



Board Workshop / Discussion Agenda

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

November 24, 2020 - 10:30 a.m.

Virtual Meeting

WORKSHOP

Ramsey County and the 2020 Census: Final Update

[2020-568](#)

Sponsors: Policy & Planning



Board Workshop / Discussion

Request for Board Action

15 West Kellogg Blvd.
Saint Paul, MN 55102
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Item Number: 2020-568

Meeting Date: 11/24/2020

Sponsor: Policy & Planning

Title

Ramsey County and the 2020 Census: Final Update

Attachments

1. Presentation

Ramsey County and the 2020 Census: Final Update

Ramsey County Board Workshop
November 24, 2020

Agenda

- Introduction: Elizabeth Tolzmann, Director of Policy and Planning
- Report on 2020 Census Engagement: Jolie Wood, Senior Policy Analyst
 - Background and Context
 - Key Approaches
 - Outcomes: Self-Response Rates Show Success
 - Next Steps

Purpose of Workshop

- Provide a final update on the 2020 Census work
- Share progress and highlights of this work
- Inform County Board of next steps

Background and Context

- November 2019 board workshop.
- Several factors gave this work new urgency:
 - Citizenship question.
 - High proportions of historically undercounted communities.
 - Minnesota at risk of losing 8th congressional seat.
 - COVID-19 and social unrest → outreach more difficult.

Background and Context, cont.

- March 2020: Mailings, paper questionnaires went out.
- COVID-19 delayed door-knocking from May to August.
- Census Bureau announced extension of count to Oct. 31; asked Congress to extend apportionment deadline to April 30.
- Trump Admin initially supported extension, later refused.
- Confusion and court battles have ensued.
- Counting operations ended Oct 15.
 - Bureau has 2.5 months for data processing instead of 5.
- Trump Admin effort to exclude undocumented persons from final apportionment count—court challenges continue.

Shifting Timeline

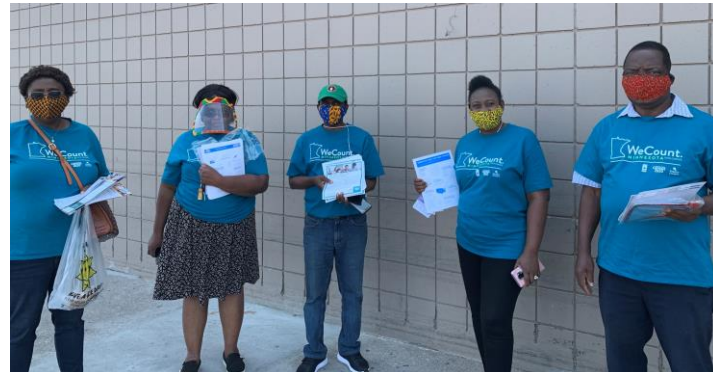
Activity	Original Timeline	First COVID Timeline	Final COVID Timeline
Self-response	Mar 12 – Jul 31	Mar 12 – Oct 31	Mar 12 – Oct 15
Nonresponse Follow-Up (door-knocking)	May 13 – Jul 31	Aug 11 – Oct 31 (later Sep 30)	Aug – Oct 15
Deliver apportionment count to White House	Dec 31	Apr 31	Dec 31
Amount of time for data processing and tabulation	5 months	6 months	2.5 months

Key Strategies for a Complete Count

1. Complete Count Committee as a central coordinating network, in partnership with City of Saint Paul.
2. Support community outreach with grant agreements for engagement.
3. Early and close coordination with other local governments and others.



Census care-package drop off by FIRM
(photo by FIRM)



Canvassers from Restoration for All
(photo by REFA)

1. Complete Count Committee (CCC) as a Central Coordinating Network

- Successful co-leadership with Saint Paul.
- 15 meetings since October 2018.
- Participation by community-based organizations, individuals, other local governments and agencies.
- Coordination, communication, and resource-sharing.
- Feedback from final meeting:
 - What went well:
 - Working through organizations based in undercounted communities.
 - County and city providing resources and coordination.
 - What could be better next time:
 - Need funding and resources earlier, including more language resources.
 - Support for maintaining current network for 2030.

