



RAMSEY COUNTY

Ramsey County Board Workshop: Update on Voter and Census Engagement

Policy and Planning
Property Tax, Records & Election Services

November 26, 2019

Estimated start: 9:45 a.m.

220 Courthouse, Large Conference Room

Agenda

1. Introduction - Karen Francois, Deputy County Manager, Information and Public Records
- Elizabeth Tolzmann, Director of Policy and Planning
2. Presentation - Susan Brower, State Demographer
- Jolie Wood, Policy Analyst
- David Triplett, Ramsey County Election Administrator
3. Discussion and next steps

Update on Voter and Census Engagement

Ramsey County Board Workshop
November 26, 2019

Today's Purpose

Look ahead into 2020 across both census
and voter engagement

Agenda

Why is this a combined effort?

- Karen Francois, Deputy County Manager, Information and Public Records
- Elizabeth Tolzmann, Director of Policy and Planning

Understanding Changing Demographics

- Susan Brower, Minnesota State Demographer

Census Engagement

- Jolie Wood, Policy Analyst

Voter Engagement

- David Triplett, Interim Elections Manager

Redistricting

- David Triplett and Jolie Wood

Census and Voter Engagement: Benefits of a Combined Effort

- Supports the county's strategic priority of "Inclusive, Effective, and Meaningful Community Engagement."
- Census and elections are both about fair representation. Historically undercounted communities also tend to have lower voter turnout.
- Demographic data shows where to focus resources and provide opportunities.
- The positive impact and investment in working with community partners who do both kinds of work.
- Combining resources for minimal budget impact.

Understanding Changing Demographics

Presentation by Susan Brower,
Minnesota State Demographer

Census Engagement

- 2020 Timeline and Counting Operations
- Impact of the 2020 Census
- Historically Undercounted Communities
- What Ramsey County is Doing:
 - Ramsey County – Saint Paul Joint Complete Count Committee
 - Community Engagement Contracts
 - Multi-unit Housing Access

2020 Timeline and Counting Operations

When	What to Expect
March	Census Bureau sends invitations to respond online, by phone, or by mail
April 1	Census Day
April	Census Bureau sends paper forms and reminders; begins visiting “group quarters” (dorms, shelters, jails, etc.)
May – August	Census takers visit households that haven’t yet responded
December	Census Bureau delivers apportionment counts to President and Congress

Impact of the 2020 Census

- The census is about fair representation in Congress, state legislature, and local government
- Minnesota is at high risk of losing its 8th congressional seat (and therefore 1 electoral vote)
- Census data guides funding for federal programs that our communities depend on
- Data is used for infrastructure and public services planning, business development, real estate investment, and policy-making.

Federal Spending Based on Census

Healthcare

- Medicaid
- Medicare Part B
- Maternal and Child Health
- State Children's Health Insurance Program (S-CHIP)
- Urban Indian Health Services

Food

- Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants, and Children (WIC)
- School Lunch, School Breakfast
- Emergency Food Assistance
- Child and Adult Care Food Program
- Senior Farmers Market

Education

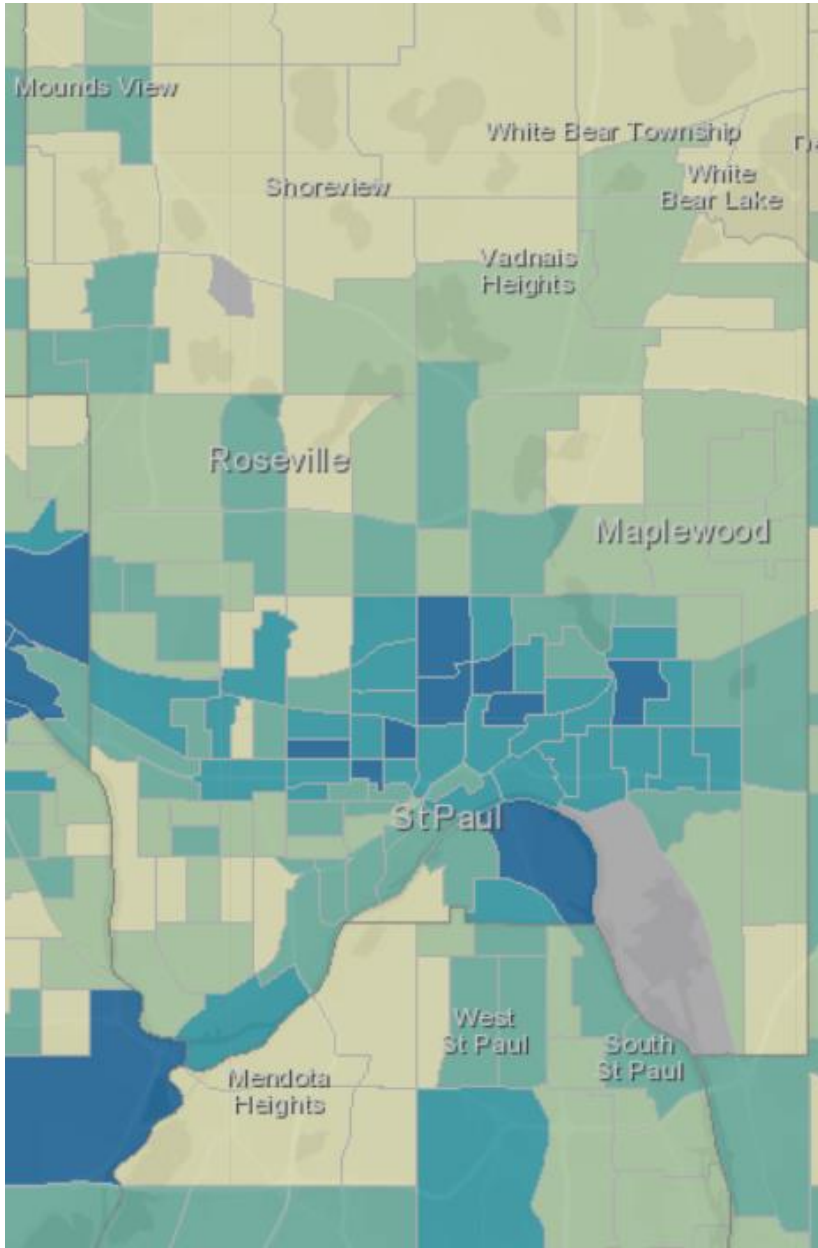
- Head Start
- Title 1 funding
- Pell Grants
- Special Education grants

