Agenda

1. Introduction
2. Census Overview
   • 2020 Census Portal
   • Paper Form
3. Who do we miss in Minnesota?
4. Impacts of an undercount and preventing an undercount
5. Tools for Complete Count Committees
6. Conclusion and Q&A
Introduction
Who am I?
Who do I represent?
Raleigh, NC
Snowpocalypse 2014
Census Overview
Types of Census Forms and Enumeration

1. **Short Form** (the most widely distributed)

2. **Group Quarters Form and Enumeration** (i.e. group living homes, dorm rooms, etc.)

3. **Enumeration Native American Reservations**
Way to respond to the census:

Online: All devices should link to 2020census.gov

Paper Based Form

Phone: Number has not been released

*The census is given in 13 languages online, paper based, and via phone.
Dear Resident:

This is your invitation to respond to the 2020 Census. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

• Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.

• Help your community prepare to meet transportation and emergency readiness needs.

• Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]

Your Census ID is: [Census ID removed]

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].
2020census.gov

*Works best with the following browsers: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser.
Welcome to the 2020 Census

- It’s quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It’s safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

Start Questionnaire
Step 1: Address Verification
Please Log In

Use the materials we mailed to you or left at your door. All the information that you provide will remain confidential.

Where can I find my 12-digit Census ID?

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

[Input fields for Census ID]

Login

If you do not have a Census ID, click here.
If you do **NOT** enter your unique Census ID...
If an individual does not have an address...

Will you be experiencing homelessness on April 1, 2020?

Yes

No

Please provide a city and state, or ZIP Code where you will be living on April 1, 2020.

Also, describe the physical location in the space provided.

City

State

ZIP Code

Please provide as much information as possible.

- A location description such as "The apartment over the gas station" or "The brick house with the screened porch on the northeast corner of Elm and Main St."
- A name of a park, street intersection or shelter, if you will be experiencing homelessness on April 1, 2020, as well as the name of the city and state. For example, "Friendship Park,Anywhere, PA."
Page if you enter your unique Census ID
On April 1, 2020, will you be living or staying at 1307 BARNARD DR Sim Data ZZ 89102 18057?

- Yes
- No

2dd057b3-f2a-4b95-a340-e153e2117971
Step 2: Household Questions
Household Question #1: This individual answers the form for everyone in the household since she is listed first.
Dashboard

Household Questions
Next, you will be asked some questions about your household. Press START to begin.

People Questions
Household Question #2

Including yourself, how many people will be living or staying at 1307 BARNARD DR Sim Data ZZ 89102 1805 on April 1, 2020?

For more information on who to include, click here.

Number: 2

2dd0557b-3f2a-4f95-a340-e153e42117971
Help pop-up box example

Do NOT include:
- College students who live away from 1307 BARNARD DR Sim Data ZZ 89102 1805 most of the year.
- Armed forces personnel who live away.
- People who, on April 1, 2020, will be in a nursing home, mental hospital, jail, prison, detention center, etc.
- People visiting 1307 BARNARD DR Sim Data ZZ 89102 1805 on April 1, 2020 who usually live and sleep somewhere else.

Why are you asking about the people at this address?

Establishing an accurate count is critical for determining how many representatives a state should have in Congress, and population counts are factored into the distribution of hundreds of billions of dollars from more than 100 federal programs.

By law, the Census Bureau can only use your responses to produce statistics. The Census Bureau is required by law to protect your information (Title 13, U.S. Code, Section 9). The Census Bureau is not permitted to publicly release your responses in a way that could identify you or your household. Your answers cannot be used against you by any government agency or court.
What is the name of each person who will be living or staying at 1307 BARNARD DR Sim Data 77 89102 1805 on April 1, 2020?
For more information on who to include, click here. 😊

Enter names until you have listed everyone who will be living or staying there, then continue to the next page.

The names listed so far are:

- Jane Smith

First Name                  Middle Name                  Last Name(s)

[Input fields for first name, middle name, last name with remove option]

[Button to add another person]
We do not want to miss any people who might be staying at 1307 BARNARD DR Sim Data ZZ 89102 1805 on April 1, 2020.