2. Support community outreach with grant agreements for engagement

- For census and voter engagement in historically undercounted/under-represented communities
- 2019: \$50,400 to 10 organizations
- 2020: \$87,000 to 17 organizations (below)

- Asian American Organizing Project
- Center for Hmong Arts and Talent
- Comunidades Organizando el Poder y la Acción Latina
- Concerned Parents CCC
- Filipinx for Immigrant rights & Racial justice Minnesota (FIRM)
- Frogtown Tuned-In (WFNU Radio)
- Hispanic Advocacy and Community Empowerment through Research
- Irreducible Grace Foundation
- Karen Organization of Minnesota
- League of Women Voters St. Paul
- Malone Group LLC
- Minnesota Billboard Project
- MJ Consulting
- Planting People Growing Justice
- Resources, Justice & Management
- Restoration for All Inc.
- The ANIKA Foundation/Black Votes Matter

Census and Voter Engagement



Above: HACER at Burrito Mercado (photo by HACER).

Right: Concerned Parents CCC at Conway Community Center (photo by CPCCC).

Grantees Report Extensive Outreach

Activity	Estimated People Reached
Virtual/community events	37,555
Digital engagement (social media & video)	2,033,776
Tabling or canvassing	20,855
Phone-banking	18,950
Census/voter registration assistance	392
Radio PSAs	20,000
TV/Radio interviews	13,000
Walk-ins	250
Billboards	760,599
Newspaper articles/op-eds	571,000

Languages: English, Spanish, Hmong, Karen, Tagalog, Yoruba, Igbo, Pidgin English, French, Kpelle (Liberia), Swahili, and more.

Grantees Were Critical Partners

- Presenters:
 - Hta Thi Yu Moo (Karen Organization of Minnesota)
 - Monica Jones (MJ Consulting)
 - Rodolfo Gutierrez (Hispanic Advocacy and Community Empowerment through Research)



Hta Thi Yu Moo



Monica Jones



Rodolfo Gutierrez

3. Early and Close Coordination with Other Local Governments, etc.

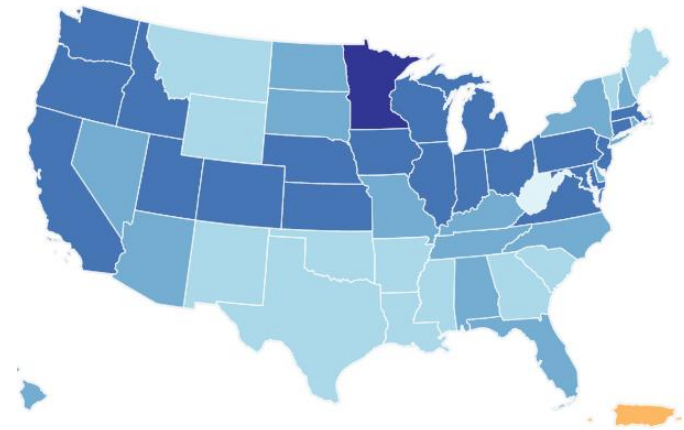
- Began building network early: April 2018
- Regular meetings with St. Paul, Minneapolis, Hennepin, State Demographic Center
- Coordination and resource sharing with Census Bureau's local partnership coordinators
- Quarterly meetings with nonprofit community and broader metro local governments since Dec 2018.
- Resource and information sharing, coordination, commiseration and celebration.

Outcomes: Self-Response Rates Show Success

- Self-response rates are the best indicator of our success.