Financial Assistance, Housing, etc.

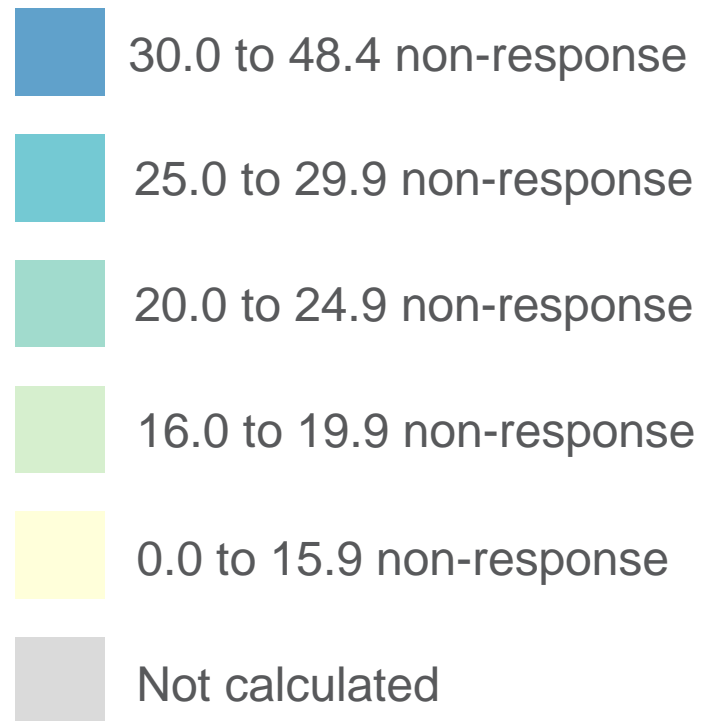
- Temporary Assistance for Needy Families
- Section 8
- Community development block grants
- Safe and Drug-free Schools and Communities
- Highway funding

Historically Undercounted Communities

- Renters
- Children under 5
- People in low-income households
- People of color
- People with limited English
- Immigrants/refugees
- Students
- People experiencing homelessness



Ramsey County has several census tracts with expected low response rates



Source: US Census Bureau, ROAM

Ramsey County – Saint Paul Joint Complete Count Committee

- Established October 2018 in partnership with City of Saint Paul
- Co-chairs: Commr. Victoria Reinhardt and Saint Paul City CM Mitra Nelson
- Representatives from municipal governments, community-based organizations, community members
- 30-40 active participants
- 7 subcommittees plan and conduct outreach
 - Renters, Immigrants & Refugees, People of Color, Education, Business, Seniors, Homeless
- Network for communications, coordination, resources

CCC Involvement/Representation

Governments/agencies

- City of Saint Paul
- City of Falcon Heights
- City of Lauderdale
- City of Little Canada
- City of Maplewood
- City of Mounds View
- City of New Brighton
- City of Roseville
- City of Shoreview
- City of Vadnais Heights
- City of White Bear Lake
- Mexican Consulate of Saint Paul
- Saint Paul Public Schools
- Saint Paul Public Housing Authority

Community-Based Organizations (selected orgs)

- African Collaboratives
- Anika Foundation/Black Votes Matter
- Asian American Organizing Project
- Black Lives Matter Saint Paul
- Common Cause
- Community Action Partnership
- Greater MSP
- Hispanic Advocacy & Community Empowerment Through Research
- Karen Organization of Minnesota
- LeadMN
- League of Women Voters
- Meals on Wheels Ramsey County
- Neighborhood House
- Nexus Community Partners
- Vietnamese Social Services
- Voices for Racial Justice
- Several Saint Paul district councils and churches

