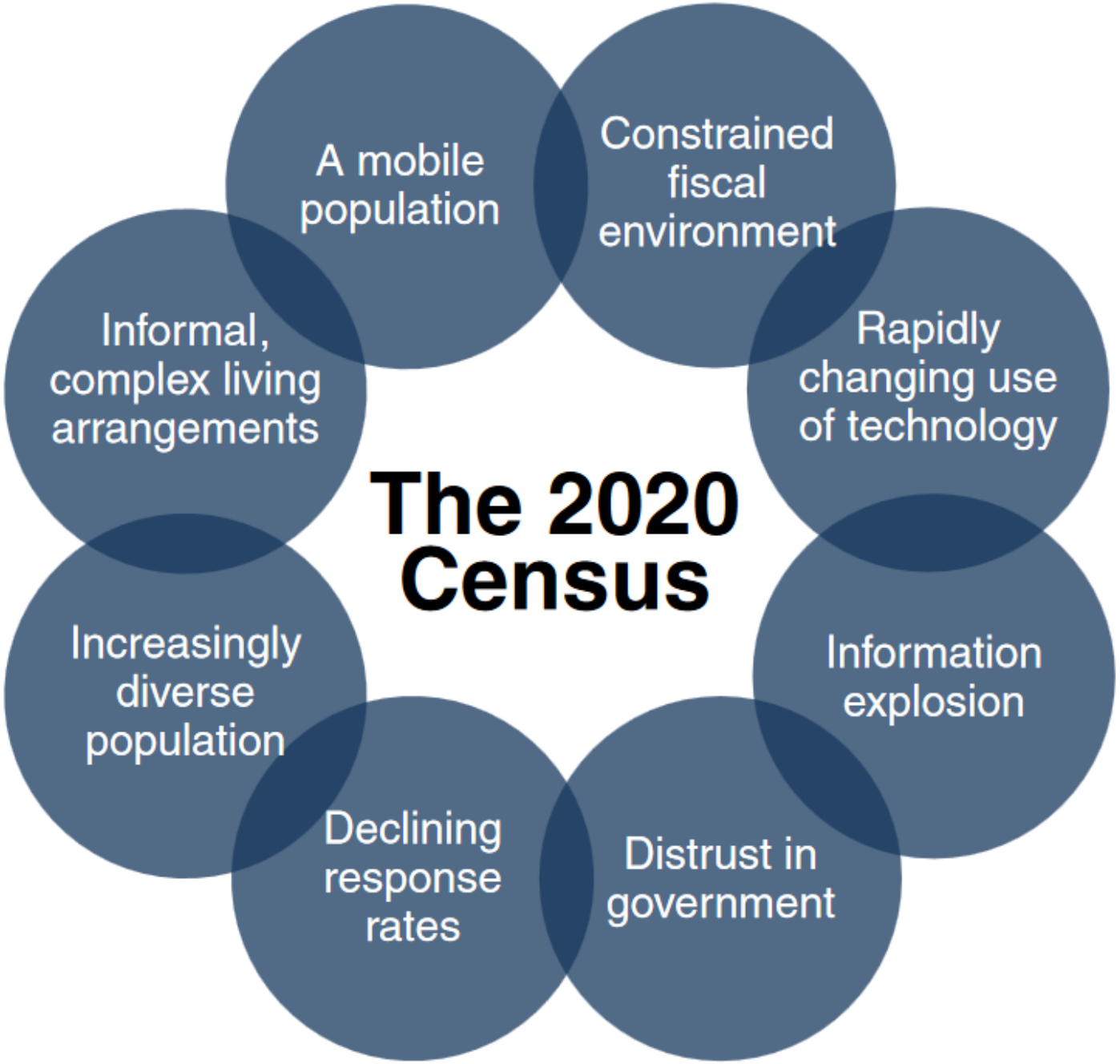
MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

Association of Metropolitan School Districts (AMSD)

Susan Brower, Minnesota State Demographer
August 9, 2019

The SDC is conveniently located in the Centennial Office Building


The 2020 Census
A mobile population
Constrained fiscal environment
Rapidly changing use of technology
Information explosion
Distrust in government
Declining response rates
Increasingly diverse population
Informal, complex living arrangements

United States Census 2010

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people = ☐☐

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

First Name ☐☐☐☐☐☐☐☐☐☐☐☐ MI ☐

6. What is Person 1's sex? *Mark* ☒ *ONE box.*

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.

Age on April 1, 2010	Month	Day	Year of birth
☐☐☐	☐☐	☐☐	☐☐☐☐

➜ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ **No,** not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

9. What is Person 1's race? *Mark* ☒ *one or more boxes.*

NATIONAL COPY

Answering the Census is Safe

The Law Protects Your Answers.

By law, the Census Bureau cannot share your answers with the IRS, FBI, Welfare, Immigration or any other government agency. No court of law, not even the President of the United States, can find out your answers. And the same law that keeps your answers out of the hands of these agencies, prevents the Census Bureau from selling or giving away your address to people who want to send you mail.

Highly Motivated Employees Protect Your Answers.

Census workers are sworn for life to secrecy. They know that if they give out any information they see on a form, they can face a $250,000 fine and a five-year prison term. Census workers must pass security and employment reference checks. Protecting the privacy of people who reply to the census is an important part of every census takers training.

Technology Protects Your Answers.

The Census Bureau protects your information with numerous security measures, including electronic barriers, scrambling devices and dedicated lines. Your answers are combined with others to produce the statistical summaries that are published. No one can connect your answers with your name or address.

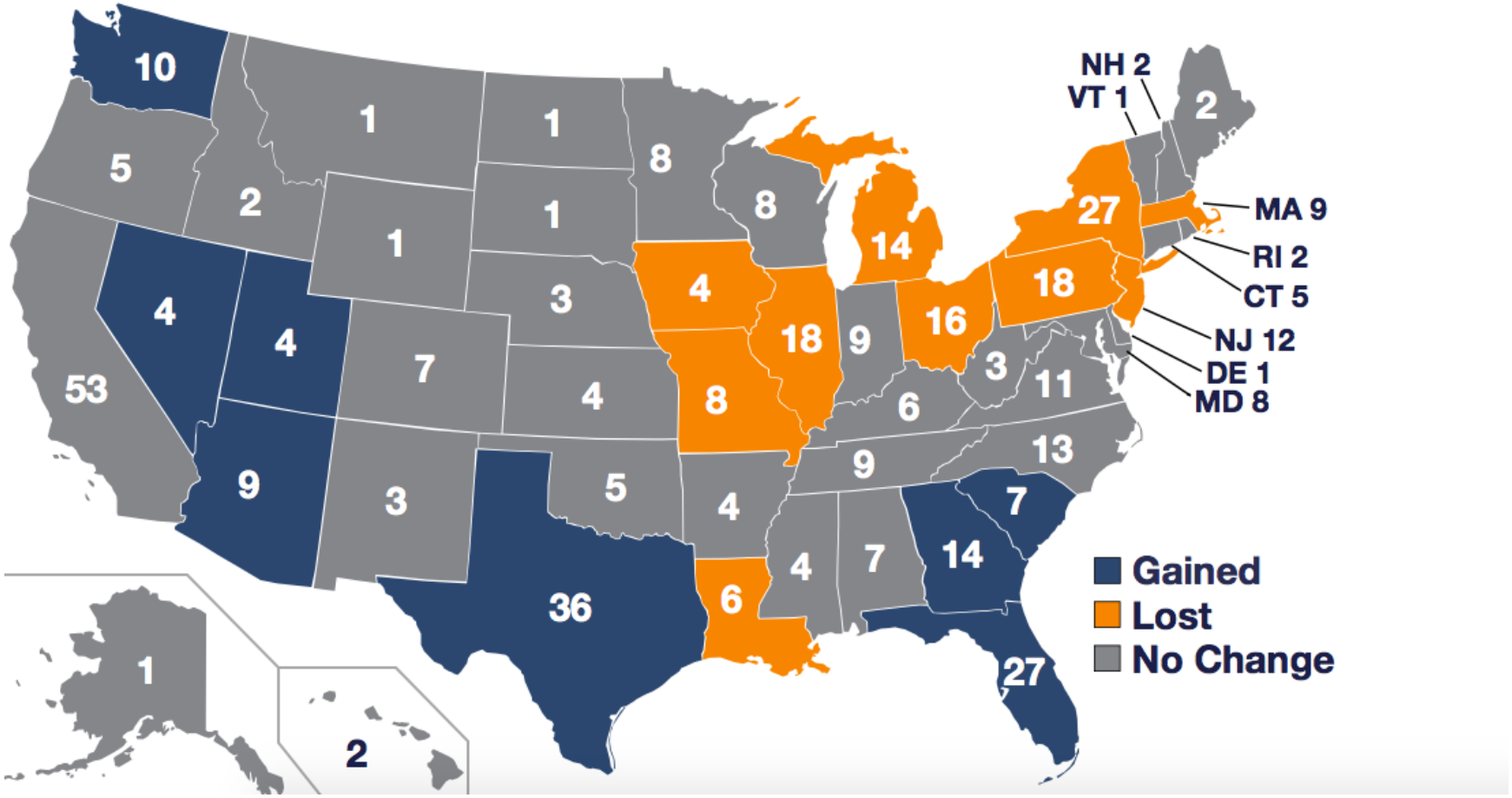
The 2020 Census is about:

Equal representation

Fair distribution of resources

Data to make smart decisions

2010 Congressional Reapportionment



Election Data Services Estimates and Projections 2018

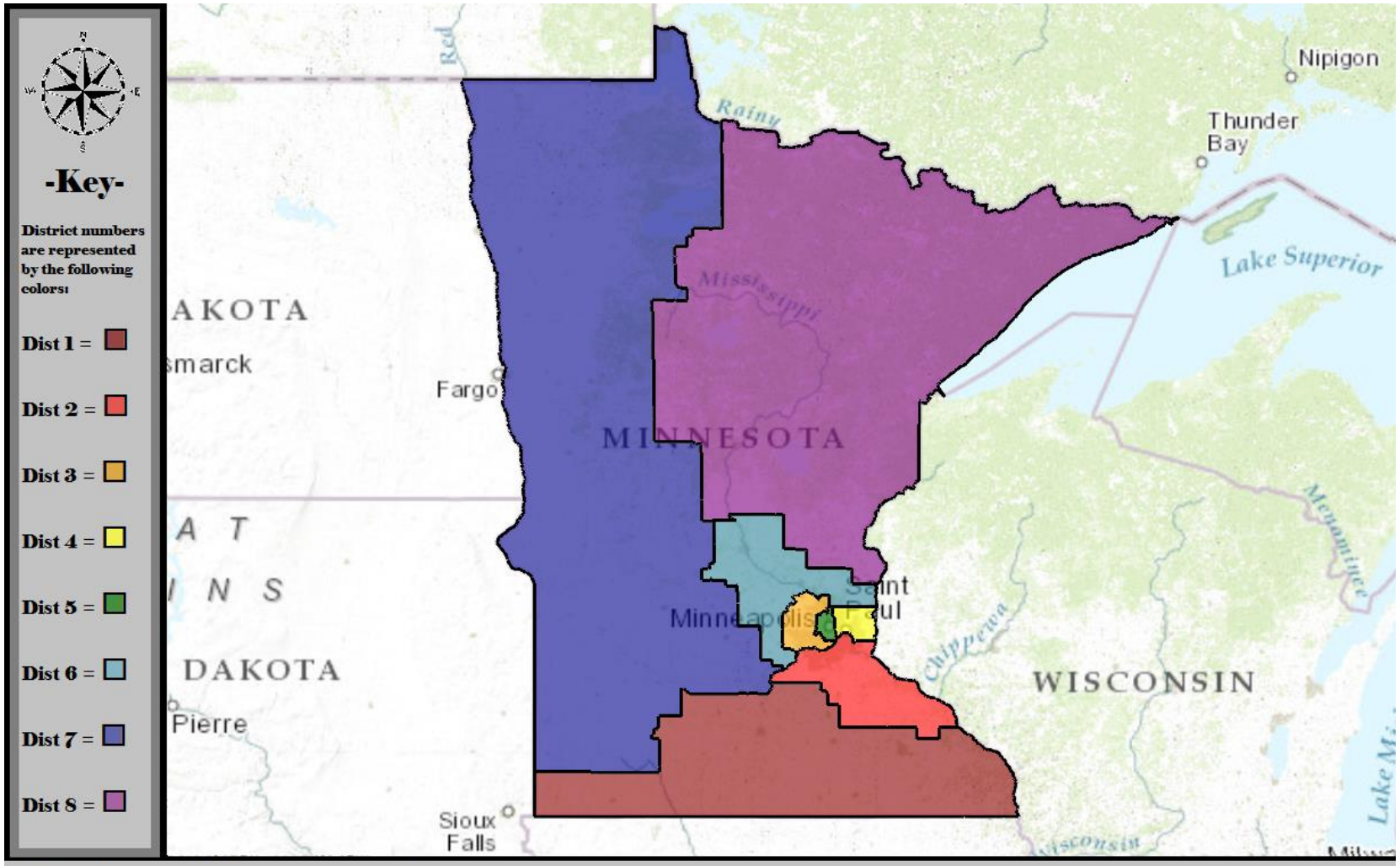
States Gaining Districts (7)

Arizona +1 (from 9 to 10)
Colorado +1 (from 7 to 8)
Florida +2 (from 27 to 29)
Montana +1 (from At-large to 2)
North Carolina +1 (from 13 to 14)
Oregon +1 (from 5 to 6)
Texas +3 (from 36 to 39)

States Losing Districts (8 or 10)

Alabama -1 (from 7 to 6)
California -1 or even (from 53 to 52 or no change)
Illinois -1 (from 18 to 17)
Michigan -1 (from 14 to 13)
Minnesota -1 or even (from 8 to 7 or no change)
New York -2 (from 27 to 25)
Ohio -1 (from 16 to 15)
Pennsylvania -1 (from 18 to 17)

How might Minnesota congressional districts change if the state were to lose a seat?



United States Congressional Districts in Minnesota: Since 2013
Digital Boundary Definitions of United States Congressional Districts, http://cdmaps.polisci.ucla.edu

Census counts guide the distribution of dollars

- **15 billion** federal dollars distributed to Minnesota each year on the basis of census data
- **$2,796** per person is allocated by the federal government to Minnesota each year (that's about **$27,960** per person over the decade)

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		**$15,207,106,372**			
Medical Assistance Program (Medicaid)	HHS	$6,660,375,000	Community Facilities Loans/Grants	USDA	$60,836,493
Federal Direct Student Loans	ED	$3,043,012,113	Supporting Effective Instruction State Grants	ED	$30,679,537
Supplemental Nutrition Assistance Program	USDA	$602,563,639	Crime Victim Assistance	DOJ	$37,494,424
Medicare Suppl. Medical Insurance (Part B)	HHS	$591,124,896	CDBG Entitlement Grants	HUD	$30,945,912
Highway Planning and Construction	DOT	$659,896,484	Public Housing Capital Fund	HUD	$30,856,000
Federal Pell Grant Program	ED	$431,500,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	$24,696,066
Section 8 Housing Choice Vouchers	HUD	$237,106,000	Water and Waste Disposal Systems for Rural Communities	USDA	$46,764,884
Temporary Assistance for Needy Families	HHS	$267,984,886	Social Services Block Grant	HHS	$26,965,173
Very Low to Moderate Income Housing Loans	USDA	$475,752,332	Rural Rental Assistance Payments	USDA	$22,747,230
Title I Grants to LEAs	ED	$158,612,024	Business and Industry Loans	USDA	$27,483,000
State Children's Health Insurance Program	HHS	$98,575,000	Career and Technical Education - Basic Grants to States	ED	$16,684,637
National School Lunch Program	USDA	$165,375,000	Homeland Security Grant Program	DHS	$9,575,284
Special Education Grants	ED	$196,437,300	WIOA Dislocated Worker Grants	DOL	$8,243,923
Section 8 Housing Assistance Payments Program	HUD	$185,190,261	HOME	HUD	$9,711,957
Federal Transit Formula Grants	DOT	$76,481,000	State CDBG	HUD	$16,995,275
Head Start	HHS	$119,066,495	WIOA Youth Activities	DOL	$8,629,664
WIC	USDA	$102,073,000	WIOA Adult Activities	DOL	$8,050,163
Title IV-E Foster Care	HHS	$55,285,488	Employment Service/Wagner-Peyser	DOL	$19,884,589
Health Care Centers	HHS	$37,972,966	Community Services Block Grant	HHS	$8,964,764
School Breakfast Program	USDA	$50,994,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	$10,778,522
Rural Electrification Loans and Loan Guarantees	USDA	$78,631,000	Cooperative Extension Service	USDA	$13,627,154
Public and Indian Housing	HUD	$45,936,000	Native Amer. Employment & Training	DOL	$726,310
Low Income Home Energy Assistance	HHS	$113,774,946			
Child and Adult Care Food Program	USDA	$63,810,000	***Federal Tax Expenditures***		**$240,594,854**
Vocational Rehabilitation Grants to the States	ED	$51,909,354	Low Income Housing Tax Credit	Treas	$147,397,108
Child Care Mandatory and Matching Funds	HHS	$52,561,000	New Markets Tax Credit	Treas	$93,197,746
Unemployment Insurance Administration	DOL	$46,450,000			
Federal Transit - Capital Investment Grants	DOT	$2,911,920	***Federal Procurement Programs***		**$11,474,721**

How will Minnesota residents know what to do?

