



March 2023

Re: Funding the State Demographic Center

To the State and Local Government Finance and Policy Committee:

MACS 2030 (Minnesotans for the American Community Survey and 2030 Census) is a statewide multi-sector coalition focused on ensuring an accurate decennial census and annual American Community Survey (ACS). Our mission is *to engage and educate a diverse public about the critical importance of reliable census data that result in an accurate decennial Census and robust, ongoing American Community Survey.* Census data are critical to a strong Minnesota.

MACS 2030 fully supports funding for the State Demographic Center (SDC) in the HF1830 omnibus bill.

- For decades, the State Demographic Center has been the key provider of demographic data and analysis for the State of Minnesota and its communities.
- Recently, there is an increased but unmet demand for communities to access and interpret social, economic, housing, and demographic data. Funding to increase staff capacity will allow the SDC to meet that demand.
- Data access and training from the State Demographic Center will empower communities statewide to tell their stories and communicate policy solutions that improve the quality of life for Minnesota children and families.
- Preparation for the 2030 Census is just around the corner. Children under five, renters, rural communities, and racial and ethnic populations are among the many who are historically undercounted in the Census. They would benefit from using census/ACS data to tell their stories. It is important for all to see the benefits of actions and policies based on their census responses.

Thank you for your leadership in lifting up census priorities and investing in data access and training, necessary and powerful work to improve all Minnesota communities. I appreciate the opportunity to submit testimony and am happy to answer your questions.

Joan Naymark

Executive Director, **MACS 2030**
Minnesotans for the American Community Survey and 2030 Census
joan.g.naymark@gmail.com 612.875.9088