

2020 CENSUS: A story of unprecedented perseverance, purpose and impact in Minnesota

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NOVEMBER 2020

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KEY TAKEAWAYS:

2020 Minnesota Census Mobilization Partnership

1

It's never too early to start organizing. In fact, don't stop!

- Relational organizing was key to MCMP's success engaging historically undercounted communities. Relational organizing is a people-focused approach that aims to build and sustain genuine relationships with engaged communities and individuals. It takes time to develop trust and healthy relationships. Having even more time up-front for budgeting, planning and trust building will be important for future census mobilization efforts. This is especially true when engaging a diverse coalition of historically undercounted communities.
- Regular MCMP meetings helped member organizations share information, stay motivated and adapt to the many challenges they faced in 2020.
- Through census mobilization and engagement, MCMP created connections and momentum. As MCMP members pivot into elections and nonpartisan redistricting efforts, there is significant opportunity for ongoing partnership. Maintaining strong partnerships now will make future organizing, mobilization and engagement efforts more possible.
- Communicating how census participation impacts the day-to-day lives of community residents was important (i.e., school funding, elected official representation, infrastructure projects, etc.). Integrating census messages throughout the ten years between counts should help future census mobilization efforts.

2

Be proactive about preventing and minimizing barriers.

- Groups in 2020 displayed immense creativity in adapting engagement plans from in-person outreach to digital, phone and visual tactics. That said, language and digital divides proved to be barriers for census mobilization and engagement efforts in undercounted communities. Proactively working to remove the digital divide in Minnesota should strengthen future advocacy and outreach efforts.
- Partnerships should be upfront and proactive about discussing funding, resources and power dynamics from the start. Transparency is critical to establishing and maintaining trusting relationships. Be open to healthy tensions and understand that every community – and their needs – are different.

3

Develop strong relationships with trusted community voices.

- During the 2020 census, many undercounted communities distrusted government institutions, especially the federal government. Receiving multiple outreaches from trusted, community-based organizations and individuals – and in their primary languages – helped overcome issues of distrust and misinformation/disinformation.
- Future efforts could deepen engagement with incarcerated and returning citizens and American Descendants of Slavery (ADOS) communities.

4

Adaptability and variety of outreach and engagement tactics is key.

- MCMP members planned for extensive, in-person outreach before their plans were sidelined by a global pandemic. Maintaining a presence at community events, gatherings and institutions is important – when possible. Having a variety of strategies and tactics is critical to being nimble and responsive to unforeseen circumstances.

5

Funding and coordination allowed groups to dedicate limited resources to key responses and actions.

- Having a dedicated convener for MCMP – a Minnesota Council on Foundations (MCF) staff person, in this case – helped free up MCMP members to focus more of their time and resources on organizing, engagement and mobilization efforts.
- For some Tribal Nations, receiving funds from MCF/MCMP left space in their budgets to address other emergent needs – COVID-19 response and mitigation, in particular – while still participating in census engagement efforts.
- Explore flexible funding options that allow community partners to bring leadership, vision and creativity. Community groups and leaders connected to undercounted communities may not have a 501c3 tax deductible designation. Flexible funding options could increase connections and empower creative efforts across communities by providing communities the autonomy to effectively reach key constituencies.
- MCF played a significant role in fundraising on behalf of 2020 census engagement efforts. By centralizing fundraising efforts, MCMP members were able to focus on organizing and mobilizing.

6

Stay disciplined with data collection and evaluation throughout efforts.

- It was difficult to capture the full depth and breadth of efforts around the 2020 census due to lack of resources within organizations to track reach, engagement and other key metrics, both qualitatively and quantitatively. Stay disciplined with data collection and evaluation throughout efforts.
- Consider creating and maintaining a more robust shared resource center through which partners can easily access resources, messaging materials, collateral and campaign information.

Prologue

In 2015, when the Minnesota Council on Foundations (MCF) began developing their approach for the 2020 census, they could not have known we would be facing not only a global pandemic, but a federal administration hostile to a complete count and an intensified uprising for racial justice centered in Minneapolis.

Even so – because of and despite the challenges brought by 2020 – the story of the Minnesota Census Mobilization Partnership and their allies is one of unprecedented perseverance, purpose and impact during a census.

THE BEGINNING: Co-Creation and Planning

“Great organizations coming together to help each organization and their constituencies. When people come together, the work is made easier.”

Wali Dirie,
Executive Director of the
Islamic Civic Society of America

Every ten years, as mandated by the U.S. Constitution, the United States undertakes an effort to count every resident in the country. The data collected is used to determine how billions of dollars in federal funding are distributed to local communities. Census data, through a process called apportionment, also determines the number of seats each state has in the U.S. House of Representatives. Overseen by the U.S. Census Bureau, which is part of the U.S. Department of Commerce, the census is a herculean undertaking with involvement from the federal government, state and local governments, as well as philanthropy, nonprofits and community advocates and organizers, to ensure as complete a count of U.S. residents as possible.

In Minnesota, the 2020 census was seen as an important opportunity to ensure that our historically undercounted populations were seen and included. Not only is Minnesota on the verge of losing a seat in the House of Representatives – as was also the case in 2010 – but the murder of George Floyd in May 2020 once again brought to the forefront the deadly consequences of racism and divestment from communities of color.

“I think really focusing on historically undercounted communities was critically important. We don’t need to focus our efforts on people who already know the importance of a census, and already are going to do the form,” said Jennifer Bertram, the Kids Count coordinator for Children’s Defense Fund - Minnesota and a member of MCF’s Minnesota Census Mobilization Partnership.

For MCF, the 2020 census represented an opportunity to bring together allies to focus on historically undercounted communities and to invest in the work of organizations with deep community ties.

Under the leadership of Bob Tracy, MCF’s former director of public policy, the group reached out to community leaders from civic engagement groups and racial equity organizations, as well as representatives from the State Demographer’s Office, to co-create a plan for mobilizing historically undercounted communities around the 2020 census.

Many of the groups contacted were motivated to come together after seeing the results of the 2010 census. While Minnesota had the highest self response rate in the country that year, it was not uniform throughout the state. Some of our most diverse voices were left out, and MCF and others did not want to see historically undercounted communities left out again in 2020. Plus, Minnesota’s population growth rate in the 2010 census was less than the

**The
Co-Creation Table
was made up of
community leaders,
who are themselves
members of
undercounted
communities.**

28
INDIVIDUALS

16
ORGANIZATIONS

4
PHASES

national average. An undercount in 2020 could have devastating impacts on community representation in local, state and federal government.

“Back in 2015 and 2016, when Bob had conversations with Joan [Naymark] and Susan Brower from the State Demographer’s Office, they saw that there was an opportunity to really focus on the historically undercounted communities,” said Xiongpaoo (“Xp”) Lee, MCF’s Program Manager for Policy and Special Projects during 2020 census efforts. “Everyone realized that it would be a big task to tackle – to pull the Minnesota Census Mobilization Project together. It was partners, consultants, on-the ground nonprofits and other organizations, the business community, and the public sector, coming together.”

Building on the early conversations held by Tracy, Huda Ahmed, then a senior strategist at the engagement strategy and evaluation consulting firm Grassroots Solutions, was hired to form a Co-Creation Table (CCT) to develop a Minnesota-specific strategic communications and mobilization plan for engaging Minnesota’s historically undercounted communities around the 2020 census. For a full list of Co-Creation Table participants, see Appendix C.

“The Co-Creators’ Table had people from organizations representing the Latinx community, the Asian community, the African American community, the Native community, the people experiencing homelessness, people in gray areas,” reflected Monica Hurtado, racial justice organizer with Voices for Racial Justice. “We were a multi-racial, multi-ethnic, multicultural organization.”

For Wali Dirie, executive director of the Islamic Civic Society of America, the CCT was an opportunity to bring the voice of East African communities to the table. “Our community has historically been undercounted and has a fear of government agencies,” noted Dirie. “For us, the MCMP partnership was beneficial. Great organizations coming together to help each organization and their constituencies. When people come together, the work is made easier...It is good that the partnership started early. If we didn’t have that collaboration earlier, we’d never get the successes in the way that we did. The partnership is crucial, and I think more collaboration among the groups would be important in 2030.”

One of the main tasks undertaken by the CCT was to develop a vision and plan for approaching 2020 census mobilization across the state (see Appendix D). In 2018, the group created an organizing and mobilizing strategy, and laid out the structure and timeline for what would become the Our Minnesota Census Campaign.

“It was really critical that we [MCF] stayed in our lane and allowed the community to create this communication, messaging and organizing strategy,” said Tracy. “We built a lot of trust there, and I think we also built some important capacity. However – and this was a huge lesson learned – at the completion of that process there was euphoria. Then we started saying, ‘Okay, now that we have a plan, let’s talk about how we’re going to secure and deploy the resources.’”



In 2019, knowing that statewide census mobilization would need financial support, MCMP organizers began to seek additional funding for the project. They raised money from funders, such as the Blandin Foundation, Northwest Area Foundation, Bush Foundation, McKnight Foundation and others, as well as through the Minnesota State Legislature.

Susan Brower, state demographer, credits the MCMP with supporting the capacity of her office to engage in census mobilization work. The State Demographer's Office is unable to request funding appropriations; however, through efforts led by MCF, the office received \$1.6 million in funding from the Minnesota State Legislature. That funding was then dispersed, supporting community mobilization efforts undertaken by MCMP organizations as well as shared, centralized services provided by the State Demographer's Office (i.e., virtual help desk, translation services, additional staffing and materials). For more information about project funding, see Appendices F–H.

"MCF began talking with funders in 2016, and it was important to have MCF doing that," reflected Catherine Gray, director of impact strategy, civic engagement at The Minneapolis Foundation. "They made it relevant to funders, and helped funders see the need to understand organizing and invest in it as a strategy."

"There's very few Minnesota funders who have much experience or interest in funding democracy-focused power-building," reflected Tracy. "That was one of the reasons MCF took this project on. We wanted to be a concrete, tangible activity that could introduce more Minnesota grantmakers to fund democracy and community-building work...Part of this whole effort was to create awareness and engagement by more Minnesota grantmakers."

Early organizing and coordinating was key, and holding time upfront to transparently discuss funding, resources and power dynamics for the start is important for establishing and maintaining trusting relationships. As the CCT pivoted into the Our Minnesota Census Campaign – one of the five MCMP outreach Hubs – the organizations involved shifted and trust had to be rebuilt around next steps and a mutual focus on collaborative efforts.



Elevating Rural Voices

JACI DAVID



“I think there was a heightened sense of urgency around the 2020 census. It has become increasingly clear how important the fairness of this process is to democracy. For us, it’s been a really good entry point into democracy work. We had not seen ourselves as a democracy funder until we got engaged in the census work. Blandin Foundation now has democracy work in our 2021 work plan, and we see it as an important place for us to engage.”

Jaci David, public policy program officer at the Blandin Foundation, was a critical part of the MCMP coordinating team and was involved with the early formation of the partnership. An MCF member and early funder of the 2020 census effort, Blandin Foundation is a private foundation based in Grand Rapids, and is a trusted partner and advocate in strengthening rural Minnesota communities.

“In 2015, Bob Tracy, who has since retired from MCF, convinced me to attend the Funders Committee for Civic Participation conference. A big focus of that conference was the census. Bob wanted the Blandin Foundation to be involved in census work because of our influence in rural communities, and to make sure the census work had statewide reach,” reflected David. “There was a good alignment with our work. We’d done work on rural broadband, and in early childhood – knowing that children are often undercounted – and our work with Tribal nations in rural communities.”

“We had done a little bit of funding around the 2010 census, but nothing like the strategic scale that we have this time. This was definitely a new approach for us. For the first time, we got really strategic – and put an actual nonpartisan advocacy plan together on census work.

Our now former CEO was one of the co-chairs for the statewide Complete Count Committee and worked to make sure that rural voices were showing up, and having the MCMP there allowed us to have a bigger reach. It gave us a bigger audience and gave us an opportunity to influence some of the statewide work to make sure that Tribal and rural perspectives were present. Some of the dollars raised by this partnership helped get Red Lake over the finish line and enumerate 100 percent of the known housing units there before the census closed.

The relationship building piece of MCMP was really effective... When I think about what comes next – and not just for the 2030 census, but other civic engagement activities too – we’ve got infrastructure, through the relationships that were built, that could be tapped for Get Out the Vote or other kinds of initiatives.

Those are relationships we didn’t have before. If we maintain the infrastructure we’ve built for 2020, we’ll be better positioned for the 2030 cycle. I think there’s a lot of opportunity to maintain the infrastructure and relationships. Someone will need to continue to pull people together and find opportunities to work together.”

The Minnesota Census Mobilization Partnership

“I knew that if I had questions, someone in the MCMP group would have an answer. We shared a vision and made it happen. To be a part of that kind of community that does the work day-in and day-out has been a gift to me.”

Adrienne Falcon,
Metropolitan State University

MCMP blossomed into a cross sector collaboration of organizations and individuals working together to advocate for policies and resources, and to engage Minnesotans to achieve the goal of a fully inclusive, honest and accurate 2020 census in Minnesota.

The groups had four primary objectives:

1. Promote participation in the 2020 census in Minnesota, with a focus on reducing gaps in participation in historically undercounted communities,
2. Promote strategies to engage historically undercounted communities that also develop sustainable civic engagement capacity,
3. Create community-based strategies or organizational structures to lead ongoing, nonpartisan advocacy for the census, American Community Survey (ACS), and other democracy-building causes, and
4. Engage Minnesota grantmakers in democracy-building.

To best achieve these goals, the MCMP was organized into five coordinating Hubs with a Coordinating Team:

- **The Our Minnesota Census Campaign (OMCC) Hub.** Anchored by Xiongpaoo (“Xp”) Lee, Minnesota Council on Foundations. The Co-Creators Table transitioned into an organic nexus of on-the-ground, trusted organizations focused on peer-to-peer, relational organizing strategy.
- **The Complete Count Committees (CCC) Hub.** Complete Count Committees were formed across Minnesota in coordination with the Census Bureau to help local leaders and trusted messengers organize their census engagement efforts. The Minnesota State Demographic Center, working with MCF and the Minneapolis Foundation, funded more than 200 CCCs across the state. These CCCs were mostly anchored by local government bodies, though several were nonprofit or affinity focused. CCCs tied together the strategies and tactics on the city/local government level to engage residents around the census.
- **The Greater Minnesota/Rural Hub.** Anchored by MCF community foundation members and coordinated by Niel Ritchie, Main Street Project, this hub was made up of community foundations and Minnesota Initiative Foundation that engaged their communities to encourage census participation.
- **Nonprofit Hub.** Anchored by Michelle Chang, Minnesota Council of Nonprofits, the Nonprofit Hub provided mini-grants to 41 nonprofit grantees, and provided information, events, communications and encouragement to MCN’s more than 2,000 member organizations to engage in census mobilization and engagement efforts.

There were a total
300+
organizations, city
municipalities and
counties in Minnesota
received funding
through MCMP and
their partners to
support 2020 census
mobilization and
engagement.

- **The Tribal Hub.** Anchored by Wayne Ducheneaux II, Native Governance Center, and Shelly Diaz, Mille Lacs Band of Ojibwe, the Tribal Hub was especially unique. Each of the eleven indigenous tribes within Minnesota are sovereign nations. While organized into a Hub, these nations are distinct communities, and the strategies and tactics to encourage community members to participate in the census varied greatly. Moreover, not all Tribal Nations chose to participate in the MCMP.
- **Coordinating Team.** Convened by MCF, the Coordinating Team included representatives from each of the five Hubs, as well as key public, organizing and funding partners. The Coordinating Team served as a connector across Hubs and was a strategy and coordinating body related to special projects, organizing and mobilizing.

“The Hubs were centered around different areas that we felt we needed to focus on within the historically undercounted communities,” said Lee. “The Hubs, which were developed in the Co-Creation Table’s mobilization and communications plan, are made up of organizations that can be seen as anchor institutions, have trust with historically undercounted communities and/or are themselves a network of undercounted communities.”

“What is effective about the partnership is the way in which it connects the interests of a lot of disparate communities into a common framework and goal,” said Niel Ritchie, chief executive officer of the Main Street Project and the coordinator of the Greater Minnesota/Rural Hub. According to Ritchie and other Hub members, the Hub structure of MCMP allowed individuals and organizations to come together around a common purpose, and align their strategies and tactics for greater impact.