Self-Response Rates, % households

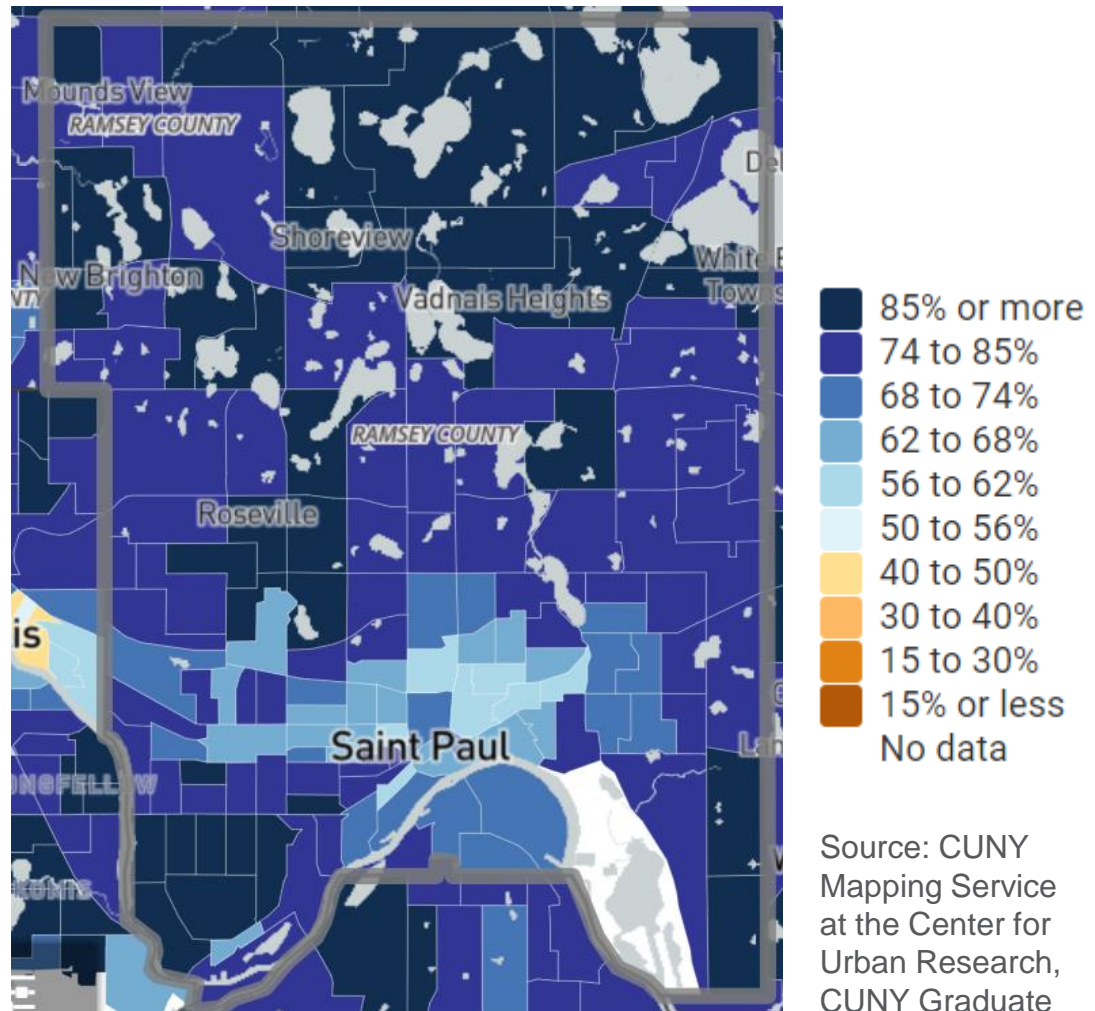
	2020	2010
Ramsey County	79.1	75.6
Minnesota	75.1	74.1
United States	67.0	66.5



- Census Bureau reports 99.9% “enumerated.”
 - Does not mean 99.9% people counted.
 - Includes households reached by census takers, households not reached and counted “administratively,” and addresses deemed vacant.