- When it's time to respond, most households will receive an invitation in the mail.
- Every household will have the option of responding online, by mail, or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	**You'll receive:**
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	If you haven't responded yet:
March 26–April 3	A reminder postcard.
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before we follow up in person.

What can your organization do to support the 2020 Census in Minnesota?

- Sign up to be part of the We Count MN network (this will make sure you get the We Count MN content)
  - Put We Count MN content in your regular newsletters
  - Use Social Media to distribute We Count MN content
  - Put We Count MN content on your websites
  - Send 1-5 email blasts between now and May 2020 to your existing lists with series of "census asks" (We Count MN to provide the content--commit to census, apply for census jobs, sign up to be an apartment captain, remember to fill out your form)
- Add We Count MN content with materials that are regularly distributed to clients, employees, constituents
- Organize "Commit to Census" outreach event(s)
- Organize Census Response Table(s)

2020 Census Roadmap

The 2020 Census Statistics in Schools (SIS) program is being developed and implemented to increase awareness of, and the overall public response to, the decennial census by engaging administrators, teachers, students, and their parents/guardians in public conversations about the census. Additionally, the program will continue to promote understanding of statistical concepts and introduce the use of data to students in a variety of subjects.

March 2019

Start Now!

New materials and worksheets will be coming, but get started with the SIS program now by checking out **www.census.gov/schools.** You'll find a wealth of resources like worksheets, fun facts and data tools that help students in grades K-12 learn key skills in a variety of subjects all by using Census Bureau data.

August 2019

Check it Out!

New worksheets that teach all about the 2020 Census and the importance of being counted are posted to the SIS website. These lessons have been created by educators across the country in conjunction with Census Bureau data experts.

Preschool Fun!

Little ones can join in the SIS excitement. New worksheets for children ages 2-5 will be posted on the website. Additionally, check out the other great activities like a coloring and activity book and interactive song that teaches our youngest learners all about the 2020 Census.

Sept. 2019

Back to School!

Principals across the country will receive administrator kits that include many of the great materials the 2020 SIS program has to offer. Go to your principal to see the colorful maps, promotional items and other SIS materials.

Dec. 2019

Video Delight!

Check out the cool new videos and webisodes that help children understand what the decennial Census is and why it's important that everyone be counted.

March 2020

SIS Week March 2-6!

For a whole week in schools across the country educators will join forces to show how students can use the SIS program in their classrooms.

April 2020

Census Day April 1, 2020!

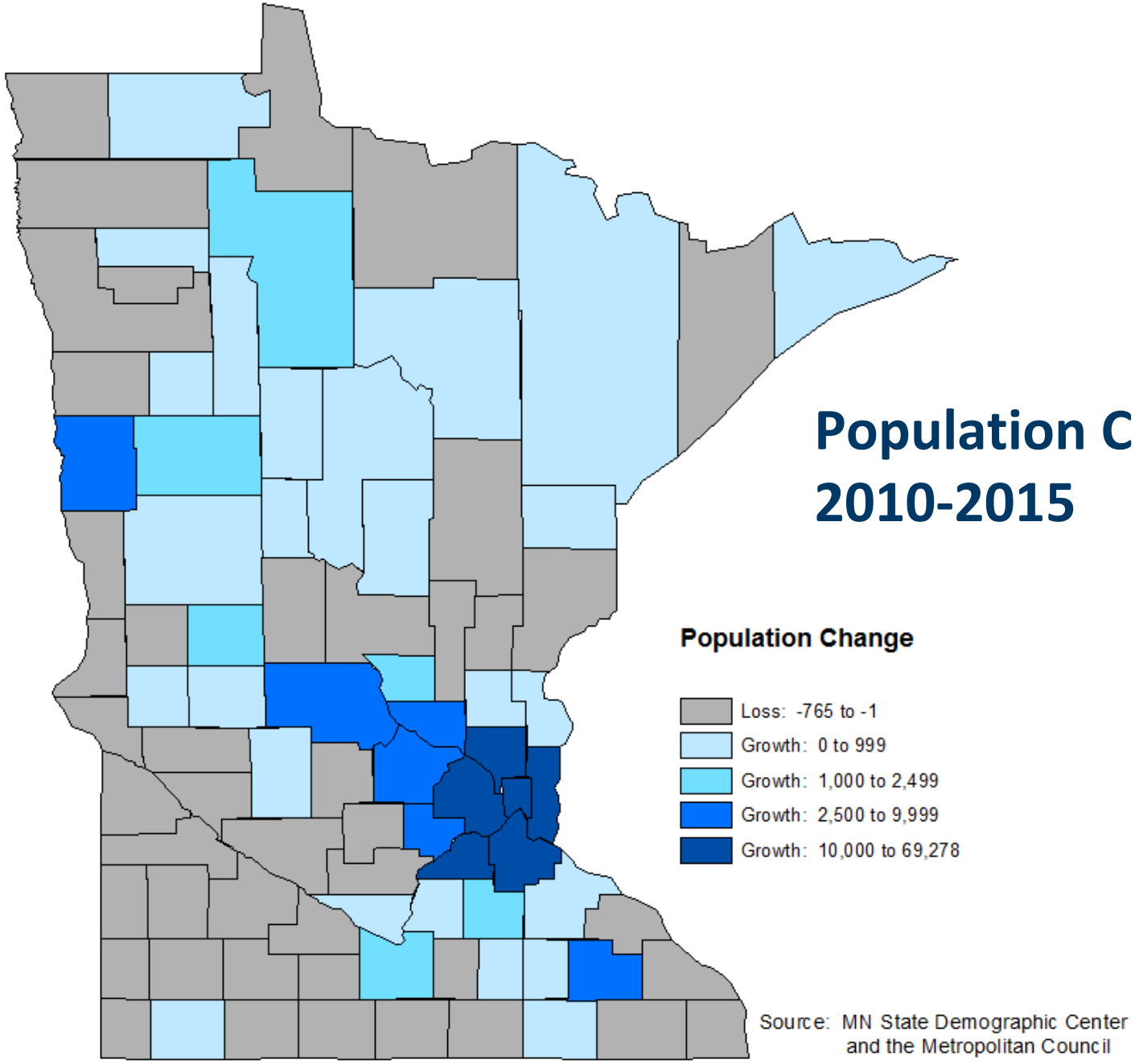
The 2020 Census will be officially open. Help your community by reminding your students to tell their caregivers to complete the 2020 Census form. Remember the Census provides funding for a variety of resources that help your school and community.

Where will we see growth?

