

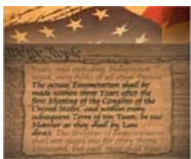
# Census 2020

The count starts now. Is Minnesota ready?

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

- Invest \$2.5 million in state funds for targeted initiatives to . . . .
  - Engage hard to reach households
  - Prepare for the first digital census
  - Increase participation in historically undercounted communities
  - Provide services at the state level that all communities can share
- Match the investment of \$2.5 million from Minnesota grantmakers to support the count.

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.
- If apportionment happened today Minnesota would get seat #437. If population trends continue as they have into 2020, it's projected we would get #434. As with 2010, we are right "on the bubble" for keeping or losing a Congressional seat.



## Resources to Close Gaps

- Public resources to close resource gaps in households and communities.
- Federal, state and local dollars are allocated based upon the census.
- In 2016, \$15.5 Billion came to Minnesota from 55 federal, census-driven programs.
- Minnesota loses \$27,960 in federal resources for a ten year period for every person missed in the count (that's \$2,796 per year for each person not counted)



## 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**

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



