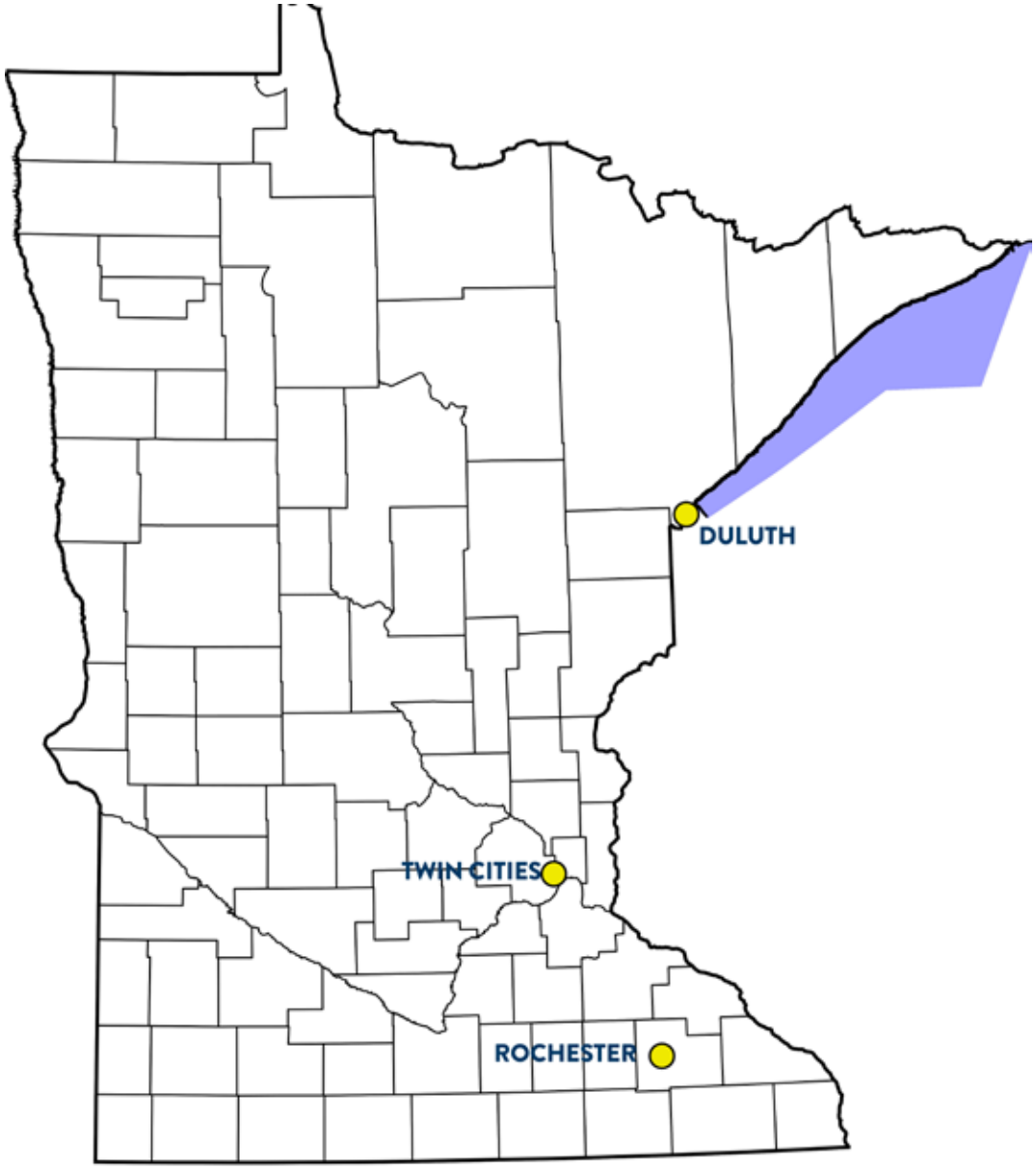
What You Need to Know for the 2020 Census:

ORGANIZING

Complete Count Committees

rev. 6/7/2018



CENSUS 2020
MINNESOTA
REGIONAL OFFICES

TABLE OF CONTENTS

Organizing Your MN Complete Count Committee: An Introduction	4
What Is a Complete Count Committee?	5
Why Form a Complete Count Committee?	6
How Do You Organize a Complete Count Committee?	7
Sample Activities of Local Complete Count Committees	8
Community CCCs	8
Sample Activities of CCCs for 2018 – 2019	9
Writing a CCC Outreach Plan: An Overview	10
Example of possible candidates for the leadership team	10
Your turn: Put together a leadership team.	11
Local government	11
Subcommittees define their own action steps	13
Your turn: Think of subcommittees and their leaders	14
Sample Schedule for a Complete Count Committee	15
Your turn: Ideas for goals for 2018-2020	17
Sample Committee Action Sequence	18
"Hard To Count" tool for historically under-counted populations	19
Response Outreach Area Mapper	22
Supporting Materials	23
Census Confidentiality - is it really confidential?	27
Frequently Asked Questions	28
2020 Census Residency Criteria	31
How Census Data Is Used	37
Sample Resolutions for Local CCC creation	38
One City's CCC Experience	39
Tips for Greater Minnesota	41
Glossary	42

2020 Census Area Offices Contact Information

Duluth: _____
Minneapolis: _____
Rochester: _____

MN State Demographic Center: **demography.helpline@state.mn.us**
www.mn.gov/admin/demography/census2020

MN State Demographic Center
658 Cedar St.
Centennial Office Building, Room 300
St. Paul, MN 55155

MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

Updated June 7, 2018
This guide is largely based on the
US Census's *Complete Count Committee Guide,* (D-1280)
issued in November 2008.

Organizing Your Minnesota Complete Count Committee: An Introduction

The CCC is open and inclusive, speaks the languages of all the communities within it, and builds trust by encouraging neighbor-to-neighbor awareness of the importance of an accurate census count.

It only takes one person to initiate a local effort to maximize 2020 census participation - one committed individual at the local government level who understands how important a complete and accurate count is to their community, region and state.

That person may be you.

This doesn't mean one person should take on the whole job of census turnout themselves, the idea is to give you the tools to convince others to join you in the effort. A successful complete count committee involves a number of people, organizations and businesses from every part of the community.

The focus of this guide is for local governments to begin the process of getting CCCs up and running in their communities. The details of grassroots organizing - while vital to your ultimate success - are outside the scope of this guide, but will be revisited at a time when the people you recruit to join your efforts can take advantage of them.

The 2020 Census cycle marks the first time that Minnesota will form a state complete count committee. We'll help your community organize, as well as gather and share the work that is being done in other parts of the state.

While CCCs are a new for some Minnesota communities, for many this will seem familiar territory. Any successful campaign for any purpose - whether it's a business venture, a charitable drive or even a political campaign - involves the basic techniques of community engagement that we'll present here. They all share the characteristic of a broad spectrum of involvement and a well-designed and executed plan of action.

Your CCC outreach plan is not a static document. It summarizes a process that a community can return to as needed in moving towards the goal. It's often necessary to review and make adjustments as needed.

Finally, this guide is not a recipe book - Think of it more like a menu. Choose what works for you and your county, city or neighborhood, and add new ideas that will help in your efforts.

Climax, MN

What Is A Complete Count Committee (CCC)?

How Does a Complete Count Committee Work?

The Census Bureau needs help to count everyone. They require the assistance of partners—individuals, groups, and organizations across the nation that help them build awareness about the census, why it is important, and encourage their community to participate.

One way to accomplish this is through Complete Count Committees.

What Is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census, and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

Complete Count Committees (CCCs) come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.

Type of CCC	Responsible Body	Size	Location
State	State government	Large	Statewide
Local	Local government (Regional, County, City, Town)	Large, Medium, or Small	Urban, Rural, or Suburban
Community	Community organization/ leader	Large, Medium, or Small	Urban, Rural, or Suburban

Red Wing, MN

Government-sponsored CCCs may have a state, regional, or local focus, and operate within the jurisdiction of their highest elected official(s). Local government CCCs may include more than one jurisdiction.

Community-sponsored CCCs may be organized by a community group or a coalition of community groups. A CCC may also be assumed by or assigned to an existing committee or group such as a city planning board, a regional planning commission, or a local community committee.

Once the CCC members have been identified, chairpersons may wish to divide the members into subcommittees based on the activities that the committee plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. See the Subcommittees section on page 12.

CCCs are a team:

- Charged with influencing members of their community to complete the 2020 Census questionnaire in a timely and accurate manner.
- Of community members that will lead their community in the promotion of a 2020 Census awareness campaign from now until census follow-ups are completed in 2020.

Why Form a Complete Count Committee?

A Complete Count Committee should be formed to:

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.
- Develop ways to reach the hard-to-count residents
- Build trust of the Census among their stakeholders
- Implement outreach strategies in his/her own community or organization
- Tracking and reporting progress and efforts
- Recruit other members to support the CCC
- Convene community meetings

The CCC makes sure each resident is aware of the importance of an accurate census count.

Kolacky Days Parade - Montgomery, MN

How Do You Organize a Complete Count Committee?

As noted earlier, there are three types of complete count committees - state government-sponsored, local government-sponsored, or community-sponsored.

Let's take a look at each of these and review the differences between the committee types and sizes. Knowing what the differences are will help determine how to form your Complete Count Committee.

State Government Complete Count Committees
Minnesota's governor appoints individuals to serve as members of the Minnesota Complete Count Committee. The committee will be staffed from the State Demography Center.

Examples of State CCC Strategies
Minnesota didn't have a statewide CCC in previous censuses, but a number of other states did, and we can look to them for best practices.

Here are some suggested strategies that worked well for them:

- Develop an action plan.
- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for aggressive outreach through—
    - **direct community outreach**—touching as many people as possible through swap meets, sports events, festivals, parades, etc.
    - **strategic partnerships** with counties, schools, state agencies, and community-based organizations.
    - **Coordinate activities with local CCCs** throughout the state.
- Develop a state 2020 Census Web site with links to the Census Bureau Web site. Minnesota's site can be found at **www.mn.gov/admin/demography/census2020.**
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.

Local or Tribal Government Complete Count Committees

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, or tribal leader.

The highest elected official may appoint a chair of the CCC and may then appoint residents of the community to serve as members of the CCC.

Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, and community groups.

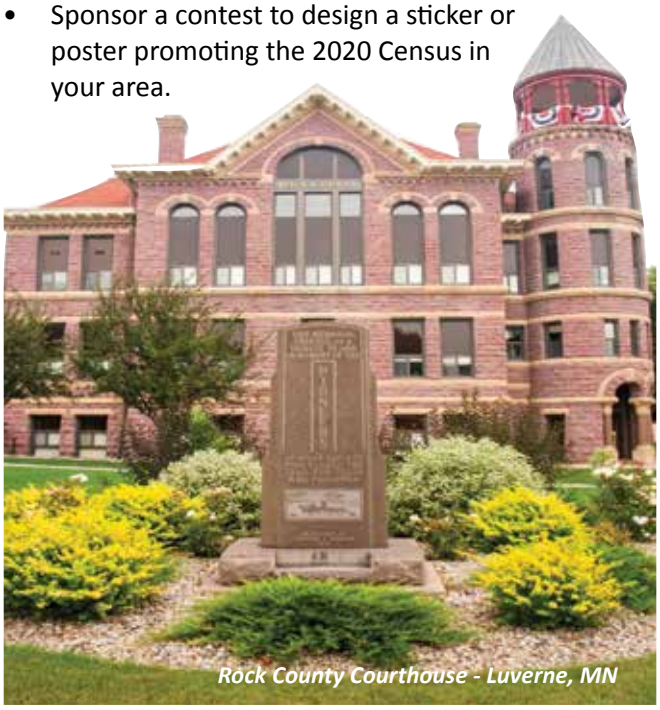
Most local government CCCs are small to medium size depending on the jurisdiction. A small town may have a small committee with only 3–5 members, while a larger community's CCC may be medium to large size, with anywhere from 10 to more than 100 members, depending on the size of the city or tribe.