2010-2017

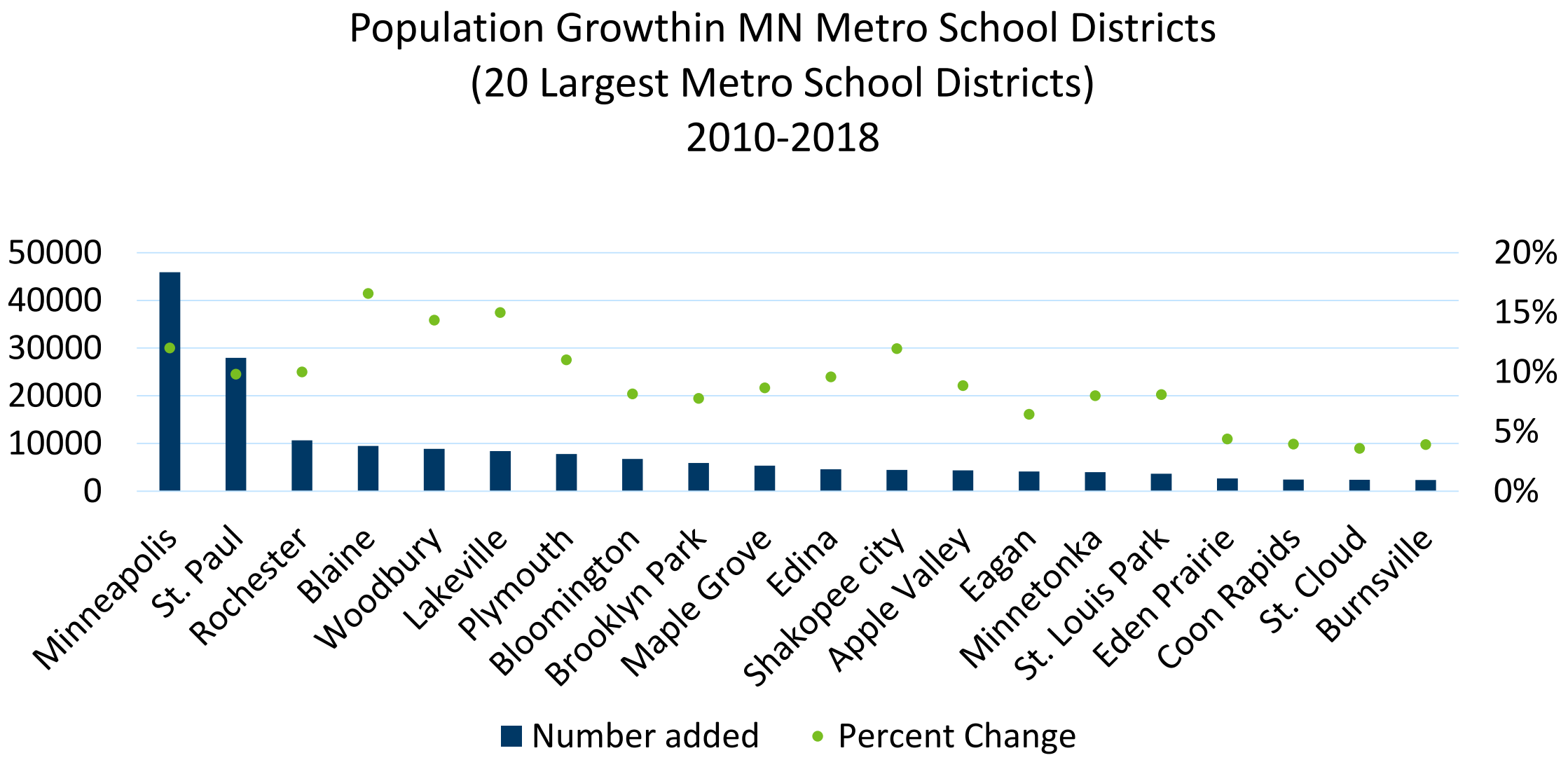
Majority of the growth (83%) occurred in 7-county metro

- MN grew by 274,000 in 7 years
- Hennepin and Ramsey added 135,00 jointly



Population Change, 2010-2015

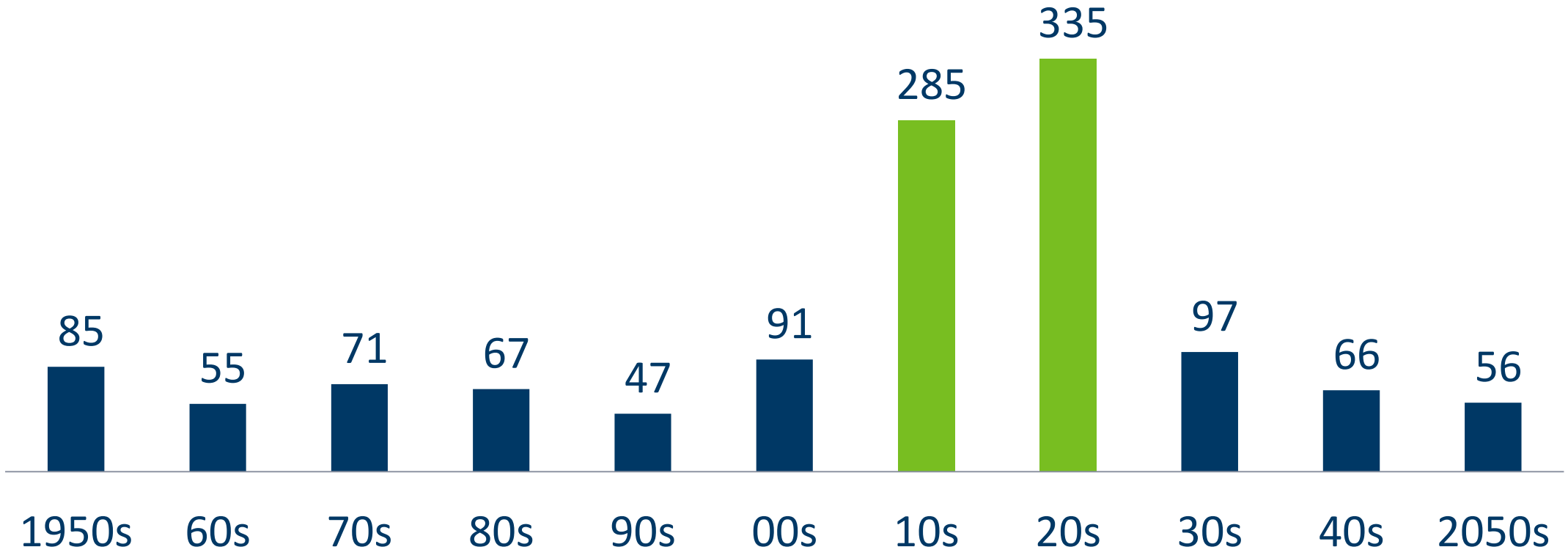
Minneapolis and St. Paul have led growth in the 2010s



What economic circumstances will affect our students’ future?

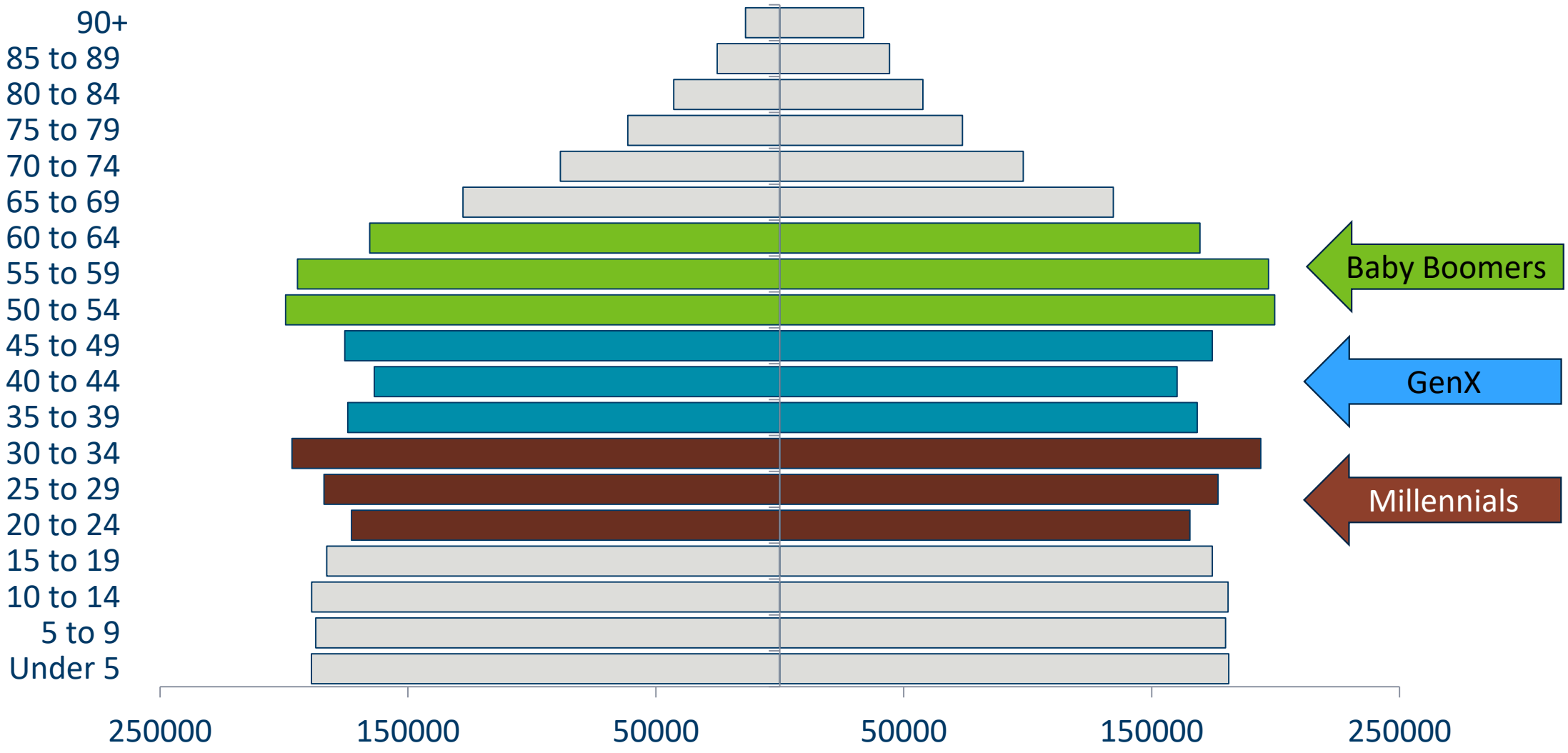
This decade and next: Unprecedented increases in MN's 65+ population