*“The community and public sector connectivity has been extraordinary –
and the envy of many other models across the country.
We built capacity not just in our individual arenas of influence but
collectively. The ability to connect with each other will go on.”*

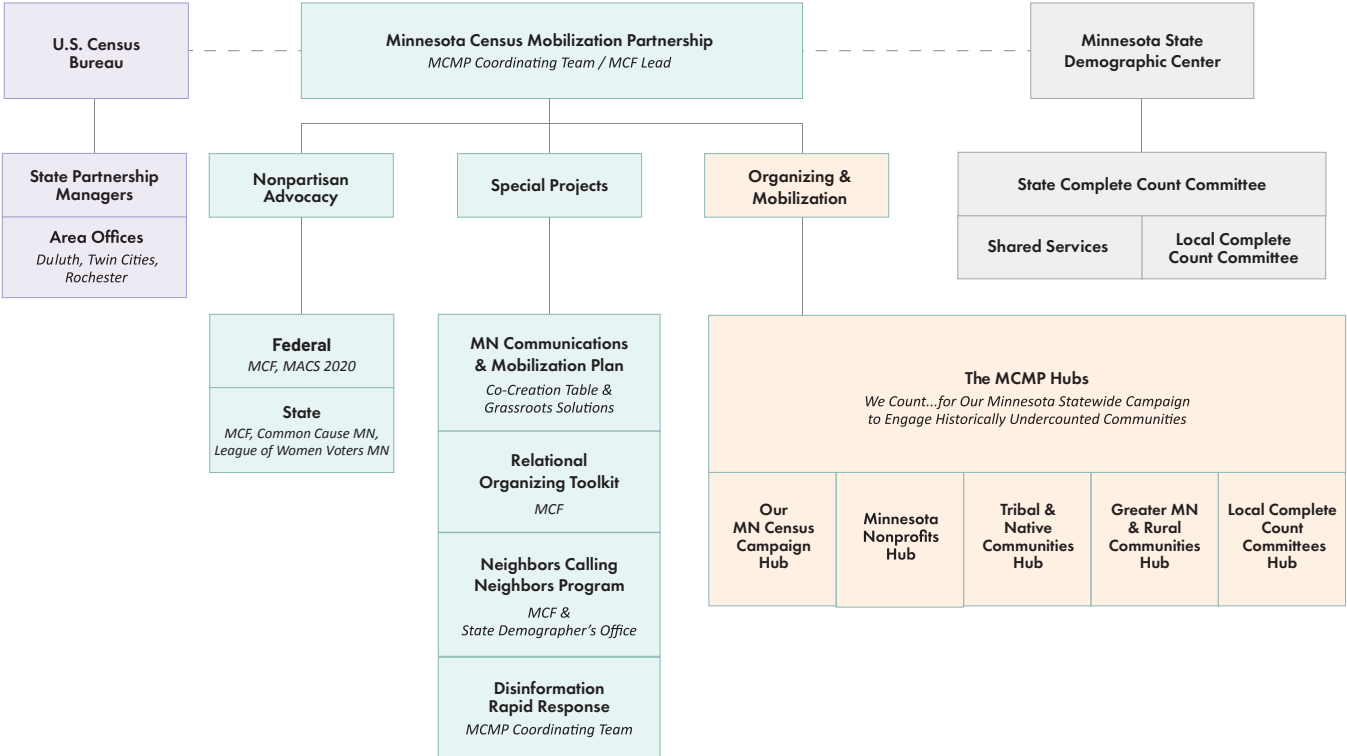
Marcia Avner, Avner Consulting

“The partnership was a coalition of unlikely partners,” noted Michelle Chang, policy and equity coordinator at the Minnesota Council of Nonprofits and MCMP Nonprofit Hub coordinator. “We all came from different sectors and different backgrounds to come and work together on the census – because it’s something that impacts all of us. As nonprofits, we can’t reach everyone – so it was nice to have different Hubs also working on the census and to know that our work is making an impact.”

The Coordinating Team, which coordinated and connected across Hubs, was vital to the success of MCMP. In addition to the many of the original CCT members, the Coordinating Team included representatives from each of the five MCMP Hubs, as well as key public, organizing and funding partners. The Coordinating Team also included individuals representing ‘unofficial Hubs’ leading efforts to engage elders and higher education partners throughout Minnesota. The Elder CCC was anchored by Vic Rosenthal, and the higher education outreach was anchored by Adrienne Falcon, Metropolitan State University. For a full list of Coordinating Team members, see Appendix C.

For a full list of MCMP members and grantees, see Appendix E.

Minnesota Census Mobilization Partnership Community Membership Chart





Deepening Partnerships

SHELLY DIAZ

Shelly Diaz, urban liaison and project coordinator with the Mille Lacs Band of Ojibwe, served as the MCMP Tribal Hub coordinator. Working closely with Wayne Ducheneaux II, the executive director of Native Governance Center, Diaz brought together Tribal Nation leaders across Minnesota to make sure their communities were seen, heard and counted in the 2020 census process.

“We want to make sure that we are counted,” she noted. “Native Americans are always left out of the table. We want our people to be seen, to be heard and to be counted. That’s why I like working in partnership with all the other organizations that are involved. We’re stronger together and in greater numbers, and we want to be included.”

For Diaz, the relationships built as part of MCMP were the most important piece of her work, as well as the educational resources and support she was able to provide to Tribal Nations.

“Partnership, that’s what MCMP is all about,” said Diaz. “We were doing trainings, teaching, outreach. A lot of outreach. Educating our Band members on the importance of the census and civic engagement and best practices.”

In her capacity as the Tribal Hub Coordinator, Diaz was instrumental in coordinating and supporting efforts across the state. “I really have to thank Shelly for all of her work,” said Agatha Armstrong, executive assistant of the Grand Portage Ojibwe Tribal Council. “I’m out here by myself, and I know I can call Shelly. It’s been great to get input from other reservations.”

Alisha Gehlert, director of economic development and planning with the Red Lake Nation, agreed. “Shelly’s leadership is really encouraging. She’s been instrumental in her role as the hub coordinator – Wayne too. They’ve stepped up to teach us about the census and how to increase participation. They’ve inspired us to be part of the civic engagement work, and I’m proud of this group.”

“We are sovereign nations and it’s our goal to make the census something that we do ourselves,” said Diaz. “I’m still enthusiastic about this work. It’s evolved into a deep and wider scope of civic engagement. It’s been challenging, rewarding, inspiring and educational. It’s not over – we’re a coalition for civic engagement.”

MCMP:

Building Trust Through Relational Organizing



The Co-Creators believed that the Hub model could help the diverse MCMP partner organizations equitably access resources in a model that relied on mutual trust. Each Hub had a designated Hub Coordinator who helped organize information and resources for members. While Hubs participated in coordinating calls and shared best practices, each Hub was self-determined in their strategies and tactics to reach their community members.

That said, they all shared a foundational organizing approach: relational organizing. This is a people-focused approach that is grounded in building and sustaining genuine relationships and authentic connections. Relational organizing helped many MCMP members go beyond simple mobilization of key communities to continue to build leadership from within.



For Annastacia Belladonna-Carrera, executive director of Common Cause Minnesota, “Relational organizing is not something that happens off of a piece of paper or a plan. It’s something that happens from those coffees, those meetings, being in the church basements and things like that. It’s about being seen with our partners, not just being seen with our partners on paper. It’s being seen with them when it counts.”



Alice Moren, a leader with Kootasca Community Action, reflected on her own census journey. “I don’t remember learning anything about the census in high school. Even in the last census ten years ago, I remember it coming in the mail – but I get so many surveys that I didn’t think a lot about it, until someone knocked on my door. I thought ‘that’s bold to knock on my door!’ But now I get it. I’ve know the importance of this...I assist low income people with developing a safe, healthy social network – however they may define that – and I do advocacy and organizing in the community, hosting community events and meetings that are focused on social justice for low income people....We developed a Complete Count Committee, specifically with low income people, to encourage them to use their leadership and their voice to have some ownership in the outcome of the census.”

“... trusting and believing and respecting that community are the experts. They are the ones best able to manage and lead their conversations and their work. They are the best ones to come up with solutions that are going to make the greatest impact and change.”

Denise Butler,
Director of Economic Development at
African Career, Education & Resources, Inc.

Dirie noted that relational organizing within faith communities and engaging trusted community leaders was critical for reaching undercounted East African residents. “Most communities trust faith centers. We focused on organizing trusted Imams, religious leaders, and gave them training about the census and why it’s important. We asked that they bring this training to their centers and increase awareness of the census through the Friday prayer ceremony, the prayer service to the Mosque...we also focused on the Duksi, weekend schools, that bring families and kids together. We gave them brochures and printed materials. With COVID, we asked the Imams to do Facebook messaging to discuss why the census is important and why we want everyone to complete their census forms. We also reached out to influencers, people we know others will respect and listen to when they speak to the community. We created videos and we reached out to more than 1,500 phone numbers. We know our community – they are spreading the census information by word of mouth. We let them know that the funding goes to schools, hospitals, roads, social and other important projects.”

“What brought me to the table is that we work with youth and young Asians, between the ages of 14 to 35 years old,” said Linda Her, executive director of the Asian American Organizing Project. “Our work centers on increasing civic engagement and voter engagement and turnout, and we saw that the 2020 census was extremely important. Those sets of data inform us that our Asian communities are one of the fastest growing populations in the U.S., and it was important for us to get involved, to get youth and young people to start thinking about not just turning out to vote, but also understand engagement beyond elections. More data means more stories, and more power and more resources.”

“Partnerships don’t happen overnight,” noted Denise Butler, director of economic development at African Career, Education & Resources, Inc. “The sooner you can put time into building relationships, the better. The relationship will make for a solid foundation for the work to move forward. That’s the number one thing: relationship. Then trusting and believing and respecting that community are the experts. They are the ones best able to manage and lead their conversations and their work. They are the best ones to come up with solutions that are going to make the greatest impact and change.”

Building working relationships was also top of mind for Shelly Diaz, urban liaison and project coordinator with the Mille Lacs Band of Ojibwe and the MCMP Tribal Hub coordinator, and Fartun Weli, executive director of Isuroon, a women-led, community-driven organization working with Somali women and girls. For both, the relationships built with other MCMP partners and community organizations were powerful components of their groups’ census outreach and efforts to bring equity to the census process.

Connecting with individuals and families – in their native languages and through trusted community organizations and leaders – led Minnesota to be first in the nation for self-response rates in 2020. Thanks to the dedicated work of MCMP members and their allies, Minnesota was the only state to reach a self response rate of 75.1 percent. “Minnesota was number one in the nation in self-response in 2010 and 2020 – but the difference in the margin

in 2010 was only 0.6 percent while it was 2.7 percent in 2020,” noted Andrew Virden, director of census operations and engagement for the Minnesota Department of Administration. “I believe the difference is in the work we did in 2020. When Minnesota was where the nation finished its self-response rate in 2020, it was May 2. That means Minnesota was 166 days ahead of the national average!”

For more information about the impact of the MCMP, see Appendices I–L. The Relational Organizing Toolkit, created with the help of Kate Brickman and Richard Carlborn, is available in Appendix O.



Aligning Agencies

SUSAN BROWER

State Demographer Susan Brower was a key public partner for the MCMP. A sociologist by training, Brower previously worked at Wilder Research. The State Demographic Center is the state entity charged with supporting the 2020 census.

“When I connected with Bob Tracy at MCF, he came to the table knowing that the census was going to be important for our democracy, and with an eye for equity, and racial equity in particular. He knew what was at stake and asked, ‘what is it going to take to have a good count in Minnesota?’ And that’s where we began,” reflected Brower.

The State Demographer’s Office, under Brower’s leadership, focused primarily on government relationships. “At the beginning, we were almost exclusively focused on training cities, counties, and then bringing state agencies and state partners into collaborations around promoting the census,” said Brower. “We talked with state agencies, and came up with communications materials that were tailored to their specific clientele to get the word out about the census.”

They also played a key role in getting the Neighbors Calling Neighbors program off the ground. “We could pivot really quickly because we had those relationships with MCMP. They funded the work, we staffed it, and together we figured out how to move to reaching people by phone.”

Overall, Brower credits MCF and the MCMP with supporting the capacity of the State Demographer’s Office to engage in census work. The Office can’t request funding appropriations, and relied on the advocacy of others to secure census funds. In 2017, MCF helped advocate for more than \$760,000 distributed over four years to help increase staffing at the office ahead of the 2020 census. In 2019, MCF helped advocate for \$1.6 million in funding from the Minnesota State Legislature to support census mobilization efforts.

“My role with the Legislature typically has been providing information and not asking for money. There’s a budget process where we can ask for money, but it was really because of Bob Tracy and because of MCMP and the support of those folks, that we were given this appropriation,” said Brower.

“We definitely would not have gotten the funding without them. And so our ability to do the work that we’ve done is entirely due to the work that Bob did and that the partnership did to support funding from our office.”

MCMP:

Removing Barriers



MCMP also allowed organizations across the state to engage in coordinated, nonpartisan advocacy efforts to address policies and roadblocks that posed barriers to a complete count.

State Representative Jamie Long noted, “Building relationships [with lawmakers] was important in helping folks really have a deep understanding about why the census and mobilization was really necessary. A lot of that work was focusing on walking people through that it wasn’t one community or one part of the state, but that it was really all parts of the state....It’s about representation for all of us, and resources for all of us...Minnesota has a proud tradition of census participation, and civic engagement in general. But we know there are communities that are too often left out – communities of color, Tribal Nations, many rural communities, younger voters and children often get left off too. I think it is really important to mobilize these communities. Even putting a couple million dollars towards mobilization efforts is a drop in the bucket when you look at what is at stake, in terms of federal resources. We’re not trying to game the system – we’re just trying to make sure our count is accurate. I’m very impressed with the organizing the [Minnesota] Council on Foundations did, and how they brought together a big and diverse coalition that represented all parts of the state and different communities.”



In 2019, MCMP partners worked alongside the State Demographer’s Office, Common Cause Minnesota and the League of Women Voters, to try to change a state law that would open up multi-housing units to census workers – called enumerators – in the same ways that political candidates can access those housing complexes. Many census organizers feared that undocumented communities would be undercounted in the 2020 census. Andrew Virden, director of census operations and engagement for the Minnesota Department of Administration, hoped that requiring the Census Bureau to give buildings advance notice of when their workers would be visiting would help undocumented residents to know “if you get a knock at the door, it’s the census, not ICE.” While the change was not adopted statewide, MCMP members successfully organized on the city level and ordinances were shifted in Edina, New Hope, Roseville, Duluth and Northfield.

For many undocumented residents, a traumatic fear of government was made worse by the Trump administration’s deeply hostile positions towards immigrant and undocumented communities. This was further accentuated by efforts to include a citizenship question as part of the 2020 census, and an attempt to exclude undocumented individuals from the apportionment count.



“For us, in rural communities, it’s important to demonstrate the diversity that’s here,” noted Jaci David, public policy program officer at the Blandin Foundation. “Efforts to suppress turnout or suppress the count impact the Latinx, Somali and other diverse populations we know exist in rural places and are part of our diverse communities.”

Though the citizenship question effort was overturned by the U.S. Supreme Court in June 2019, MCMP partners worried about the impact on undocumented residents’ perception of the census and the efforts to organize in those communities.

Monica Hurtado, the racial justice and health equity organizer for Voices for Racial Justice, a group committed to building power through collective cultural and healing strategies for racial justice across Minnesota, initially shared many of those same concerns. “We didn’t have an intention or purpose when [Voices for Racial Justice] gave the Co-Creator’s Table a chance,” she noted. “We were extremely fearful and skeptical about the whole census...my distrust of the whole census was so deep.” Despite her initial hesitancy, Hurtado did trust Huda Ahmed, a CCT Coordinator and well-respected racial justice leader in Minnesota. “I didn’t give the partnership or the census a chance, but I gave Huda a chance because of my trust and relationship with her.”

Hurtado would go on to become one of the MCMP’s most ardent supporters and advocates. “When I attended the first meeting, it was ‘wow.’ It was amazing to see such a powerful diverse table with people like me from different organizations in the state representing the historically-undercounted communities. We joined because the first meeting was amazing, it was full of stories.”

