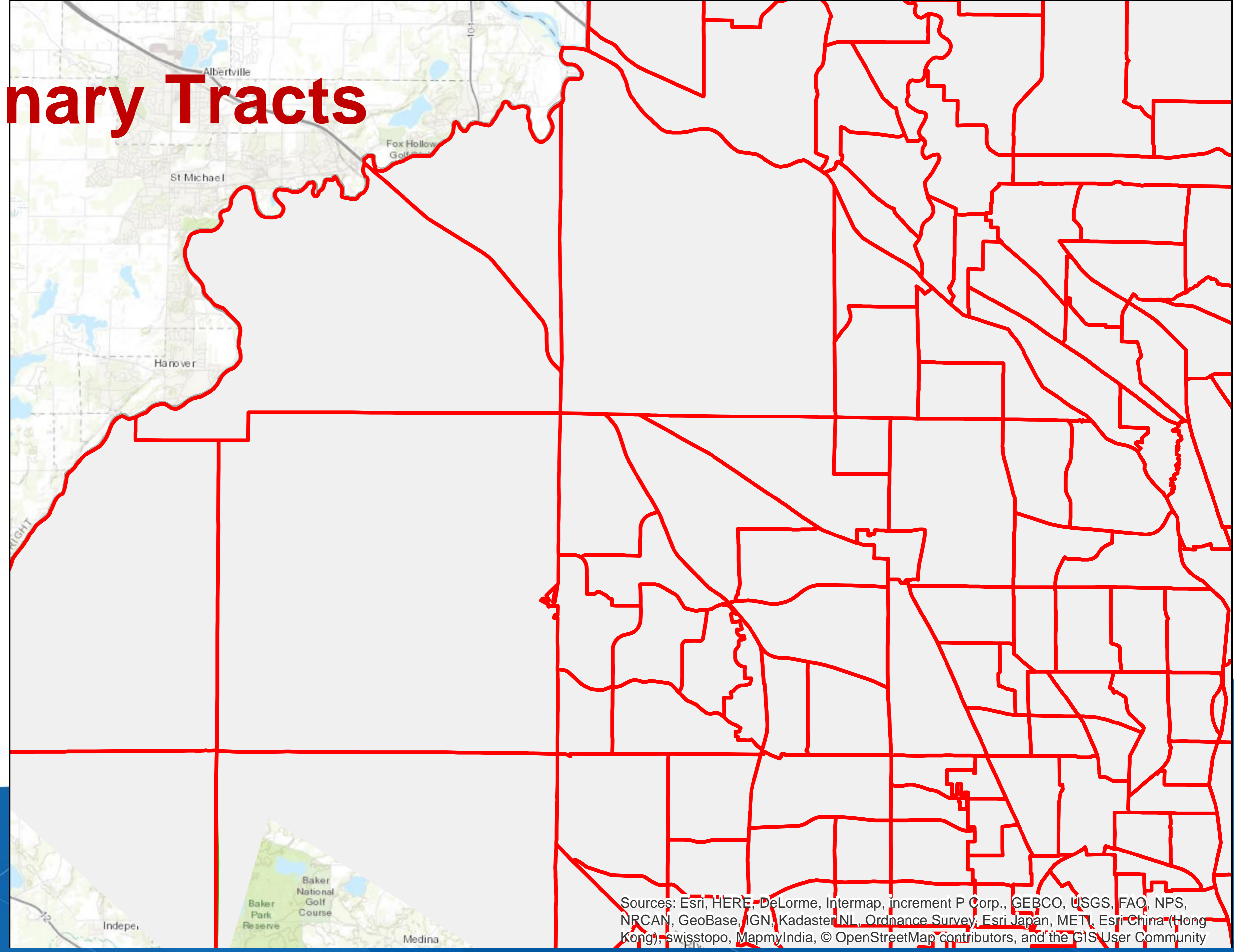
# 2010 Tracts

- Maple Grove: 10 Tracts
- Rogers and Hanover: 1



# 2020 Preliminary Tracts

- Maple Grove: 15 Tracts
- Rogers and Hanover: 2
- Preserve the historic tract boundaries
- Small change in Brooklyn Park to align with Hwy 610