Change in older adults, age 65+ (in thousands)



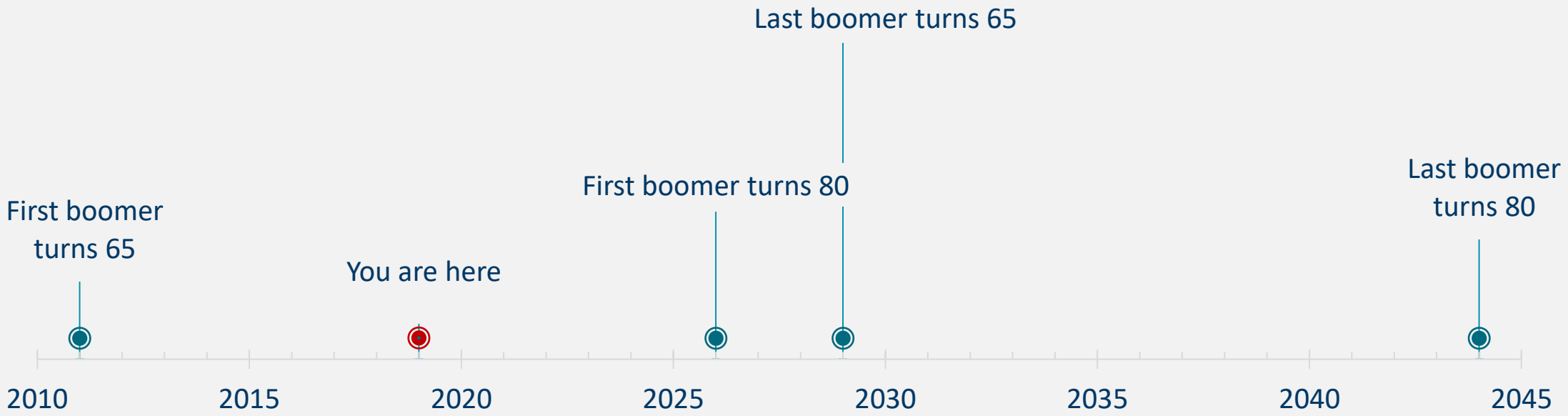
Sources: U.S. Census Bureau, MN State Demographic Center