Community Engagement Contracts

- Recruiting trusted community organizers and organizations to do grassroots engagement
- Simple application and interview process
- Small contracts up to \$5000 each
- We provide training, outreach materials, and t-shirts



Minnesota Institute of Nigerian Development



Training for engagement partners and CCC members

Community Engagement Contractors

- Asian American Organizing Project (and their partners)
- ANIKA Foundation – Black Votes Matter
- West Side Community Organization
- Karen Organization of Minnesota
- Oromo Chamber of Commerce
- CAPI-USA (and their partners)
- Darris Consulting
- MJ Consulting
- LeadMN
- CLUES



Focus of work:

- Provide census & voting information to the communities they serve
- Encourage census participation and provide voter registration
- Recruit election judges—younger, more diverse, and bi-lingual
- Provide translation services

Some of Our Partners



Suzette Gilreath



Monica Jones and Carlton Munger-Smith

Key Messages

- Funding: Census data guides funding for important federal programs
- Confidentiality: Your personal data is protected. It can't be shared with other agencies or used in court.
- Everyone counts: Citizen or not, documented or not. If you live here, you count.
- Census jobs: Census takers are needed, especially in low-response census tracts.
 - In Ramsey County, the Census Bureau currently has only 30% of the applications it needs.
 - Application open until Feb 2020
 - 2020census.gov/jobs

Multi-Unit Housing Access

- Renters are consistently undercounted
- Number of renter households in a census tract is the most influential variable affecting its response rate (the more renters, the lower the response rate)
- Census workers need access to apartment buildings to follow up with non-responders
- Will propose resolution to support census workers' access to buildings; outreach campaign

Voter Engagement

- Working with community partners
- Meeting with residents
- Providing voting options and information
- Turnout and stats for 2019
- Redistricting in 2021

Working with Community Partners

Additional Elections Partners:

- Catholic Charities
- Shelters, public housing, and assisted living locations
 - Examples: Listening House, Lewis Park Apartments, MN Youth Collective, Chandler place, Metro State, and local shelters
- HHH Job Corps & MN Internship Center
- Year-round election judge recruitment & ARCH Language Network
- League of Women Voters - Saint Paul, Roseville, White Bear Lake
- Election Promotion – Radio, social media, & print advertisements

Meeting with Residents

Promote or Participate in Events

- Parade to the Polls
 - Promoted as voting kick-off, will continue in 2020
- Judges BBQ at Higher Ground
- Share information on candidate forums



Library Events

- Elections 101 & Voter Engagement 101
- Events at seven libraries around county
- Allowed residents to ask questions and learn about elections
- Took advantage of traffic at busy locations
 - Roseville & Rondo locations

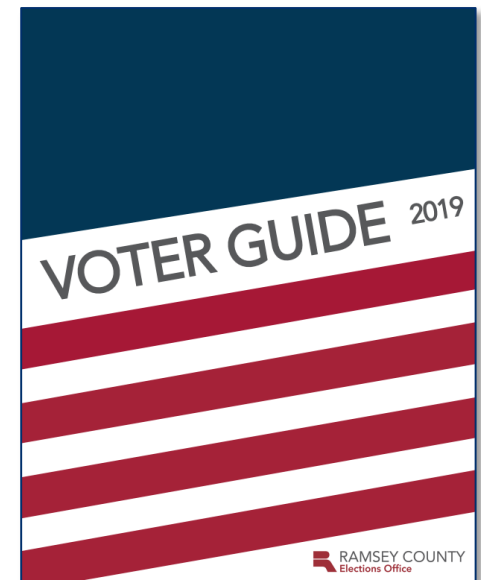
Providing Voting Options & Information

Voting while experiencing homelessness

- Workgroup w/metro municipalities and shelters
- Registration & voting events at Higher Ground
- Continued & expanded relationship with libraries in 2020

Voter guides for public distribution

- Print & digital
- Annual info on upcoming elections, elected offices, voting options, etc.
- Pocket guides
- Custom handouts



2019 Elections and Turnout

- Early Voting Locations

- Five St. Paul & three suburban locations
- 7667 voters at early voting locations

- Saint Paul turnout

- 56,200 in 2019, compared to 27,923 in 2015
- Increased turnout in all wards

- Suburban turnout

- WBL 624 = 11,840, compared to 4,660 in 2015
- Increased turnout in all districts and municipalities

- Countywide Pollbook Implementation

- Efficient, secure, and accessible



Redistricting in 2021

Use the results of the census to redraw election boundaries, ensuring that the people of each district are equally represented.

Redistricting Calendar

December 31, 2020	Population reports to President & Congressional seats are re-apportioned
January - March, 2021	Redistricting begins <ul style="list-style-type: none">- City Ward redistricting, rules for 1st class cities- Precincts & polling places established- County Commissioner redistricting
February 15, 2022	Redistricting complete

Community Involvement:

- Determine precinct boundaries for municipalities
- Determine district configuration – impact on representation
- Work with municipalities to establish best polling locations for voters
 - Encourage public hearings