# Next steps for Tracts and Block Groups

- March: *Preliminary* Tracts and Block Groups will be available
  - Considering a webmap for public review
  - [metro council.org/data](http://metro council.org/data)
- March-April: We will invite local governments to identify their needs for Census data for sub-city zones, sub-city service areas, etc.
  - What sub-city zones or sub-city service areas do you want to see on the map?
  - We will consider whether those needs can be met
- Comments can be emailed to [research@metc.state.mn.us](mailto:research@metc.state.mn.us)
  - Initial expression of interest by April 15, 2019

# Cities' roles, get involved!



Photo: Todd Graham

- Technical preparation: statistical areas and addresses
- Public awareness and promotion: Complete Count!

# Technical Preparations involving cities

- Local Update of Census Addresses: 2018
  - If you participated, you will receive a report of how many address updates were accepted (Summer 2019)
- Post-LUCA New Construction: 2019
  - Watch your mail: All cities will receive invitations to participate (Spring 2019)
  - Data submission: What new housing has been added **since** 2018? (November 2019)
- Tracts and Block Groups: 2019
  - What sub-city zones or sub-city service areas do you want to see on the map?
  - Comments to Met Council by April 15, 2019

# Public awareness and promotion: Complete Count!

- The bigger challenge is winning hearts and minds
- Met Council, the State, and Census Bureau are asking local governments' assistance with promotion of 2020 Census
- Shared objectives:
  1. Motivating a small act of civic participation (fill out the form)
  2. So that communities are fully counted
  3. So that communities get their share of federal and state resources



# Census counts guide the distribution of dollars

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



# How much effort to invest? Up to you!

## The minimal level

- You can promote 2020 Census at community events and meetings that already happen
- You can pass on promotion messages through your communications channels
  - City newsletters, utility bill mailings, social media
  - Are there other assets you can leverage

- Minnesota SDC will have branding, messaging, and ready-to-use content



**City of Shorewood**  
@ShorewoodMN

Follow

Shorewood residents! Think about it!



**Census State Data Centers** @censusSDC

Be a Census Taker! #2020census @uscensusbureau is recruiting for PT & FT temp jobs with 2019 & 2020 start dates.

[2020census.gov/jobs/how-to-ap...](https://2020census.gov/jobs/how-to-ap...) 👍

Spread the word!

# How much effort to invest? Up to you!

## Doing more: “ALL IN”

- Cities and counties standing up Complete Count campaigns, led by Complete Count Committees
- These CCCs provide space for community volunteers to engage, exercise creativity, leverage their own networks, organize volunteered resources
- These campaigns probably **do** require city staff time and some budget to start and get rolling
- Both Census Bureau *and* Minnesota SDC will have branding, messaging, and ready-to-use content

# Why does the Census need help? Shouldn't this be simple?

- Census Bureau has been studying the public attitudes and awareness of the 2020 Census – and the findings are grim
  - **Two-thirds** of Americans are unsure about the Census's purpose or process
- Five major barriers
  - Concerns about data privacy and confidentiality
  - Fear of repercussions
  - Distrust of the government
  - Feeling that it doesn't matter if you are counted
  - Belief that completing the census has no benefit

