

# Census 2020

The count starts now. Is Minnesota ready?

## Preparing Minnesota for the 2020 Census

*The Minnesota Census Mobilization Partnership requests an appropriation of \$2.5 Million and a state policy change to make it easier for census workers to access apartment buildings.*

### I. Engaging Hard to Reach Households \$450,000

**PO Box Notifications** – Increase response rates from households with P.O. Boxes in Greater Minnesota

**Apartment Access** – Change law to authorize apartment access for census workers and educate the public and building owners about the change

### II. Adapting to the Electronic Census \$1,260,000

**Hotspot Tabling and Outreach** – Increase Minnesota's census response by creating opportunities for people to learn about and to submit census electronically at community locations

**Commit to Census** – Increase response to the census by organizing residents to commit to participate and then receive electronic follow-up to facilitate participation.

### III. Reaching Historically Undercounted Communities \$540,000

**Census Job Connections** – Ensure that the Census Bureau has a large pool of qualified candidates in Minnesota, especially from historically undercounted communities (\$430,000)

**Targeted Community Engagement** – Maintain Minnesota's high census response rate while reducing participation gaps in historically undercounted communities (HCU) (\$330,000)

### IV. Shared Services \$250,000

**Shared Services for Local Complete Count Committees** – Promote efficiency by providing shared services support local and community census outreach, including translations services and promotional resources (\$250,000)

*Funds appropriated to the Department of Administration / Minnesota State Demographic Center with the funds distributed as follows:*

- 55% - Department of Administration for programs and services provided by the Minnesota State Demographer
- 45% - Department of Administration for grants to support census organizing and mobilization activities operated by local governments and community organizations



Minnesota is better  
when everyone counts

**Minnesota Census Mobilization Partnership**

Join the Partnership. [www.mcf.org/public-policy](http://www.mcf.org/public-policy)  MN Census Mobilization Partnership  MNCensusPartners @ CensusforMN



# Preparing Minnesota for the 2020 Census

*The Minnesota Census Mobilization Partnership requests an appropriation of \$2.5 Million and a state policy change to make it easier for census workers to access apartment buildings.*

The appropriation will be one-time funding for fiscal year 2020 with authorization to extend expenditure of unexpended funds into 2021. The Partnership is working with the administration to ensure coordination of efforts, and the Governor's Office to include an appropriation for the 2020 census as a priority in the Governor's budget. The Partnership is also advancing this request through the legislative process.

In addition to the request for new funding and policy, the Partnership supports continuation of funding for staff to work specifically on the 2020 Census in the State Demographer's Office (Department of Administration). This included \$190,000 appropriated for each of fiscal years 2018 and 2019, with equal amounts in the base for fiscal years 2020 and 2021.

## Appropriation Request - \$2.5 Million

55% - Department of Administration for programs and services provided by the Minnesota State Demographer

45% - Department of Administration for grants to support census organizing and mobilization activities operated by local governments and community organizations

### I. Engaging Hard to Reach Households \$450,000

<p><b>PO Box Notifications</b> <b>\$70,000</b></p>	<p>Goal: Increase response rates from households with P.O. Boxes</p> <p>Why: The Census Bureau only sends notices and census forms to physical addresses. This excludes P.O. Boxes. However, many rural residents receive mail only at P.O. boxes.</p> <p>Strategy: The Minnesota State Demographer's Office will send 2020 Census notices to Minnesotan's P.O. boxes in rural areas to alert residents to the census and instruct them how to respond.</p> <p>\$70,000 – P.O. Box Alert System</p>
<p><b>Apartment Access</b> <b>\$380,000</b></p>	<p>Goal: Increase response rates among Minnesota renters.</p> <p>Why: Far more than any other factor, being a renter puts residents at high risk of being missed by the census. Rural, suburban and urban communities throughout the state have experienced significant multi-family housing growth through the past ten years. Multi-family buildings are difficult for enumerators to access during the Census Bureau's non-response follow-up operations (May through July –follow-up after the April 1 Census Day).</p> <p>Strategy: Change Minnesota Statute 211b.20 (authorize apartment access for candidates for public office) to improve access of Census Bureau employees to renter households during the decennial census. Educate Census Bureau employees, Minnesota building managers, owners, and renters about Minnesota's apartment access law and its adaptation for the 2020 Census. Create awareness about what renters should expect during the 2020 Census.</p> <p>Estimated Cost:</p> <p>\$80,000 for Demographer's program staff (communications, engagement and grants management)</p> <p>\$30,000 in educational and training materials for renters and building managers</p> <p>\$200,000 for grants to local government and community partners organized as complete count committees</p>