“It’s been an amazing journey,” said Hurtado. “I carry the difficult moments as lessons I’ve learned. I’m happy we got the 75.1 percent self response rate, but I’m happier about the other things we also achieved with this work. The partnerships of philanthropy, state government, nonprofits and academia working together gives me hope. We are trying our best to build community while we do this work.”

Joan Naymark, executive director of Minnesotans for the American Community Survey (MACS), led much of the relational and advocacy work connecting with Minnesota’s Congressional delegation.

“We’re building something more than an accurate 2020 count,” said Naymark. “Groups were called ‘hard to count’, and we changed that to ‘historically undercounted communities’. We’ve changed that way of describing people who are left behind. We should be proud of that lasting language change and perception change...I’m grateful to have learned from each and every MCMP member about how to do this work and what kind of connections can continue into the future. The advocacy work isn’t anywhere near done!”

Much of Naymark’s work was organizing MCMP, MCF members and Minnesota lawmakers to advocate for a fully funded census, to remove barriers to a complete count and the extension of deadlines (due to the pandemic) to ensure accurate and quality data.

“It’s not just work to get an accurate count in 2020; it’s to develop the relationships that can continue to do the democracy, inclusion and equity work that is sorely needed.”

Joan Naymark,
Executive Director of Minnesotans
for the American Community Survey

“Joan has been a steadfast voice for more census education and engagement,” noted MCF’s Lee. “She helped mobilize MCMP members to take action – like signing onto philanthropic letters – and that was an important step for them.”

For example, Naymark was instrumental in encouraging the Minnesota federal delegation – Senators Amy Klobuchar and Tina Smith, and Representatives Annie Craig, Betty McCollum, Ilhan Omar and Dean Phillips – as well as Governor Tim Walz, to send September 2020 letters to U.S. Department of Commerce Secretary Wilbur Ross and U.S. Census Bureau Director Steven Dillingham. Under Naymark’s leadership, MCMP and MCF members also sent a letter asking the U.S. Census Bureau to honor their commitment to the October 31 census deadline and to share key metrics about the count with Minnesota. The letters were necessitated by uncertainty around shifting census deadlines that threatened a complete count (see Appendix N for additional context and to read the full letters).

“I continue to do what I’ve always done – and that’s advocacy at the federal level, developing relationships with all of Minnesota’s congressional offices,” noted Naymark. “The census is a federal issue...My role at the beginning of this work was to plant the seed of why the census is important with Bob Tracy, and he saw in it something even bigger – the potential for a broader organizing effort that could have legs long beyond the 2020 census. That’s the vision that captured my imagination...It’s not just work to get an accurate count in 2020; it’s to develop the relationships that can continue to do the democracy, inclusion and equity work that is sorely needed...”

One of the most important outcomes is the shared vision – the relationships and the friendships – and the ability to hear and see things from other communities’ perspectives. Not only within the historically undercounted community, but within rural areas, education groups and others...I’ve seen this community support one another through COVID and through the murder of George Floyd, and it’s been an extraordinarily terrible time for many of the people in this community who are living at ground zero for the economic collapse, the health collapse, the murder of George Floyd and the policing in the community problems, the loss of community structures and groceries, etc. But the solidarity that has come through this work has come through all of that. It’s allowed all of us to see the difficulties these communities are going through, and to realize that the risk to the census is huge – we were able to support one another, share ideas, help people get a little bit of oxygen and come back up and keep on with the immediate task. I think those relationships will continue on.”

Developing trusting relationships, centering communities and removing the policy barriers that prevent census participation are ongoing opportunities for MCMP members and allies to continue to build a healthy democratic landscape in Minnesota.



Coordinating Impact

XIONGPAO (“Xp”) LEE

During 2020 census mobilization efforts, Xiongpaο (“Xp”) Lee served as the program manager for policy and special projects with the Minnesota Council on Foundations. He was brought into that position in mid-2019 after having participated in the Co-Creators Table as the organizer of the Hmong American Census Network. From his early days with the MCMP, Lee provided the coordination and vision needed to help the partnership succeed.

“Xp really helped us get and stay organized,” noted Jill Amundson, associate planner with West Central Initiative.

Niel Richtie, the coordinator of the Greater MN/Rural Hub of MCMP, agreed. “The whole state was active but not connected. The process of getting ourselves connected to one another was important. Thanks to Xp and MCF, we got better at using tools – video conferences, especially – which was helpful.”

Throughout, Lee served as a connector, convener, communicator and planner for MCMP. By holding the space for participants to connect and share resources, Lee’s role as the MCMP coordinator allowed participating organizations to focus their time and resources on organizing, mobilization and engagement efforts.

“The support we got from Xp and MCF – the resources, materials and information – was important,” said Karl Samp, executive director of the Brainerd Lakes Area Community Foundation. “The Census Bureau staff turned over a lot, and MCMP provided the consistency.”

For Lee, the work of the MCMP is worth celebrating.

“I feel very strongly that the Partnership and all the work we put in during the previous years helped lead up to the great energy that put us first in the nation for self-responses. I’m so proud of our 75.1 percent self-response rate,” said Lee.

As the MCMP looks beyond the 2020 census, Lee sees a broader horizon for the group. “I am very invested in the nonpartisan redistricting conversation, because the more we’re learning about that, the more it sets the work for accessing our political representatives and elected officials for the next ten years,” said Lee. “That’s just so powerful – it’s the way our districts are going to get drawn.”

2020:

A Novel Year Needs A Novel Approach



The work of the MCMP, it turned out, would not be simple or straightforward – even with a solid communications and mobilization plan. Partnership members would have to meet the challenges brought on not only by the COVID-19 pandemic and the murder of George Floyd, but fear-based misinformation and disinformation regarding the census, including a federal government threatening to include a question about citizen status designed to discourage census participation in undocumented communities. On top of those challenges, the Trump administration repeatedly changed census deadlines.

For MCMP members and their partners, an unprecedented 2020 meant finding novel approaches to novel challenges, and bringing to bear deep relationships with community members and each other to find creativity and purpose during difficult times.

“We were just starting to ramp up our efforts for March and then COVID hit,” said Anika Robbins, executive director of the ANIKA Foundation and Black Votes Matter – Minnesota. “Initially, we were stunned. Then we got our druthers about us and we pivoted to phone banking. And that phone banking was multipurpose. We were calling about the census, but then we were also checking on essential needs, seeing who needed things, and connecting them with County resources. Then we ramped up our social media outreach and that proved to be very effective, being able to have real world conversations. We were able to answer a lot of questions for folks in our network who had questions about the census. It was great just being able to share the census website, the hotline number, and then also present culturally-explicit messages and images showing Black families. We were really trying to underscore the importance of the census in the Black community. We’re going to pat ourselves on the back because despite the pandemic, the riots, everything, even the undercount in communities of color is still on par with what it was in 2010. To me, it’s a win because we’re either slightly above or slightly below, even in a pandemic.”

With in-person events and outreach scrapped, MCMP members focused on integrating the census into their everyday work and pivoting to digital outreach strategies. For Isuroon and CAPI USA, this meant that census outreach was present in all of their organizing.



“We’re going to pat ourselves on the back because despite the pandemic, the riots, everything, even the undercount in communities of color is still on par with what it was in 2010. To me, it’s a win because we’re either slightly above or slightly below, even in a pandemic.”

—
Anika Robbins,
Executive Director of the ANIKA
Foundation and Black Votes
Matter – Minnesota

“Our strategy throughout this whole thing meant that the census was in everything,” said Kristina Doan, human services and civic engagement manager at CAPI USA, a nonprofit that helps immigrants, refugees and people of color connect with the resources they need to build established, happy lives. “If you asked about health insurance, we would also ask you about the census. We had flyers and information in different languages and in a lot of the food packages that went out. We delivered food packages to seniors, as well as curbside delivery packages, with information on the census included. In terms of phone banking, we began in August 2020 to make the last push for community members around the census.”

Emilia Gonzalez-Avalos, executive director of Navigate MN, an immigrant-led, multigenerational, Latinx based community nonprofit agreed that integrating the census into existing organizational efforts was important “We had different ways of engaging people,” she noted. “We plotted our census work alongside our nonpartisan electoral work. We have a relational organizing strategy and we used digital tools.”

While a pivot into digital organizing held the promise of reaching more people and more quickly, it also posed challenges for engaging communities who lacked access to computers and/or internet.

Chris Yang, an organizer with the Hmong American Census Network (HACN), noted that much of the HACN’s census organizing happened through one-to-one interactions. Weli noted that for East African communities, information is shared person-to-person or verbally, so videos were created to play in Somali community centers and gathering places.

Greater Minnesota/Rural Hub and Tribal Hub members also faced the digital divide. Tabia Goodthunder with the Lower Sioux tribe noted that part of her work was helping community members access a computer lab connected to a recreation center. Following CDC guidelines, community members could access the computer lab to complete the census, with support from Tabia and others.

“Some of the tactics that I used was creating a digital space for our office so that our brand would start being seen in spaces that historically it had not been associated with,” said Annastasia Belladonna-Carrera. “We opened up our Facebook page, we opened up groups, work groups that can work together socially. What I started doing was creating spaces within digital platforms that would allow me and allow others to access the information on their own time.”

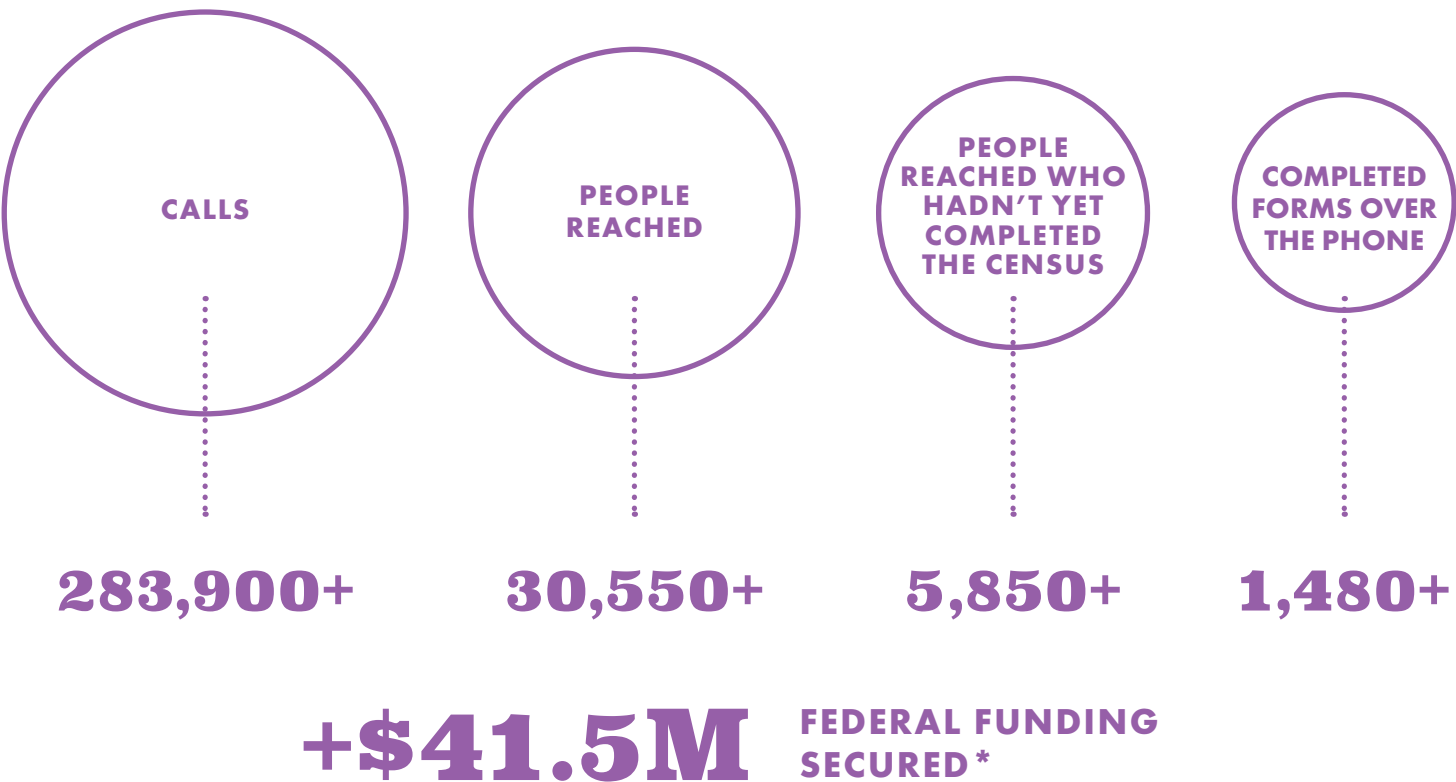
Others, including People Serving People, had to deal with unforeseen delays to their work. “Our enumeration was delayed a few times, but the thing that I can confidently say is that through our Turn-Up Tuesdays and Democracy Thursdays – our tabling events outside the education classroom and then outside our shelter – I know that our folks know about the census. I know what it can mean for our community,” said Nicque Mabrey, community engagement manager for People Serving People.

MCMP organizations and volunteers also participated in a coordinated phone outreach campaign. Called the Neighbors Calling Neighbors Program, the phone outreach campaign focused on reaching registered voters living in census tracts with low response rates. In addition to the many volunteer hours dedicated to reaching Minnesota residents and the staffing support provided by the State Demographer’s Office, MCF raised funds for a paid phone canvasser program to reach residents who spoke Hmong, Somali, Spanish and Oromo. Paid phone canvassers were able to make more than 45,000 calls, talking with nearly 6,000 people and resulting in 2,500 commitments from people reached to complete their census forms.

Overall, the Neighbors Calling Neighbors program placed 283,922 calls, contacting 30,555 Minnesotans. Of the Minnesotans contacted, 5,896 had yet to complete their census forms, resulting in 1,483 forms completed during a Neighbors Calling Neighbors call. Others who hadn’t completed their census forms committed to doing so. A complete count in Minnesota is critical; for each person missed, the State loses approximately \$28,000 in federal funding over the course of the decade. By ensuring 1,483 census forms were completed, the Neighbors Calling Neighbors program helped secure more than \$41.5 million in federal funding for Minnesota communities. For more information about the Neighbors Calling Neighbors program, see Appendix M.

Neighbors Calling Neighbors Program

Reaching registered voters in census tracts with low response rates to complete the census form.



**Based on the 1,480+ forms completed over the phone. For each Minnesotan not counted, the state loses approximately \$28,000 in federal funding over the decade.*

Engaging Elders

VIC ROSENTHAL



Vic Rosenthal, who previously served as the executive director of Jewish Community Action, was integral to MCMP's efforts to engage older Minnesotans.

"I was at a meeting of a retired union group, and Andrew Virden came to the meeting and talked about the census efforts. Afterwards, I went up to him and said, 'What more can be done to engage older people from multiple communities?'"

After that conversation, Rosenthal went on to set up a Complete Count Committee, called the Association of Elder Complete Count Committee, designed specifically to engage elder peoples in the census process.

"MCMP really recognized the importance of reaching out to communities that are often undercounted, and then we specifically talked to organizations that work with elderly people in those communities," noted Rosenthal "We worked with a lot of different immigrant communities – especially the Latinx community, the Somali community, the Nigerian community, American Indians, African Americans and retired union people – and all of it was specifically with older people."

Pre-COVID, the CCC held workshops to teach older people about the census and how they can be involved. They gave "Train the Trainer" events so that older people could themselves become messengers about the census. Moreover, they held "Applicant Days" to promote jobs for older people to work with the Census Bureau. When COVID sidelined their tabling and event outreach plans, Rosenthal worked with groups to develop social media messages, and to coordinate phone banking and email outreach.

"I found the MCMP meetings – both in-person and video – to be informative and energizing. It's great to hear what other groups are doing. With the Hub structure, we could build off of each other and there was a sense of community where folks have each others' backs and are really engaged in something that we know is bigger than all of us. We've been able to share information and best practices, and that has been huge in terms of all of us learning from one another and figuring out strategies for how to make this work. It's been a very positive experience, and I've learned a lot.