Both county and regional CCCs, since they cover a larger geography, tend to be larger in size with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impacts their communities. In previous censuses, experience has shown that local government CCCs are more productive with subcommittee structure.

Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 12.

Sample Activities of Local Complete Count Committees 2018–2019

- Develop a list of barriers or concerns that might impede the progress of the 2020 Census in your area, such as recent immigrants, non-English speaking groups, and communities with gated residents. Explore ways/activities to engage them.
- Use the facts. Dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Use social media. Start Facebook and Twitter accounts and follow as many local people and businesses as seems useful to help build up followers.
- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in an 2020 Census awareness campaign.
- Encourage corporations and local businesses to become official sponsors of your census activities.
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction's web and social media sites.
- Sponsor a census booth at county fairs, carnivals, and festivals, (especially cultural or ethnic celebrations.)
- Sponsor a contest to design a sticker or poster promoting the 2020 Census in your area.



Rock County Courthouse - Luverne, MN

- Have census information available during voter registration drives.

January–March 2020

- Add a census message to all meetings, events, correspondence and social media.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the mailout of census questionnaires.
- Saturate public access areas with easy-to- read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.
- Canvass areas where the census return rate has been historically low, or in areas where residents may not have filled out a census form before, such as students,

April 2020

- Place public service announcements in local and social media encouraging residents to cooperate with census workers.

Community CCCs

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community groups/organization or a coalition of several organizations.

For example, an organization in a predominantly elderly community may want to form a community CCC in order to build awareness among that population and encourage them to respond when questionnaires are delivered. A tenant's association may form a committee to educate tenants about the census and help those needing assistance in completing their questionnaire. Community CCCs identify their own chair and committee members. They may choose residents who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community

it represents.

Small committees may not need subcommittees, however, larger committees may find this structure helps them focus and work more effectively.

Examples of Community Complete Count Committee Strategies

A number of organizations formed community Complete Count Committees for the 2010 Census. Here are some suggested strategies that worked for them:

- Set clear, achievable goals and objectives for your committee.
- Identify what your committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth or elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your focus areas, if resources are available.
- Implement special events that will generate interest and participation in the census.
- Canvass areas that had low census form return rates in the 2010 census.
- Set up a booth and/or leaflet high volume gathering spots such as grocery stores and shopping centers.
- Encourage local businesses to help distribute census reminders to their customers.

Sample Activities of Community Complete Count Committees for 2018 – 2019

- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Check the community calendar in your area for events. Contact event organizers to see if you can a have a census table or pass out census materials to increase awareness.
- Plan and solicit sponsors for fun events that can draw people in between now and Census Day. Think of creative games or activities where census information can be incorporated.
- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications from April 2019 to August 2020.

January through March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post fliers announcing the delivery of the census questionnaire at busy locations in the community.
- Check with your census contact person about assistance available in your community. Get signs from the contact person with the days and times the centers will be open. If signs are not available, make and post them as a committee project.
- Encourage schools to include a unit on census education, with take-home census reminders.

April 2020

- Encourage residents to complete and mail back their census questionnaires.
- Plan a Census Day event to motivate community response.
- Check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate residents to respond.
- Remind residents if they don't mail back their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

May 2020

- Continue to encourage community residents to cooperate with census workers.
- Evaluate what worked best for your community and report this information to your census liaison.
- Celebrate your success and thank all those involved in making it happen.

Writing a CCC Outreach Plan: An Overview

Identify the Leadership Team

A core team of leaders from as wide a cross-section of your community as possible will give your CCC insight and access to those with influence in their sphere of expertise or involvement. Together, the leadership team sets the goals, develops the strategy, and guides the deployment of the outreach plan.

Consider forming subcommittees tasked with exploring ways to divvy up the work and to engage people based on their skills and areas of interest.

The people who lead the Complete Count Committee will give it inspiration, drive, and momentum. They will set the groundwork for a long-term reform strategy. This is a task that requires numbers of committed people, but it must start with a core team. In some communities a core team of leaders is already in place. In others, the current team may be one or two concerned citizens. Whatever the situation, the most important qualification for membership on the leadership team is the interest in making sure everyone is counted in the 2020 Census.

Perhaps the best way to identify possible partners is to look at who has a stake in the census. Since census numbers guide the distribution of federal funds, elected officials are keen to make sure their constituents are receiving their fair share of state and federal funds. An accurate census also gives local **businesspeople i**nsights for marketing and location. Census data is also used for congressional apportionment and drawing political boundaries, drawing interest from a broad spectrum of the community because districts of equal population are foundation of a fair and just democracy.

Be inclusive, not exclusive. Avoid cliques, in-groups, or resorting only to the 'usual bunch.' Welcome new people and bring in as many new perspectives as possible.

Work at working together. The complete count committee will be most effective if the leadership team really is a "team." A broad coalition of people working together can be challenging at times. It's important that everyone is patient and gives genuine consideration to the views of others. Make some time for some fun and socializing with picnics, potlucks or whatever works in your community. A team that likes each other will do a great job together.

Example of possible candidates for the leadership team

Local government

- Mayor/City Council members
- County Board members
- Township officials
- City/County clerks
- City/County GIS staff
- Library leaders
- Legislators

Education

- School board members
- PTA/PTO
- Superintendents/administrators
- Teachers/education associations
- Students/student government
- Vocational/technical educators
- Higher education professionals
- Adult education or literacy groups
- School guidance counselors
- Dormitory residence advisors

Media

- Newspapers
- Television
- Radio
- Social Media

Business/Labor

- Retailers
- CEOs/executives
- Human resources staff
- Community affairs staff
- Corporate foundations
- Chambers of Commerce
- Other business organizations
- Organized labor leadership
- Labor organizers

Community

- Community-based organizations
- Religious groups/leaders
- Social service/health agencies
- Child-care providers
- Foundations
- Volunteer groups
- Civic groups/service organizations
- Job training groups
- Health care professionals
- Law enforcement
- Neighborhood associations
- Tenant groups

Your turn: Put together a leadership team.

Local government

Community/Service/Non-Profits

Education

Media/Social Media

Business/Labor

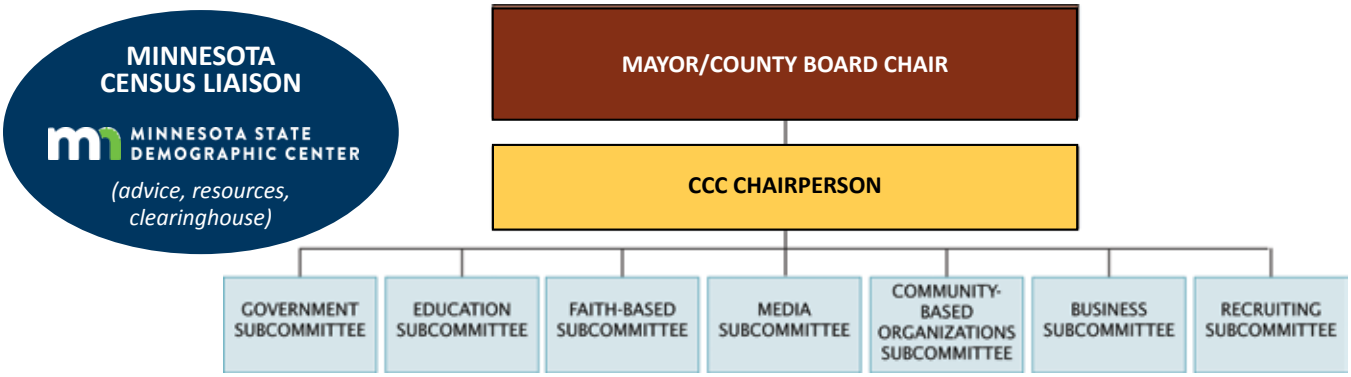
Subcommittees

The following are ***examples*** of a typical subcommittee structure. (How your community does this is entirely up to you!) Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

- **Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space for Questionnaire Assistance Centers, and identifying other resources for CCC activities.
- **Education / Youth subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.
- **Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.
- **Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.
- **Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.
- **Business subcommittee**—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.
- **Recruiting subcommittee**—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs avail- able, types of jobs available, and the locations of testing and training sites.
- **Multi-unit housing** subcommittees working with building owners, managers and tenants, including college dormitories
- Various **cultural** subcommittees can be formed to engage specific immigrant communities, Native Americans and New Americans
- A subcommittee to explore **special circumstances in housing** – such as homeless persons, provisional and ad hoc housing situations
- **Services to parents & children**, such as Head Start, day care centers, and preschools
- **Or any others** to meet local needs.
- **"Hard to count" subcommittee** zeros in on areas of your community that experienced low-census form return rates, and develops a strategy to increase participation. ***See page 18 for the Census's "hard-to-find" online tool.***

Depending on local circumstances, you may want to combine, (or split) subcommittees. **The point is to get the best people working in areas they know.**

Below is a sample Complete Count Committee organizational chart, a guide to assist in forming a CCC and implementing the CCC plan. Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.



Subcommittees define their own action steps

Once subcommittees are in place, it's their job to break down the steps needed to reach their slice of the population pie. It's a matter of setting goals, and thinking through the steps that need to be taken to accomplish them.

Subcommittee Action Plan Steps

- Objective
- What is needed to meet objective
  - Who can help
  - What resources are required
  - Barriers?
- Form tactics
- Execute steps

Example - Multi-Unit Housing Subcommittee

Many communities in Minnesota have several types of housing - condos, senior-citizen buildings, Section 8 housing for low income-persons, market-rate apartment buildings and, in communities with higher education facilities, student dormitories.

The strategies used will likely vary by type of building, because they operate differently. Condos, dormitories, senior-citizen housing, and Section 8 buildings often have resident councils and regular meetings. Getting on the agenda for one or more of these meetings will help get the word out and make contacts with potential volunteers.

Market-rate apartments generally don't have residents councils, and the subcommittee will need to rely more on personal acquaintances, apartment managers and building owners to gain access.

The types of contacts they make may also need to vary. Where there is easy access to residents, either because buildings are unlocked or building managers allow easy access, canvassing can be a simple matter.

Where it is not, mailings may be needed to fill in the gaps. (Mail costs money, though, so the effort made to get direct access pays off.)

So, let's take a look at what their subcommittee plan might look like.

- **Objective**
  - Reach out to every resident about the census.
  - Follow-up as needed.
- **What is needed to meet objective**
  - Compile a list of all the group residential buildings in town.
  - Get contacts for as many buildings as possible.
  - Barriers?
    - Uncooperative building managers
    - Reluctance to comply with Census
- **Form Tactics**
  - Meetings
  - Canvassing
  - Letters
- **Execute Plan**
  - Set calender dates/times for all events in concert with the local CCC
  - Train volunteers, provide them with resources
  - Deploy volunteers according to schedule.

