

How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

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.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online 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.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

MINNESOTA

In FY2016, Minnesota received

\$15,459,175,947

through 55 federal spending programs guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.

Reports of the Counting for Dollars 2020 Project:

- ▶ **Report #1** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- ▶ **Report #2** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- ▶ **Report #3** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- ▶ **Report #4** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- ▶ **Report #5** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)*
- ▶ **Report #6** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* Data available by state

* Source for this state sheet

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

MINNESOTA

Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: **\$15,459,175,947**

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
Child Care and Development Block Grant	HHS	\$36,892,000	HUBZones Program	SBA	\$11,474,721
Adoption Assistance	HHS	\$27,511,307			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

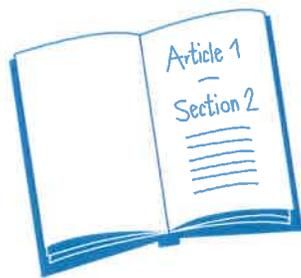
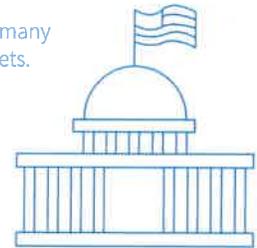
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

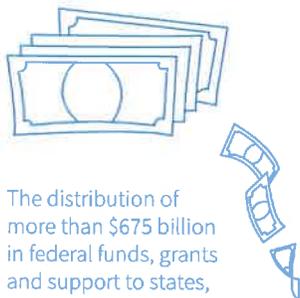
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about redistricting.

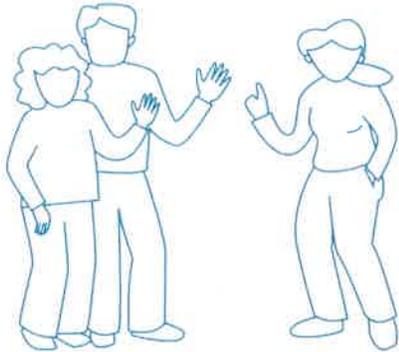
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

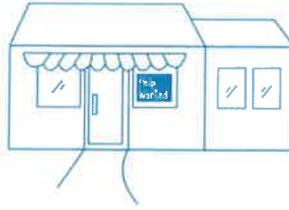
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



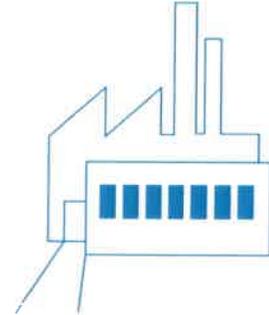
Census data are being used all around you.



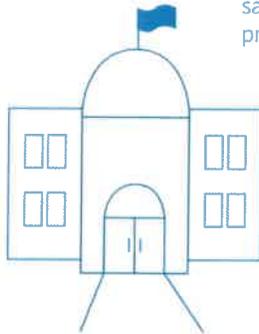
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



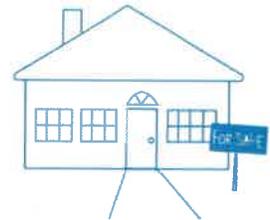
Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your data is confidential.

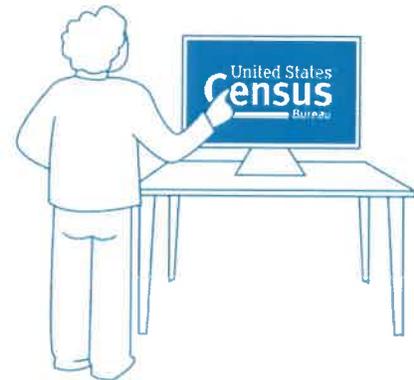
The law requires the Census Bureau to keep your information confidential and only use it for statistical research.

We will never share your information with immigration enforcement agencies like ICE, law enforcement agencies like the FBI or police, or allow it to be used to determine your eligibility for government benefits.