I had never participated in a census effort before 2020. I didn't know what the census was, or how important it was. I never knew the role that I could play. My observation that, in general, our country often brushes older people aside. What I'm working on now is how to engage older people in the work of our state without that being seen as us trying to run things. Younger people are the future of our country, And we, as older people, need to follow the lead of younger people. I think there needs to be more of an acknowledgment of how we work together and how we learn from each other. We need to be better at multigenerational conversations and partnerships.

In 2030, the need to engage older people will remain strong. I hope the difference will be that, given all the work that was done this time around, that more organizations and agencies that work with older people will be better educated and better prepared for the 2030 census."

LOOKING AHEAD:

Continued Partnership and Critical Action

***“I feel very fortunate to have been involved with the MCMP group. What’s clear to me is that this work doesn’t end; there is no endpoint. We’re working to make a more inclusive and equitable society.*”**

Paul Huffman,
League of Women Voters Minnesota

As we’re writing this report and reflecting on the impact of the MCMP, the outcomes of the 2020 census are still unknown. Will Minnesota keep its 8th Congressional District? Will the U.S. Supreme Court uphold the inclusion of undocumented residents in the apportionment count? Due to the global pandemic and rushed timeline, what will be the quality of the 2020 census data?

One thing we do know is that the MCMP provided vital opportunities for organizations and individuals to connect, share resources and strategize for greater impact. Looking ahead, this work is far from over. As groups consider what comes next, nonpartisan redistricting, voter engagement and even the 2030 census are top of mind.

“Working on the census prepared our members to feel more comfortable taking action in the civic engagement and democracy arena,” noted Katina Mortensen, MCF’s director of public policy. “We’re now having conversations with MCF members about how to protect the integrity of our democracy after the election and what we can offer as the voice of Minnesota philanthropy. Previously, nonpartisan redistricting may have been seen as too political by our members, but the census work helped set the table. If we don’t have a well functioning democracy, it is harder to achieve progress on the many issues our members care about.”

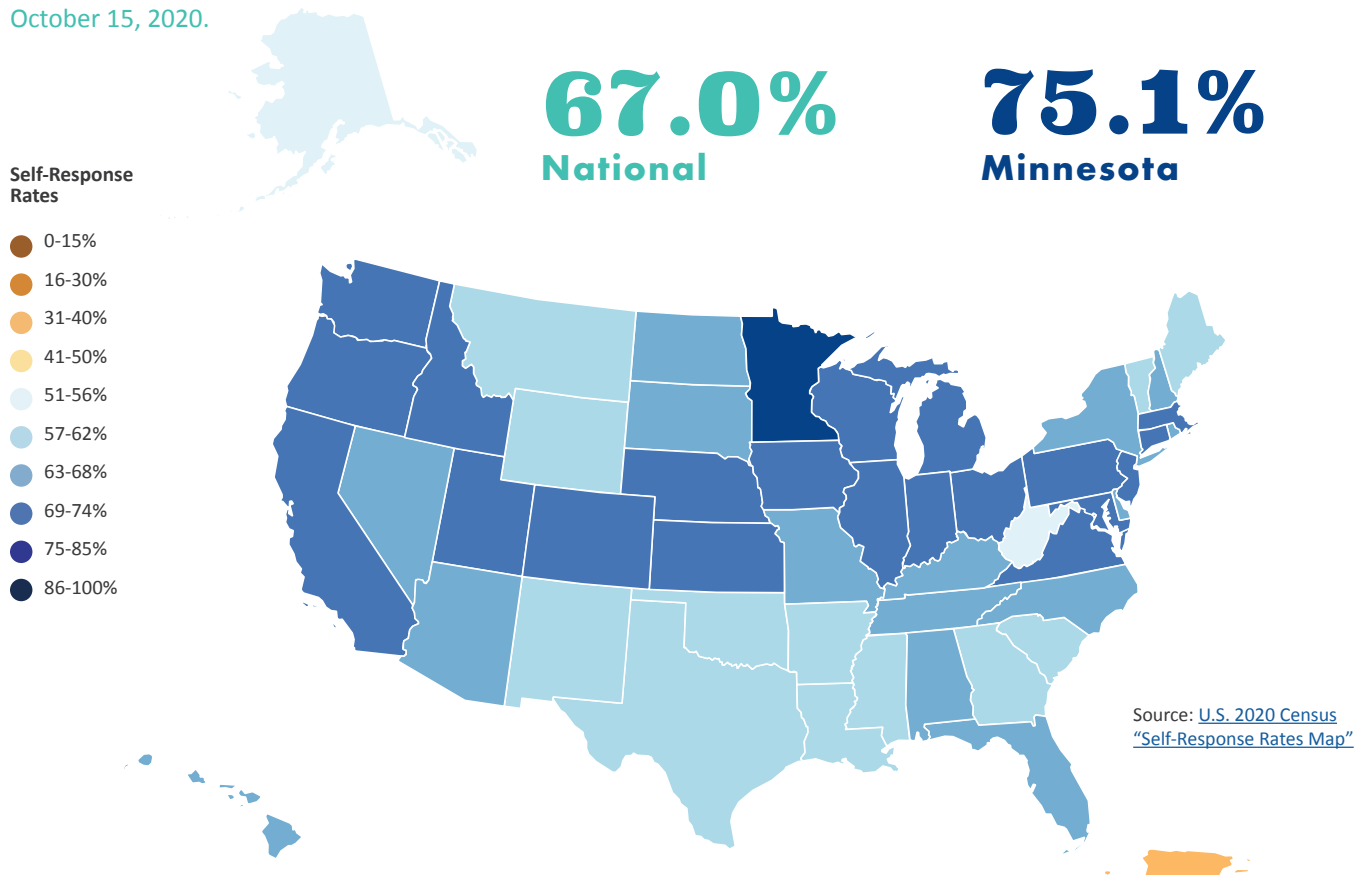
“MCF is really looking to become an anti-racist organization,” concurred Lee. “There is an important opportunity to merge that initiative with census and democracy work and to continue to engage our historically undercounted, underrepresented and disenfranchised communities. With the momentum we’ve built with MCMP, the more everyone understands that we can build fundamental civic engagement.”

As census mobilizations efforts wrap up, MCF and MCMP members will work closely with Common Cause Minnesota and the Minnesota Alliance for Democracy around nonpartisan, community-focused redistricting. “We don’t want to lose the engagement and the quality on-the-ground relationships we’ve built,” said Lee. “We don’t want this to be a hi-again-bye-again commitment to these issues. We want to sustain as we head into the next phase of this work, and keep the momentum going.”

2020 Census Self-Response Rate Map

Households that responded to the 2020 census online, by mail, or by phone from January 21 to October 15, 2020.

The MCMP, which began as a project to reach historically undercounted communities, is a powerful reminder of what multi-sector partnerships can achieve with an authentic commitment to equity, inclusion and creativity. More than 300 organizations, city municipalities and counties in Minnesota received funding through MCMP and their partners. The more than four million in funding supported engagement and mobilization efforts over multiple years that led Minnesota to be first in the nation with a 75.1 percent self-response rate in 2020.



If 2030 organizers take away one lesson from the work undertaken in 2020, it's this: in everything, people come first. Take the time to connect with and engage diverse organizations and communities – and don't stop engaging once census mobilization efforts are complete.

Our historically undercounted communities will continue to face unprecedented challenges, but through consistent, reliable partnership, relational organizing and impactful engagement, we can continue to work towards a complete and equitable count of all Minnesotans.



Strengthening Democracy

ANNASTACIA BELLADONNA-CARRERA

“Redistricting is just a fancy word for shaping our voting maps. And the information we use for that is the census. I say that a compromised census is a compromised democracy.”

Annastacia Belladonna-Carrera, executive director of Common Cause Minnesota, is passionate about ensuring we have a functioning democracy with an open, honest and accountable government that serves the public interest.

She was part of the MCMP from the beginning. “Bob [Tracy] approached me about my visions with Common Cause. Common Cause had been working on voter focused redistricting reforms in Minnesota. The census is the backbone of the redistricting process, because it is literally the foundation for how federal apportionment of our representation takes place. That trickles down to state redistricting processes, which is the shaping of voting maps based on the population sizes of those areas. If the census is compromised, then we’re not maximizing the counting of traditionally and historically undercounted communities – and then you start shaping voting districts that have more people living in them than are counted. That feeds into a compromised democracy. If you’re not seeing people within those voting maps, then how are your issues, your community needs, your community contributions, documented? How are they seen by our elected officials or within our democracy space. That’s why I became involved as a co-convenor to the Minnesota Census Mobilization Partnership.”

For Belladonna-Carrera, census mobilization and engagement is a natural extension of Common Cause Minnesota’s work on redistricting. “If census is the backbone of our democracy, redistricting is the skeleton,” she noted. As groups begin to focus on nonpartisan redistricting after the 2020 census, Belladonna-Carrera sees an opportunity to continue to build partnerships and capitalize on MCMP’s momentum, creating deeper engagement in the redistricting process in late 2020 and during the 2021 legislative session. “What an incredible group we have in Minnesota,” reflected Belladonna-Carrera. “We all rallied and I’m stoked we were able to achieve the kind of outcome we did – despite a pandemic and despite, in my opinion, intentional moves to discourage census participation.” MCF and Common Cause Minnesota are actively seeking to engage MCMP members in nonpartisan redistricting efforts moving forward.

Appendix A: Methodology

Dr. Cirien Saadeh is a journalist and educator who works at the intersections of journalism, social movements, experiential education and sustainability. In addition to being the executive director of The UpTake, she is an Associate Faculty at Prescott College where she received her PhD in Sustainability Education. As part of her doctoral program, she developed a theory “Journalism of Color,” which asks, in short: how do we develop sustainable journalism platforms and spaces in historically marginalized communities, and how do we create journalism methodologies which build community power and resilience?

For this report, Dr. Saadeh partnered with Seiche, a strategy and creative consulting agency committed to social impact. Utilizing the Journalism of Color approach, Dr. Saadeh conducted interviews with 31 individuals affiliated with or connected to the Minnesota Census Mobilization Partnership during July – September 2020. In August – October 2020, Seiche systematically reviewed the data provided by MCF and partners to identify salient themes in the data relevant to this report. A deductive and inductive coding strategy was used; data analysis involved pivot tables and data aggregations.

Appendix B: Impact Report Interviewees

Uncompensated Interviewees:

NAME	ORGANIZATION
Marcia Avner	Avner Consulting
Susan Brower	State Demographer’s Office
Jaci David	Blandin Foundation
Carrie Davis	Joyce Foundation
Catherine Gray	Minneapolis Foundation
Xiongpa (“Xp”) Lee	Minnesota Council on Foundations
Jamie Long	Minnesota State Representative
Katina Mortensen	Minnesota Council on Foundations
Niel Ritchie	Main Street Project
Bob Tracy	Minnesota Council on Foundations (formerly)
Andrew Virden	State Demographer’s Office

Compensated Interviewees:

NAME	ORGANIZATION
Anastacia Belladonna-Carrera	Common Cause Minnesota
Jennifer Bertram	Children’s Defense Fund - Minnesota
Denise Butler	African Career Education Resources
Michelle Change	Minnesota Council of Nonprofits
Shelly Diaz	Mille Lacs Band of Ojibwe
Wali Dirie	Islamic Civic Society of America
Kristina Doan	CAPI USA
Adrienne Falcon	Metropolitan State University
Emilia Gonzalez-Avalos	Navigate MN
Nick Harper	League of Women Voters Minnesota
Linda Her	Asian American Organizing Project
Paul Huffman	League of Women Voters Minnesota
Monica Hurtado	Voices for Racial Justice
Nicque Mabrey	People Serving People
Alice Moren	KOOTASCA Community Action
Joan Naymark	Minnesotans for the American Community Survey (MACS)
Anika Robbins	The ANIKA Foundation
Vic Rosenthal	Elders CCC
Fartun Weli	Isuroon
Chris Yang	Hmong American Census Network

Appendix C: Coordinating Team and Co-Creation Table Participants

COORDINATING TEAM

NAME	ORGANIZATION(S)
Marcia Avner	Bauman Foundation/Funders Census Initiative
Annastacia Belladonna-Carrera	Common Cause Minnesota
Susan Brower	Minnesota State Demographer
Michelle Chang	Minnesota Council of Nonprofits
Jaci David	Blandin Foundation
Shelly Diaz	Mille Lacs Band of Ojibwe
Adrienne Falcon	Metropolitan State University
Sam Fettig	Minnesota Partnership Coordinator for the U.S. Census Bureau – Chicago Region
Nick Harper	League of Women Voters Minnesota
Paul Huffman	League of Women Voters Minnesota
Monica Hurtado	Voices for Racial Justice
Xiongpaio (“Xp”) Lee	Minnesota Council on Foundations
Katina Mortensen	Minnesota Council on Foundations
Joan Naymark	Minnesotans for the American Community Survey
Niel Ritchie	Main Street Project
Vic Rosenthal	Elders CCC
Bob Tracy	Minnesota Council on Foundations
Andrew Virden	Minnesota Director of Census Operations & Engagement
David Wakely	Minnesota Assistant Director of Census Operations & Engagement

CO-CREATION TABLE

NAME	ORGANIZATION(S)
Denise Butler	African Career, Education, and Resource
Linda Her, Vang Xor Xiong and Isabela Alesna	Asian American Organizing Project
Kristina Doan, Cecelia Calametti and Peevxwm Victor Yang	CAPI USA
Ernesto Velez	Centro Campesino
Jennifer Bertram	Children’s Defense Fund - Minnesota
Xiongpaio (“Xp”) Lee, Chris Yang and Bai Vue	Hmong American Census Network
Imam Abdirahman Sharif and Wali Dirie	Islamic Civic Society of America
Fartun Weli	Isuroon
Alice Moren	KOOTASCA Community Action
Mike Jones	Leech Lake Band of Ojibwe
Al Olson	Mille Lacs Band of Ojibwe
Emilia Gonzalez-Avalos, Carlos Ramos and Jessica Velasco	Navigate MN
Jennifer Swick, Ali’Cia Anderson, Mariyam Lease and Nicque Mabrey	People Serving People
Anika Robbins	The ANIKA Foundation / Black Votes Matter – Minnesota
Rick Smith	University of Minnesota - Duluth, American Indian Learning Resource Center
Monica Hurtado	Voices for Racial Justice

Appendix D: MCMP Communications and Mobilization Plan

In 2018, MCF partnered with Grassroots Solutions, an engagement strategy and evaluations consultancy that advances progressive change, to do the following:

1. Develop a plan that has adapted messaging and engagement strategies for implementation specific to each of Minnesota's diverse undercounted communities.
2. Identify and position key community partners for plan implementation.

The MCMP Communications and Mobilization Plan had four phases:

PHASE ONE

Setting Up Systems and Infrastructure

- Set up Hubs and create the mechanisms for mapping and division of labor for training, materials development, dissemination and training and technical assistance across the state.
-

PHASE TWO

Activating Hub Infrastructure

- Establish communication and feedback loop (to and from their audiences).
 - Recruit and prepare trainers from training pool.
 - Deploy trainers into field to train organizational leaders/staff.
 - Track and assess progress.
 - Help organizations plan how, when, who to train for peer to peer engagement and how to compensate them.
-

PHASE THREE

Expanding Scale

- Hubs will track and support their audience efforts to expand training to lay people to function as census outreach "shadow workers" with creative compensation models.
 - Hubs will refine and conduct Mid-plan evaluation, create final evaluation templates and adjust and scale up as needed.
-

PHASE FOUR

Sustainability and Evaluation

- Explore what needs to endure, and how it will be sustained.
- Put final evaluation mechanisms/methods in place.
- Evaluate and report back to communities.

The MCMP Communications and Mobilization Plan is available at mcmp2020.org.

Appendix E: MCMP Grantees

There were more than 300 organizations, city municipalities and counties in Minnesota that received funding through MCMP and their partners to support 2020 census organizing, mobilization and engagement.