Your turn: Think of subcommittees and their leaders

Government
Brief description of subcommittee purpose:

Lead members:

Education / Youth
Brief description of subcommittee purpose:

Lead members:

Faith-based
Brief description of subcommittee purpose:

Lead members:

Media
Brief description of subcommittee purpose:

Lead members:

Community-based organizations
Brief description of subcommittee purpose:

Lead members:

Business
Brief description of subcommittee purpose:

Lead members:

Recruiting
Brief description of subcommittee purpose:

Lead members:

Multi-unit housing
Brief description of subcommittee purpose:

Lead members:

Cultural Groups
Brief description of subcommittee purpose:

Lead members:

Hard to Count
Brief description of subcommittee purpose:

Lead members:

Special Housing Circumstances
Brief description of subcommittee purpose:

Lead members:

Other_____
Brief description of subcommittee purpose:

Lead members:

Other_____
Brief description of subcommittee purpose:

Lead members:

Other_____
Brief description of subcommittee purpose:

Lead members:

Sample Schedule for a Complete Count Committee

2018: EDUCATION PHASE

Now is when the work begins to put together a strong committee and build the foundation to begin working within your committee. This includes activities such as:

- Recruiting committee members and leadership
- Educating committee membership on the importance of Census 2020
- Starting to plan a future calendar of events
- Creating promotional and educational materials

2018 Summer and Fall

- Highest elected official or community leader meets with regional office partnership staff to discuss forming a partnership for the 2020 Census and the establishment of a Complete Count Committee.
- Highest elected official or community leader appoints the chairperson of the CCC.
- Hold first Complete Count Committee meeting.
- Establish committees, subcommittee chairpersons are chosen.
- Select a secretary to record minutes of meetings.
- Highest elected official or community leader holds a press conference to announce the formation of a CCC and the appointment of the chairperson.
- Official or community leader issues a proclamation/resolution stating that it will formulate a Complete Count Committee for the 2020 Census.

2018 Fall and Winter

- Give an overview of the roles and responsibilities of a CCC.
- Develop a plan of action for 2020 Census awareness campaign to cover the period from now through October 2020.
- Set a schedule for the CCC meetings as well as the subcommittees.

2019: PROMOTION PHASE

Now is the time to begin activities in the community in partnership with community partners to create awareness about the Census such as:

- Tabling at community events
- Interviews in local media
- Participating in parades and festivals
- Presence in local media

January–December 2019

- CCC members participate in census CCC training.
- Hold regularly scheduled meetings to report on tasks and subcommittee activities.
- Proceed with census awareness activities generated by each subcommittee.
- Evaluate the activities for effectiveness.
- Modify action plan as needed.
- Saturate community with at least one census awareness activity each month.

2020: ACTION PHASE

Now it's time to Get Out the Count. The committee works to make sure people fill out their forms correctly and return them with activities such as:

- Door-to-door canvassing in Hard to Count neighborhoods
- Email signature and phone message reminders
- A community Census rally

January 2020

- Hold monthly CCC and subcommittee meetings.
- Finalize plans for activities surrounding questionnaire delivery days and Census Day activities.
- Review task lists and subcommittee activity plans.
- Proceed with 2020 Census activities generated by subcommittees.
- Finalize plans for activities to encourage residents to complete and return census questionnaires.
- Develop and finalize plans for motivating residents who do not return their questionnaires to cooperate with census workers during non- response follow-up. Plan these activities for April 2020.

February 2020

- Hold regular CCC and subcommittee meetings.
- Review and modify, as needed, plans for questionnaire delivery and Census Day activities.
- Review and modify, as needed, plans for residents who do not respond.
- Finalize plans for all activities scheduled for March and April.

March 2020 - Countdown to Census Day

- Review and implement activities leading to Census Day—April 1, 2020.
- Finalize plans for all activities planned for the end of March and the month of April.
- Proceed with activities generated by subcommittees.
- Send press release highlighting 2020 Census activity schedule.
- Encourage community members to participate with census workers during address canvassing operations.

Census Day—April 1, 2020

- Implement Census Day activities.
- Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for residents that did not return their questionnaire.
- Implement activities to keep the census awareness and interest strong.

May–July 2020 Nonresponse follow-up

- Use all sources to encourage residents to cooperate with census workers.
- Continue to meet regularly to give and receive 2020 Census progress reports.
- Prepare summary report of CCC activities, operations, and member feedback.
- Celebrate the success of the 2020 Census enumeration and recognize the efforts of the CCC members.

Your turn: Ideas for goals for 2018-2020

2018: EDUCATION PHASE

Goal One:_____

_____

Goal Two:_____

_____

Goal Three:_____

_____

2019: PROMOTION PHASE

Goal One:_____

_____

Goal Two:_____

_____

Goal Three:_____

_____

2020: ACTION PHASE

Goal One:_____

_____

Goal Two:_____

_____

Goal Three:_____

_____

Sample Committee Action Sequence

Immediately (or very soon)

- Form the Committee officially.
- Disseminate news releases and other media announcements about the creation of the Committee.
- Establish membership and structure of the Committee.

First Regular Meeting

- Review and discuss the purpose and functions of the Committee.
- Discuss community perceptions and any cultural or language factors that may require attention in developing the census plans and activities.
- Identify areas which may need special targeting for promotion and outreach because of remoteness, language, or other factors.
- Brainstorm ideas for an Action Plan for promoting census awareness in the community. Identify specific activities and assignments related to building awareness, motivating community response, and encouraging community cooperation with enumerators.
- Break Committee activities into three timetables:
  1. before census questionnaires are distributed
  2. during the census questionnaire period and
  3. after the questionnaire period.
- Schedule dates for regular committee meetings.
- If meetings are to be open to the public, decide future meeting location(s); consider whether more residents will come if the meetings are held in the same place or if they are held in different places in the community

Regular Meetings

- Discuss the status and evaluate the effectiveness of outreach and census promotion activities to date.
- Discuss and adopt action plan, and track progress as it is implemented. Develop strategies for encouraging community members to apply for temporary census jobs.
- Determine specific ways to actively encourage community participation during Address Listing and Block Canvassing census operations.
- Review status of specific activities for groups or geographic areas which need special targeting.
- Revise Action Plan, as needed.

January-March 2020

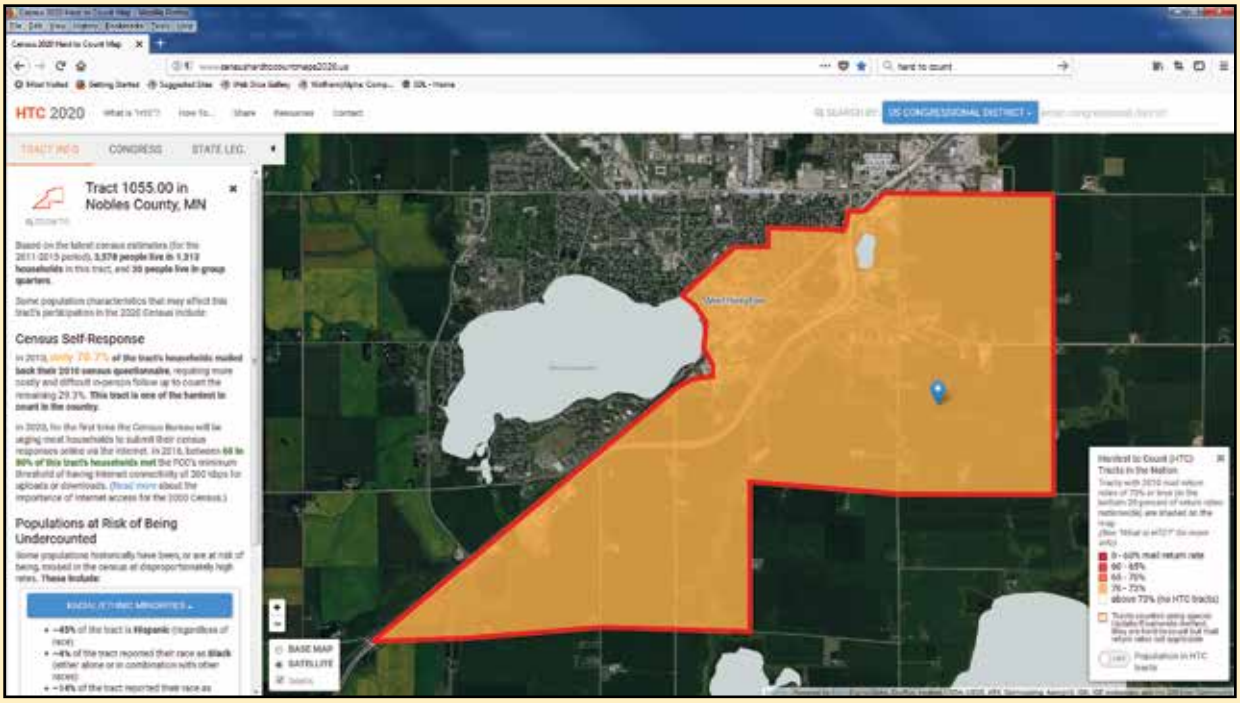
- Review status reports on Action Plan activities.
- Identify specific action items that still need to be completed before questionnaires are distributed
- Finalize Action Plan for specific Committee activities which encourage residents to complete and return census questionnaires as soon as they are received.
- Finalize Outreach Plan for residents who are not likely to receive questionnaires by mail, and for whom other census interactions need to occur.
- Review Plan for Committee activities for final push

April 2020

- Release news media releases (for print, radio, and TV) reminding community members about the importance of being counted.
- Report on the status of questionnaire distribution

May 2020

- If the questionnaire response rate is low, implement a low response rate plan.
- Discuss Committee ideas and recommendations for future census efforts.
- Draft a Final Report (with Committee recommendations for submission to the Census Bureau's Complete Count Program.
- Discuss the Final Report with officials and agencies that have representation on the Committee.



www.censushardtocountmaps2020.us

Use the Census Bureau's "Hard To Count" tool to help target historically undercounted populations

The goal of the decennial census is to count each person in the United States based on their residence as of April 1. For the 2020 census, each household in the U.S. will either receive mailed instructions on how to fill out the census questionnaire online, or they will receive the actual questionnaire. The Census Bureau asks that as many households as possible submit their responses to this questionnaire via the Internet or by mail — this is the self-response component of the decennial census.

In prior censuses, the self-response rate in many parts of the country has been relatively high. But in other parts of the country and for some population groups more than others, the self-response rate has been relatively low. Households may not have submitted their census questionnaire for various reasons, such as having language difficulties, concerns about trust in government, or otherwise.

These areas and population groups of historically undercounted people are considered "hard to count" by the Census Bureau because they send enumerators into the field to talk with each non-responding household one-by-one. This "non-response follow-up" component of the census can be difficult, time-consuming, & costly.

If these groups are not counted fairly & accurately, they - ***and the communities around them*** - will be deprived of equal political representation and vital public and private resources.

The goal of this map is to highlight the areas of the country that are hardest to count, and to help CCCs target their resources.

Simply go to **www.censushardtocountmaps2020.us** and use the zoomable map to check out the 2020 census participation rate for census tracts in your community. It's an easy way to get a quick idea of which areas need the most attention.

HOW TO USE THE MAP

Search by Congressional or state district

You can zoom to any district in the country (example below at left) and the map will highlight the hard-to-count tracts within the district and show how much of the district's population lives in hard-to-count neighborhoods.

When you use the district search box, you can type a state name, district number, or even a representative's name and you'll see a list of results. Click or tap your district to zoom to it on the map.

Enhance your campaign for an adequate Census budget

When you search for a district, the results provide contact info for each congressional & state representative. You can also copy a link to your district search results, and share on Facebook, Twitter, or email.