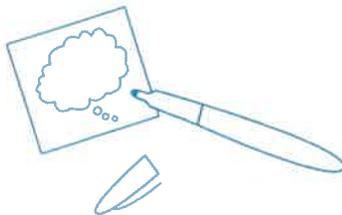
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

FIND OUT HOW TO HELP AT
[CENSUS.GOV/PARTNERS](https://www.census.gov/partners)



Why It's Important

The data that will be collected by the 2020 Census are critical for states, counties, and communities. They will shape political representation, funding of government programs, the flow of business and commerce, and the planning and delivery of services to local communities. As the examples below show, the Census has far-reaching effects, holding relevance to many facets of our everyday life in Minnesota.



Representation

Census data determines the number of seats each state has in the U.S. House of Representatives, as well as the size of voting districts for state and local governments.

Minnesota is at risk of losing a seat in the U.S. House of Representatives

(<http://www.startribune.com/minnesota-at-risk-of-losing-a-congressional-seat-after-2020-census/419545063/>).



Funding

Census data guides approximately \$589 billion in federal spending allocated to local communities each year, including more than \$15 billion distributed to Minnesota communities

(https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_MN.pdf).

Even one missed person could mean forfeiting almost \$28,000 in funding (<https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>) for the next ten years.



Planning

Census data helps decision-makers plan roads, schools, hospitals, senior centers, and emergency services to best serve changing populations.

With accurate **[demographic data about Minnesota \(https://mn.gov/admin/assets/demographic-considerations-planning-for-mn-leaders-msdc-march2016_tcm36-219453.pdf\)](https://mn.gov/admin/assets/demographic-considerations-planning-for-mn-leaders-msdc-march2016_tcm36-219453.pdf)** we can understand shifting community needs and efficiently direct resources to address them.



Business

Census data assists businesses in locating factories and stores, recruiting employees, and conducting market research.

Chambers of Commerce and other business organizations across Minnesota gain valuable insights by using census data (/admin/assets/MACS-Supporters-Depend-on-ACS-census-data-Jan-2017_tcm36-302689.pdf).

You and your community benefit most when everyone is counted!



Staff Contacts

Susan Brower

(</admin/2020-census/contact/staff/staff-brower.jsp>)

Minnesota State Demographer, she/her/hers

- [Minnesota State Demographic Center \(http://mn.gov/admin/demography\)](http://mn.gov/admin/demography)

Andrew Virden

(</admin/2020-census/contact/staff/staff-virden.jsp>)

Director of Census Operations and Engagement, he/him/his

- [Minnesota State Demographic Center \(http://mn.gov/admin/demography\)](http://mn.gov/admin/demography)
- [andrew.virden@state.mn.us \(mailto:andrew.virden@state.mn.us\)](mailto:andrew.virden@state.mn.us)
- [\(651\) 201-2507 \(tel:+16512012507\)](tel:+16512012507)

Jo Herrera

(</admin/2020-census/contact/staff/staff-herrera.jsp>)

Information Officer, they/them/theirs

- [Minnesota State Demographic Center \(http://mn.gov/admin/demography\)](http://mn.gov/admin/demography)
- [jo.herrera@state.mn.us \(mailto:jo.herrera@state.mn.us\)](mailto:jo.herrera@state.mn.us)
- [\(651\) 201-2464 \(tel:+16512012464\)](tel:+16512012464)

David Wakely

(</admin/2020-census/contact/staff/staff-wakely.jsp>)

Assistant Director of Census Operations and Engagement, he/him/his

- [Minnesota State Demographic Center \(http://mn.gov/admin/demography\)](http://mn.gov/admin/demography)
- [David.Wakely@state.mn.us \(mailto:David.Wakely@state.mn.us\)](mailto:David.Wakely@state.mn.us)
- [\(651\) 201-2506 \(tel:+16512012506\)](tel:+16512012506)

Rachel Dame

(</admin/2020-census/contact/staff/staff-dame.jsp>)

Project Manager, she/her/hers

- [Minnesota State Demographic Center \(http://mn.gov/admin/demography\)](http://mn.gov/admin/demography)
- [Rachel.Dame@state.mn.us \(mailto:Rachel.Dame@state.mn.us\)](mailto:Rachel.Dame@state.mn.us)
- [\(651\) 201-2566 \(tel:+16512012566\)](tel:+16512012566)

For more information, call 1-855-JOB-2020 (1-855-562-2020) or visit 2020census.gov/en/jobs.