African Minnesota Women Awareness Group	Becker County Economic Development Authority	City of Albert Lea	City of Coon Rapids	City of Moorhead
Aeon	Bhutanese Community Organization of Minnesota	City of Amboy	City of Delano	City of New Brighton
African Career Education Resources (ACER)	Blue Earth County Government	City of Andover	City of Duluth	City of New Hope
African Community Services	Bois Forte Band of Chippewa	City of Argyle	City of Eden Prairie	City of New Ulm
All Parks Alliance for Change	Bwamwabo Minto Minnesota Group	City of Austin CCC	City of Edina	City of Osseo
All Star Academy Inc.	Campus Compact	City of Battle Lake	City of Faribault	City of Plymouth
Alliance of Chicanos Hispanics and Latin Americans	CAPI USA	City of Becker	City of Fergus Falls	City of Richfield
Anoka County	Caring Hearts	City of Blaine	City of Fridley	City of St. Anthony
Anoka Technical College Foundation	Catholic Charities of St. Paul and Minneapolis	City of Bloomington	City of Hopkins	City of St. James
Armatage Neighborhood Association	Cedar-Isles-Dean Neighborhood Association	City of Blue Earth	City of Luverne	City of St. Louis Park
Arrowhead Area Agency on Aging	Census@Work	City of Bricelyn	City of Madelia	City of Staples
Arrowhead Economic Opportunity Agency	Center for Hmong Arts and Talent (CHAT)	City of Brooklyn Center	City of Mankato	City of Stephen
Asamblea de Derechos Civiles	Central Lakes College Foundation	City of Brooklyn Park	City of Mapleton	City of Swanville
AshaUSA	Centro Tyrone Guzman	City of Burnsville	City of Maplewood	City of Thief River Falls
Ashes to Beauty	Children's Defense Fund	City of Circle Pines	City of Marshall	City of Vadnais Heights
Asian American Organizing Project (AAOP)	Chinese American Association of Minnesota	City of Clara City	City of Minneapolis - North Minneapolis Promise Zone	City of Wayzata
Asian Media Access	Chinese Language Teachers Association of Minnesota	City of Columbia Heights	City of Montevideo	City of Wells

City of West St. Paul	Engage Winona	Hmong Outreach Network	Korean Adoptees Ministry Center	Minneapolis Foundation
City of Willmar	Filipinx for Immigrant Rights & Racial Justice in Minnesota	Hopkins School District 270 Community Education	Korean Service Center	Minneapolis MAD DADS
CommonBond Communities	Foley Area C.A.R.E Program	Independent School District 535	KSMQ	Minneapolis Urban League
Community Action of Ramsey and Washington Counties	Fond Du Lac Band of Lake Superior Chippewa	India Association of Minnesota	Lao Assistance Center of Minnesota	Minnesota Council of Nonprofits
Association of Nepalis in Minnesota CCC	GHANDS, Inc.	Intercultural Mutual Assistance Association	LeadMN	Minnesota Immigrant Movement
Hubbard County CCC	Global Fatherhood Foundation	Interfaith Outreach & Community Partners	Leech Lake Band of Ojibwe	Minnesota Leadership Council on Aging
Comunidades Organizando el Poder y la Accion Latina	Grand Portage Band of Lake Superior Chippewa	International Institute of Minnesota	Little Earth Residents Association	Minnesota Literacy Council
Council on American-Islam Relations	Granite Falls Living at Home Block Nurse Program	Inver Hills Community College	Living at Home Network	Minnesota State Services for the Blind
County of Meeker	Hispanic Advocacy and Community Empowerment through Research (HACER)	Islamic Civic Society of America (ICSA)	Lower Sioux Indian Community - Minnesota	Minnesota Taiwanese Foundation
Crow Wing County	Hallie Q. Brown	Isuroon	Lowry Hill East Neighborhood Association	Minnesota Tamil Sangam
Cuenta Conmigo CCC	Hamline Midway Living at Home - Block Nurse Program	Jambo Financial Solutions	Lutheran Social Service	Minnesota Voice
Cultural Diversity Resources	Hamline University	Jordan Area Community Council	Macalester College	Minnesota Women's Consortium
Deaf Equity	HAVEN International	Joy World Universal Church, Inc.	Marathi Association of Minnesota	MLatino Media
Diversity Council	Hawj United of Minnesota	Kandiyohi County	Marcy-Holmes Neighborhood Association	Minnesota Institute for Nigerian Development
Dodge County	Hennepin County	Kayd Foundation	Marshall Area YMCA	MN CHARM
Douglas County	Hennepin Technical College	Kenny Neighborhood Association	McKinley Community	Mower County
Dreams United/ Suenos Unidos	Hispanic Outreach of Goodhue County	Keystone Community Services	MCO Group	Mujeres Latinas Minnesota CCC
East Side Elders	Hmong American Census Network	Kingfield Neighborhood Association	Mental Health Resources	National Latino Police Officers
East Side Freedom Library	Hmong Cultural Center	Pelican Rapids Multicultural Committee	Metropolitan State University	Mwanyagetinge
Empire Smile	Hmong Museum	KOOTASCA Community Action	Mille Lacs Band of Ojibwe	National Association of Latino Elected and Appointed Officials (NALEO)

National Association of Asian American Professionals Minnesota	People Serving People	Samoans Association of Minnesota	Telugu Association of Minnesota	Webber Camden Neighborhood Organization
National Council of Jewish Women - Minnesota	Pillsbury United Communities	School of India for Languages and Culture - SILC	Thai Cultural Council of Minnesota	West African Collaborative
National Forum For Black Public Administrators Inc.	Planting People Growing Justice Leadership Institute	Senior Services Consortium of Ramsey County	The Aliveness Project	West Bank Community Development Corporation
Native American Community Development Institute	Prairie Five Community Action Council	SEWA-AIFW, Inc.	The ANIKA Foundation	White Bear Lake Area Schools
Native Governance Center	Prairie Island Indian Community	Shakopee Diversity Alliance	The Ark of Covenant Ministry	White Earth Nation
Navigate MN	Project for Pride and Living	Shakopee Mdewakanton Sioux (Dakota) Community	Tibetan American Foundation of Minnesota	Whittier Alliance
Nicollet Island East Bank Neighborhood Association	Promise Neighborhood of Central Minnesota	Sheridan Neighborhood Organization	Twin Cities Radio Network	Windom Community Council
North End South Como Block Nurse Program	Ramsey County	Shingle Creek Neighborhood Association	Twin Cities Tamil Association	Winona State University
North Shore Area Partners	REACH Together	Siengkane Lao MN	Union Park Diversity Council	Women for Political Change
Northside Economic Opportunity Network	Red Lake Band of Chippewa Indians	Sierra Leone Community in Minnesota	Universal Christian Ministries (UCM)	Woodbury Cottage Grove Area League of Women Voters
Off The Blue Couch	Release MN 8	Somali Community Resettlement Services	University of Minnesota	Wright County Community Action
Olmsted County	Renville County	South Sudanese Community of Minnesota	University of St. Thomas	YWCA of Minneapolis
One Family One Community	Residents United	Southeast Asian Diaspora Project	Upper Sioux Community	
Open Access Connections	Resources, Justice & Management	Southeast Como Improvement Association	Urban Community Solutions	
Organization of Liberians - Minnesota	Reviving Islamic Sisterhood for Empowerment	St. Anthony Park Area Seniors	Victory Neighborhood Association	
Our Savior's Community Services English Learning Center	Rice County Neighbors United of Northfield	St. Mary's University of Minnesota	Vietnamese Social Services of Minnesota	
Owatonna Public Library	Ridgewater College	StartAnew	Vision Loss Resources	
Paynesville Area Senior Center Inc.	Ridgewater College Hutchinson	Stevens County	Voices for Racial Justice	
Peace of Hope, Inc.	Rise, Inc.	Swahili Training Institute of Minnesota, LLC	WANLAINJO	
Pelican Rapids Multicultural Committee	Rochester Public Library Foundation	Swift County	We All We Got	

Appendix F: MCMP Project Funding

MCMP received funding from foundations, state appropriations and corporations, totaling more than four million dollars.

GRANTS TO MCMP
Joyce Foundation
McKnight Foundation
Bush Foundation
Anonymous
Gold Bay Foundation
George Family Foundation
Northwest Area Foundation
Blandin Foundation
Target
Comcast
TOTAL: \$1,226,500

ALIGNED FUNDING*
Minneapolis Foundation
Northwest Area Foundation
Blandin Foundation
Saint Paul & Minnesota Foundation
West Central Initiative Foundation
Initiative Foundation
Northwest Minnesota Foundation
Northland Foundation
Southwest Initiative Foundation
Rochester Area Foundation
Willmar Area Community Foundation
Brainerd Lakes Area Community Foundation
TOTAL: \$439,300+

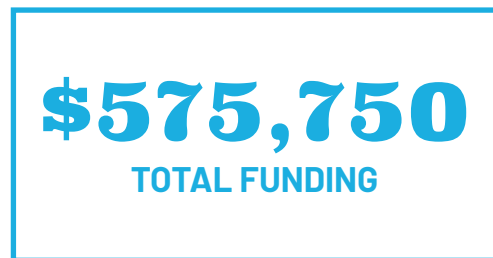
*Total does not represent the full amount of aligned funding; not all aligned funding was declared to MCF.

STATE APPROPRIATIONS	AMOUNT
2017 Appropriation	\$760,000
2019 Appropriation	\$1,600,000
TOTAL	\$2,360,000

EXPENSES	AMOUNT
Advocacy <i>Supported costs associated with nonpartisan state and federal advocacy efforts.</i>	\$45,000
Minnesota Projects <i>Special projects included a Minnesota specific communications and mobilization plan and the Neighbors Calling Neighbors program.</i>	\$360,777
Organizing and Mobilization (Hubs) <i>Primarily re-granted to the five Hubs (Nonprofit, Our MN Census Campaign (OMCC), Greater MN/rural, Tribal, and CCCs) for their census organizing efforts. Some dollars MCF raised were spent on supporting the Hubs in other ways – a relational organizing toolkit for all to use and contracted coordination for Greater MN/Rural Hub. Aligned funding and state funding went to Hubs for organizing efforts. Some Hubs re-granted their dollars into smaller community organizations.</i>	\$1,710,292
Statewide Shared Services <i>Covered ramping up staffing at the State Demographer's Office as well as shared tools they developed and made available to the field (videos, Hubdialer service, HelpDesk tool, website, translation, etc.).</i>	\$1,585,000
MCMP Organizing, Education & Operations <i>This included MCMP staffing, event and convening costs, coordination expenses, impact assessment, training and learning, some consulting costs and other miscellaneous expenses.</i>	\$263,331
MCMP Organizing, Education & Operations <i>6% Admin fee covers MCF's indirect costs.</i>	\$106,400
TOTAL	\$4,070,800

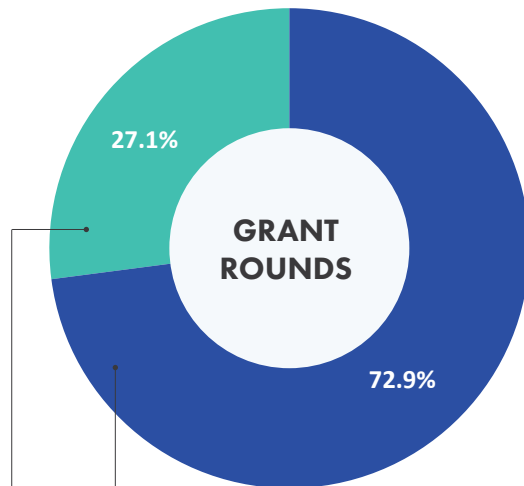
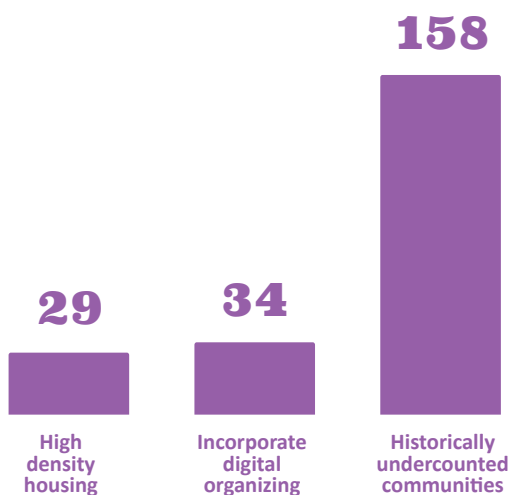
Appendix G: The Minneapolis Foundation and the CCCs

The Minneapolis Foundation administered state-funded grants to Complete Count Committees (CCCs) in Minnesota. Below summarizes the CCC grant program, including a breakdown of the type of CCCs that participated in the grant program and their primary engagement strategies for outreach.



PRIMARY ENGAGEMENT FOCUS

Responses from only Round 1 Grantees



221 GRANTEES FOR ROUND 1 (\$750)

82 GRANTEES FOR ROUND 2 (UP TO \$5,000)*

Note: *Round 2 included 10 CCCs from other Hubs and 72 CCCs from Round 1. Total unique count of CCCs was 231.

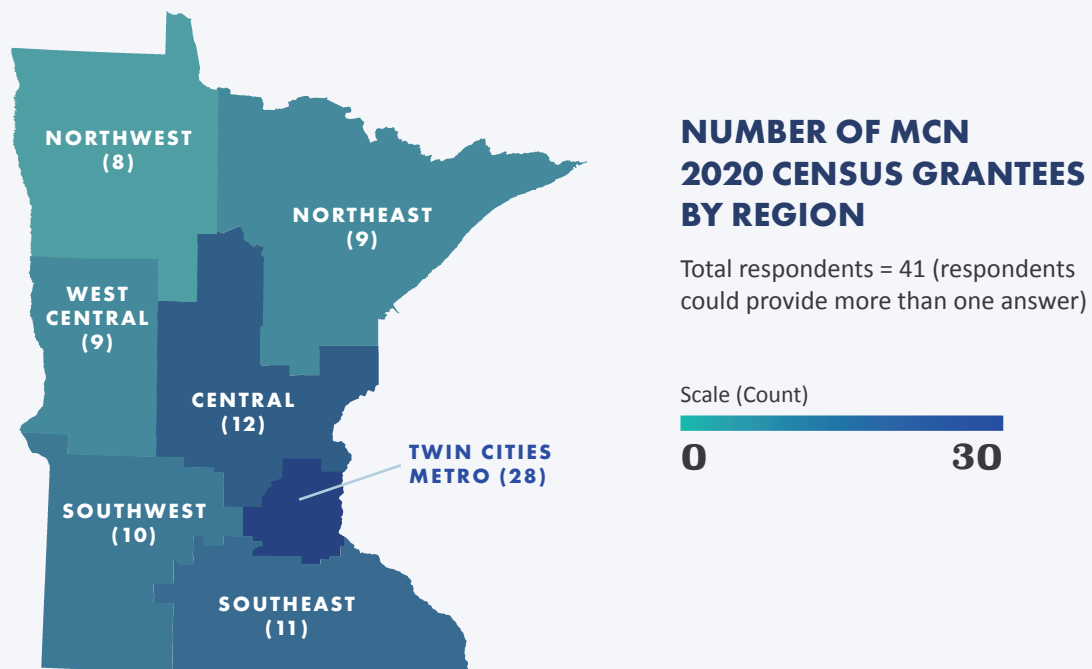
Appendix H:

Minnesota Council of Nonprofits Grantees

In addition, the Minnesota Council of Nonprofits (MCN) administered \$141,000 in grants of varying amounts to 41 nonprofit organizations.