Zoom to any tract for its hard-to-count info

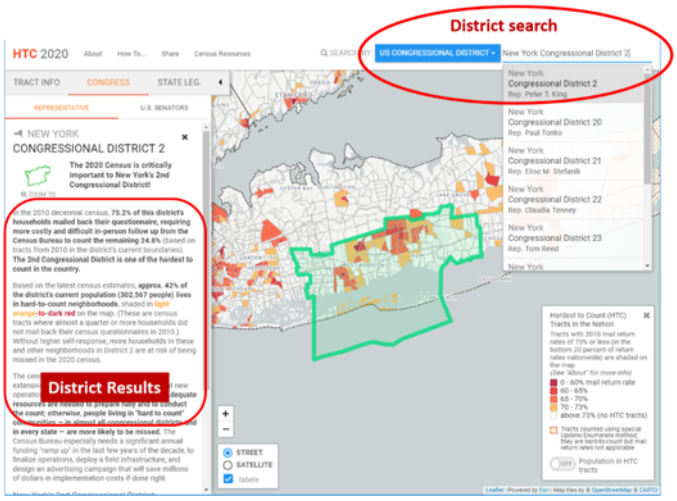
The map color-shades the hardest-to-count tracts in the country. You can click or tap on any tract (or search by address) to find important population information such as:

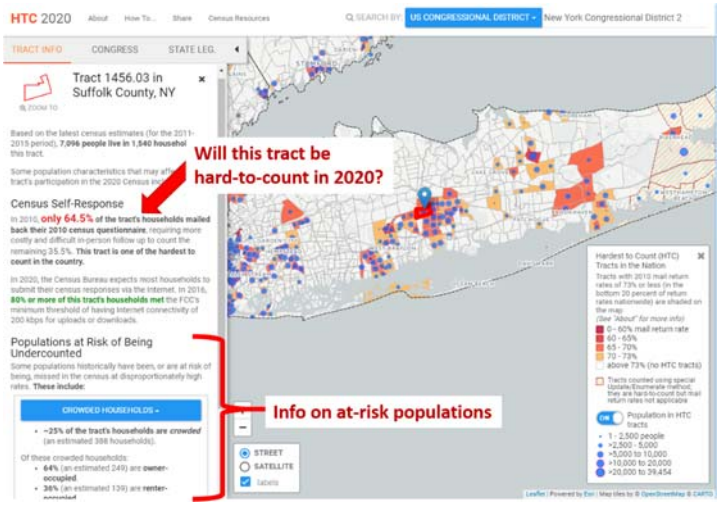
- How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract may require more costly in-person follow up by the Census Bureau in 2020); and
- How much of the tract is populated by groups that are at risk of being undercounted (example below at right), such as children under 5, households with poor Internet access, recent immigrants, and more.

Shading for **percent;** *blue circles for* **number**

The map's color-shading portrays the **percent** of households in 2010 that returned their census questionnaire by mail (**dark red** represents fewer than 60% of households self-responded; **light orange** indicates up to 73% responded).

You can also display the **number** of people in hard-to-count tracts. In the legend, select the option that says "Population in HTC tracts". This will display a blue circle on each HTC tract. The size of the circle corresponds to the tract population.





THE "HARD TO COUNT" POPULATION

The goal of the decennial census is to count each person in the U.S. based on their residence as of April 1. For the 2020 census, each household in the U.S. will either receive mailed instructions on how to fill out the census questionnaire online, or they will receive the actual questionnaire. The Census Bureau asks that as many households as possible submit their responses to this questionnaire via the Internet or by mail — this is the *self-response* component of the decennial census.

In prior censuses, the self-response rate in many parts of the country has been relatively high. But in other parts of the country & for some population groups, **the self-response rate has been relatively low**. Households may not have submitted their census questionnaire for various reasons, such as having language difficulties, concerns about trust in government, or otherwise.

These areas and population groups are considered "hard to count", because the Census Bureau sends enumerators into the field to talk with each non-responding household one-by-one. This "non-response follow-up" component of the census can be difficult, time-consuming, & costly (to the Bureau and to tax

(continued next page)

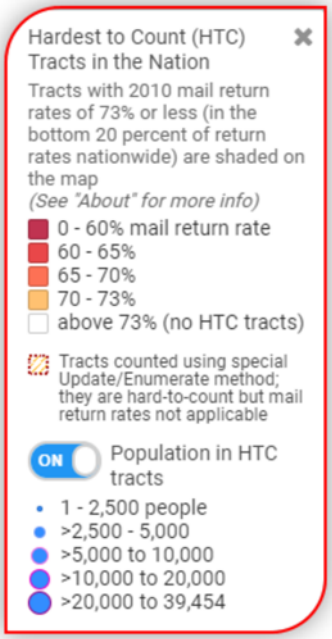
...“HARD TO COUNT” POPULATION *(CONTINUED)*

payers). And if these groups and their communities are not counted fairly & accurately, they will be deprived of equal political representation and vital public and private resources.

For the purpose of this map, a census tract is considered hard-to-count (HTC) if its self-response rate in the 2010 decennial census was **73% or less**. If 73% or fewer of the tract's households that received a census questionnaire mailed it back to the Census Bureau, it is shaded in **light orange-to-dark red** as a hard-to-count tract on the map (see legend at right).

This measure of self-response for the 2010 census is called the **mail return rate**. It represents the **percent of occupied housing units only** whose residents answered the census in the self-response stage of the count.

The 73% threshold is used because it represents all tracts nationwide that are in the bottom 20 percent of 2010 mail return rates — i.e., the worst 20% of return rates. This is consistent with the definition of hard-to-count tracts from the 2010 census outreach campaign.



OTHER HTC METRICS

Other ways of identifying and describing hard-to-count populations include:

Low Response Scores

The Census Bureau has developed a statistical model that uses population data to assign a "low response score" to each tract. The Bureau states that these scores "predict low census mail return rates and are highly correlated (negatively) with census and survey participation." At this point, the Bureau's research indicates that this statistical model explains only 55% of the variation around the predicted response rate. The Bureau will be refining this statistical model leading up to the 2020 Census using more recent demographic data. As its predictive power improves, we may incorporate these scores into the Census 2020 Hard to Count map, as well.

Population groups with increased risk of being undercounted

Historically, the census has undercounted young children, people of color, rural residents, & low-income households at higher rates than other population groups. Also, groups with low self-response rates in prior censuses or census tests include "linguistically isolated" households; frequent movers; foreign born residents; households below the poverty line; large (i.e. overcrowded) households; low educational attainment households; & single-parent headed households. And people who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. In the Census 2020 HTC application, statistics on these groups for each tract are presented when a tract is selected on the map.

Households with no computer or inadequate Internet access

The Census Bureau plans to encourage most households to answer their 2020 census questionnaire via the Internet. As a result, households with poor Internet connectivity or, worse, no computer will be at risk of being undercounted. The Census 2020 HTC map application highlights tract-level household Internet access based on data from the Federal Communications Commission (FCC).

Prepared by the Center for Urban Research at the Graduate Center of the City University of New York (CUNY) with funding support provided by the 2020 Census Project. *September 2017*
For more info, contact cunymapping@gc.cuny.edu

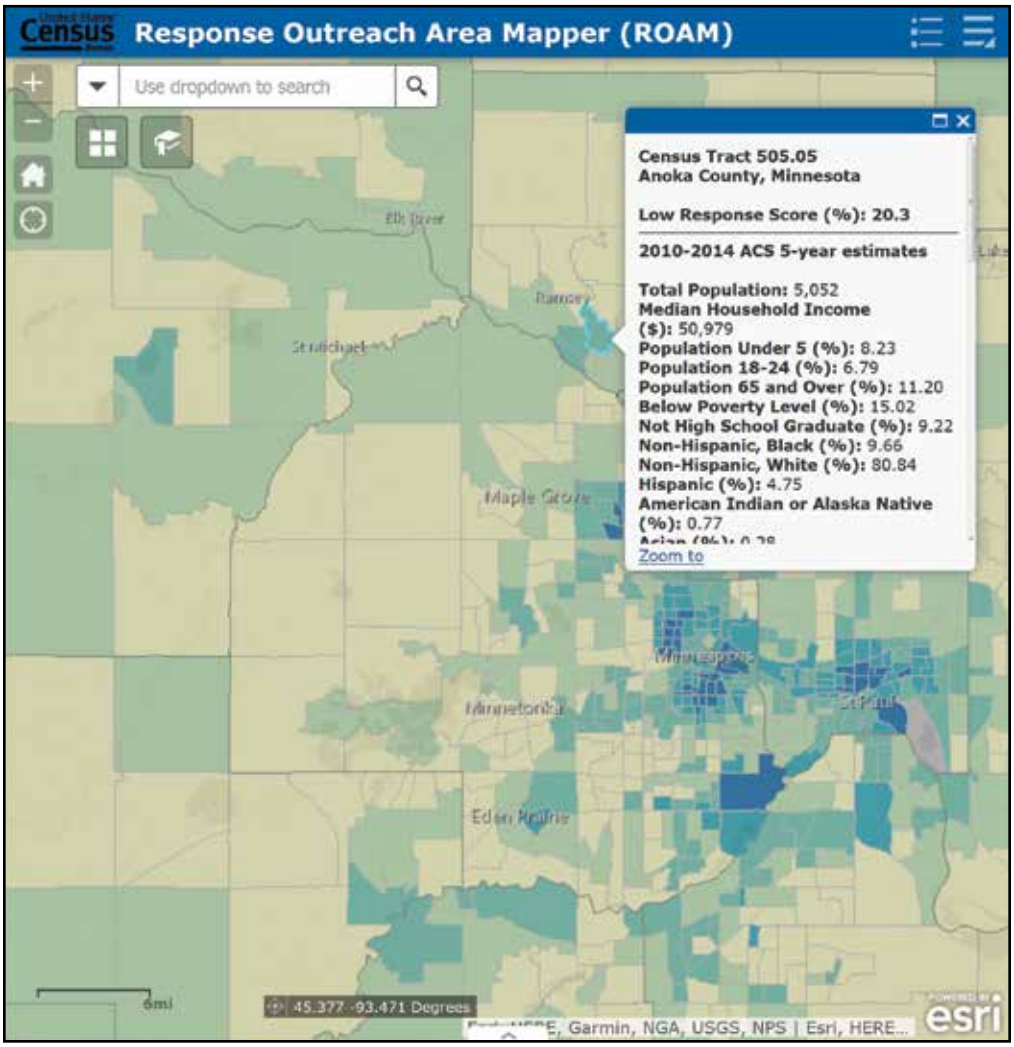
ROAM your area to dig into the demographics of low-response census tracts

www.census.gov/roam

The **Response Outreach Area Mapper (ROAM)** application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database.

Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills.

This, along with the Hard-To-Count tool, can help your team understand and target efforts to improve response rates.



Supporting Materials

RECRUITMENT EMAIL

Dear _____ ,

I am emailing to invite you to the first meeting of the _____'s Complete County Committee (CCC) on DATE at TIME.

CCCs help assure a complete count in the upcoming Census 2020 so our community receives its fair share of congressional and legislative representation as well as our proper share of federal and state funding for programs that serve our area. Comprised of highly regarded representatives and trusted voices from different sectors of our community, CCCs plan and implement focused projects that help to increase the response rate of our residents.

