2020 Census:
Metro and Local Governments’ Partnership with the Census Bureau
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
Motivate People to Respond

- Conduct a nationwide 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

- 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

IN-OFFICE

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
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
Met Council’s support of 2020 Census

- Co-convener 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

• 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 Tracts

Workers using public transit
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
  – metrocouncil.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
  – Initial expression of interest by April 15, 2019
Cities’ roles, get involved!

• 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

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... 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

Preparation
Q4 2018
* Building partnerships
* Setting up systems

Early Education
2019
* Building public trust
* Establishing MN Census communications campaign

Awareness
Jan-Feb 2020
* Activating story network
* Amplifying messages in historically undercounted communities
* Media pitching and partnerships

Motivation
March-April 2020
* Census is on!
* Audience-specific messages
* How-to
* Media pitching and partnerships

Reminders and Thank Yous
May-July 2020
* Census is wrapping up
* Non-Response Follow-Up
* Thank yous
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
  – Or contact 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 or 651/201-2506
  – Census Engagement: 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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