Population by age and sex
Minnesota, 2015

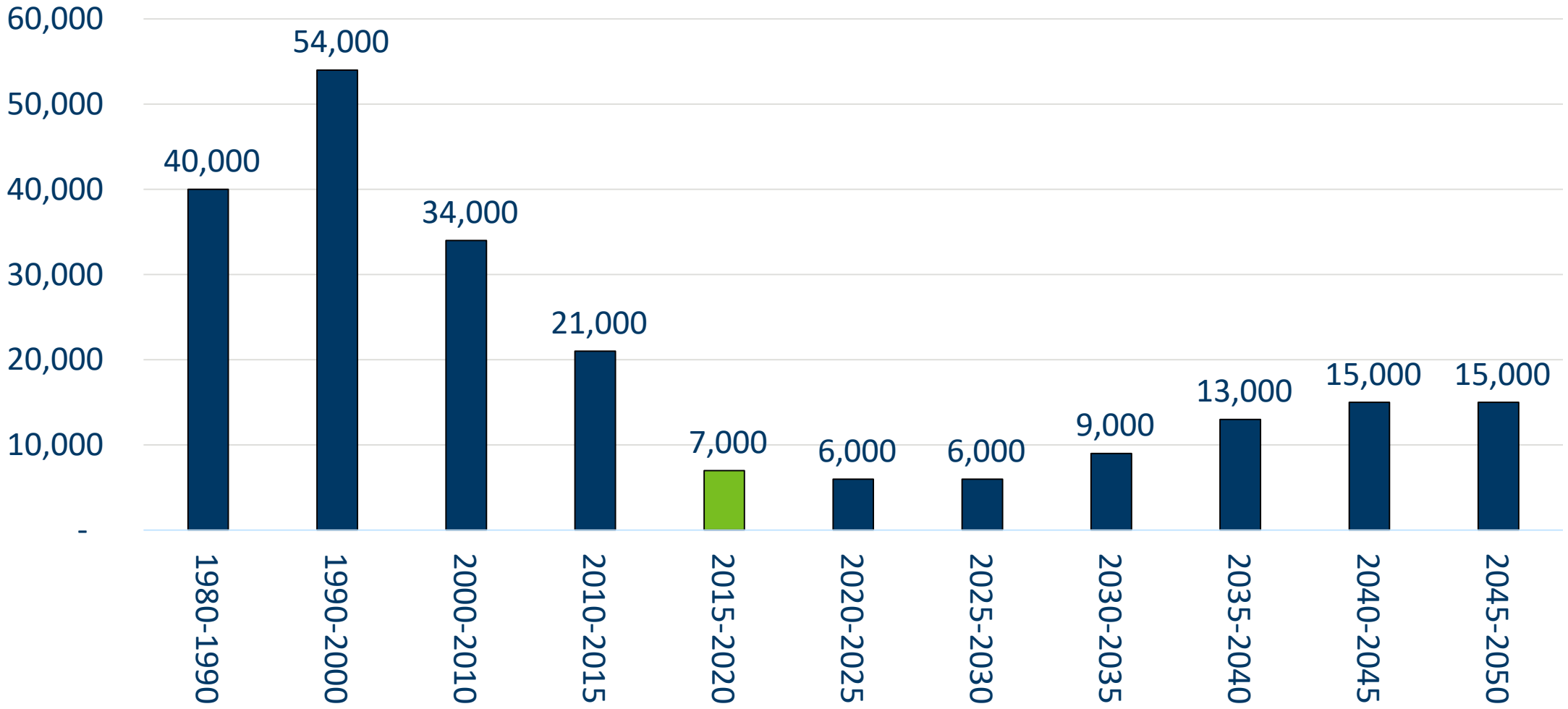


Source: MN State Demographic Center Projections

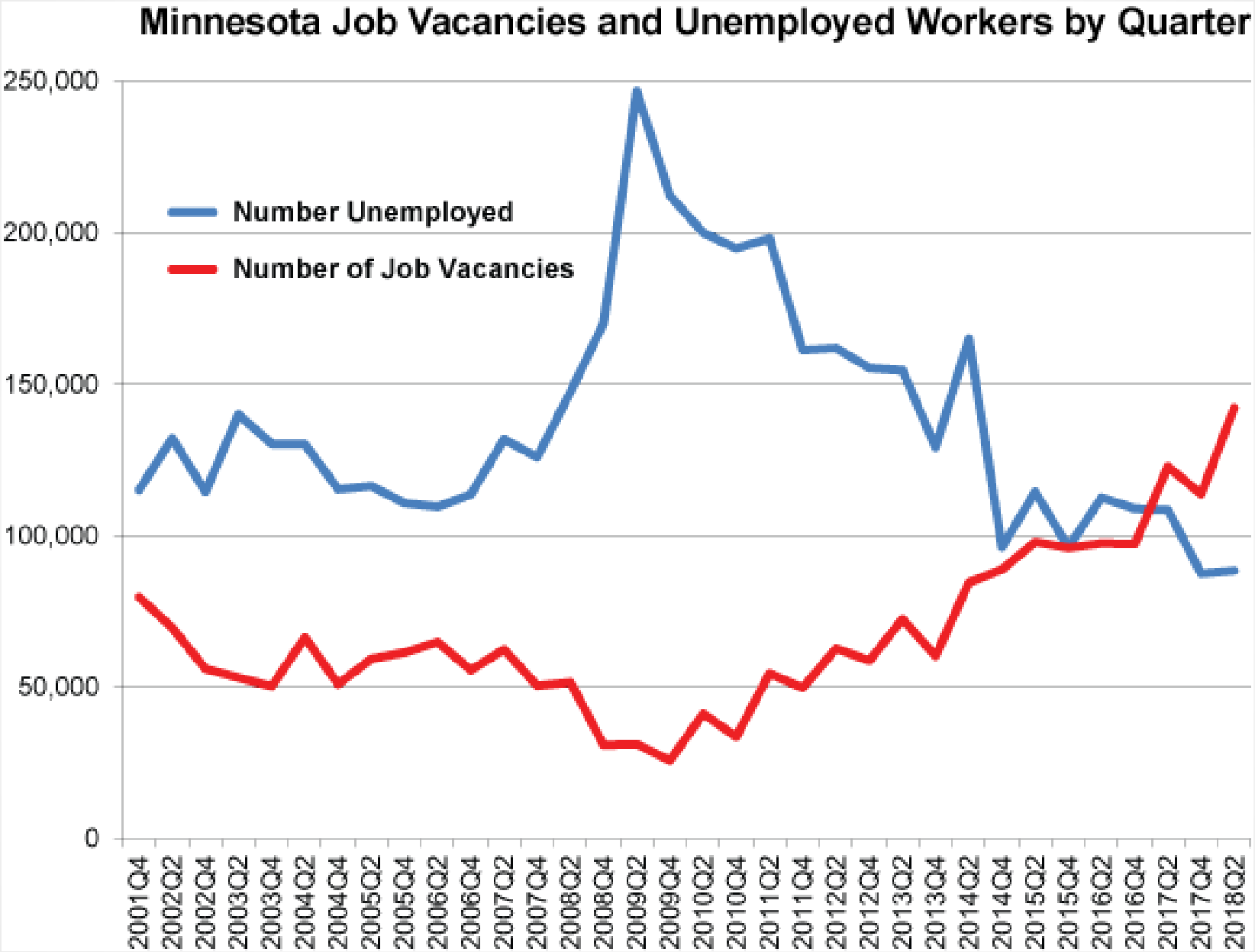
The transition to an older Minnesota has just begun



Minnesota's labor force growth is projected to slow further over the next 10 years

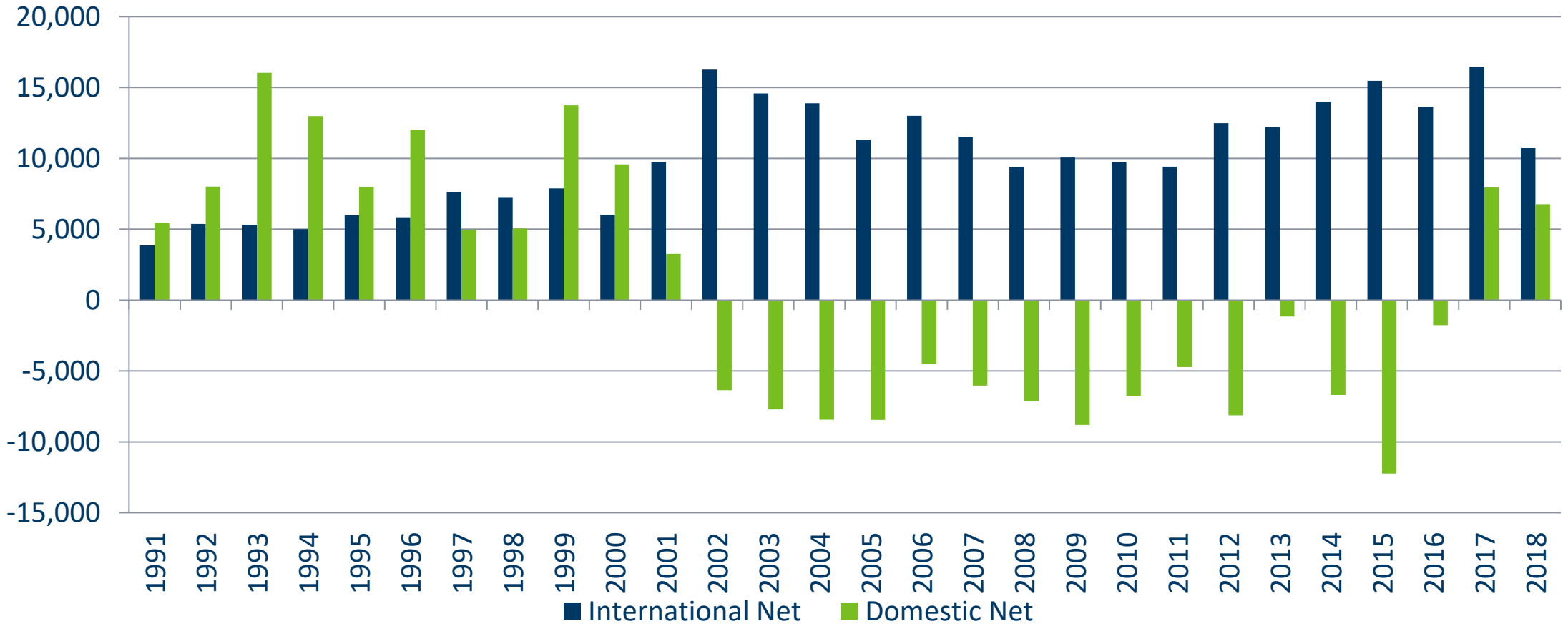


Source: U.S. Census Bureau (1980—2015) & MN State Demographic Center Projections (2015-2045)



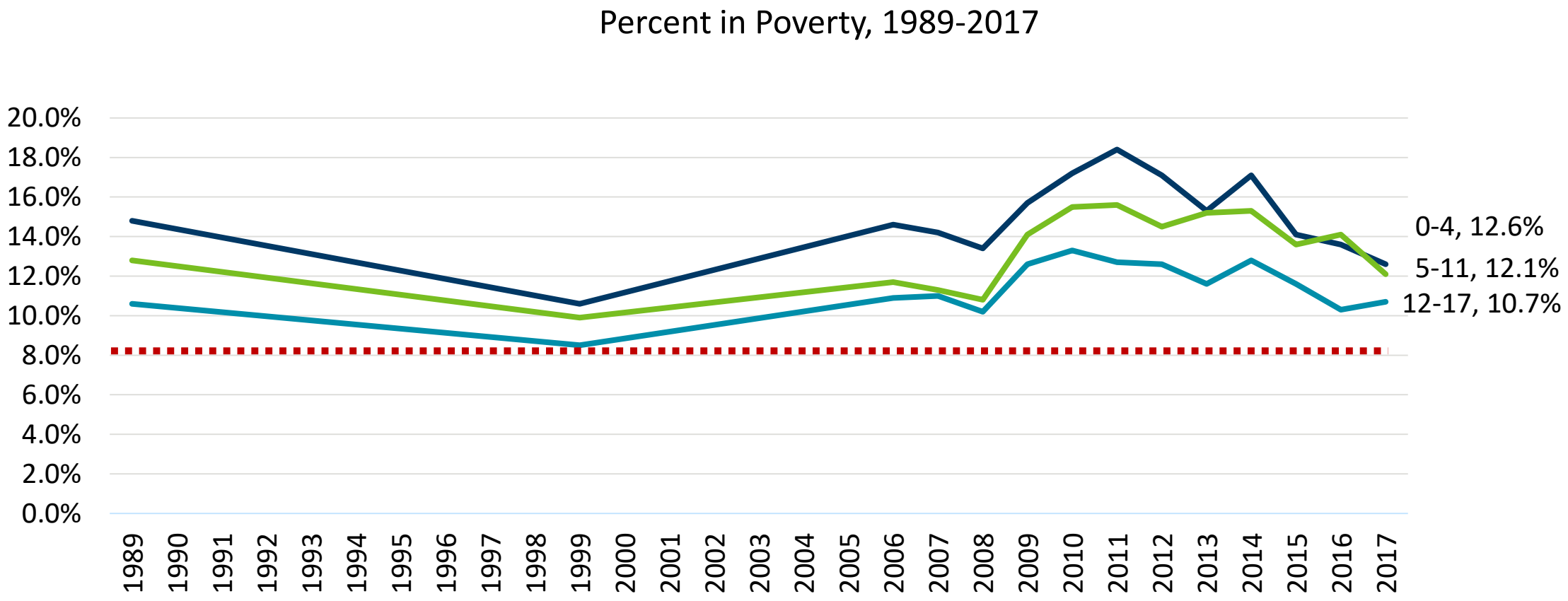
Source: Minnesota Job Vacancies Survey, MN DEED