A CCC can lead community outreach and launch awareness campaigns that inform constituents about the importance of achieving an accurate count. It is a platform that provides leaders with opportunities to reach out and build meaningful relationships with new immigrants, college students, senior citizens, businesses, the disabled, and other populations. Working together on a CCC builds a strong sense of community pride.

For more information about our community's CCC, please call _____. Please RSVP by _____ if you are planning to attend.

SAMPLE MEETING AGENDA

1. Welcome from Elected Official or Committee Chairperson
2. Introductions
3. Why Census 2020 and a CCC is important
4. Open Discussion (Sample Questions)
    - What in your mind does success mean/look like?
    - What are our key challenges?
    - What should we, the CCC focus on?
5. Subcommittee Check Ins
6. Commitments and homework to be completed by next month's meeting
7. Confirming meeting frequency / locations / time

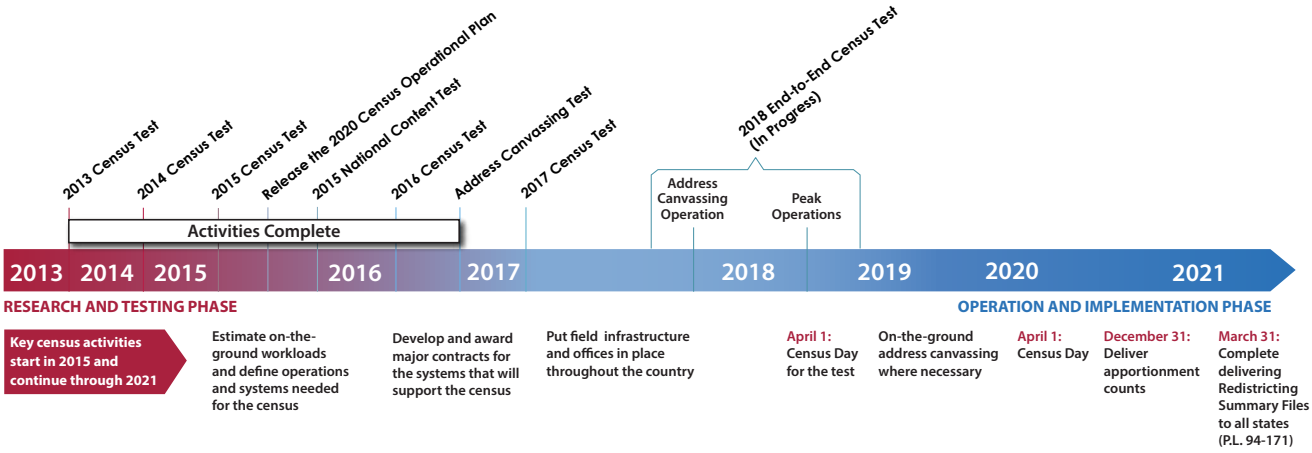
2020 Census Area Offices Contact Information

Duluth: _____
Minneapolis: _____
Rochester: _____

MN State Demographic Center: **demography.helpline@state.mn.us**
www.mn.gov/admin/demography/census2020
MN State Demographic Center
658 Cedar St. Centennial Office Building, Room 300
St. Paul, MN 55155

Road to the 2020 Census

2020 Census Operational Timeline



United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Minnesota

Total Program Obligations: $8,411,135,752

Per Capita: $1,532 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	$5,148,945,675
20.205	Highway Planning and Construction	DOT	Grants	States	$673,309,975
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	House-holds	$627,557,916
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	$585,541,241
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	$232,959,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	$187,400,949
10.555	National School Lunch Program	USDA	Grants	States	$156,002,538
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	$154,342,214
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	$146,378,464
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	$114,669,262
93.600	Head Start/Early Head Start	HHS	Grants	Providers	$112,595,410
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	$93,911,121
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	$52,665,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	$46,930,000
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	$41,135,000
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	$36,791,987

Notes and Findings:

- The Counting for Dollars Project will identify all federal financial assistance programs relying Decennial Census-derived data to guide the geographic distribution of funds.
- As an initial product, the project is publishing tables on the distribution, by state, of FY2015 funds from 16 large Census-guided programs.
- For every program but the National School Lunch Program, the equitable distribution of funds to a state depends on the accurate measurement of its population count and characteristics.
- There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. *It does not indicate the amount by which federal funding increases for each additional person counted*. (See The Leadership Conference Education Fund, "Counting for Dollars: Why It Matters.")

Definitions:

- Census-derived statistics – federal datasets that are extensions of or otherwise rely on the Decennial Census (list available on project website)
- Census-guided financial assistance programs – programs that rely on Census-derived statistics to determine program eligibility and/or allocate funds to states and localities
- Per capita – total FY2015 obligations for the 16 programs divided by population as of July 1, 2015 (per the Census Bureau)

Abbreviations:

- CFDA – Catalog of Federal Domestic Assistance
- USDA – U.S. Department of Agriculture
- ED – U.S. Department of Education
- HHS – U.S. Department of Health and Human Services
- HUD – U.S. Department of Housing and Urban Development
- DOT – U.S. Department of Transportation

Sources:

- USAspending.gov (20.050, 84.010, 84.027, 93.224/93.527, 93.568, 93.600, 93.778)
- President's Budget Request for FY2017 or program agency (10.511, 10.555, 10.557, 14.871, 93.596, 93.658, 93.767)
- Center on Budget and Policy Priorities (14.195)
- Centers for Medicare & Medicaid, HHS (Physicians Fee Schedule Services of 93.774)

Prepared by Andrew Reamer, Research Professor, GWIPP, with data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight (POGO)

August 18, 2017

Census Confidentiality

- is it <u>really</u> confidential?

ABSOLUTELY! - (under current law)

Answers to Census questions are protected by law (Title 13 of the U.S. Code, Section 9) and are strictly confidential.

- It is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency—not law enforcement, IRS, Welfare, FBI, Immigration, etc.
    - ***No court of law, <u>not even the President of the United States</u>, can access individual responses.***
    - ***1953—During the Truman administration, the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau information on residents living in the proposed relocation area for the purpose of performing background checks. However, because census data are ABSOLUTELY CONFIDENTIAL, even to the President, the request was denied.***
    - ***Census workers must pass security and employment reference checks and are highly motivated to protect your answers. All Census Bureau employees are subject to a $250,000 FINE AND/OR A 5-YEAR PRISON TERM for disclosing any information that could identify a respondent or household.***
    - ***1980—Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.***

Frequently Asked Questions

What's the Census for?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and has been carried out every 10 years since then.

The population totals from the 2020 census will determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative districts.

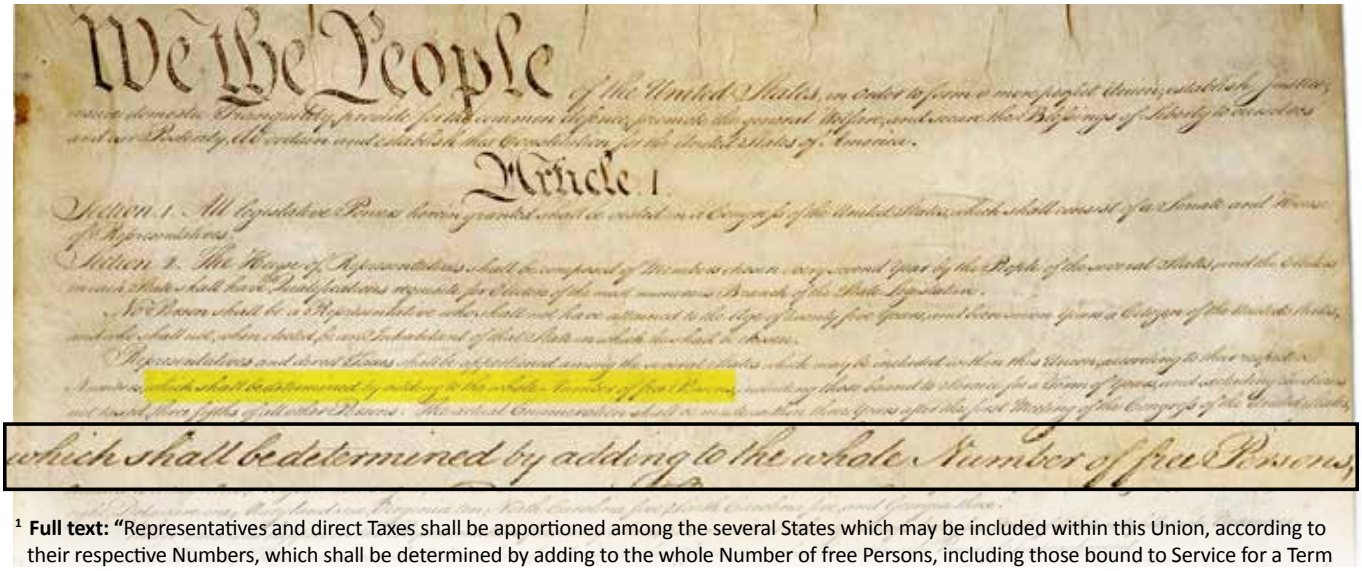
The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020. The totals also affect funding in your community, and data collected in the census help inform decision makers how your community is changing.

Why doesn't the Census only count citizens?

The framers used the term "citizen" 11 times in the Constitution, but in Article 1, Section 2 (3), they expressly said that the census is an enumeration of ***persons.***[1] The 14th Amendment of the Constitution repeats this point, stating:

> "Representatives shall be apportioned among the several States according to their respective numbers, ***counting the whole number of <u>persons</u> in each State***, excluding Indians not taxed."[2,3]

What this means is that in accordance to the United States Constitution, the US Census counts <u>everyone</u> including citizens, non-citizen legal residents, non-citizen long-term visitors, illegal immigrants and prisoners in jails and penitentiaries.



[1] **Full text: "**Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons.2 The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at Least one Representative; and until such enumeration shall be made, the State of New Hampshire shall be entitled to chuse three, Massachusetts eight, Rhode-Island and Providence Plantations one, Connecticut five, New-York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland six, Virginia ten, North Carolina five, South Carolina five, and Georgia three."

[2] **Full text:** 2: "Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State, excluding Indians not taxed. But when the right to vote at any election for the choice of electors for President and Vice President of the United States, Representatives in Congress, the Executive and Judicial officers of a State, or the members of the Legislature thereof, is denied to any of the male inhabitants of such State, being twenty-one years of age,15 and citizens of the United States, or in any way abridged, except for participation in rebellion, or other crime, the basis of representation therein shall be reduced in the proportion which the number of such male citizens shall bear to the whole number of male citizens twenty-one years of age in such State."

[3] "Indians not taxed" was negated by enactment of the Indian Citizenship Act of 1924, which granted full citizenship to all indigenous peoples of the United States.

Why does the Census Bureau ask the questions they do?

The Census Bureau asks the questions they do on the surveys because of federal needs and for community benefits. The information the Census Bureau collects helps determine how more than $400 billion dollars of federal funding annually is spent on infrastructure and services. Your answers help federal, state and local leaders make decisions about: schools, hospitals, emergency services, roads, bridges, job training centers, and many other projects that affect your community.

See why the Census Bureau asked EACH question they did in 2010. The 2020 form should be finalized in 2018.

I thought that the census was only 10 minutes, 10 questions. Why might I also be getting something called the American Community Survey?

Launched in 2005, the American Community Survey (ACS) is part of the decennial census program and is essentially what used to be the Census long form. It collects more detailed information on housing, population, and the economy. ACS data are collected continuously throughout the year and throughout the decade from a sample (fraction) of the population (about 3 million addresses annually).