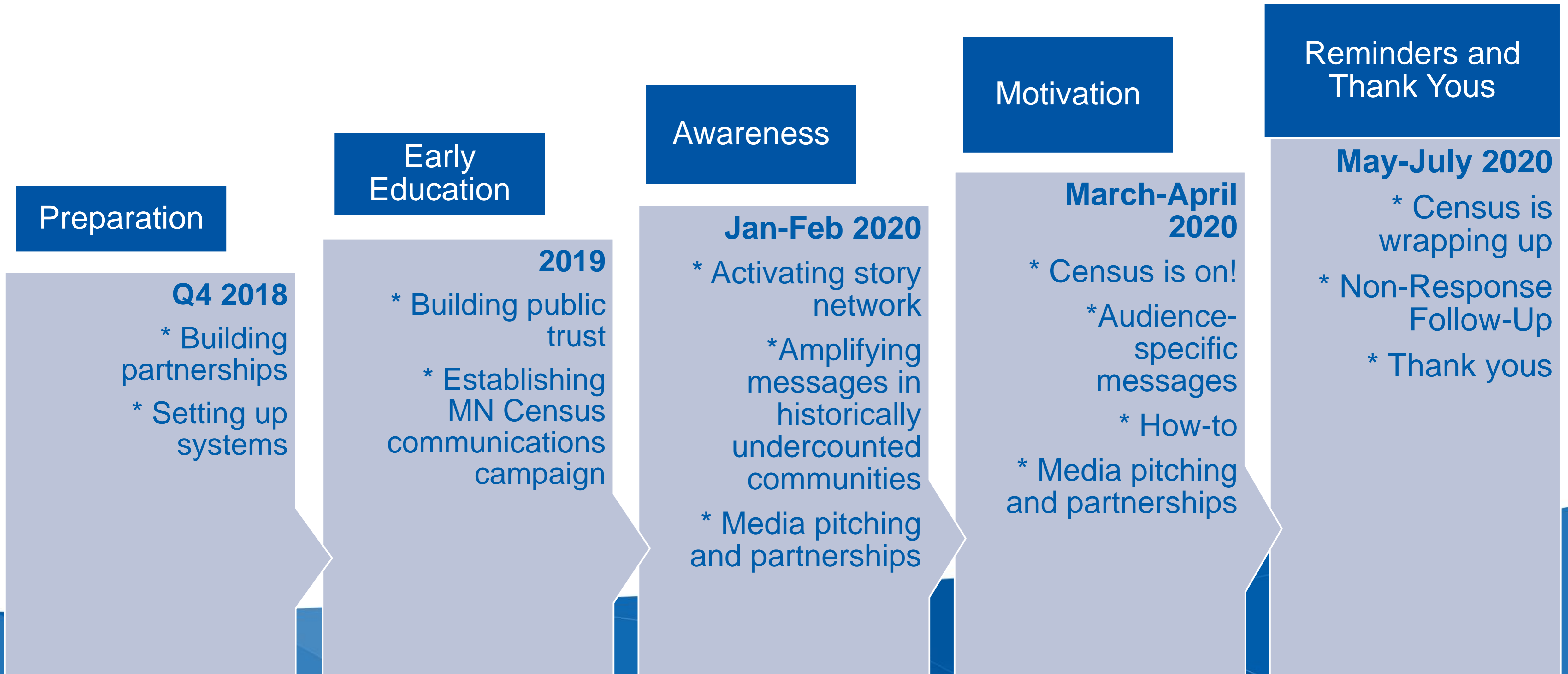
# Why does the Census need help? Shouldn't this be simple?

- Census's communications strategy relies on goodwill
- Census Bureau is trying to leverage "trusted local voices," like city governments and community leaders, to carry their message

# Overcoming the barriers

- **Yes, Census counts do matter**
- **And yes, answering the 2020 Census will be safe**
- **The Law Protects Your Answers**
  - By law, the Census Bureau cannot and will not share your answers with the IRS, FBI, Welfare, ICE, or anyone
- **Highly Motivated Employees Protect Your Answers**
  - Census employees are sworn for life to secrecy. Protecting privacy is part of every census employee's training
- **Technology Protects Your Answers**

# 2020 Census Communications Plan Roadmap



# To get started with Complete Count

- Counties and cities that are involved in these efforts have been meeting quarterly to compare and share:
  - March 15, 9:00, Hennepin Library–Golden Valley
  - RSVP here [LocalGovCensus2020.eventbrite.com](https://www.eventbrite.com/LocalGovCensus2020)
  - Or contact [todd.graham@metc.state.mn.us](mailto:todd.graham@metc.state.mn.us)



# To get started with Complete Count

- Statewide communications and technical assistance to community campaigns, led by Minnesota State Demographic Center
  - Census Communications: [marisa.helms@state.mn.us](mailto:marisa.helms@state.mn.us) or 651/201-2506
  - Census Engagement: [andrew.virden@state.mn.us](mailto:andrew.virden@state.mn.us) or 651/201-2507
- There could be mini-grants from the State to support local Complete Count campaigns
  - Minnesota HF1644 proposes \$2.5 million for promotion and public awareness
  - “At least 45 percent... must be allocated for grants to local governments and nonpartisan, nonprofit community organizations engaged in census mobilization work.”

# Recap

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