### II. Adapting to the Electronic Census \$1,260,000

<p><b>Hotspot Tabling and Outreach</b> <b>\$430,000</b></p>	<p>Goal: Increase Minnesota's census response by creating the opportunity for people to learn about and respond to the census at community locations.</p> <p>Why: Census outreach and tabling events promote awareness about the census. This is the first census that will have an online response option. Outreach and tabling activities hosted by local complete count committees will introduce people to this new way of responding to the Census in familiar, easily-access settings. It will also</p>
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	<p>show people how to participate in the electronic census, and allow them to complete the form on the spot.</p> <p>Strategy: Make it easy and affordable for community partners to bring the census to historically undercounted communities by providing community tabling kits (e.g. Wi-Fi hotspots, tables, instructions, etc.) for CCC (local complete count committees) and their community partners to host census response events. Locations are likely to include schools, community centers, libraries, grocery stores, faith communities and other community congregating locations.</p> <p>Estimated Cost:</p> <p>\$80,000 for Demographer’s program staff (communications, engagement and grants management)</p> <p>\$100,000 for tabling materials to be lent to local groups</p> <p>\$250,000 for grants to local government and community partners organized as complete count committees</p>
<p><b>Commit to Census Initiative</b> <b>\$830,000</b></p>	<p>Goal: Increase Minnesota’s census response by creating opportunities for people to learn about and to submit census electronically at community locations.</p> <p>Why: This is the first census that will allow people to respond online and by telephone. This initiative will enable trusted voices to directly provide residents with online link/telephone number to fill out the census.</p> <p>Strategy: Provide the data collection and digital tool for local governments and community partners designated as complete count committees to collect census commitments, compile contact information, and send digital reminders about participating in the census. This initiative will give census organizers a concrete “ask” as they educate people about the census, and provides them with the IT they will need to organize information and remind people to fill out their forms during the census response period.</p> <p>This initiative will include a texting subscription allowing partners to share messages to encourage residents to fill out their census forms. Included with these messages will be links to the Census Bureau’s online census form. This service will also support multiple languages.</p> <p>Estimated Cost:</p> <p>\$100,000 for Demographer’s program staff (communications, engagement and grants management)</p> <p>\$50,000 for printing and software</p> <p>\$380,000 – Peer-to-peer Texting System</p> <p>\$300,000 for grants to local government and community outreach staff to gather commitments, and email contacts</p>