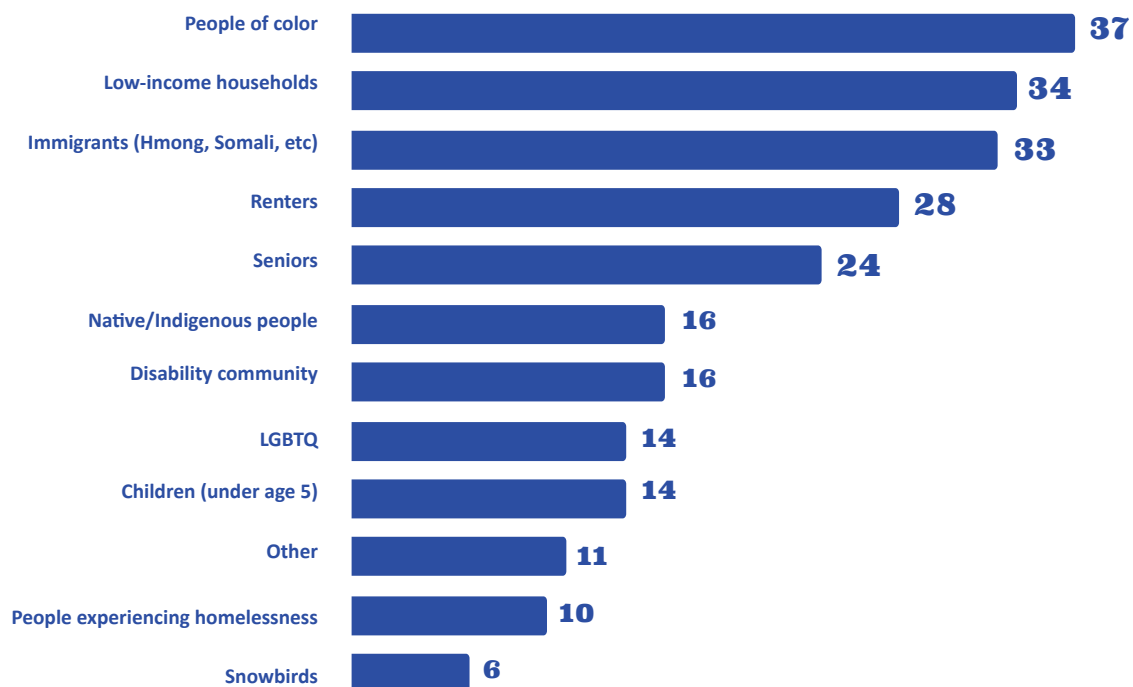
ORGANIZATIONS	
Aeon	Little Earth Residents Association
Alliance of Chicanos Hispanics and Latin Americans	Living at Home Network
Arrowhead Area Agency on Aging	Marshall Area YMCA
Arrowhead Economic Opportunity Agency	Northside Economic Opportunity Network
Asamblea de Derechos Civiles	Organization of Liberians - Minnesota
Campus Compact	Our Savior's Community Services English Learning Center
Centro Tyrone Guzman	Pelican Rapids Multicultural Committee
Community Action of Ramsey and Washington Counties	Pillsbury United Communities
Council on American-Islam Relations	Planned Parenthood Minnesota, North Dakota, South Dakota
Cultural Diversity Resources	Prairie Five Community Action Council
Deaf Equity	Project for Pride and Living
GHANDS, Inc.	Promise Neighborhood of Central Minnesota
Hallie Q. Brown	Rise, Inc.
Hispanic Outreach of Goodhue County	Senior Services Consortium of Ramsey County
Hmong Museum	SEWA-AIFW, Inc.
Intercultural Mutual Assistance Association	Somali Community Resettlement Services
Interfaith Outreach & Community Partners	Southeast Asian Diaspora Project
Jordan Area Community Council	Vietnamese Social Services of Minnesota
Korean Adoptee Ministries	Women for Political Change
KSMQ	Wright County Community Action
Lao Assistance Center of Minnesota	

MCN's goal was to spread funding to nonprofit organizations across the state of Minnesota. Some grantee organizations were located in the Twin Cities but engaged all across the state. Some worked in specific neighborhoods, cities, towns, and/or counties.



MCN 2020 CENSUS GRANTEES IMPACT ON UNDERCOUNTED COMMUNITIES

Total respondents = 41 (respondents could provide more than one answer)

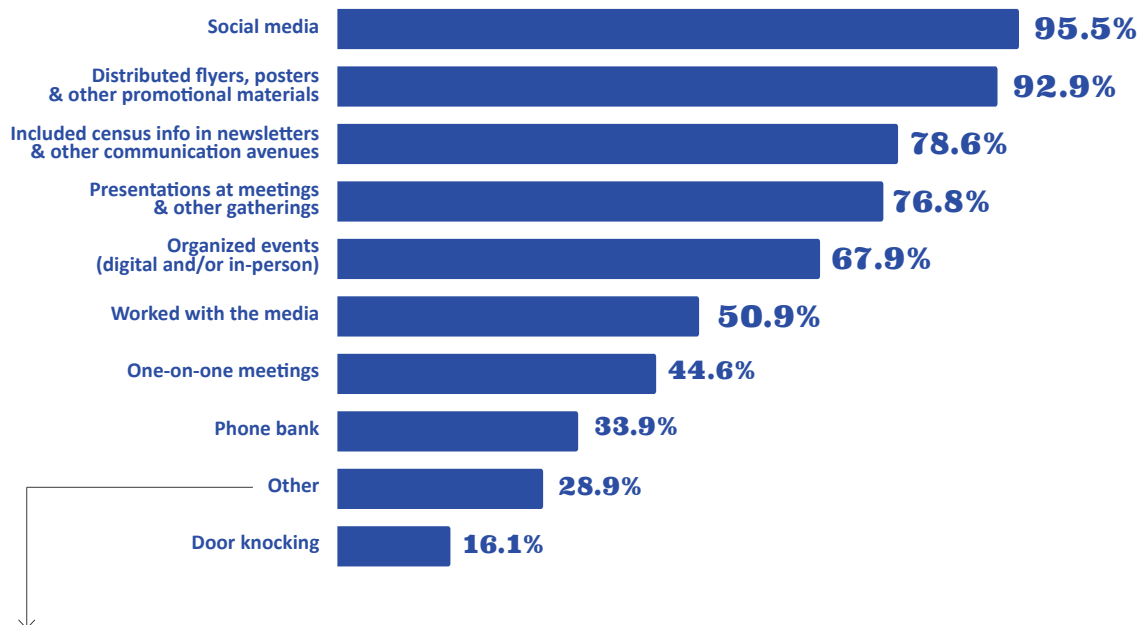


Appendix I: Final Survey from CCCs

The CCCs that received state funding through The Minneapolis Foundation were asked to complete final surveys. Grantees who received round one funding up to \$5,000 and round two funding up to \$750 completed different Complete Count Committee (CCC) final surveys. Overall, the total number of respondents was 112, with 55 respondents in round one and 57 respondents in round two. Following is a combined analysis of those surveys.

WHICH OF THE FOLLOWING DID YOUR CCC DO TO PROMOTE THE CENSUS?

Total respondents = 112

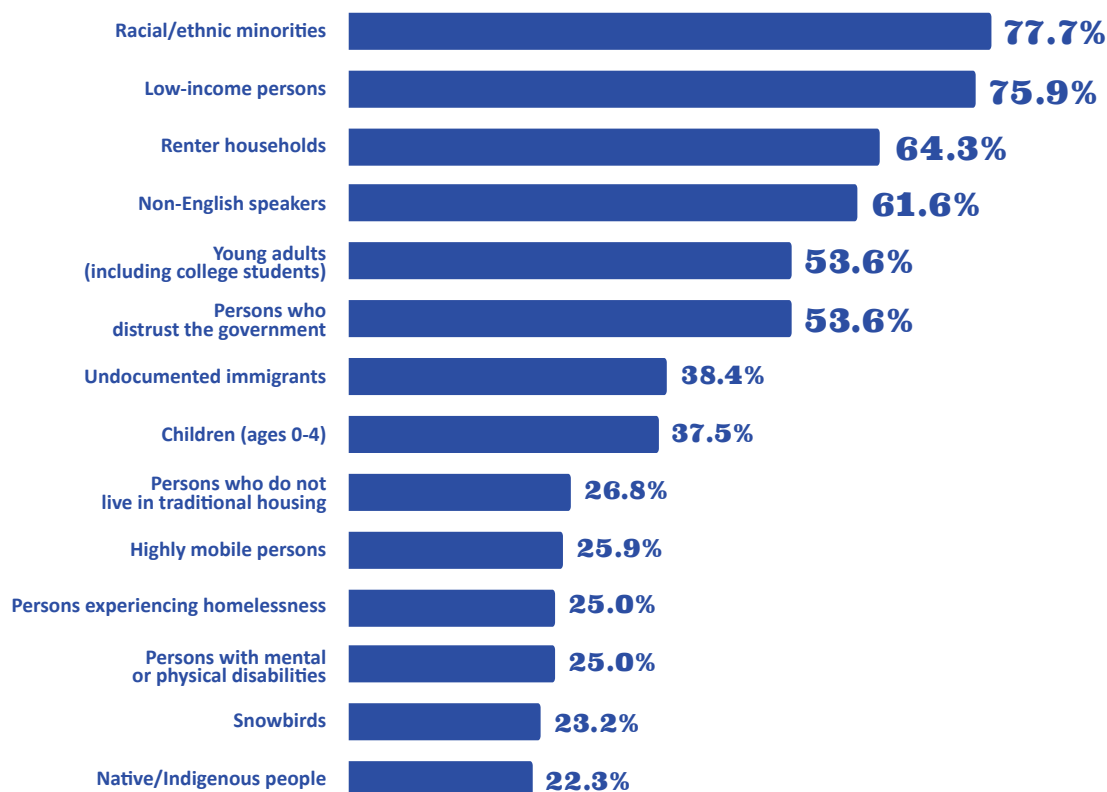


“OTHER” CATEGORY INCLUDED:

- All day lunch and dinner distribution
- Canvassed at multiple pop up events like food pop ups at churches and parking lots
- Census Hero
- Census swags (t-shirts, shopping tote bags)
- Church worship events
- Community events and distribution days
- Community Forum
- Contracted local artists to create a music video
- Conversations with other Khmer organizations also doing census work
- Created ads in Spanish and English language media
- Created profile videos to showcase the work of local organizations to entourage the local Latinx populations to respond to the census 2020
- Created videos in multiple languages
- Direct mail to low response areas
- Email blasts
- Engaged with religious and faith-based institutions and community organizations
- Enumerator
- Focus group conversations
- Follow-up surveys or conversations
- Hosted census worker table
- Hosted exhibitor booths at city events
- Hubdialer
- Neighborhood social media campaign
- Participated in Get Out the Muslim Count
- Participated in local, regional, and Tribal lead meetings
- Partnered with a local church, food shelf and distribution events
- Person-to-person text campaign
- Placed ads in newspaper
- Placed door hangers
- Placed large banners in specific places
- Put yard signs for the census across the county
- Worked with school audiences
- Zoom meetings

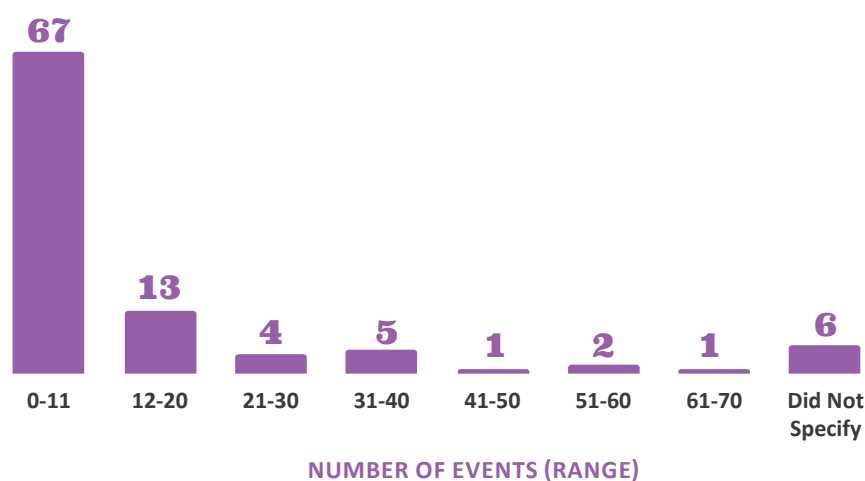
WHICH OF MINNESOTA'S HISTORICALLY UNDERCOUNTED POPULATIONS DID YOUR CCC WORK TO ENGAGE?

Total respondents = 112



IF YOUR CCC HELD EVENTS, TRAININGS, OR OTHER CENSUS GATHERINGS (IN-PERSON OR VIRTUALLY), APPROXIMATELY HOW MANY WERE HELD?*

Total respondents = 99, No Response = 13



THERE WERE
950+
EVENTS HELD

*Many organizations had planned in-person events that had to be canceled due to COVID-19.

RECOGNIZING THAT THE ENVIRONMENT OF COVID 19 IMPACTED MOST PLANS, PLEASE DESCRIBE HOW YOU ADAPTED YOUR OUTREACH EFFORTS.

Total respondents = 55
(respondents could provide more than one answer)

OUTREACH EFFORTS CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Social media	38	69.1%
Telephone (phone bank and SMS)	22	40.0%
Virtual meetings, webinars and events	16	29.1%
Partnerships with other organizations or individuals	16	29.1%
In-person gatherings	11	20.0%
Print materials and census branded swag	10	18.2%
Emails	9	16.4%
Social media ads	7	12.7%
Distributed materials (ie., food banks, drop-off services, etc.)	7	12.7%
Radio	6	10.9%

LOOKING AHEAD TO THE 2030 CENSUS, WHAT IS THE MOST IMPORTANT “BEST PRACTICE” YOU WANT FUTURE CENSUS EFFORTS TO INCLUDE OR KNOW?

Total respondents = 55
(respondents could provide more than one answer)

RECOMMENDATIONS FOR CENSUS 2030	NUMBER FOR RESPONDENTS	PERCENTAGE
Improve census messaging (data security, fear of the federal government, targeted messages to specific communities)	12	21.8%
Start early	11	20.0%
Empower and train community members (they go on to lead the work)	11	20.0%
Build trust with communities	11	20.0%
Translate materials (print and digital)	6	10.9%
Social media/new digital tools	4	7.3%
Consider older adult population (non-digital and/or lack internet)	3	5.5%
Increase resources for community outreach	3	5.5%
Train a more diverse (racial/cultural) enumerators to minimize language barriers	3	5.5%

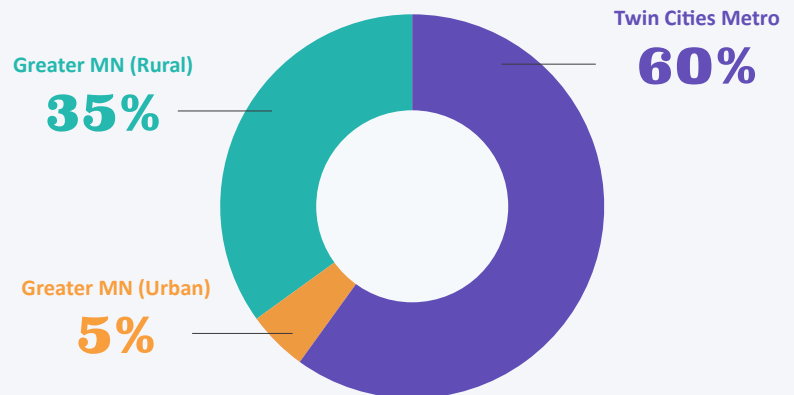
Appendix J: Final Report – Our MN Census Campaign Hub

Between April and September 2020, MCMP asked OMCC grantees to regularly capture information regarding census engagement within key communities. 11 organizations completed this survey:

- African Career, Education, and Resource
- Asian American Organizing Project
- CAPI USA
- Children’s Defense Fund - Minnesota
- Hmong American Census Network
- Islamic Civic Society of America
- KOOTASCA Community Action
- People Serving People
- The ANIKA Foundation
- Navigate/Unidos MN
- Voices for Racial Justice

PROPORTION OF WHERE MEETINGS WERE HELD BY MCMP ORGANIZATIONS

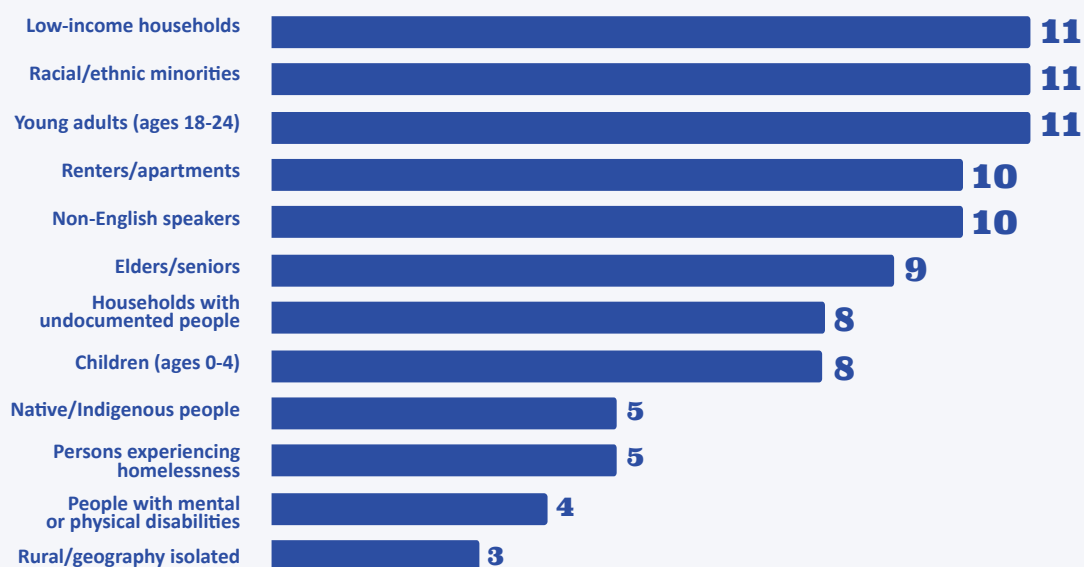
Total respondents = 11



Note: There were a total of 472 meetings held over the course of April to September 2020.