For example:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, nieces, nephews, cousins, or in-laws
- Roommates or other nonrelatives
- People without a permanent place to live

The names listed so far are:

- Jane Smith
- John Smith

Will there be any ADDITIONAL people that you did not already list?

For more information on who to include, click here.

- Yes
- No
Household Question #5

On April 1, 2020, will the house, apartment, or mobile home at 1307 BARNARD DR Sim Data ZZ 91021 1805 be:

- Owned by you or someone in this household with a mortgage or loan (including home equity loans)?
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?
Home owners will receive this “check all that apply” question

Of the people who will be living at 1307 BARNARD DR Sim Data ZZ 89102 1805, who will own the house, apartment, or mobile home on April 1, 2020?

Select all that apply:

- Jane Smith
- John Smith
- Jim Smith
- None of the above
Step 3: People Questions
What is John Smith's sex?

- Male
- Female

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 PУSСKИЙ العربية TAGALOG POLSKI FRANÇAIS KREVÒL ATYSYEN PORTUGUÉS 日本語
People Question #2: Mandatory question in 2010

What is John Smith's date of birth?

If you don't know the date of birth, click here.

Month: April  
Day: 1  
Year: 1975

Verify or enter correct age as of April 1, 2020. For babies less than 1 year old, do not enter the age in months. Enter 0 as the age.

40 years
People Question #3

Is John Smith of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin

Enter, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.
People Question #4: Mandatory question in 2010

What is John Smith's race?

Select one or more boxes AND enter origins. For this census, Hispanic origins are not races.

- White
  - Enter, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

- Black or African American
  - Enter, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

- American Indian or Alaska Native
  - Enter name of ethnic or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayor, Atece, Native Village of Raven Inlet Traditional Government, Nome Eskimo Community, etc.
People Questions

- **John Smith**
  John Smith's questions have been completed. To change or view your answers, select **EDIT**.

- **Jane Smith**
  Select **START** to begin answering the questions about this person.

- **Jim Smith**
  Select **START** to begin answering the questions about this person.

[Button] + Add another person
One additional question for the non-reference person.
How is Jane Smith related to John Smith?

Jane Smith is John Smith's....

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
Step 4: Form Submission
We would like to make sure everyone is only counted once. Some people live or stay in more than one place.

For example:

- With a parent, grandparent, or other person
- While attending college
- For a military assignment
- To be closer to a job or business
- In a nursing home or group home
- In a jail or prison
- At a seasonal or second residence

Do any of the following people usually live or stay somewhere else, other than 1307 BARNARD OR Sim Data ZZ 89102 1805?

Select all that apply.

- [ ] John Smith
- [ ] Jane Smith
- [ ] None of the above
Why does John Smith usually live or stay somewhere else?

Select all that apply.

- To be with a parent, grandparent, or other person
- To attend college
- For a military assignment
- To be closer to a job or business
- In a nursing home or group home
- In a jail or prison
- At a seasonal or second residence
- For another reason
You are almost finished and are now ready to send your responses. Once your questionnaire is submitted, you will not be able to access your information or change any of your responses. After you submit your responses and are shown the confirmation page, you may close the web browser.

You must select SUBMIT to complete your questionnaire. Would you like to submit your responses now?

2d4957b-3f2a-4f95-a340-e153e2117971
Thank you for completing the 2020 Census questionnaire for:

1307 BARNARD DR Sim Data ZZ 89102 1605
Sim Data NV 89102
November 8, 2019 10:56:02 AM EST

If you receive other mail from the Census Bureau about the 2020 Census in the next few days, please disregard it. That mail may have been sent out before today.

If you have any questions, please call the phone number printed in your materials or listed below.

1-844-330-2020

Confirmation #: 176039113

Visit 2020Census.gov
Save or Print this Screen
You may close the browser.
Group Living Quarters
Group Living Quarters Processes

Drop Off/Pick Up of Questionnaire:
Census worker drops off and picks up census questionnaire forms.