### III. Reaching Historically Undercounted Communities \$540,000

<p><b>Census Job Connections</b> <b>\$430,000</b></p>	<p>Goal: Ensure that the Census Bureau has a large pool of qualified candidates in Minnesota, especially from historically undercounted communities</p> <p>Why: Minnesota is more likely to have a complete and accurate census if census workers live in and know the neighborhoods that they are hired to enumerate. The Census Bureau’s end-to-end test of its process in Providence, RI in 2018 found that finding and hiring enough census workers to be major barrier to a successful census. In the Midwest, the number of applications received, so far, is falling well behind the Bureau’s targets. Jobs will be especially hard to fill in Minnesota where unemployment has been low for years. Also, information about Census jobs is confusing and hard to access.</p> <p>Strategy: Make it easy for people to find answers about census job opportunities and the application and hiring process. Work with community and business partners to promote awareness and recruit applicants, and to provide assistance with the application process. These efforts will target historically undercounted areas, and particularly individuals who are civically engaged, stay-at-home household members, employed part-time or self-employed, and students.</p> <p>Estimated Cost:</p> <p>\$80,000 for Demographer’s program staff (communications, engagement and grants management)</p> <p>\$30,000 in data resources, educational and training materials</p> <p>\$100,000 for grants to local government and community outreach staff</p>
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<p><b>Targeted Community Engagement</b> <b>\$330,000</b></p>	<p>Goal: Maintain Minnesota’s high census response rate while reducing participation gaps in historically undercounted communities (HCU)</p> <p>Why: Experience in past censuses show there are certain communities in Minnesota that routinely respond to the census at lower responses than the rate for the state’s full population. These include rural communities, Tribal nations and surrounding communities, lower income Minnesotans, communities of color, new Minnesota communities, older Minnesotans, and infants and children.</p> <p>Strategy: The Minnesota Census Mobilization Partnership is organizing networks of nonprofit organizations to target organizing and census participation in historically undercounted communities. They include: MN Census Mobilization Co-creation Table, Minnesota Council of Nonprofits, Minnesota Indian Affairs Council and Greater Minnesota Community Foundations. Minnesota philanthropy is establishing a shared pool of resources to support the efforts of these four networks to engage historically undercounted communities in the 2020 Census.</p> <p>Estimated Cost:</p> <p>\$330,000 grant for the pooled fund to support the HUC networks / MN Census Mobilization Partnership (matched by \$2.5 million in private investment in efforts to engage HCUs)</p>
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**IV. Shared Services \$250,000**

<p><b>Shared Services for Local Complete Count Committees</b> <b>\$250,000</b></p>	<p>Goal: Promote efficiency by providing shared services support local and community census outreach</p> <p>Why: Based on past experience, we know that complete count committees established by local governments or community groups routinely translation assistance, or seek promotional materials that have a Minnesota-specific identity and appeal. While the Census Bureau provides materials in a limited number of languages, it will not fully support the translation of materials into language that are important in Minnesota in the Census, such as Hmong and Somali. Minnesota’s experience with the decennial census in the past suggests it was effective to complement the Bureau’s communication message and tools with materials that connect a Minnesota identity to the national efforts.</p> <p>Strategy: Provide a centralized service to ensure high-quality translation of print and digital census materials with a focus on translation for languages that are not supported by the Census Bureau. Produce promotional tools and resources (i.e. “swag”) that local and community complete count committees and use to promote the 2020 Census with a Minnesota appeal.</p> <p>Estimated Cost:</p> <p>\$125,000 – Translation of Education and Promotional Materials</p> <p>\$125,000 – Promotional Item</p>
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- 1.1 A bill for an act
- 1.2 relating to state government; requiring multiunit residential facilities to provide
- 1.3 access to employees of the United States Census; establishing a Census 2020
- 1.4 Mobilization Partnership program; appropriating money to support certain outreach
- 1.5 initiatives to encourage participation in the 2020 federal census.
- 1.6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.7 Section 1. **ACCESS TO MULTIUNIT FACILITIES BY UNITED STATES CENSUS**  
1.8 **EMPLOYEES.**

1.9 Subdivision 1. **Access required.** It is unlawful for a person, either directly or indirectly,  
1.10 to deny access to an apartment house, dormitory, nursing home, manufactured home park,  
1.11 other multiple unit facility used as a residence, or an area in which two or more single-family  
1.12 dwelling are located on private roadways, to an employee of the United States Census who  
1.13 displays a current, valid census credential and who is engaged in official census business.  
1.14 An employee granted access under this section must be permitted to leave census materials  
1.15 for residents at their doors, except that the manager of a nursing home may direct that the  
1.16 materials be left at a central location within the facility. The materials must be left in an  
1.17 orderly manner.

1.18 Subd. 2. **Limitations.** This section does not prohibit:

- 1.19 (1) denial of admittance into a particular apartment, room, manufactured home, or
- 1.20 personal residential unit;
- 1.21 (2) in the case of a nursing home or a registered housing with services establishment
- 1.22 providing assisted living services meeting the requirements of Minnesota Statutes, section
- 1.23 144G.03, subdivision 2, denial of permission to visit certain persons for valid health reasons;
- 2.1 (3) limiting visits to a reasonable number of census employees or reasonable hours;
- 2.2 (4) requiring a prior appointment to gain access to the facility; or
- 2.3 (5) denial of admittance to or expulsion of an individual employee from a multiple unit
- 2.4 dwelling for good cause.