HISTORICALLY UNDERCOUNTED COMMUNITIES TARGETED BY MEETINGS

Total respondents = 11 (respondents could provide more than one answer)



PARTICIPATING ORGANIZATIONS ALSO INDICATED WHAT RACIAL/ETHNIC MINORITY, NATIVE/INDIGENOUS PEOPLE AND NON-ENGLISH SPEAKERS THEY ENGAGED WITH:

RACIAL/ETHNIC MINORITY INCLUDED:

- African American/Black
- African Descent/Immigrants
- Alaskan Native
- Arab/Jew
- Asian/Asian American
- Cambodian
- Filipino
- Hmong
- Indian
- Karen
- Karenni
- Lao
- Latinx
- Multi-racial/Multi-ethnic
- Native/Indigenous
- Nepalese
- Nigerian
- Somalian
- Thai
- Vietnamese

NATIVE/INDIGENOUS PEOPLE INCLUDED:

- Anishinaabe
- Athabaskan
- Azteca
- Dakota
- Latin America Native
- Ojibwe
- Sioux

NON-ENGLISH SPEAKERS INCLUDED:

- East African (did not specify)
- Hmong
- Hindu
- Karen
- Karenni
- Khmer
- Lao
- Latinx (did not specify)
- Native/Indigenous People (did not specify)
- Nepalese
- Somalian
- Spanish
- Tagalog
- Thai
- Vietnamese

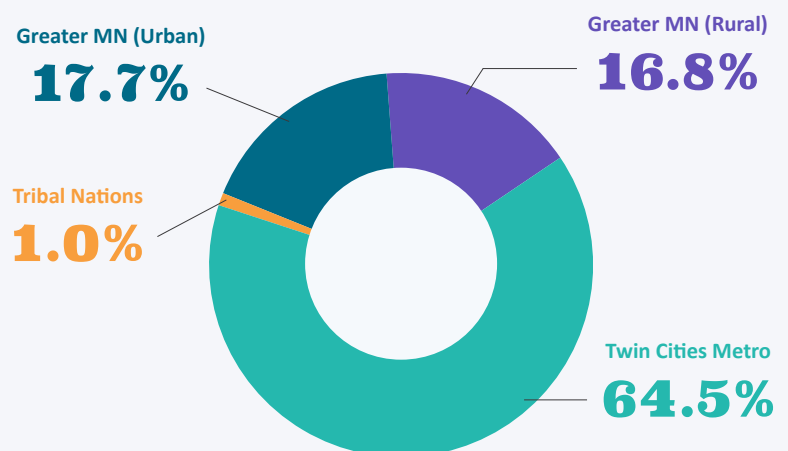
TOTAL NUMBER OF NEW FACE-TO-FACE CONTACTS AND DIGITAL?

Total respondents = 11



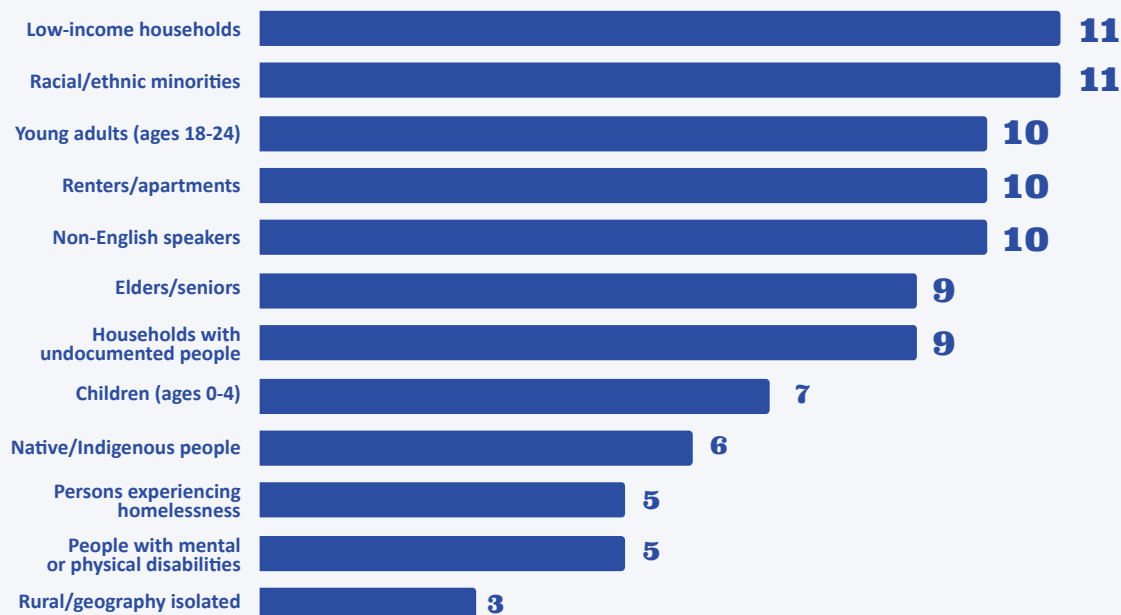
PROPORTION OF NEW CONTACTS FROM THE TWIN CITIES METRO, GREATER MN (URBAN AND RURAL) AND TRIBAL NATIONS?

Total respondents = 11



HISTORICALLY UNDERCOUNTED POPULATIONS CONTACTED BY OMCC HUB MEMBERS

Total respondents = 11 (respondents could provide more than one answer)



TRIBES	GRANT AWARDED
Bois Forte Band of Chippewa Indians	\$5,000
Fond du Lac Band of Lake Superior Chippewa	\$5,000
Grand Portage Band of Lake Superior Chippewa	\$5,000
Leech Lake Band of Ojibwe	\$5,000
Lower Sioux Indian Community	\$5,000
Mille Lacs Band of Ojibwe	\$5,000
Red Lake Nation	\$5,000
Prairie Island Indian Community	Did Not Participate
Shakopee Mdewakaton Sioux Community	Did Not Participate
Upper Sioux Community	Did Not Participate
White Earth Nation	Did Not Participate

Appendix K: Final Report – Tribal and Native Communities Hub

The Native Governance Center (NGC) partnered with the State and the Minnesota Council on Foundations receiving \$60,000 to support the activities of Minnesota Tribal Nations to engage their communities in the 2020 census. Each Tribal Nation received \$5,000, plus a modest administrative fee for NGC. Four of the eleven Tribal Nations chose not to participate in the program.

Of the seven Tribal Nations that received funding from NGC, four submitted final reports in a variety of formats and covering a range of dates in 2020.

RED LAKE NATION

The Red Lake Band of Chippewa Indians held 50 meetings, five in the Twin Cities Metro and 45 in Tribal Nations, focused on engaging Native/ Indigenous people from their tribe. They made 350 contacts via face-to-face and 300 via digital from the Twin Cities Metro and Tribal Nations. They indicated in the survey that one of their biggest successes was seeing the response rate increase for their community as a result of their grassroots communication and their recently established Facebook page.

MILLE LACS BAND OF OJIBWE

Mille Lacs Band of Ojibwe held 20 meetings, three in the Twin Cities Metro and 17 in Tribal Nations, targeting historically undercounted communities from children (ages 0-4), young adults (ages 18-24), elders/ seniors, renters, people experiencing homelessness, low-income households, people with mental or physical disabilities, rural and/or geography isolated and Native/ Indigenous people from the 11 tribes in Minnesota. They made 100 face-to-face contacts, all individuals were members of a Tribal Nation.

FOND DU LAC BAND OF LAKE SUPERIOR CHIPPEWA

Fond du Lac Band of Lake Superior Chippewa held three meetings in Greater Minnesota urban areas, targeting historically undercounted communities from elders/seniors and racial/ethnic minority groups. They made 18 face-to-face contacts, which included young adults (ages 18-24), elders/seniors and racial/ethnic minorities. They attributed their success to engaging their community through word of mouth and social media advertising, participation of staff in Get Out the Vote meetings, attendance at the Fond du Lac Supportive Housing meetings, stationing census workers at different events such as the food distributions and casinos.

LOWER SIOUX INDIAN COMMUNITY

Lower Sioux Indian Community held various meetings and events in their community which included: an in-person community meeting in January 2020; digital community meetings; a community distribution day; a Back-to-School event; Cansayapi Food Pantry distribution days; and opening the Lower Sioux Indian Community Computer Lab. They did not specify the exact number of new contacts made face-to-face or via digital. A notable success was helping individuals complete the census online in their computer lab at the end of September, which helped increase the percentage of Lower Sioux citizens who completed the census.

Appendix L: Final Report – Greater MN and Rural Communities Hub

The Greater Minnesota/Rural Hub provided a final report that summarized their 2020 census outreach and engagement efforts. The Hub focused on historically hard to count populations outside of the Twin Cities Metropolitan Area: low-income, immigrant and communities of color. Participating foundations were actively recruited in 2019 and included regional and community foundations. Hub activities began in December 2019 and included monthly group video calls, one-on-one check in calls, regular media updates and emails with information from the MCMP, the State Demographer's Office and the Census Bureau.

Regional foundations included:

- The Initiative Foundation
- Northland Foundation
- Northwest Minnesota Foundation
- Southwest Initiative Foundation
- West Central Initiative Foundation

Community foundations included:

- Brainerd Lakes Area Community Foundation
- Central Minnesota Community Foundation
- Grand Rapids Area Community Foundation
- Rochester Area Foundation
- Willmar Area Community Foundation

Participating foundations were encouraged to connect with local CCCs, dedicate staff for outreach and communications support, and leverage additional grant dollars for existing grantees to serve as trusted messengers in historically undercounted communities. Regional members tended to have more human and financial resources to invest while community foundations tended to be more directly involved with local CCCs.

Three of the five community foundations were actively engaged in local committees throughout the year. Two of the five regional foundations were active participants in their local CCCs. Beyond direct participation on the local CCCs, Hub participants dedicated an additional 2,000 hours of staff time to census work in their communities and regions split equally between the regional and community foundation members. At \$25/hour, the value of this investment is an additional of \$50,000.

The Northwest Minnesota Foundation, Southwest Initiative Foundation and West Central Initiative Foundation dedicated additional staff for the duration of the campaign, each with unique roles and responsibilities that addressed specific challenges in their regions.

- **Northwest Minnesota Foundation.** Carried out a multilevel census media/message campaign with op-eds, letters and social media throughout the region. They used Hub resources to monitor county participation rates and included the data in monthly Board packets. The Board has a representative from each county in the region.
- **Southwest Initiative Foundation.** Leveraged three staff positions during the year, working directly with at-risk immigrant communities first to encourage census participation, then to help immigrant families with workplace, childcare, nutrition and health care challenges.
- **West Central Initiative Foundation.** Participated directly in the Fergus Falls and Becker County CCCs and organized a number of in-person community events and trainings throughout the region. They worked with their partners in child care to host a Kids Count luncheon with representatives from Head Start, Community Action, preschool educators and the Lakes Country Education Cooperative to share the message of why the census is so important. They developed flyers for distribution throughout the networks of preschool and child care providers that emphasized the “how to fill it out”.

Southern Minnesota Initiative Foundation (SMIF) didn't directly participate in the Hubs, but they helped purchase and distribute early childhood educational materials from the We Count! National campaign in Southeast Minnesota. They also connected with the statewide network of AmeriCorps/LEAP Initiative sites to share materials and encourage participation in census outreach. These programs were especially helpful reaching out to historically hard to count, low-income and immigrant families. In addition to their education/training work, AmeriCorps/LEAP staff committed to assisting with the census as part of their community service requirements that were leveraged for additional census education and outreach.

The Initiative Foundation (IF) reached out to multiple nonprofit and community partners and connected them to Hub resources. Milestones (the St. Cloud Child Care Aware entity) and Promise Neighborhood of Central Minnesota (serving very diverse, low-income neighborhoods in St. Cloud) both received additional grants to support direct outreach including We Count! campaign materials. A range of community leaders connected to the Latinx community in Long Prairie and Melrose participated in Hub webinars and were connected to Spanish Language materials and translation resources.

Social media was an integral part of census communications efforts by the Northwest Minnesota Foundation and West Central Initiative Foundation. Northwest MN used a combination of Facebook posts, paid ads, and a series of editorials to promote census awareness and participation. West Central's Facebook page has more than 50 entries related to the census work.

ORGANIC FACEBOOK ENGAGEMENT	
Total Reach	4,410
Total Reactions	150
Total Link Clicks	106

CENSUS EDITORIALS PUBLISHED IN THE FOLLOWING PAPERS:
Bemidji Pioneer
Park Rapids Enterprise
Crookston Daily Times

PAID FACEBOOK ENGAGEMENT	
Total Reach	3,572
Total Reactions	115
Total Link Clicks	71

Targeted communities for ad: Red Lake, White Earth and Leech Lake tribal nations.

Appendix M:

Neighbors Calling Neighbors Program

With in-person events and mobilization efforts severely limited by the Coronavirus and COVID-19 pandemic, organizations and volunteers turned to other outreach strategies. In addition to creative use of social media, MCMP groups participated in a coordinated phone outreach campaign called the Neighbors Calling Neighbors program. MCF funded, and staffed by the State Demographer's Office, the Neighbors Calling Neighbors program recruited volunteers to call registered voters to ask them if they had completed their census form.

As the pandemic continued to disrupt census mobilization and outreach efforts, MCF leveraged additional funds to expand the Neighbors Calling Neighbors program and include a paid phone canvassing approach, in addition to the ongoing volunteer efforts. Funds raised were used to compensate paid phone canvassers, who focused on reaching residents who speak Hmong, Somali, Spanish and Oromo to encourage census participation in their native languages. Most grantees received \$2,500 for 125 hours of phone banking. Paid phone canvassers placed more than 45,000 calls, talking with nearly 6,000 people and resulting in 2,500 commitments from people reached to complete their census forms.

Overall, the Neighbors Calling Neighbors program placed 283,922 calls and reached 30,555 Minnesotans. Of the Minnesotans reached, 5,896 had yet to complete their census form, resulting in 1,483 census forms completed over the phone. A complete count in Minnesota is critical; for each person not counted, the State loses approximately \$28,000 in federal funding over the course of the decade. By ensuring 1,483 census forms were completed, the Neighbors Calling Neighbors program helped secure more than \$41.5 million in federal funding for Minnesota communities.

Funded organizations included:

- COPAL
- HACER MN
- Hmong American Census Network
- KAYD Foundation
- Mujeres Latinas Unidas CCC
- Oromo Community of Minnesota
- Pillsbury United Communities



283,900+
CALLS MADE



30,550+
PEOPLE REACHED



5,850+
PEOPLE REACHED
WHO HADN'T YET
COMPLETED CENSUS



1,480+
FORMS COMPLETED
OVER THE PHONE

Appendix N: Census Deadline – Uncertainty and Lawsuits

MCMP members faced a variety of challenges in their mobilization efforts around the 2020 census. In addition to the pandemic, the 2020 census was the first digital census, with the vast majority of self-responses expected to be generated through an online option, and the Trump administration's funding cuts and attempts to exclude undocumented residents from the census caused frustration and fear for census workers and community members.

Another challenge faced by MCMP members during the 2020 census mobilization was uncertainty about the final census deadline. Typically, self-response and field operations are completed by July 31st. However, to address the substantial disruption to the census caused by the COVID-19 pandemic, the Census Bureau announced in April 2020 that the revised response deadline would be October 31, 2020. A request to extend data delivery deadlines was also made – moving apportionment and redistricting data delivery to April and July respectively, to give the U.S. Census Bureau enough time to adequately process census data.