Overall, Ramsey County Did Well

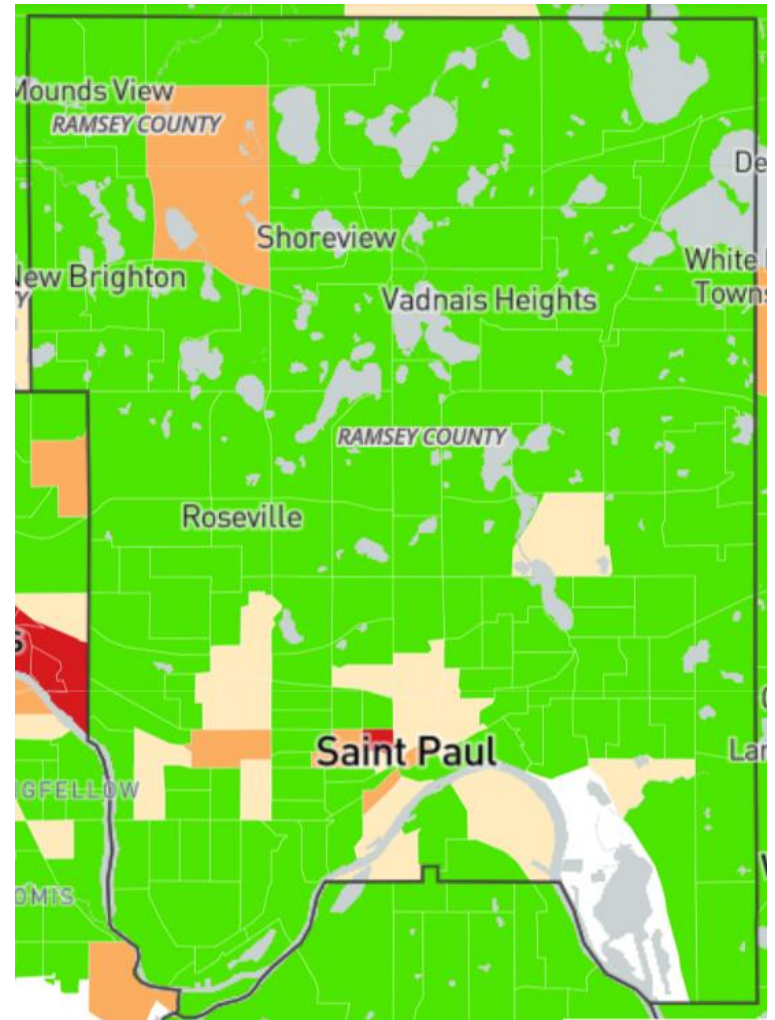
- Self-response: 79.1%
- 9th in US among counties over 500k
- Highest self-response: 92.8% in tract 407.06 (north of Turtle Lake)
- Lowest self-response: 57% in tract 337 (near University Ave. and N. Marion St.)



Source: CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center

Most Census Tracts at or Above 2010 Rate

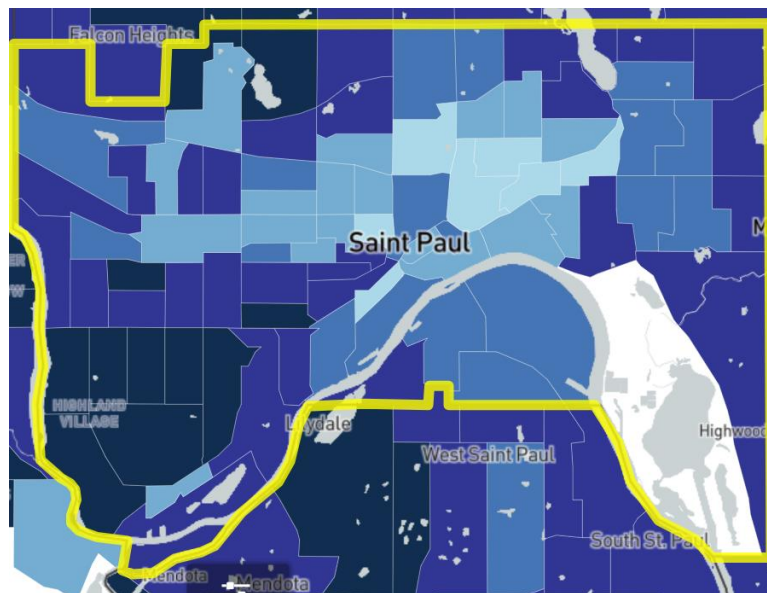
-  2020 rate is less than 2010 by 10+ points
-  5-10 points below
-  Up to 5 points below
-  2020 rate at or above 2010
-  No comparable 2010 rate