Electronic Response Data Transfer:
Group quarters administrator will electronically send the Bureau census response data using a specialized template.

Paper Response Data Collection:
Census Bureau worker meets with Group Quarters person to obtain a paper listing of every individual that is living/staying at the facility on census day.

In-person Interview:
A census bureau workers will conduct a face-to-face interview with every individual staying at the group quarters facility on census day.
Group Living Quarters Census Process

February 3, 2020 – March 6, 2020: Advance Contact either in person or over the phone

- Verify Group Quarter Information
- Collect expected Census Day population count
- Facility Managers choose enumeration type
- Schedule an appointment for enumeration

April 1, 2020 – June 5, 2020: Enumeration for Group Quarters

1. April 1, 2020: Paper Response Data Collection and In-Person Interview

2. April 1, 2020 – May 1, 2020: eResponse

3. April 1, 2020 – Date is determined by the Group Quarters person: Drop/Off Pick Up
Instructions & 4 questions that apply to the entire household
6 questions asked about each person living in the household
Questions asked about each person in the household

1. Name
   - First Name
   - Last Name(s)

2. Relationship to Person 1
   - Opposite-sex husband/wife/spouse
   - Opposite-sex unmarried partner
   - Same-sex husband/wife/spouse
   - Same-sex unmarried partner
   - Biological son or daughter
   - Adopted son or daughter
   - Stepson or stepdaughter
   - Brother or sister
   - Father or mother
   - Grandchild
   - Parent-in-law
   - Son-in-law or daughter-in-law
   - Other relative
   - Roommate or housemate
   - Foster child
   - Other nonrelative
Questions asked about each person in the household

3. Sex

What is this person’s sex? Mark [ ] ONE box.

- Male
- Female

4. Age and Date of Birth

What is this person’s age and what is this person’s date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020: [ ] years

Month [ ] Day [ ] Year [ ]

5. Hispanic/Latino Ethnicity

Is this person 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, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.
Questions asked about each person in the household

6. Race
There will not be a citizenship question on the 2020 Census.
Fear around the census
Do I have to answer every question on the census?

No, you can submit an incomplete Census and still be counted. Partially filled-out questionnaires may result in follow-up phone call or visit from a Census worker.
The online version and paper version of the census is given in the following 12 languages other than English: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The census will provide language guides, language glossaries, and language identification cards in the following languages below:

<table>
<thead>
<tr>
<th>Language</th>
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<td>French</td>
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<td>Urdu</td>
<td>Bosnian</td>
<td>Serbian</td>
<td>Czech</td>
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</tbody>
</table>

American Sign Language
Language Guides: Guides are available in video (with captions) and print. Includes American Sign Language, braille, and large print.

Census Questionnaire Assistance: Includes Telecommunication Device for individuals that are deaf and hard of hearing.

Language Identification Cards: Allows an individual to identify their language to a Census enumerator.

Language Glossary: Translations of commonly used terms.
5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1’s name? Print name below:

First Name

Last Name(s)

Middle Initial

Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays rent does not live here, start by listing any adult living here as Person 1.

What is Person 1’s name?
Census Bureau Staff Identification

1. Full Name of Census Worker
2. Photograph of Census Worker
3. Department of Commerce Watermark
4. Expiration date of the badge
5. Identification number
Important Information

Verify a Census Worker:

1. Ask of the Census worker to present a badge, identification number, and or letterhead with official Census logo.

2. Call the Chicago Regional Office (1-800-865-6384) or verify via the Census Bureau staff search website (https://www.census.gov/staffsearch).
Who can access the data?

- **White House**

- **ONLY** the U.S. Census Bureau can access the data

- **Other** government entities, like ICE or U.S. Court
How does the census protect your data?