In response, MCMP members updated census mobilization plans to extend through October 31, 2020. Then, in August 2020, the Trump administration abruptly changed course. The Census Bureau announced a September 30 deadline for census responses in order to meet a December 31st deadline for reporting apportionment data to the President.

Bureau experts revealed that rushing the collection and processing of census data would significantly undermine the quality and legitimacy of the 2020 census. In response, a coalition of organizations, counties, cities and individuals – led by National Urban League – filed a court challenge to the Trump administration's attempt to rush the data collection and processing timelines. The lawsuit was filed in the U.S. District Court for the Northern District of California, with plaintiffs asserting that the deadline revision violates the Bureau's constitutional duty to make census decisions that “bear a reasonable relationship to the accomplishment of an actual enumeration of the population”. The lawsuit also alleges that the Bureau violated the Administrative Procedure Act by not providing an explanation for the shortened census deadline, with the plaintiffs speculating that the deadline revision is an attempt by the Bureau to satisfy President Trump's desire to exclude undocumented residents from the population totals used to apportion U.S. House of Representative seats to states.

In September, Northern District of California court judge Lucy Koh issued an injunction, preventing the Bureau from implementing the rushed timeline. The Trump administration immediately appealed the decision in the Ninth Circuit, and the Census Bureau announced a new response deadline of October 5, 2020 to meet the December 31st reporting deadline that they felt was still operational.

The Ninth Circuit rejected the Trump Administration's request, requiring the census count to continue until October 31, 2020. The federal government appealed that decision to the Supreme Court, which ruled on October 13 that the census count could be shut down immediately. 2020 census enumeration ended on October 15, 2020.

For MCMP members, the changing deadlines necessitated shifts in their outreach and mobilization efforts during a time when many planned to be focusing their work on nonpartisan voter engagement around the 2020 elections. At the same time, the possibility of an October 31st deadline ignited hope that undercounted communities would have more opportunities to self respond and be enumerated. While Minnesota led the nation in self responses with a 75.1 percent response rate in 2020, the Census Bureau's enumeration efforts lagged, with Minnesota naturally falling behind other states. Organizers hoped the October 31st deadline would provide the time needed to ensure as complete a count as possible.

While the Supreme Court is not required to provide reasons for rulings In emergency applications, Justice Sonia Sotomayer provided the dissent saying, “The harms caused by rushing this year's census count are irreparable. And respondents will suffer their lasting impact for at least the next 10 years.”

Congress of the United States

Washington, DC 20510

September 9, 2020

Wilbur Ross
Secretary, U.S. Department of Commerce
1401 Constitution Avenue NW
Washington, DC 20230

Steven Dillingham
Director, U.S. Census Bureau
4600 Silver Hill Road
Suitland, MD 20746

Dear Secretary Ross and Director Dillingham:

We write to express our serious concerns regarding recent reports about the lack of follow-up outreach conducted by the Census Bureau's field operations in Minnesota for the 2020 U.S. Census and also to urge the Census Bureau to honor its previously announced completion date of October 31, 2020 and continue operations under this modified timeline to ensure that every Minnesotan is counted.

An accurate and comprehensive census is fundamental to our democracy and the well-being of communities across the country—yet recent reports have found that Minnesota's participation ranking in the 2020 Census has fallen from first in the nation to eleventh and noted that the lack of follow-up outreach conducted by the Census Bureau as a key contributing factor.¹ As of September 2, reports found that the Non-response Follow-up (NRFU) completion rate, which indicates the field work that remains for census takers, is 73 percent complete in the Duluth Area Census Office (ACO) and 74 percent complete in the Rochester ACO, which is less than other areas in the state.² The Minnesota State Demographic Office reported that a sampling of Hennepin County residents who have not self-responded have yet to receive follow-up outreach from the Census Bureau.³ Reports have also highlighted that response rates remain low in several Minnesotan communities, including communities of color and immigrant and indigenous communities, as well as rural and student communities.⁴

The Census Bureau plays a vital role in ensuring that everyone is counted for the U.S. Census, which helps determine key decisions, such as the amount of funding that states and local communities receive from the federal government for priorities such as health care, education, housing, and infrastructure. While we recognize that the Census Bureau has implemented new

¹ Roper, Eric. (September 1, 2020). *Census advocates warn of incomplete count in Minnesota*. Star Tribune. Retrieved from: <https://www.startribune.com/census-advocates-warn-of-incomplete-count-in-minnesota/572276492/>.

² Nonresponse Followup Completion Rates. (Accessed on September 9, 2020). United States Census 2020. Retrieved from: <https://2020census.gov/en/response-rates/nrfu-completion.html>

³ Roper, Eric. (September 1, 2020). *Census advocates warn of incomplete count in Minnesota*. Star Tribune.

Retrieved from: <https://www.startribune.com/census-advocates-warn-of-incomplete-count-in-minnesota/572276492/>

⁴ *Id.*

strategies to reach people during the pandemic,⁵ we have serious concerns that the follow-up field work in Minnesota is not sufficient to ensure that every Minnesotan will be counted in the 2020 Census.

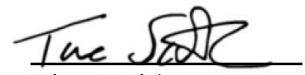
Therefore, we urge you to honor the previously announced completion date of October 31, 2020 and to provide a detailed plan outlining steps the Census Bureau will take—including specific actions to ensure communities with low response rates are contacted and how the Census Bureau intends to count households that cannot be reached through follow-up operations—to ensure every Minnesotan is counted. In addition, we respectfully request that you provide the following information:


- The total number of housing units that will be contacted through NRFU, by county;
- The number and percent of housing units that were completed through an in-person interview with a household member for each MN county;
- The number and percent of housing units that were completed by a proxy respondent (who was not a household member) for each MN county; and
- The number and percent of housing units that received six visits from census enumerators without reaching a household member for each MN county.

Thank you for your time and attention to this important matter. We look forward to working with you to ensure a fair and accurate 2020 U.S. Census.


Sincerely,


Amy Klobuchar
United States Senator


Tina Smith
United States Senator


Betty McCollum
Member of Congress


Angie Craig
Member of Congress


Dean Phillips
Member of Congress


Ilhan Omar
Member of Congress

⁵ America Counts Staff. (August 27, 2020). *U.S. Census Bureau, Partners Find Creative Ways to Promote 2020 Census Amid COVID-19*. United States Census Bureau. Retrieved from: <https://www.census.gov/library/stories/2020/08/promoting-2020-census-participation-in-a-pandemic.html>



STATE OF MINNESOTA

Office of Governor Tim Walz

75 Reverend Dr. Martin Luther King Jr. Blvd. ♦ Suite 130 ♦ Saint Paul, MN 55155-1611

September 11, 2020

Secretary Wilbur L. Ross, Jr.
U.S. Department of Commerce
1401 Constitution Avenue, N.W.
Washington, DC 20230

Director Steven Dillingham, Ph.D.
U.S. Census Bureau
4600 Silver Hill Road
Washington, DC 20233

Dear Secretary Ross & Director Dillingham:

I'm writing to you because Lieutenant Governor Flanagan and I are deeply concerned about the U.S. Census Bureau's most recent operational change to the 2020 Census in which the response and data collection period is slashed by an entire month. I respectfully urge you to revise your plans and extend the enumeration deadline back to at least October 31, 2020, so that no person or community is left out of the 2020 Census.

Your recent announcement calls into question how millions of Americans who have yet to fill out their 2020 Census will be counted. It is surprising to hear how optimistic the Census Bureau is about being able to reach 100% in less than 3 weeks, given that as of the writing of this letter, non-response follow-up (NRFU) completion rate of only 75% in the Duluth Area Census Office and troubling rate of only 7% self-response rate on Red Lake Reservation. By your own calculations made when the COVID-19 pandemic hit, the October 31 date is crucial for the Census Bureau to be able to meet its constitutional obligation and do so in a way that does not jeopardize the public health.

While our state has invested in a successful effort to achieve our nation-leading self-response rate, many Minnesotans remain uncouned today. Shutting down the census early will likely mean an incomplete and inaccurate count, especially of those Minnesotans who are members of historically undercounted communities including people of color, Tribal nations, young adults, and children under the age of five.

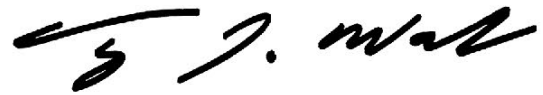
As our state works to recover and rebuild in the eventual wake of the pandemic and the economic crisis it has spawned, having a complete and accurate count of all those living in Minnesota is critical to properly directing the resources we need to return to prosperity. The newly adjusted deadline for response makes me especially concerned that our key partners will not be able to do the outreach necessary to ensure the accurate enumeration of rural communities, Tribal communities, immigrant and refugee communities, and communities of color. These communities are already being disproportionately affected by the COVID-19 pandemic, and not providing them enough time to complete their 2020 Census would be denying them valuable resources needed for their recovery from this crisis.

Minnesota has made dedicated efforts to ensuring that our hardest-to-count populations are reached by trusted partners through culturally specific and responsive outreach and communications. It is critical that all residents of the United States are aware of the importance of the census and are provided equitable opportunities to participate. An inaccurate count will deprive communities of resources, political power, and the federal assistance necessary to recover from the pandemic for the next ten years.

The decennial census is the foundation of our democracy and tells the story of who we are and where we are going as a nation. Federal funding for essential services and congressional representation is on the line, and it is crucial that we achieve a complete and accurate count.

To that end, I would again ask that you fulfill your constitutionally mandated duties to ensure not a single person is left out of the 2020 Census by extending the response deadline.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Walz", with a stylized flourish at the end.

Tim Walz
Governor

Voice: (651) 201-3400 or (800) 657-3717
627-3529

Website: <http://mn.gov/governor/>
Opportunity Employer

Fax: (651) 798-1850

MN Relay (800)

An Equal



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August 31, 2020

Secretary Wilbur Ross
U.S. Department of Commerce
1401 Constitution Ave NW
Washington, DC 20230

Dr. Steven Dillingham
Director
U.S. Census Bureau
4600 Silver Hill Road
Washington, DC 20233



The count starts now.
2020 Census / American Community Survey

Dear Secretary Ross and Director Dillingham,

We, the undersigned Minnesota 2020 Census stakeholders, are asking you to remain committed to your mission of counting everyone once and in the right place. As of today August 31, 2020, only 14% of Minnesota housing units has been enumerated by Non-response Follow Up (NRFU) field operations. This low NRFU percentage brings Minnesota's overall response rate, including self-response, to 87.9% (11th in the nation). While this may be considered "high" Minnesota's immigrant and non-English speaking historically undercounted communities, especially of Somali and Hmong descent, face unique language and community challenges.

We estimate that Hennepin County itself makes up approximately 20% of Minnesota's NRFU addresses. Yet, we are hearing first-hand accounts of Hennepin County residents not getting any visits from enumerators. Using a list of Hennepin County residents from our phone banking work, our outreach associates spoke with 70 Hennepin County residents, between August 23-25, who had previously indicated that they had not yet filled out their form. 18 reported that they had not received a single visit from an enumerator. 11 reported that they had received at least one visit. 10 were unsure if they had been visited. The rest had already self-responded since they were last called.

In addition to that small survey, we have our very own partnership leader who lives in Hennepin County who has yet to be enumerated. We also have several first-hand reports of enumerators with incorrect data for apartment units, as well as information that they are unable to access some multi-unit housing. With these concerns in mind, our state demographer Susan Brower says, "While we do not currently have the full picture of the completeness of census operations in Minnesota from our vantage point, we do have a number of indicators that raise serious questions about the quality of the count in Hennepin County and the state overall."

The low rate of NRFU completions reported by the Census Bureau for the state overall appears to be stemming from field operations based in the Duluth and Rochester Area Census Offices (ACOs). These two offices serve all counties in Minnesota except Hennepin County. NRFU is 82% complete in the



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Minneapolis ACO, 49% complete in the Duluth ACO, and 53% complete in the Rochester ACO as of August 28, 2020. Note that these are not census response rates; they are indicators of the field work that remains.

Therefore, we urgently request that the Census Bureau:

1. Re-extend field operations to October 31st, to ensure enough time to complete field operations statewide;
2. provide the Minnesota State Demographic Center with additional information to demonstrate that the 2020 Census has been thoroughly and accurately completed in Hennepin County;
3. continue field operations in all three Minnesota offices, including Hennepin County, to the end of the NRFU period;
4. add additional visits to addresses that have not resulted in an interview with a household member;
5. revisit apartment buildings that include large numbers of units that have neither responded to the census on their own, or been successfully interviewed by a census taker, and
6. expand the use of Mobile Questionnaire Assistance Centers to include more tracts in Minnesota that have high non-response rates.

On top of that, our Minnesota Census Mobilization Partnership* and allies are rallying our members for this home stretch of 2020 Census engagement. From Hennepin County to Red Lake Nation, the quantity and quality of our NRFU operations is now in question more than ever. Our 8th Congressional seat is on the line. Billions of federal and private dollars that would benefit our historically undercounted and BIPOC communities over the next 10 years are on the line- including COVID-19 recovery funds. The lives and livelihoods of Minnesotans from prenatal to hospice care are on the line. Therefore, we are raising our collective voices to urge you to remain committed to a complete, accurate, and equitable 2020 Census count of all Minnesotans, without any sacrifices.

Sincerely,

Nelima Sitati Munene
African Career Education & Resource, Inc.
Brooklyn Park, MN

Linda Her
Asian American Organizing Project
Saint Paul, MN

Vic Rosenthal
Association of Elder Complete Count Committee
Saint Paul, MN



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Blandin Foundation
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Jenne Nelson
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Gayle M. Ober
George Family Foundation
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Amy Goldman
GHR Foundation
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Rodolfo Gutierrez
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Julie Brekke
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Chris Yang
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Ben Cameron
Jerome Foundation
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Alexis Walstad
Karen Organization of Minnesota
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Alice Moren
KOOTASCA Community Action
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Laura Smith
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Neighborhood House
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Stuart Knappmiller
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Dr. Artika R. Tyner
Planting People Growing Justice, LLC
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Alisha Gehlert
Red Lake Nation Complete Count Committee
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Saint Paul Area Chamber of Commerce
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Southwest Initiative Foundation
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Nancy Jacobs
Sundance Family Foundation
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Kevin Robinson
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West Side Community Organization
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Sara Carlson
Willmar Area Community Foundation
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*The Minnesota Census Mobilization Partnership (MCMP) is a cross-sector collaboration of organizations and individuals working together to advocate for policies and resources, and engage Minnesotans to achieve the goal of a fully inclusive, honest and accurate 2020 Census in Minnesota.

www.MCF.org/census

Appendix O:

MCMP Relational Organizing Toolkit

The MCMP Relational Organizing Toolkit, created with the help of Kate Brickman and Richard Carlborn, contained resources for organizations and individuals to engage their communities. The Toolkit also included translate information and materials to better reach Hmong, Somali and Spanish speaking communities.

The Toolkit includes:

1. Our Minnesota Census Toolkit Summary
2. Claiming Your Power Presentation
3. Census Literacy Presentation
4. Census Activity 1 Worksheet
5. Census Activity 2 Worksheet
6. Role Play Worksheet
7. Sample Census
8. Commit To Be Counted Form
9. Census Outreach Planning Worksheet
10. Mapping Your Relationships
11. Having A Conversation - Tip Sheet
12. Relational Organizing 101
13. Media Templates
14. Everyone Counts Kids Presentation
15. Our Minnesota Census Toolkit Summary - Spanish
16. Census Activity 1 Worksheet - Spanish
17. Commit To Be Counted Form - Spanish
18. Claiming Your Power Presentation - Spanish
19. Our Minnesota Census Toolkit Summary - Hmong
20. Census Activity 1 Worksheet - Hmong
21. Commit To Be Counted Form - Hmong
22. Claiming Your Power Presentation - Hmong
23. Our Minnesota Census Toolkit Summary - Somali
24. Census Activity 1 Worksheet - Somali
25. Commit To Be Counted Form - Somali
26. Claiming Your Power Presentation - Somali

The Relational Organizing Toolkit is available at mcmp2020.org.

***“Society grows when people plant trees
under which they may never sit.”***



Members of the MCMP Coordinating Team during a 2020 video call.