As of now, we estimate approximately 250,000 households will receive both the ACS and the 2020 Census form.

Like the 2020 Census participation in the ACS is mandatory by law and the American public's participation is vital to provide data that impacts policy decisions on the local, state, and federal level.

Are my answers safe and secure?

The Census Bureau collects data for statistical purposes only. They combine your responses with information from other households or businesses to produce statistics, which never identify your household, any person in your household, or business. Your information is CONFIDENTIAL. They never identify you individually.

Title 13 of the U.S. Code protects the confidentiality of all your information and violating this law is a crime with severe penalties. In addition, other federal laws, including the Confidential Statistical Efficiency Act and the Privacy Act reinforce these protections. The penalty for unlawful disclosure is a fine of up to $250,000 or imprisonment of up to 5 years, or both.

It is against the law to disclose or publish any of the following information:

- Names
- Addresses including GPS coordinates
- Social Security numbers
- Telephone numbers

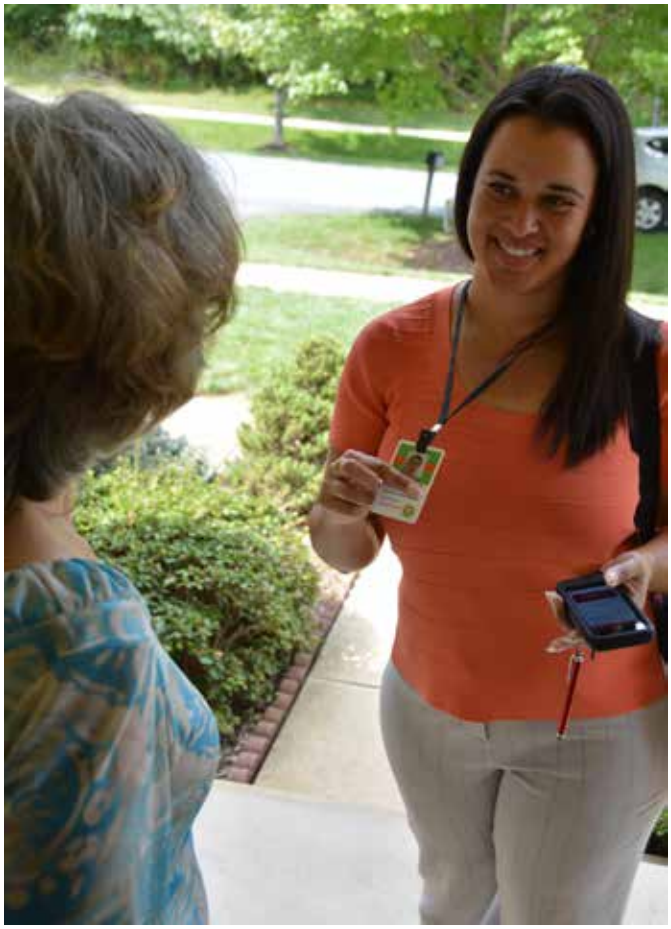
How does the U.S. Census Bureau help me identify fraudulent activity and scams?

The Census Bureau will never ask for:

- full social security number
- money or donations
- anything on behalf of a political party
- your full bank or credit card account numbers

If you are visited by someone from the United States Census Bureau, here are some recognition tips to assure the validity of the field representative;

- Must present an ID Badge which contains: photograph of field representative, Department of Commerce watermark, and expiration date.
- Will provide you with supervisor contact information and/or the regional office phone number for verification, if asked.



- Will provide you with a letter from the Director of the Census Bureau on U.S. Census Bureau letterhead.
- May be carrying a laptop and/or bag with a Census Bureau logo.

What if I am away from my residence on April 1, 2020?

People away from their usual residence on Census Day, such as on a vacation or a business trip, visiting, traveling outside the U.S., or working elsewhere without a usual residence there (for example, as a truck driver or traveling salesperson) are counted at the residence where they live and sleep most of the time.

What if I have more than one residence or no residence on April 1, 2020?

People who live at two or more residences (during the week, month, or year), such as people who travel seasonally between residences (for example, snowbirds or children in joint custody) are counted at the residence where they live and sleep most of the time. If usual residence cannot be determined, they are counted at the residence where they are staying on Thursday, April 1, 2020 (Census Day).

College students living away from their parental home while attending college in the U.S. (living either on-campus or off-campus) are counted at the on-campus or off-campus residence where they live and sleep most of the time.

Those staying in shelter or living outdoors are counted where they are staying on April 1, 2020.

When will the results from the census be available?

The nation should see the very first results from the 2020 Census in the form of total population counts for the nation and each state in late 2020 or early 2021.

In 2021 each state receives local-level 2020 Census data on race and the voting age population. As required by law, the Census Bureau will provide these key demographic data to the states (on a state-by-state basis), so the state governments can redraw the boundaries of their U.S. Congressional and state legislative districts. Public Law 94-171 requires that the redistricting data must be delivered to state officials responsible for legislative redistricting within one year of Census day or no later than April 1, 2021.

What if I still have questions or concerns?

As we get closer to Census 2020, there will be more FAQs detailing the process of the upcoming count. However, please email us at demography.helpline@state.mn.us if you have any remaining questions.

2020 Census Residence Criteria and Residence Situations

The Residence Criteria are used to determine where people are counted during the 2020 Census. The Criteria say:

- Count people at their usual residence, which is the place where they live and sleep most of the time.
- People in certain types of group facilities on Census Day are counted at the group facility.
- People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day.

The following sections describe how the Residence Criteria apply to certain living situations for which people commonly request clarification.

PEOPLE AWAY FROM THEIR USUAL RESIDENCE ON CENSUS DAY

People away from their usual residence on Census Day, such as on a vacation or a business trip, visiting, traveling outside the United States, or working elsewhere without a usual residence there (for example, as a truck driver or traveling salesperson)—Counted at the residence where they live and sleep most of the time.

VISITORS ON CENSUS DAY

Visitors on Census Day—Counted at the residence where they live and sleep most of the time. If they do not have a usual residence to return to, they are counted where they are staying on Census Day.

FOREIGN CITIZENS IN THE UNITED STATES

Citizens of foreign countries living in the United States—Counted at the U.S. residence where they live and sleep most of the time.

Citizens of foreign countries living in the United States who are members of the diplomatic community—Counted at the embassy, consulate, United Nations' facility, or other residences where diplomats live.

Citizens of foreign countries visiting the United States, such as on a vacation or business trip—Not counted in the census.

PEOPLE LIVING OUTSIDE THE UNITED STATES

People deployed outside the United States[1] on Census Day (while stationed or assigned in the United States) who are military or civilian employees of the U.S. government—Counted at the U.S. residence where they live and sleep most of the time, using administrative data provided by federal agencies.[2]

People stationed or assigned outside the United States on Census Day who are military or civilian employees of the U.S. government, as well as their dependents living with them outside the United States—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by federal agencies.

People living outside the United States on Census Day who are not military or civilian employees of the U.S. government and are not dependents living with military or civilian employees of the U.S. government—Not counted in the stateside census.

[1] In this document, "Outside the United States" and "foreign port" are defined as being anywhere outside the geographical area of the 50 United States and the District of Columbia. Therefore, the Commonwealth of Puerto Rico, the U.S. Virgin Islands, the Pacific Island Areas (American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands), and all foreign countries are considered to be "outside the United States." Conversely, "stateside," "U.S. homeport," and "U.S. port" are defined as being anywhere in the 50 United States and the District of Columbia.

[2] Military and civilian employees of the U.S. government who are deployed or stationed/assigned outside the United States (and their dependents living with them outside the United States) are counted using administrative data provided by the Department of Defense and the other federal agencies that employ them. If they are deployed outside the United States (while stationed/assigned in the United States), the administrative data are used to count them at their usual residence in the United States. Otherwise, if they are stationed/assigned outside the United States, the administrative data are used to count them (and their dependents living with them outside the United States) in their home state for apportionment purposes only.

PEOPLE WHO LIVE OR STAY IN MORE THAN ONE PLACE

People living away most of the time while working, such as people who live at a residence close to where they work and return regularly to another residence—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

People who live or stay at two or more residences (during the week, month, or year), such as people who travel seasonally between residences (for example, snowbirds)—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Children in shared custody or other arrangements who live at more than one residence—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

PEOPLE MOVING INTO OR OUT OF A RESIDENCE AROUND CENSUS DAY

People who move into a new residence on or before Census Day—Counted at the new residence where they are living on Census Day.

People who move out of a residence on Census Day and do not move into a new residence until after Census Day—Counted at the old residence where they were living on Census Day.

People who move out of a residence before Census Day and do not move into a new residence until after Census Day—Counted at the residence where they are staying on Census Day.

PEOPLE WHO ARE BORN OR WHO DIE AROUND CENSUS DAY

Babies born on or before Census Day—Counted at the residence where they will live and sleep most of the time, even if they are still in a hospital on Census Day.

Babies born after Census Day—Not counted in the census.

People who die before Census Day—Not counted in the census.

People who die on or after Census Day—Counted at the residence where they were living and sleeping most of the time as of Census Day.

RELATIVES AND NONRELATIVES

Babies and children of all ages, including biological, step, and adopted children, as well as grandchildren—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day. (Only count babies born on or before Census Day.)

Foster children—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Spouses and close relatives, such as parents or siblings—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Extended relatives, such as grandparents, nieces/nephews, aunts/uncles, cousins, or in-laws—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Unmarried partners—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Housemates or roommates—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Roomers or boarders—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Live-in employees, such as caregivers or domestic workers—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Other nonrelatives, such as friends—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

PEOPLE IN RESIDENTIAL SCHOOL-RELATED FACILITIES

Boarding school students living away from their parents' or guardians' home while attending boarding school below the college level, including Bureau of Indian Affairs boarding schools—Counted at their parents' or guardians' home.

Students in residential schools for people with disabilities on Census Day—Counted at the school.

Staff members living at boarding schools or residential schools for people with disabilities on Census Day—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the school.

COLLEGE STUDENTS (and staff living in college housing)

College students living at their parents' or guardians' home while attending college in the United States—Counted at their parents' or guardians' home.

College students living away from their parents' or guardians' home while attending college in the United States (living either on-campus or off-campus)—Counted at the on-campus or off-campus residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/university student housing.

College students living away from their parents' or guardians' home while attending college in the United States (living either on-campus or off-campus) but staying at their parents' or guardians' home while on break or vacation—Counted at the on-campus or off-campus residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/university student housing.

College students who are U.S. citizens living outside the United States while attending college outside the United States—Not counted in the stateside census.

College students who are foreign citizens living in the United States while attending college in the United States (living either on-campus or off-campus)—Counted at the on-campus or off-campus U.S. residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/university student housing.

Staff members living in college/university student housing (such as dormitories or residence halls) on Census Day—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the college/university student housing.

PEOPLE IN HEALTH CARE FACILITIES

People in general or Veterans Affairs hospitals (except psychiatric units) on Census Day, including newborn babies still in the hospital on Census Day—Counted at the residence where they live and sleep most of the time. Newborn babies are counted at the residence where they will live and sleep most of the time. If patients or staff members do not have a usual home elsewhere, they are counted at the hospital.

People in mental (psychiatric) hospitals and psychiatric units in other hospitals (where the primary function is for long-term nonacute care) on Census Day—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in assisted living facilities[3] where care is provided for individuals who need help with the activities of daily living but do not need the skilled medical care that is provided in a nursing home—Residents and staff members are counted at the residence where they live and sleep most of the time.