• Stop *eavesdropping* by using HTTPS, not HTTP
  • Your data is encrypted on your computer, and stays encrypted in transit
  • Only the census server has the key to read your data

• Stop *fake* census websites
  • Only US government entities can receive .gov domains

• Break *into* the census servers
  • The Census Bureau uses industry best practices to prevent this
  • October 31, 2019 GAO report: census server security authorizations were almost complete
Welcome to the 2020 Census

• It’s quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
• It’s safe, secure, and confidential. Your information and privacy are protected.
• Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
• Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:
• You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
• Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
• For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

Start Questionnaire
72092 years
Who is Missed in Minnesota?
Historically, the census has missed certain groups—including young children, people of Color, Indigenous people, and urban and rural low-income households—at disproportionately high rates.
In Minnesota we have...

- **1,300,000** Renter households

- **350,000** Children ages 0-4

- Young adults, especially the **301,000** students attending a college/university

- **1,060,000** Racial and Ethnic minorities (Black or African American, American Indian or Alaska Native, Asian Indian, Chinese, Filipino, Other Asian (print option), Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander (print option), and an other category with a print option)

*Based off 2017 American Community Survey (ACS) data*
In Minnesota: 965,000
Projected undercounts for various areas of MN...

Itasca County: 7,607
Waseca County: 3,225
Renville County: 2,674
City of Wilmar: 4,106
Brainerd: 4,254
Little Falls: 2,261

*Likely non-respondents using 2012-2016 ACS ROAM LRS
Impacts of an undercount
Misallocated Federal funds. Minnesota receives $15,549,175,947 from the government every year. That is $15 billion!

Decreased representation in Washington, D.C. Census data is used to determine congressional seats.

Decreased growth and resources for your community. Census data helps plan roads, schools, hospitals, etc.

Businesses use Census data to locate factories, stores, etc.
# Election Data Services Estimates and Projections 2018

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<thead>
<tr>
<th>States Gaining Districts (7)</th>
<th>States Losing Districts (8 or 10)</th>
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<tr>
<td>Arizona +1 (from 9 to 10)</td>
<td>Alabama -1 (from 7 to 6)</td>
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<td>Colorado +1 (from 7 to 8)</td>
<td>California -1 or even (from 53 to 52 or no change)</td>
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<td>Florida +2 (from 27 to 29)</td>
<td>Illinois -1 (from 18 to 17)</td>
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<td>Montana +1 (from At-large to 2)</td>
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**Federal Tax Expenditures**

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<tbody>
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<td>$240,904,854</td>
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</table>
Counting for Dollars: Minnesota

- Rural Rental Assistance: $22 million
- Medicaid: $6 Billion
- State Children’s Health Insurance Program: $98 million
- Federal Transit Grants: $76 million

*Data derived from the 2010 Census (Fiscal Year 2016)*
The impact of an undercount will last 10 years.
Why do you care about obtaining a complete count in your community?
Find your community:
Communities remain invisible.
Preventing an undercount
Partnerships
Partnerships

What is a Complete Count Committee?

Activists, community organizations, local governments, and everyday citizens all have a part to play in the success of the 2020 Census.
Tools to prevent an undercount

1. Digital Engagement*
   - Community Motivator Tool and C2BC

2. Help Desk

3. Census Outreach:
   - Communication Schedule

4. Census Marketing Materials

5. Social Media

6. Content:
   - Handouts from the State and Census
   - Graphics
   - Videos

7. QACs

*Required for all CCCs
Yes, I commit to be counted!

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<td>Preferred language</td>
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<td>(if other than English)</td>
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</table>

Get involved! Send me info about:

- Jobs with the U.S. Census Bureau
- Census efforts in my community
Commit to be Counted (C2BC) Instructions

1. **Embed the C2BC** form on your organizations website. Every C2BC will have a unique code.

2. The State Demographic Center (that is us!) will **follow up with your CCC** to provide the contact information for the individuals in your community that completed the form.

3. **Communicate** with individuals that commit to be counted in the 2020 census!

* Remember C2BC is for CCC partners
Community Motivator Tool

Step 1:
Load names and phone numbers in the community motivator tool.

Step 2:
Text welcome message and opt-in message to your list.

