



**MACS**

Minnesotans for the American Community Survey

## ACS and Census 2020 are at Risk

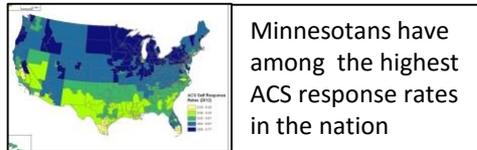
### Key Messages

- **ACS Census data help us tell Minnesota's stories and secure a better future.** Data benefit our state as the foundation for sound policy and planning, wise investments, resource allocation, and much more in the public, private, and non-profit sectors, from urban neighborhoods to rural areas.
- **ACS must be a mandatory survey to ensure quality and availability of data for rural areas, neighborhoods, communities, and small population groups.**
  - Census ACS data are confidential --- there has never been a data breach.
  - A voluntary survey would reduce response rates, raise costs, yield unreliable data, and for nearly half of Minnesota's small places, data be blacked out due to low quality. Let's not follow Canada's 2011-2015 example and risk losing data for places across the state.
- **A funding ramp-up is typical and essential for 2020 Decennial Census planning and the ACS.**
  - Critical decisions have been made about design, operations, IT, and content. Now it's time to ramp up the field and infrastructure operations.
  - Congress has not provided adequate funding in the last few years.
  - Without adequate financial support for testing and implementation, the price tag for the 2020 Census will be **+\$5 billion higher** than necessary (and above the 2010 census cost), and innovative design opportunities will be lost. Data quality and population coverage will suffer.



**About MACS:** MACS is a coalition of Minnesota leaders, policy and decision makers, business and development planners, forecasters, housing and social service providers, educators, and engaged citizens. *MACS Mission* is to educate Minnesota’s Members of Congress and the public about the critical importance of census data to drive a strong economy and improve the well-being of all Minnesotans.

## Minnesotans support ACS Census data for a better Minnesota



### MACS Supporters

*We depend on the collection of consistent, reliable, and timely small-area data that only the Census Bureau can provide about our population, housing, communities, neighborhoods, and economy.*

**Fast growing** From 12 in March 2013 to over 180 now

**Non political** Includes public, private, and nonprofit supporters across MN  
**Supporters share** a belief in data-driven policy & actions

**ACS Census data are** critically important for economic development, policy and investment, program management, and the well-being of Minnesotans

### Outreach & Education to MN’s Congressional Delegation & the Public

- **MACS** message resonates across party lines. Our size, growth and broad base make a difference.
- Relationships have been developed with all of Minnesota’s congressional offices in Washington DC and in District.
- Outreach continues to the media and to community, economic development, and nonprofit communities across Minnesota.

### Why does this matter?

#### Current Challenges to Census Data

- Annual bills introduced and passed in the House and Senate since 2012 would have made the ACS voluntary (*Census long form data*). It is a very real possibility.
- A voluntary ACS would diminish the quality and availability of small-area data which guide daily decisions across the state. Neighborhoods, rural areas, and small population groups would be especially hard hit with loss of data.
- The Census Bureau is in the normal “ramp up” period of testing, design, and implementation for the 2020 Census. Budget CRs have severely impacted the ACS, Economic Census, and 2020 funding, planning, and execution.
- Now is the time for our government to invest in efficient and effective design for the 2020 Census. **Cutting \$\$ now leads to +\$5 billion in unnecessary costs later.**

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