All Ages: Net in-migration to Minnesota has increased in the past two years



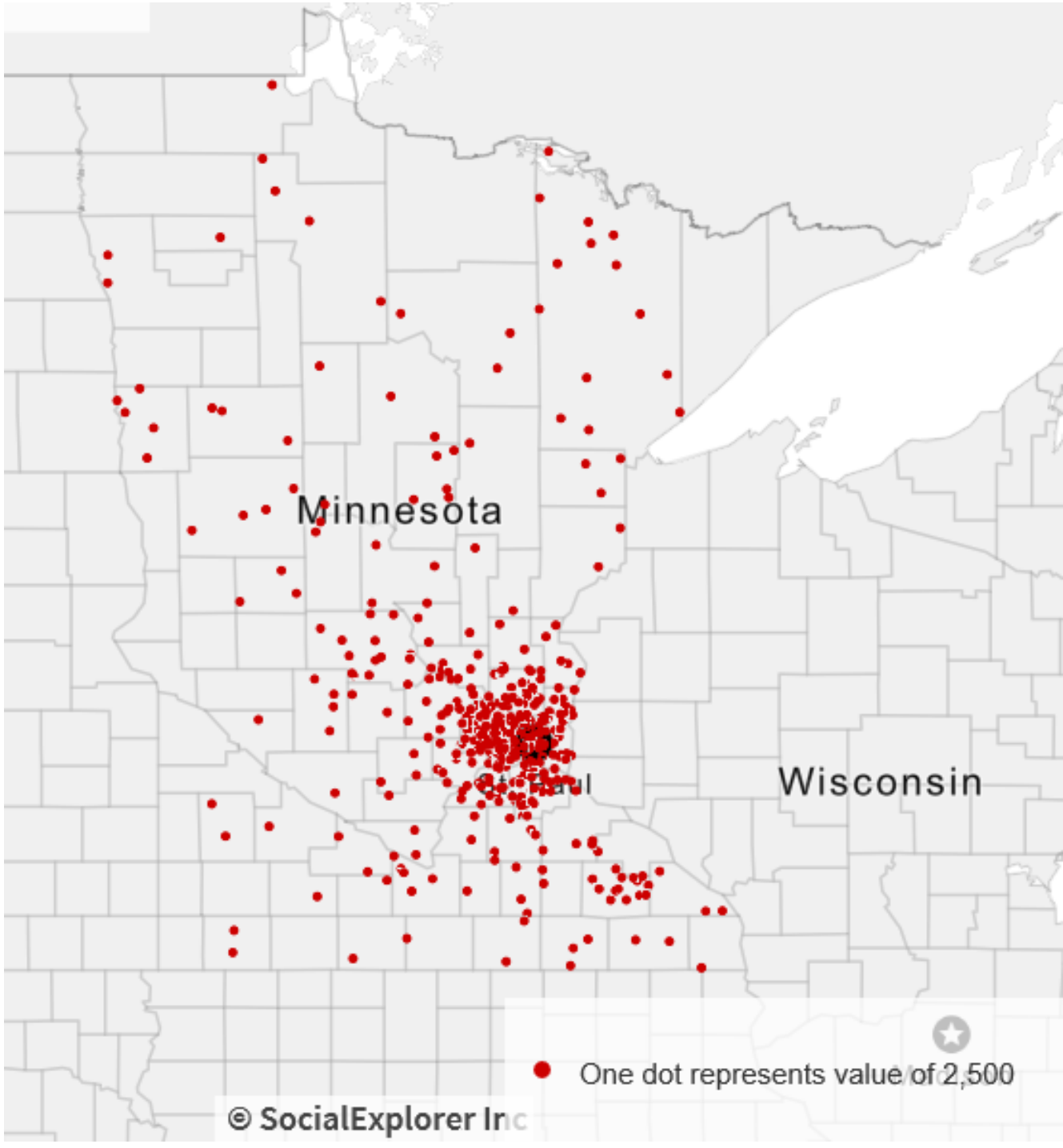
Source: U.S. Census Bureau. Population Estimates Program