People in nursing facilities/skilled-nursing facilities (which provide long-term nonacute care) on Census Day—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People staying at in-patient hospice facilities on Census Day—Counted at the residence where they live and sleep most of the time. If patients or staff members do not have a usual home elsewhere, they are counted at the facility.

[3] Nursing facilities/skilled-nursing facilities, in-patient hospice facilities, assisted living facilities, and housing intended for older adults may coexist within the same entity or organization in some cases. For example, an assisted living facility may have a skilled-nursing floor or wing that meets the nursing facility criteria, which means that specific floor or wing is counted according to the guidelines for nursing facilities/skilled-nursing facilities, while the rest of the living quarters in that facility are counted according to the guidelines for assisted living facilities.

PEOPLE IN HOUSING FOR OLDER ADULTS

People in housing intended for older adults, such as active adult communities, independent living, senior apartments, or retirement communities—Residents and staff members are counted at the residence where they live and sleep most of the time.

U.S. MILITARY PERSONNEL

U.S. military personnel assigned to military barracks/dormitories in the United States on Census Day—Counted at the military barracks/dormitories.

U.S. military personnel (and dependents living with them) living in the United States (living either on base or off base) who are not assigned to barracks/dormitories on Census Day—Counted at the residence where they live and sleep most of the time.

U.S. military personnel assigned to U.S. military vessels with a U.S. homeport on Census Day—Counted at the onshore U.S. residence where they live and sleep most of the time. If they have no onshore U.S. residence, they are counted at their vessel's homeport.

People who are active duty patients assigned to a military treatment facility in the United States on Census Day—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in military disciplinary barracks and jails in the United States on Census Day—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

U.S. military personnel who are deployed outside the United States (while stationed in the United States) and are living on or off a military installation outside the United States on Census Day—Counted at the U.S. residence where they live and sleep most of the time, using administrative data provided by the Department of Defense.

U.S. military personnel who are stationed outside the United States and are living on or off a military installation outside the United States on Census Day, as well as their dependents living with them outside the United States—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by the Department of Defense.

U.S. military personnel assigned to U.S. military vessels with a homeport outside the United States on Census Day—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by the Department of Defense.

MERCHANT MARINE PERSONNEL ON U.S. FLAG MARITIME/ MERCHANT VESSELS

Crews of U.S. flag maritime/ merchant vessels docked in a U.S. port, sailing from one U.S. port to another U.S. port, sailing from a U.S. port to a foreign port, or sailing from a foreign port to a U.S. port on Census Day—Counted at the onshore U.S. residence where they live and sleep most of the time. If they have no onshore U.S. residence, they are counted at their vessel. If the vessel is docked in a U.S. port, sailing from a U.S. port to a foreign port, or sailing from a foreign port to a U.S. port, crewmembers with no onshore U.S. residence are counted at the U.S. port. If the vessel is sailing from one U.S. port to another U.S. port, crewmembers with no onshore U.S. residence are counted at the port of departure.

Crews of U.S. flag maritime/ merchant vessels engaged in U.S. inland waterway transportation on Census Day—Counted at the onshore U.S. residence where they live and sleep most of the time.

Crews of U.S. flag maritime /merchant vessels docked in a foreign port or sailing from one foreign port to another foreign port on Census Day—Not counted in the stateside census.

PEOPLE IN CORRECTIONAL FACILITIES FOR ADULTS

People in federal and state prisons on Census Day—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in local jails and other municipal confinement facilities on Census Day—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in federal detention centers on Census Day, such as Metropolitan Correctional Centers, Metropolitan Detention Centers, Bureau of Indian Affairs Detention Centers, Immigration and Customs Enforcement (ICE) Service Processing Centers, and ICE contract detention facilities—Prisoners

are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in correctional residential facilities on Census Day, such as halfway houses, restitution centers, and prerelease, work release, and study centers—Residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

PEOPLE IN GROUP HOMES AND RESIDENTIAL TREATMENT CENTERS FOR ADULTS

People in group homes intended for adults (noncorrectional) on Census Day—Residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in residential treatment centers for adults (noncorrectional) on Census Day—Counted at the residence where they live and sleep most of the time. If residents or staff members do not have a usual home elsewhere, they are counted at the facility.

PEOPLE IN JUVENILE FACILITIES

People in correctional facilities intended for juveniles on Census Day—Juvenile residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in group homes for juveniles (noncorrectional) on Census Day—Juvenile residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

People in residential treatment centers for juveniles (noncorrectional) on Census Day—Counted at the residence where they live and sleep most of the time. If juvenile residents or staff members do not have a usual home elsewhere, they are counted at the facility.

PEOPLE IN TRANSITORY LOCATIONS

People at transitory locations such as recreational vehicle (RV) parks, campgrounds, hotels and motels, hostels, marinas, racetracks, circuses, or carnivals—Anyone, including staff members, staying at the transitory location is counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, or they cannot determine a place where they live most of the time, they are counted at the transitory location.

PEOPLE IN WORKERS' RESIDENTIAL FACILITIES

People in workers' group living quarters and Job Corps Centers on Census Day—Counted at the residence where they live and sleep most of the time. If residents or staff members do not have a usual home elsewhere, they are counted at the facility.

PEOPLE IN RELIGIOUS-RELATED RESIDENTIAL FACILITIES

People in religious group quarters, such as convents and monasteries, on Census Day—Counted at the facility.

PEOPLE IN SHELTERS AND PEOPLE EXPERIENCING HOMELESSNESS

People in domestic violence shelters on Census Day—People staying at the shelter (who are not staff) are counted at the shelter. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

People who, on Census Day, are in temporary group living quarters established for victims of natural disasters—Anyone, including staff members, staying at the facility is counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the facility.

People who, on Census Day, are in emergency and transitional shelters with sleeping facilities for people experiencing homelessness—People staying at the shelter (who are not staff) are counted at the shelter. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

People who, on Census Day, are at soup kitchens and regularly scheduled mobile food vans that provide food to people experiencing homelessness—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the soup kitchen or mobile food van location where they are on Census Day.

People who, on Census Day, are at targeted nonsheltered outdoor locations where people experiencing homelessness stay without paying—Counted at the outdoor location where they are on Census Day.

People who, on Census Day, are temporarily displaced or experiencing homelessness and are staying in a residence for a short or indefinite period of time—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

(Right) Cartoon promoting the 1910 Census in the Minneapolis Journal reminding citizens to "telephone the census man" if they have not been enumerated.

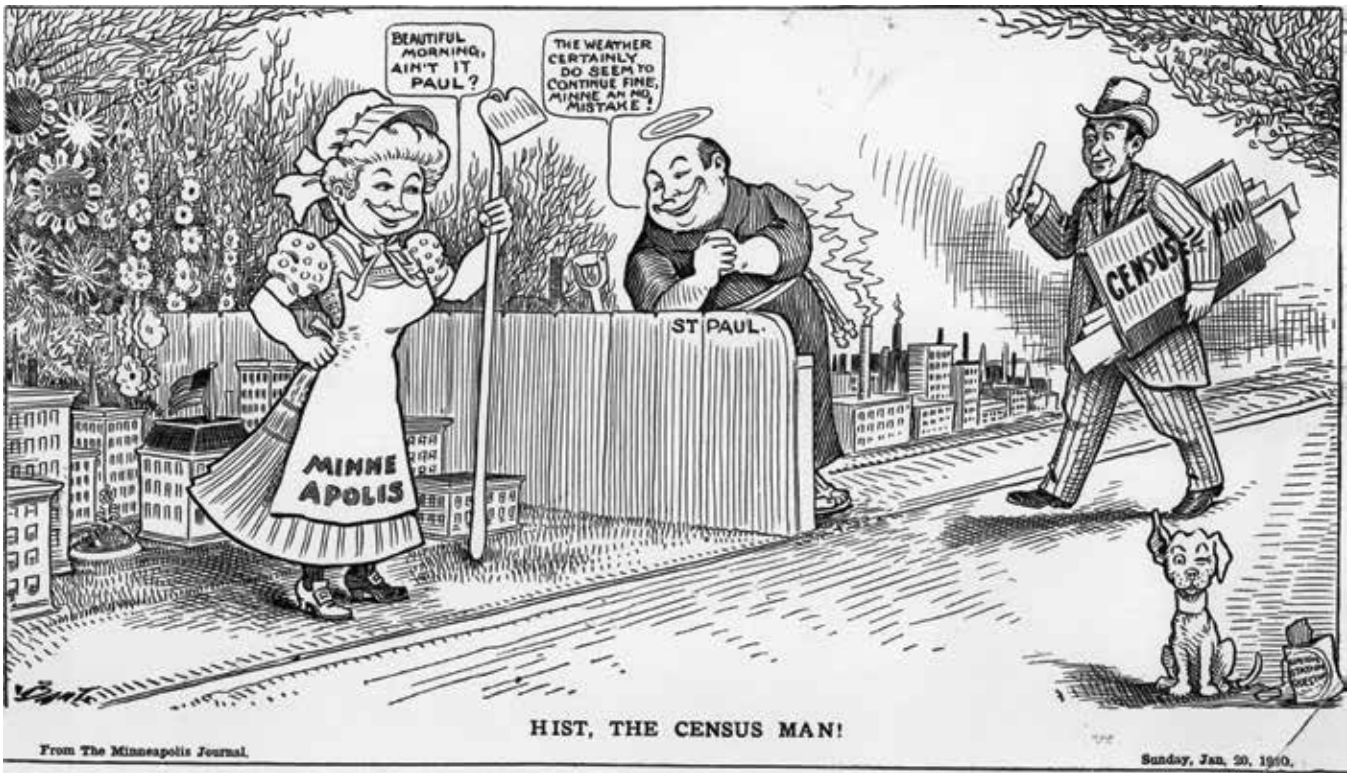
(Below) Minneapolis and St. Paul set aside squabbles in their long-running feud to prepare for the Census.

Both images courtesy Hennepin County Library.

COMING TO HIS CENSUS.

Prominent Cit wakes up to the fact that he has not been counted.

From The Minneapolis Journal. Friday, April 29, 1910.



How Census Data Is Used

Census data is used extensively at all levels of government as well as the private sector. Here are some examples:

- The federal government uses population data to allocate funds in a number of areas:
  - Title 1 grants to educational agencies (school districts across the nation)
  - Head Start programs
  - Women, Infants, and Children (WIC) (food grants)
  - Public transportation
  - Road rehabilitation and construction
  - Programs for the elderly
  - Emergency food and shelter
  - Empowerment zones
- The data help the private sector as well as state and federal governments determine where jobs and job programs are needed.
- Census data help potential homeowners research prop- erty values, median income, and other demographic information about a particular community.
- Corporations use population data for market research to determine locations for commercial enterprises, such as food stores, pharmacies, and other essential services.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over $300 billion in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

SAMPLE RESOLUTION
2020 Census Partnership

WHEREAS the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy;

WHEREAS ___(name of city or county)_____ is committed to ensuring every resident is counted;

WHEREAS federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data and housing;

WHEREAS census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for the an accurate and fair redistricting of state legislative seats, county and city councils and voting districts;

WHEREAS information from the 2020 Census and American Community Survey are vital tools for economic development and increased employment;

WHEREAS the information collected by the census is confidential and protected by law;

WHEREAS a united voice from business, government, community-based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens;

Now, therefore, **BE IT RESOLVED** that ___(name of city or county)_____ is committed to partnering with the U.S. Census Bureau and the State of Minnesota and will:

1. Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all County residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Provide Census advocates to speak to County and Community Organizations.
4. Support census takers as they help our County complete an accurate count.
5. Strive to achieve a complete and accurate count of all persons within our borders

Adopted at ___(name of city or county)_____ Minnesota this _____ day of _____.

