STATE OF SOUTH DAKOTA
OFFICE OF THE GOVERNOR
EXECUTIVE ORDER 2020-32

Whereas, The United States Constitution requires that a census be conducted every ten years, and the next census is taking place this year of 2020; and,

Whereas, Despite the current pandemic of the novel coronavirus and COVID-19 outbreak causing delays or otherwise impacting the operations of the 2020 Census, the Census continues to be conducted for 2020; and,

Whereas, The 2020 Census will determine how the federal government will distribute $675 billion annually to fund critical community services, workforce development programs, and economic incentives within the state; and,

Whereas, The Census will also determine how many seats South Dakota will have in the United States House of Representatives, as well as determine the boundaries of legislative districts; and,

Whereas, The Census will impact the creation and availability of jobs that directly benefit South Dakota families and our economy; and,

Whereas, The Census will provide valuable information for both state and national leaders who are making decisions regarding land use and resource planning, roads and bridge planning, economic and workforce development, health services planning, education, housing needs planning, and community needs planning; and,

Whereas, The Census is a necessary undertaking, but it is costly, time consuming, and requires extraordinary statewide collaboration at all levels of government and with several community organizations; and,

Whereas, There are major issues with the accuracy of the data that comes from resident populations that are historically difficult to count, including non-native English speakers, low-income households, rural residents, and children; and,

Whereas, In order to ensure the 2020 Census is as accurate as possible, strategic planning and outreach is required to effectively account for these populations in the most efficient manner possible:

IT IS, THEREFORE, BY EXECUTIVE ORDER, Directed that the South Dakota Complete Census Committee be established and authorized to function in compliance with the provisions of this Executive Order.

GENERAL PROVISIONS

Section 1. The governor of the State of South Dakota may appoint as many members as the governor deems necessary to accomplish the goals of the Complete Census Committee by designating at least one representative or designee from each of the following departments, offices, or focus areas to form the core membership of the Complete Census Committee:

A. State-level agencies, departments, offices, or positions:

- Governor's Office,
- Department of Education,
- Department of Social Services,
- Department of Tribal Affairs,
- Secretary of State,
- President pro tempore of the Senate, or his designee,
- Minority leader of the Senate, or his designee,
- Speaker of the House, or his designee, and
- Minority leader of the House, or his designee.

B. Focus areas:

- State government,
- Local and municipal government,
- Workplace and workforce stakeholders,
- Hard-to-count populations, including minorities, homeless individuals, or transient populations, and
- Public relations and communications.

Section 2. The governor's appointments shall reflect efforts to ensure diverse representation of geography, culture, ethnicity, and gender.

Section 3. The governor shall appoint a chair or co-chairs. Vacancies in membership shall be filled in the same manner as the original appointments are made.

Section 4. The membership shall organize within fourteen days after the initial appointments of at least eight members are made and upon a call of the chair or upon the request of a majority of members then appointed. The membership shall select from among the membership a vice chair, secretary, and may create sub-committees as the majority deems necessary to fulfill the duties of the membership.

Section 5. The duties of the membership will be to initiate, act upon, and consider all necessary strategies to:

a. Develop a census outreach strategy;

b. Promote, advertise, and encourage full participation in the Census;

c. Collaborate and coordinate with the United States Bureau of the Census in carrying out the member's duties;

d. Focus available resources on hard-to-count areas and populations;

e. Respond to the population's questions and concerns about the Census; and

f. Ensure the highest participation rate possible.

Section 6. The members may consult with outside experts and others as appropriate. The members may call to their assistance and avail themselves of the services of the employees of state departments, boards, agencies, or bureaus, as the members may require to achieve their duties.

Section 7. This Executive Order is effective immediately and remains in force until September 30, 2020, unless otherwise terminated sooner or extended beyond that date by subsequent executive order.

Dated in Pierre, South Dakota this 31st day of August, 2020.

Kristi Noem
Governor of South Dakota

ATTEST:

Steve Barnett
Secretary of State