The percentage of children in poverty is higher today than it was 1999



Source: U.S. Census Bureau, Decennial Census and American Community Survey

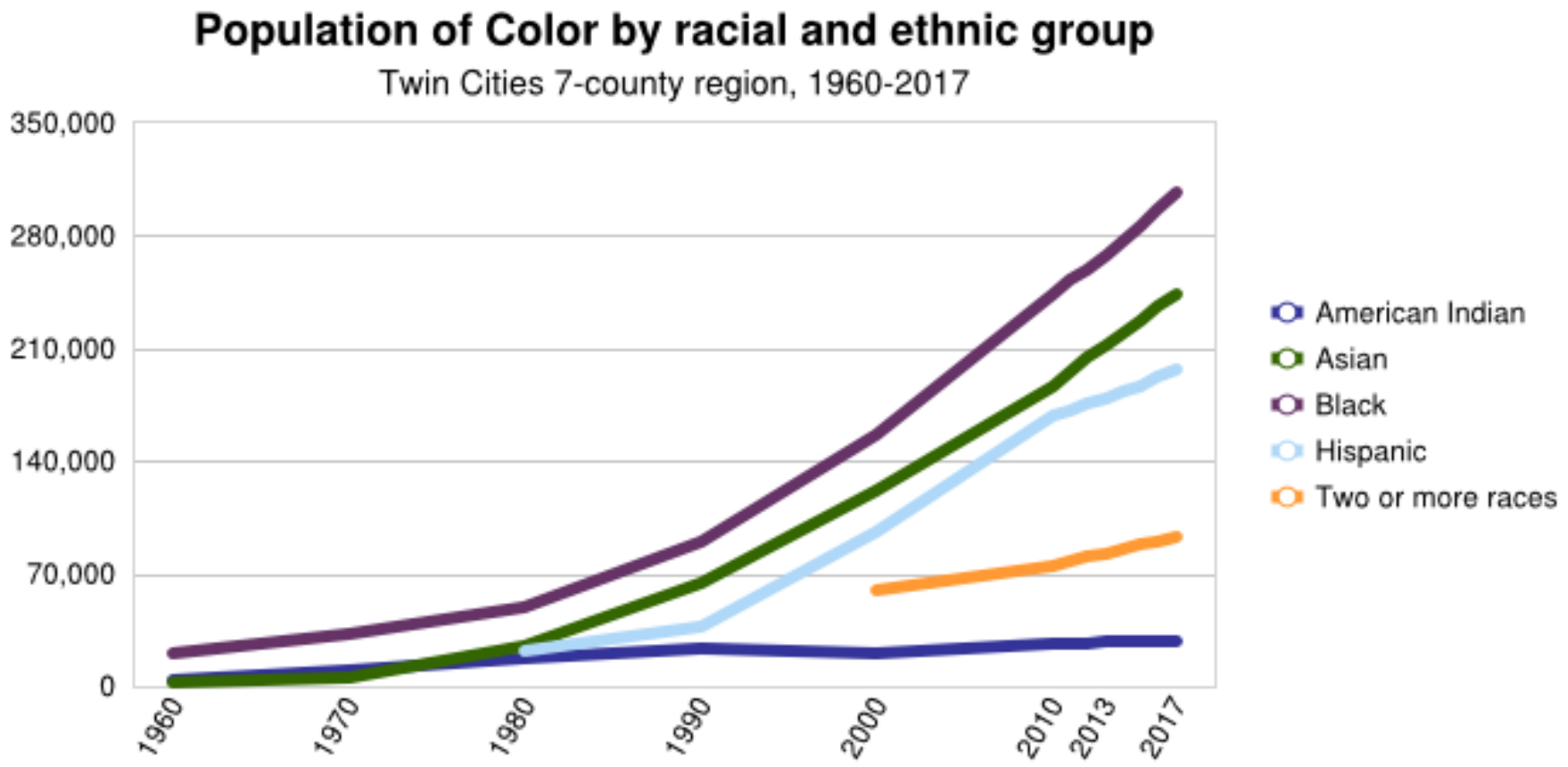
Children in poverty, 2013-2017



Source: U.S. Census Bureau, American Community Survey

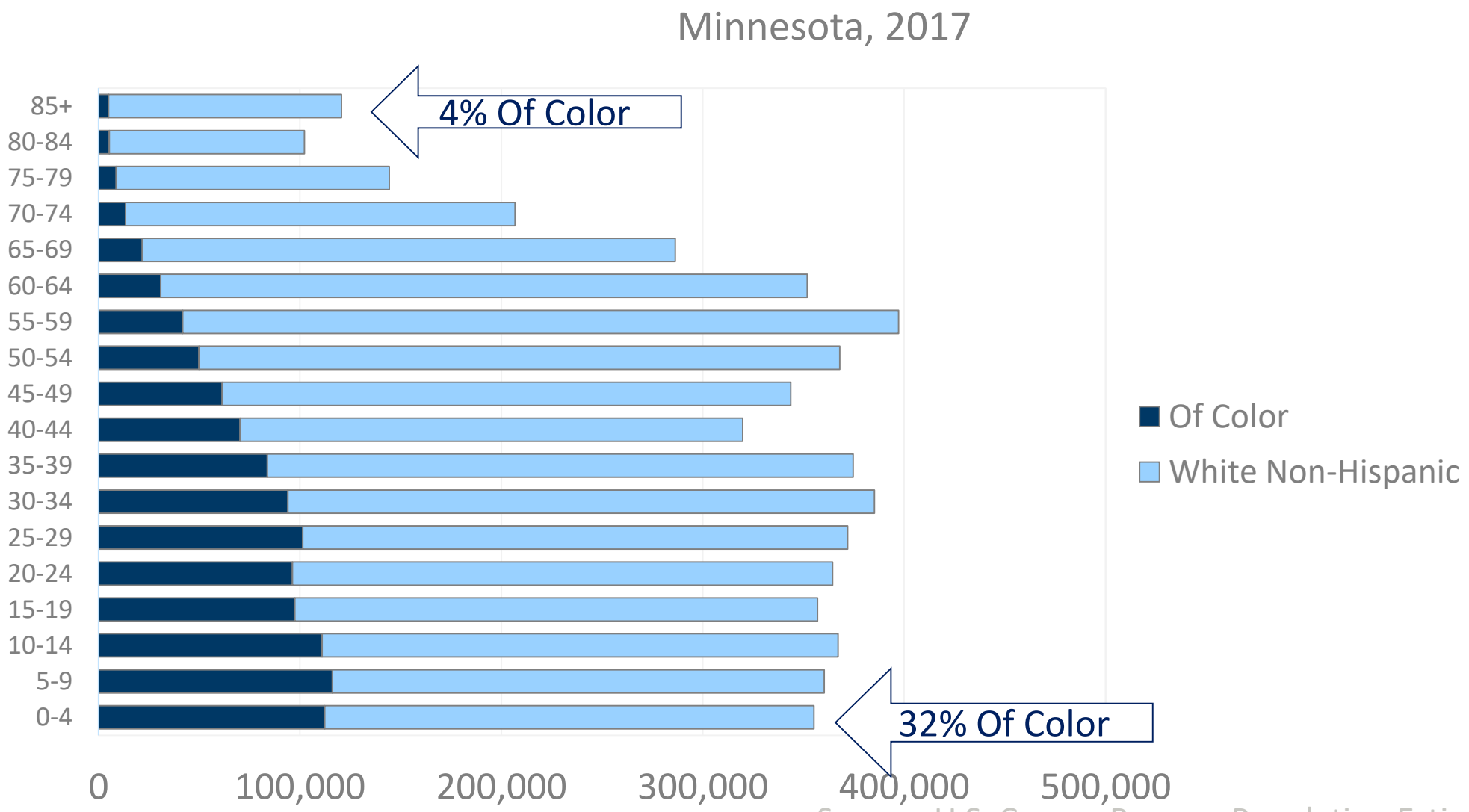
3. How culturally diverse will our student populations be?

Populations of Color now jointly total more than 860,000 in the Twin Cities Metro, 28% of the population



Source: U.S. Census Bureau data

Minnesota is more racially diverse at younger ages
Minnesota 2017



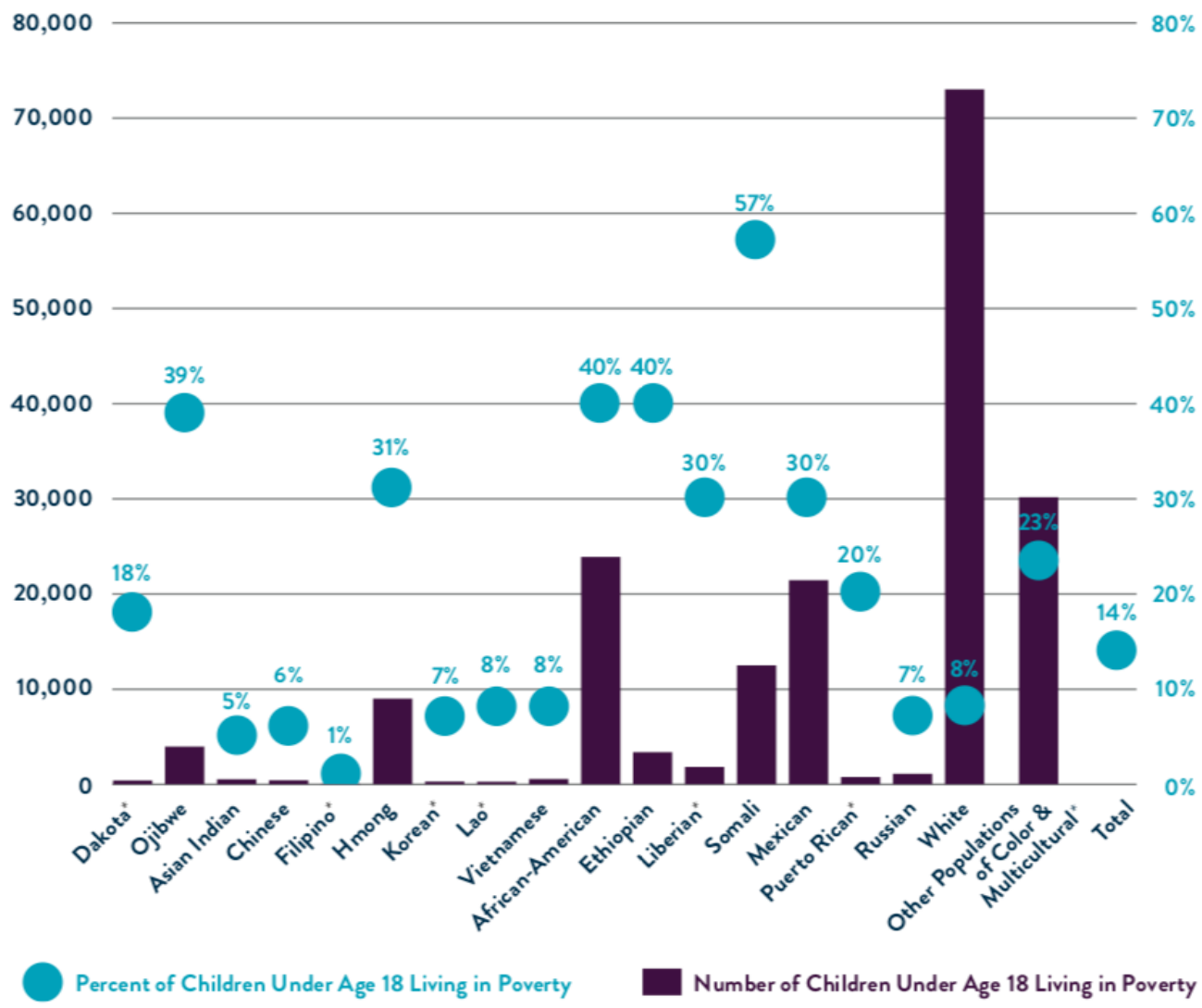
Source: U.S. Census Bureau, Population Estimates Program

Report available at mn.gov/demography

MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

The Economic Status of Minnesotans 2018

Children in poverty, Minnesota, 2012-2016



Source: U.S. Census Bureau, American Community Survey

MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

Keep in touch

Email: demography.helpline@state.mn.us

Website: mn.gov/demography