SAMPLE RESOLUTION
Creation of the 2020 ___(name of city or county)___
Complete Count Committee

WHEREAS the U.S. Census Bureau is required by the United States Constitution to conduct a count of all persons; and

WHEREAS the Census count requires extensive work, and the Census Bureau requires partners at the state and local level to insure a complete and accurate count;

WHEREAS the ___(name of city or county)___ Complete Count Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community;

WHEREAS the ___(name of city or county)___ Complete Count Committee will work with the Census Bureau and the State of Minnesota to strive for an accurate count.

NOW THEREFORE, BE IT RESOLVED that ___(name of city or county)___ establishes a 2020 Census Complete Count Committee.

One City's Experience...

An abridged version of the Final Report on 2010 Census Preparation from the City of Minneapolis. The full report is available at www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-081234.pdf

Final Report
2010 Census Preparation and Outreach
(ABRIDGED 1/23/2018. Full Report at www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1q-069148.pdf)

Jeff Schneider
Community Planning and Economic Development
Hannah Garcia
Center for Urban and Regional Affairs University of Minnesota

December 16, 2010

1

Local Resources

- City staff team
- $100 K in one-time funds for outreach support:
  $80 K → CURA $20 K → printing, mailing, utility bill insert, etc.
- Complete Count Committee participants
- Other community partners
- Local media
- Other local governments, State Demography Office

Outreach Challenges

- Unfamiliarity with Census process, form
- Fear
- Apathy
- Language and cultural barriers
- Upheaval in housing market . . . many people displaced
- National fall off in survey response rates since 2000

Key Outreach Components

- Complete Count Committee
- Other community partners
- Local community media
- City web site and listserv
- Census Bureau staff, materials, advertising

Key Outreach Strategies

- Community organizing approach
- Community leaders' expertise and knowledge
- Partnership-building around mutual interests

Complete Count Committee

- 14 meetings over 13 months
- Multiple locations across the city
- 50+ participants
- 14 door-knocking and canvass events
- Over 30 outreach events – with forms - in spring

Co-chairs - Sara Hernandez (McKnight Foundation) and Saeed Fahia (Confederation of Somali Communities)

Key Outreach Strategies

- Community based
- Culturally, linguistically appropriate
- Attendance at community meetings
- Organizing special events
- Door-knocking/flyers
- Direct Mail [e.g. utility bill insert, March 2010]
- Local community media, especially radio and TV
- Social media

Key Outreach Strategies, cont'd

- January 2010 training event for volunteers
- Toolkit for neighborhood and community groups
- Locally and culturally relevant outreach materials
- Technical assistance
- Organizing support

Multi-Lingual Communication

Learnings, Recommendations

- Identify local resources . . . start one year ahead
- Identify community partners . . . they can help shape the message:
  why is the Census important to YOU
- Multi-media, multi-lingual, multi-cultural
- Face to face communication

Learnings, Recommendations, cont'd

- Significant fundraising for the Census campaign
- Financial and outreach support
- Community organizing approach
- Central location for outreach resources, materials
- Focus on "hard to count" communities

Results

- Improved Census participation rates
- Positive sentiments around civic engagement in immigrant communities
- Improved relationship between the City and community organizations
- Greater connection between community members and their local organizations

Tips for Greater Minnesota CCCs

While some of the experiences listed on the previous two pages could apply to any community in Minnesota, here are some tips we've received from Greater Minnesota communities who had complete count committees during the 2010 Census. (It's good advice for big cities too!)

Snow Birds

Many people with winter places down south aren't back in home in Minnesota when Census forms are mailed out in March. Make sure that they know **before they leave for the winter** that their census forms should reflect their permanent Minnesota residence. *(See the Residency section on page 30.)*

Public Schools and Libraries

Schools and libraries are great ways to get the word out about the 2020 Census. They interact with immigrant communities extensively, and are trusted sources for census information.

Also, with the availability of online census form submission, libraries are the only source of internet access for many people in rural areas. Make them a part of your Complete Count Committee team.

Everyone counts!

Reach out to *all* the faith communities. *All* the organizations and nonprofits serving people. Don't let differences in faith or culture keep anyone from participating, or from being encouraged to participate in the 2020 Census.

Your community's count be more accurate, and the benefit from this unique, once-in-a-decade opportunity to work together on a shared goal will last well beyond the 2020 Census.

GOT A TIP? SHARE IT!

demography.helpline@state.mn.us

Glossary

The 2020 Census From A to Z

Advance Letter
A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

American Community Survey (ACS)
A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it will replace the long form for the 2020 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic entities and population groups.

Census
A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (See decennial census.)

CCC
See Complete Count Committee

Census Bureau
An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

Census Day
The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2020, is the reference date, Census Day, for the 2020 Census.

Census in Schools (CIS)
A national program component of the 2020 Census with an emphasis on kindergarten through eighth grade students in schools located in hard to count areas. The purpose of Census in Schools is to educate all of the nation's K–12 students about the importance of the 2020 Census.

Commitment
An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)
A volunteer committee established by tribal, state, and local governments, and/or community organizations leaders to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality
The guarantee made by law (Title 13, United States Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

Decennial Census
The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

Early Local Census Offices (ELCO)

A temporary office opened to conduct early census operations such as check addresses and develop and refine the Master Address File for mailing census questionnaires.

Enumeration
The process of interviewing people and recording the information on census forms.

Enumerator
A Census Bureau employee who collects census information by visiting households during census field operations.

Governmental Unit (GU)
A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

Hard to Count (HTC)
Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, low-income, etc.

Hard to Enumerate (HTE)
An area for which the environment or population may present difficulties for enumeration.

Highest Elected Official (HEO)
The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

Household (HH)
A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)
A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

Local Census Office (LCO)
A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting living quarters to conduct the 2020 Census.

LUCA
Local Update of Census Addresses. Prior to the Census, local units of government check the Census Bureau's address list with their address databases and report changes to the Census Bureau.

Mailout/Mailback (MO/MB)
A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to com- plete and mail the questionnaires to a specified data capture center.

Mail Return Rate (MRR)
The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed, and the final number of occupied housing units is determined.

Master Address File (MAF)
A Census Bureau computer file of every address and physical location, including their geographic locations,

that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

Nonresponse (NR)
A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

Nonresponse Follow-up (NRFU)
A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

Partner
A partner is a group or individual that commits to participate in some way with census activities.

Partnership
An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

Partnership Specialist
The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

Privacy Act
The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

Questionnaire Assistance Center (QAC)
A center established by a local census office to assist people with completing their questionnaires. For Census 2000, the centers were established in community centers, large apartment buildings, churches, and so forth. The centers are staffed by Census Bureau employees. QAC's are open when census questionnaires are mailed, about 4 weeks from mid-March to mid-April 2020.

Regional Census Center (RCC)
One of 12 temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

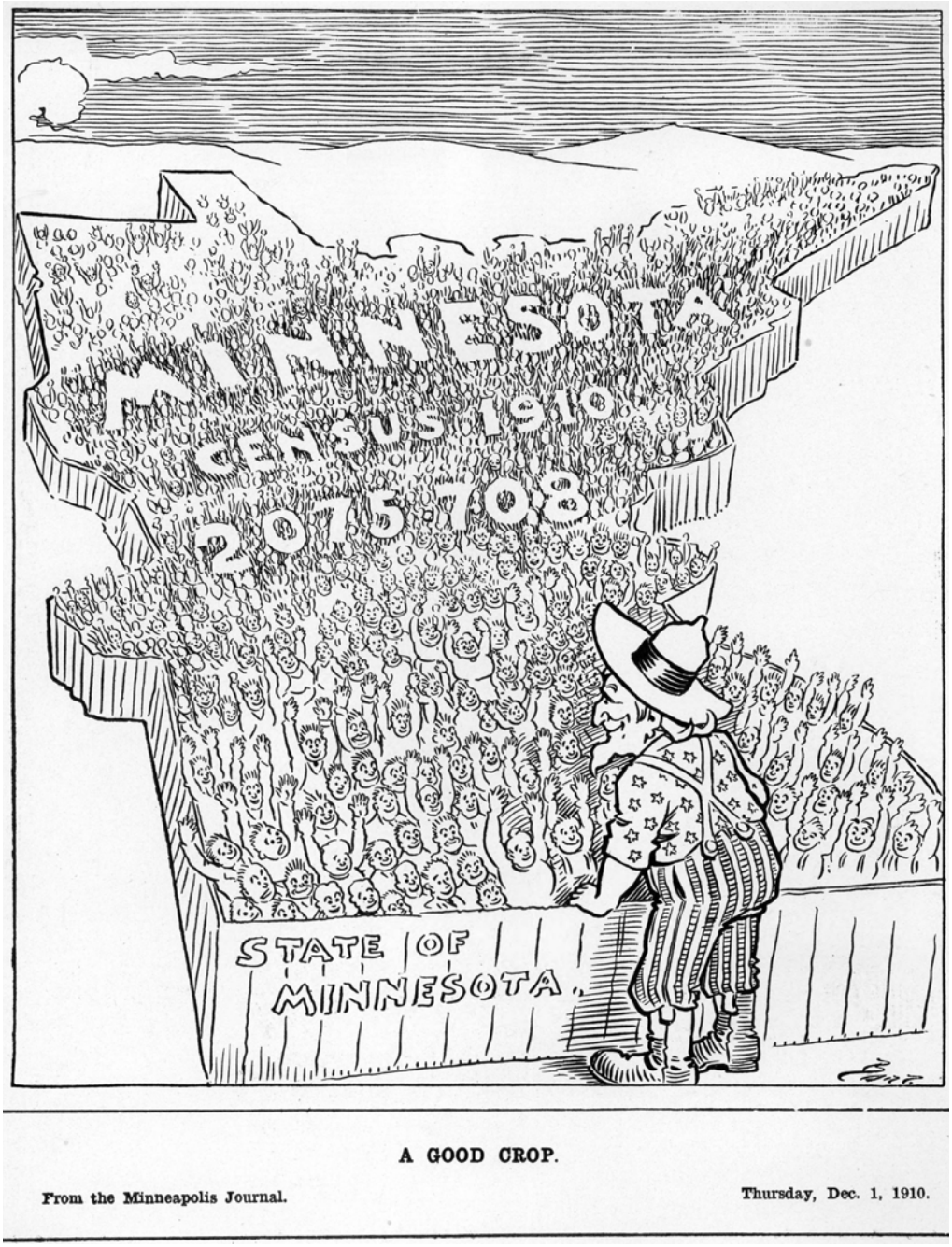
Regional Office (RO)
One of 12 permanent Census Bureau offices that direct and advise local census offices for the 2020 Census. The Regional Office also conducts one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

Respondent
The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

SDC
State Demographic Center, shorthand for the Minnesota State Demographic Center, Minnesota's liaison with the US Census. It is a division of the Minnesota Department of Administration.

Title 13 (U.S. Code)
The law under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Value Added
Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for testing or training, use of staff time, and use of other business resources.



1910 cartoon trumpets Census results, when Minnesota topped 2 million residents for the first time.

The 2010 Census counted 5.311 million in Minnesota.

***The enumeration in 2020?** That depends on how well we all do to maximize census participation!*