Step 3:
Follow-up with individuals that opted in.
Help Desk

• Available in: Hmong, Somali, and Spanish.

• Answers remain anonymous.

MN2020 (66 2020)
Communication Support

• Regular email updates with sample messaging around a specific census theme

• The email includes sample social media messages, accessible and translated documents, newsletter messages, news clips, etc.

• Upcoming themes includes jobs with the census, outreach to multi-unit housing, and census day.
Content
(located on Census Website)

• State handouts and Census Handouts

• Graphics:
  • Unlocked logos
  • Banner for website

• Videos:
  • English only:
    • Census 101: Census Overview
    • Census 102: Confidentiality
    • How Confidential is the Census?
    • Census Day
    • Minnesota Could be a big loser in 2020
    • Student video (University and College specific)

  • Spanish, Somali, and Hmong:
    • Census 101 and 102 (combined)
    • Animation video on Confidentiality and Citizenship
Handouts (website)

**CENSUS 101: WHAT YOU NEED TO KNOW**

- **Everyone counts.**
  - The census counts every person living in the U.S., even non-citizens, and is used for important decisions like how much federal funding a state receives.

- **It’s about fair representation.**
  - Every 10 years, the results of the census are used to re-draw the boundaries of the House of Representatives, determining how many seats each state gets.

- **It’s in the constitution.**
  - The U.S. Constitution stipulates that a census of the population shall be taken every 10 years. The first census was in 1790.

- **It’s about $675 billion.**
  - The distribution of federal funds is based on census data, which affects everything from education to infrastructure.

- **It’s about redistricting.**
  - After each decade’s census, state officials adjust the boundaries of their legislative districts to account for population shifts.

Cada año, las comunidades de Minnesota reciben 15 mil millones de dólares del gobierno federal sobre la base del conteo del censo. Estos son

- **$15,459,175,947**
  - $2,796 por cada persona de Minnesota por año
  - $27,960 por cada persona de Minnesota por década

- **$6,660,375,000**
  - Programa de asistencia médica (Medicaid)

- **$3,043,012,113**
  - Préstamos federales directos para estudiantes
Logos (unlocked)
Social Media

Twitter: @MN2020Census

Facebook: @MN2020Census – Profile name: Minnesota 2020 Census

Instagram: @MN2020Census – Profile name: Minnesota Census

#WeCountMN
Census Materials

Link to purchase option through our website.
Available materials are:

- We Count T-Shirts and Census Nerd T-Shirts
- Buttons
- Stickers
- Tote Bags
- Coffee Mugs and Travel Mugs
- Yard Signs
Questionnaire Assistance Centers
The role of Libraries in QACs

- Encourage your library to form a QAC
- Attend an online or in-person training
- Prepare for increased internet use
One size does not fit all
Jobs with the census

Qualifications:
• Be at least 18 years old by April 1, 2020.
• Have a valid social security number.
• Non-U.S. Citizens can apply for positions
• Have a valid email address.
• Be available to work flexible hours, including some day, evenings, and weekends.
• Pass a U.S. Census criminal background check.
• Be registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after December 31, 1959.
• Some specific positions require employees to have access to a vehicle and maintain a valid driver’s license.

The Census Bureau is hiring NOW:
https://2020census.gov/jobs

Check Application Status:
855-562-2020, select option 3 and enter zip code
When Jobs are Available.

Census Taker Recruiting and Hiring Timeline

- September 2019 - February 2020: Recruit for Census Takers
- March 2020 - April 2020: Census Taker Training
- March 2020 - July 2020: Work*
- January 2020 - April 2020: Make Job Offers & Conduct Background Checks

*Work may not be available for this entire timeframe.
Apartments

Passing a City or County Ordinance

• Strengthen existing Federal statues
• Use existing language from Edina
We are not meant to know everything.
Follow up from the State:

Contact: Rachel Dame  
Rachel.Dame@state.mn.us

ALL handouts and information from today are located in our “Document Library” online

https://mn.gov/admin/2020-census/
Third Thursday Calls?
Questions?