What You Need to Know for the 2020 Census—Organizing for a Complete Count
November 19, 2018

Susan Brower, Minnesota State State Demographer
### Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

### 5. 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.

<table>
<thead>
<tr>
<th>Last Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>MI</td>
<td></td>
</tr>
</tbody>
</table>

### 6. What is Person 1’s sex? Mark X ONE box.

- [ ] Male
- [x] Female

### 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.

<table>
<thead>
<tr>
<th>Age on April 1, 2010</th>
<th>Month</th>
<th>Day</th>
<th>Year of birth</th>
</tr>
</thead>
</table>

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 Am., 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.

<table>
<thead>
<tr>
<th>Race</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Census
A Complete and Accurate Count of the Population and Housing

Count everyone once, only once, and in the right place.
Why the Census is Important

- Equal representation
- Fair distribution of resources
- Data to make smart decisions

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After 2010:

The number of residents that were added or subtracted from each district:

- 7th: +37,479
- 8th: +2,649
- 6th: -96,487
- 5th: +46,509
- 2nd: -69,524
- 1st: +18,204
- 3rd: +12,806
- 4th: +48,367

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Political representation at the state-level based on census counts

Districts with lower counts **expand**; higher counts **contract** after redistricting

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More than 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).

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
<th>Dept.</th>
<th>Type</th>
<th>Recipients</th>
<th>Obligations</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$5,148,945,675</td>
</tr>
<tr>
<td>20.205</td>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>Grants</td>
<td>States</td>
<td>$673,309,975</td>
</tr>
<tr>
<td>10.551</td>
<td>Supplemental Nutrition Assistance Program (SNAP)</td>
<td>USDA</td>
<td>Direct Pay</td>
<td>Households</td>
<td>$627,557,916</td>
</tr>
<tr>
<td>93.774</td>
<td>Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services</td>
<td>HHS</td>
<td>Direct Pay</td>
<td>Providers</td>
<td>$585,541,241</td>
</tr>
<tr>
<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$232,959,000</td>
</tr>
<tr>
<td>84.027</td>
<td>Special Education Grants (IDEA)</td>
<td>ED</td>
<td>Grants</td>
<td>States</td>
<td>$187,400,949</td>
</tr>
<tr>
<td>10.555</td>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$156,002,538</td>
</tr>
<tr>
<td>14.195</td>
<td>Section 8 Housing Assistance Payments Program (Project-based)</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$154,342,214</td>
</tr>
<tr>
<td>84.010</td>
<td>Title I Grants to Local Education Agencies</td>
<td>ED</td>
<td>Grants</td>
<td>LEAs</td>
<td>$146,378,464</td>
</tr>
<tr>
<td>93.568</td>
<td>Low Income Home Energy Assistance (LIHEAP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$114,669,262</td>
</tr>
<tr>
<td>93.600</td>
<td>Head Start/Early Head Start</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$112,595,410</td>
</tr>
<tr>
<td>10.557</td>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$93,911,121</td>
</tr>
<tr>
<td>93.596</td>
<td>Child Care and Development Fund-Entitlement</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$52,665,000</td>
</tr>
<tr>
<td>93.658</td>
<td>Foster Care (Title IV-E)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$46,930,000</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children's Health Insurance Program (SCHIP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$41,135,000</td>
</tr>
<tr>
<td>93.527/93.224</td>
<td>Health Center Programs (Community, Migrant, Homeless, Public Housing)</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$36,791,987</td>
</tr>
</tbody>
</table>

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Cities that will be especially hard-to-count in 2020

• Rapidly growing cities
• Cities with high immigrant/Non-native-English-speaking residents
• College/University Cities
• Cities with Snowbirds
The 2020 Census Environment
The 2020 Census

- A mobile population
- Constrained fiscal environment
- Rapidly changing use of technology
- Informal, complex living arrangements
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government

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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.
What do cities need to do to prepare for the 2020 Census?
• The U.S. Census Bureau is ultimately responsible for all aspects of the 2020 Census.

• The State Demographic Center role is to help recruit, train, organize, and support local governments and organizations as they promote the 2020 Census.

• A city’s primary role is design and implement a local strategies to promote the 2020 Census. This is typically done through a county- or city-level Complete Count Committee.
Key Census Tasks for Cities

2018
• Enroll in the Local Update of Census Address (LUCA) program. Receive, update and return my city’s LUCA review materials.
• Form a Complete Count Committee (CCC).
• Hold first CCC meeting.

2019
• Develop a CCC action plan for our city.
• Ensure our city’s workforce board is making our community aware of enumerator and other field and area office positions and is facilitating applications.
• Participate in the New Construction Program.

2020
• Install online response kiosk(s) in a publicly-accessible city building such as city hall or library.
• Use our city’s social media presence to amplify messages about the upcoming census.
• Hold a public event to promote civic engagement and 2020 Census participation.
What is a Complete Count Committee?
Who should be part of a CCC?
What resources and training opportunities are available to MN cities?
Guidebooks


U.S. Census Bureau “2020 Census Complete Count Committee Guide”

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In-Person Trainings

Regional workshops for Minnesota cities and counties

Jan. 16—St. Paul
Jan. 17—Staples
Feb. 6—Marshall
Feb. 7—Sartell
Feb. 20—Mountain Iron
Feb. 27—Thief River Falls
Feb. 28—Fergus Falls
March 6—North Mankato
March 7—Rochester

• **Census 101: What Is the Census and Why Should I Care?**
  This half-day session from 9:30 a.m.-12 p.m. is meant for those who are new to census planning. You will discover basic information about the importance and impact of the census, who is involved, and how it impacts individuals, local, and state government. The content is modeled after the census prep workshops delivered by Susan Brower, the state demographer, in 2018.

• **Census 201: Strategies for Effective Census Outreach**
  This half-day afternoon session from 1-3:30 p.m. is meant for those who have completed the Census 101 session, or those who have done the 2018 census prep workshop AND are interested in identifying tangible steps to ensure a fair and accurate count through Complete Count Committee outreach. This session includes new content meant to complement the work from the 2018 workshops and/or Census 101 session above.

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On-going support and peer networking

- Contact the Minnesota State Demographic Center with questions AND let us know your plans for forming a CCC. Email or call Andrew Virden, Director of Census Operations and Engagement andrew.virden@state.mn.us

- Third Thursday Census telephone conference for cities and counties. Contact andrew.virden@state.mn.us to participate.

- Census 2020 resources on the State Demographic Center website mn.gov/admin/demography/census2020

- Twin Cities Metro Local Governments Roundtable on 2020 Census. Meetings are held quarterly, with next meeting Dec 7 1-2:30 in Roseville. Email Todd Graham at todd.graham@metc.state.mn.us
Keep in touch

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andrew.virden@state.mn.us

Susan Brower, Minnesota State Demographer

susan.brower@state.mn.us

Website

https://mn.gov/admin/demography/census2020/

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