Source: CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center




St. Paul had Strong Response Overall – and Some Undercounted Areas

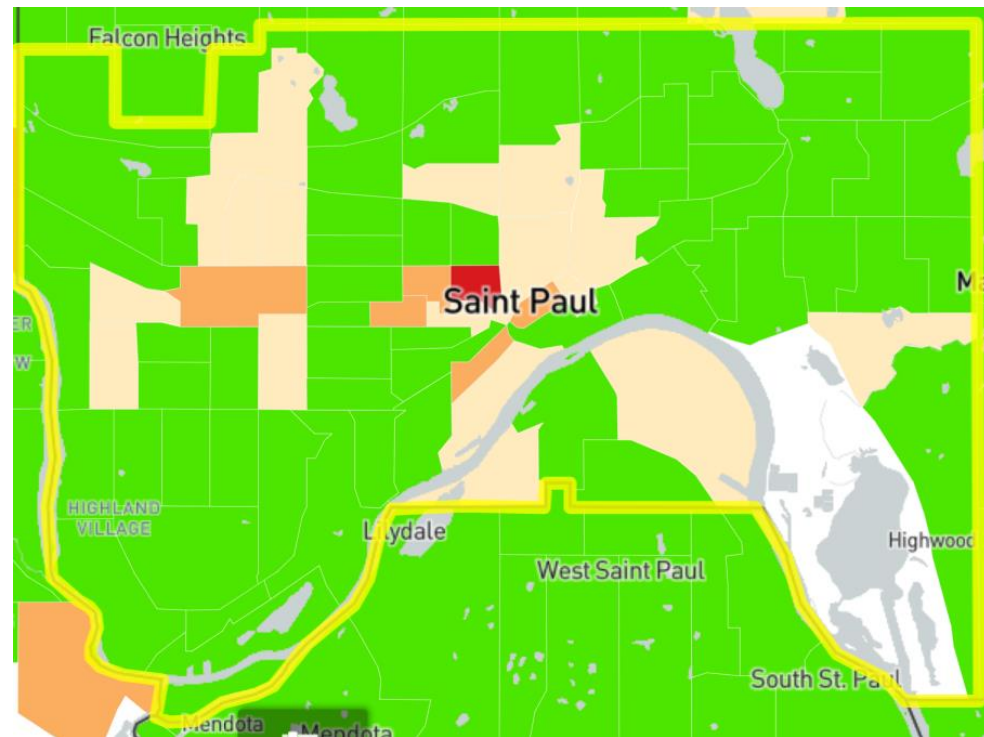
- At 75%, 5th highest in US among cities over 300k
- County's lowest self-response tracts were in St. Paul: Summit-University, Frogtown, North End, East Side



Source: CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center

Most Saint Paul Census Tracts Did Better, Some Did Worse

-  10+ points below 2010: One tract near University and Marion (57% vs. 69%)
-  5-10 points below: University-Dale, Hamline-Midway
-  Up to 5 points below: Hamline corridor, parts of North End, Thomas-Dale, West Side, Battle Creek, Merriam Park
-  At or above 2010: Some areas of concern did better, including Dayton's Bluff, most of East Side, Southeast, and Sunray



Source: CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center

The 2020 Census is Not Over

- Data processing and tabulation are underway.
- On Nov. 30, Supreme Court will review Trump Admin plan to exclude undocumented from apportionment.
- Apportionment count due to White House Dec. 31; SC decision could affect how seats are apportioned.
- Congress unlikely to extend deadline to April 30.
- Less time to process data; widespread concerns re: accuracy.
- Will MN keep its 8th congressional seat? Should know after start of new congressional session.
- Local population data released 120 days after apportionment count—then redistricting begins.

Next Steps

- Continue to analyze feedback from CCC, data from grant reports.
- Document work of last two years.
- Create broad strategy and timeline for 2030.
- Maintain relationships with community groups.