2.5 Subd. 3. **Expiration.** This section is effective January 1, 2020, and expires July 1, 2020.

2.6 Sec. 2. **MINNESOTA CENSUS 2020 MOBILIZATION.**

2.7 Subdivision 1. **Duty of commissioner of administration; grants and contracts.** (a)  
2.8 The commissioner of administration must, in collaboration with the Minnesota Census 2020  
2.9 Mobilization Partnership, facilitate the administration of a census mobilization program.  
2.10 The purpose of the program must be to increase the participation of Minnesotans in the  
2.11 2020 United States Census by implementing the outreach and mobilization activities  
2.12 described in subdivisions 2 to 5.

2.13 (b) At least 45 percent of any appropriation provided to the commissioner for the program  
2.14 required by this section must be allocated for grants to local governments and nonpartisan,  
2.15 nonprofit community organizations engaged in census mobilization work. Any appropriations  
2.16 not allocated for grants may be used by the commissioner to further implement the outreach  
2.17 and mobilization activities described in subdivisions 2 to 5 by contract or by directing the  
2.18 work of the office of the state demographer.

2.19 (c) The commissioner of administration may waive application of all or any portion of  
2.20 Minnesota Statutes, sections 16B.978 to 16B.991, in awarding grants, Minnesota Statutes,  
2.21 chapter 16C, in entering contracts, and Minnesota Statutes, chapter 16E, in purchasing  
2.22 technology systems and software under this section to facilitate the timely distribution of  
2.23 funds and to maximize the impact of the outreach and mobilization activities.  
2.24 Notwithstanding the waivers authorized by this paragraph, the commissioner may not waive  
2.25 application of policies or procedures designed to ensure diversity and the inclusion of  
2.26 traditionally underrepresented groups among grant recipients and contract vendors.

2.27 Subd. 2. **Engaging hard to reach households.** The census mobilization partnership  
2.28 program must support:

- 2.29 (1) initiatives to increase census response rates among households outside of the
- 2.30 11-county metropolitan area who receive mail through a post office box; and
- 3.1 (2) initiatives to increase awareness among census employees, multiunit apartment
- 3.2 managers and owners, and renters on the laws governing access to multiunit apartment

3.3 buildings by census employees.  
3.4 Subd. 3. **Adapting to the electronic census.** The census mobilization partnership program  
3.5 must support:  
3.6 (1) opportunities for Minnesotans to submit their census response electronically through  
3.7 online portals provided in common gathering spaces within a community; and  
3.8 (2) commit-to-the-census initiatives that organize Minnesotans to commit to participate  
3.9 in the census and include electronic reminders to facilitate their participation.  
3.10 Subd. 4. **Reaching historically undercounted communities.** The census mobilization  
3.11 partnership program must support:  
3.12 (1) job sourcing initiatives that encourage a sufficient pool of qualified candidates to  
3.13 apply for positions with the Census Bureau, and efforts to ensure that the pool of candidates  
3.14 reflects the diversity of Minnesota's communities, including those communities historically  
3.15 undercounted in census reports; and  
3.16 (2) initiatives that engage historically undercounted communities, and reduce census  
3.17 participation gaps in these communities compared to Minnesota's historically high overall  
3.18 census response rate.  
3.19 Subd. 5. **Shared services.** The census mobilization partnership program must support  
3.20 efficiency in census mobilization efforts by providing shared services to support local and  
3.21 community census outreach, including development of multilingual educational and  
3.22 promotional materials and tools to reach respondents through a variety of communication  
3.23 platforms and services.

3.24 Sec. 3. **APPROPRIATION; MINNESOTA CENSUS MOBILIZATION PROGRAM.**  
3.25 \$..... in fiscal year 2020 is appropriated from the general fund to the commissioner of  
3.26 administration for the census mobilization program described in section 2. This appropriation  
3.27 is available until June 30, 2021.