

## Administration

### FY 2020-21 Biennial Budget Change Item

#### Change Item Title: 2020 Census Mobilization and Outreach

Fiscal Impact (\$000s)	FY 2020	FY 2021	FY 2022	FY 2023
General Fund				
Expenditures	1,600	0	0	0
Revenues	0	0	0	0
Other Funds				
Expenditures	0	0	0	0
Revenues	0	0	0	0
Net Fiscal Impact = (Expenditures – Revenues)	1,600	0	0	0
<b>FTEs</b>	<b>3.5</b>	<b>0</b>	<b>0</b>	<b>0</b>

#### Recommendation:

The Governor recommends additional, one-time funding of \$1.6 million in FY 2020 for the State Demographic Center at the Department of Administration (Admin) to implement an outreach and engagement plan for the 2020 Census in Minnesota.

The FY20 base budget for the State Demographic Center is \$739 thousand. This includes \$190 thousand annually from FY 2018 to FY 2021 for additional staff at the State Demographic Center for the State's participation in the 2020 Census and to meet federal reporting requirements. The FY 2020 recommended funds will increase the budget for the State Demographic Center by 217 percent. Up to 50 percent of this funding will be passed on to community organizations as grants and the remainder will cover staff augmentation, technical tools, and other resources.

#### Rationale/Background:

An accurate 2020 Census is essential to the state because it serves as the basis for the distribution of more than \$8 billion dollars of federal funds to Minnesota each year, it determines the number of Congressional Districts the state will have in the coming decade, and it directs the distribution of political representation within the state through legislative redistricting.

The characteristics of people that tend to be missed by censuses are well-established by past research. Historically undercounted groups include renters, low-wealth communities, immigrants, people of color and indigenous people, highly-mobile residents, college-age students, children under five, and rural residents. While the primary responsibility of conducting the census falls on the U.S. Census Bureau, the state has the ability to boost participation in the census by making sure that local communities, governments, and organizations are fully supported to engage historically undercounted groups with whom they are connected.

These funds are aimed at reducing the number of Minnesota residents that are missed by the 2020 Census, as measured by U.S. Census Bureau post-enumeration surveys and demographic analyses after the census occurs. The census undercount varies from decade to decade, depending upon a number of factors that change over time. In 2020, these factors are expected to include declining survey response rates, a highly mobile population, underfunding of the U.S. Census Bureau, and increasing mistrust of governmental institutions—especially among immigrants whose fear has grown due to the proposal to add a citizenship question to the census.

**Proposal:**

The Governor recommends additional funding to increase the capacity of the State Demographic Center to support outreach and engagement activities in FY 2020. This will be done by hiring additional communications and program staff to organize and implement the various initiatives and deliverables, by purchasing the electronic tools that support census engagement and promotion statewide, and by administering grants to local governments and community organizations to implement the initiatives in their communities. The specific initiatives include:

- A Census Response Table initiative that will enable community groups to bring the census to historically undercounted communities by provide community tabling kits that can be brought to gathering places and events across the state (e.g. schools, community centers, libraries, grocery stores, etc.);
- A “Commit to Census” initiative to educate community members about the census and organize residents to commit to participate. This is the first census that people will be allowed to respond online or by telephone, and this initiative will deliver the information for people to fill out their census form in April 2020 by text/email;
- Communications to increase awareness of the census among Minnesota’s apartment building managers, owners, and renters;
- A job sourcing recruitment initiative to increase the likelihood that census takers hired by the U.S. Census Bureau in Minnesota come from the communities they are enumerating;
- A grant to support planned community efforts to engage historically undercounted communities; and
- Other shared services, including: the translation of educational materials, digital communications and e-organizing tools into additional languages, a P.O. Box mailing to rural Minnesota residents on how to participate in the Census, and the purchase of Census 2020 promotional items.

**Equity and Inclusion:**

The census initiatives are aimed at increasing participation by people of color, indigenous people and immigrants, and other historically-undercounted groups. Inclusion in the census will increase the visibility, funding, and political power to these communities.

Representatives of Minnesota’s historically-undercounted communities have been involved with on-going census efforts through the Minnesota Complete Count Committee, local complete count committees, and the Minnesota Census Mobilization Partnership.

**IT Related Proposals:**

N/A

**Results:**

The aim of these initiatives is to increase participation in the 2020 Census, especially among historically undercounted groups. Data for the following measures are produced and published by the Census Bureau.

<i>Type of Measure</i>	<i>Name of Measure</i>	<i>Previous</i>	<i>Current</i>	<i>Dates</i>
Results	Percent of census omissions		4.4%	2010
Results	Census self-response rate	81%	81%	2000, 2010

**Statutory Change(s):**

N/A