Census 2020
The count starts now. Is Minnesota ready?

Census Day is April 1, 2020. The time to get ready is now . . .

- Keep the feds on track.
- Get the conversation about the 2020 census underway.
- Fund the state demographer’s office’s “tech prep” for the 2020 census.
- Develop a Minnesota-specific communication and mobilization plan.
- State and private funding to support community outreach and mobilization.

Why it Matters . . .

It’s in the Constitution
- Decennial census is required for apportionment and allocation of federal resources.
- It’s our nation’s largest mobilization other than going to war.
- It’s important. We should do it right to ensure the results are fair, accurate and reliable.

Power to the People
- Every voice counts equally when it comes to the census.
- The census provides the foundation for sharing power in our democracy.
- Minnesota kept eight Congressional seats in 2011 because of a quality count.

Resources to Close Disparity Gaps
- Public resources to close disparities in households and communities.
- Federal dollars to state dollars to local dollars are allocated based upon the census.
- Minnesota loses approximately $16,000 in federal resources for a ten year period for every person missed in the count.

Making “Small d” Democracy Work
- Vital information to make smart community decisions and to measure their impact comes from the census and the American Community Survey.
- From Minnesota COMPASS to regional community development groups, the census/ACS provides the foundation for community decision-making.

Supporting Minnesota’s Economic Growth
- From Target to Main Street, Minnesota businesses rely upon the census/ACS to make decisions that drive the Minnesota economy and create jobs.

Minnesota is better when everyone counts

Minnesota Census Mobilization Partnership

A partnership convened by Minnesota Council on Foundations
Minnesotans for the American Community Survey / 2020 | Common Cause - Minnesota
Wilder Foundation / MN Compass | Asian American Organizing Project | Minnesota Council of Nonprofits
Join the Partnership. Contact - pubpol@mcf.org or 612.335.3558
“Tech Prep” So Minnesota can Do It’s Job

*Increase annual appropriation for the State Demographer’s office by $190,000.* We secured increased funding from the Legislature in 2018 for the Minnesota State Demographer’s office. This was largely due to the strong support for this state investment by Governor Mark Dayton. This means Minnesota will now have staff available to help with technical preparations to assemble comprehensive address lists in preparation for the 2020 Census, to work with local governments and communities throughout the state to organize their participation in the 2020 Census, to assemble and report 2020 Census results, and to support ongoing community participation and analysis and reporting of the annual American Community Survey.

A Uniquely Minnesota Communication and Mobilization Plan

*Secure at least $500,000 from Minnesota grantmaking partners to develop a Minnesota-specific 2020 Census communication and mobilization plan.* The plan will identify new and historically under-counted populations in Minnesota with a focus on those most likely not to participate in the 2020 Census based upon geography, language differences, lack of familiarity or misperceptions about the Census or barriers to using either print or technology-based reporting tools. The purpose of the plan is to promote full participation by Minnesotans in the 2020 Census by developing messages and strategies for communication and mobilizing participation in the 2020 Census. The plan will complement general communication and mobilization provided by the U.S. Census Bureau, though with a targeted, Minnesota-specific strategy. The plan will be used to guide allocation of State and private resources to promote full participation by Minnesotans in the 2020 Census. Authorize the Demographer’s Office to subcontract with a nonprofit, community-based organization to develop the communication and mobilization plan, and to solicit additional private funds to supplement state appropriations to develop the plan.

Community Mobilization for Full Participation

Based upon the results of the communication and mobilization plan, *appropriate funds in fiscal 2019 and in the 2020/21 fiscal year to support implementation of the Minnesota communication and mobilization plan.* Authorize the Demographer’s Office to subcontract with for-profit and nonprofit partners to assist with implementation of the communication and mobilization plan, and to solicit private funds to supplement state appropriations to implement the plan. MCMP will request funding from the Legislature in 2018 to support mobilization planning, and again in 2019 to help implement the Minnesota communication and mobilization plan.