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BE COUNTED
2020 CENSUS

We love where you live.
All Hands on Deck!

- $675 billion at stake
- In 2016 Michigan received $29 billion through 55 federal spending programs guided by data derived from the 2010 Census. (Medicaid, highway planning, housing, transit, etc.)
- $1800 per person, per year for those not counted
- Congressional seat
- Electoral votes
The League and the 2020 Census

- mml.org/census
- Blogs
- Magazine articles
- Convention and Capital Conference sessions
- Webinars
- National League of Cities toolkit
State Census Complete Count Committee

**Goal:** Build a complete count of Michigan residents, by ensuring everyone is counted once, and in the right place.

In 2010 Michigan had a 78% response rate. The goal for 2020 is 82%.

Increase awareness. Motivate residents.

We love where you live.
The Challenge
Census Barriers, Attitudes, and Motivators Study (CBAMS)

Going into the 2010 Census, 85% said they would “definitely” or “probably” respond to the 2010 Census. The 2010 Census had a 76% self-response rate – people over-reported their intent by nearly 10%.

Preparing for the 2020 Census, just 67% of respondents said they were “very likely” or “extremely likely” to respond to the 2020 Census.

Using the 2010 Census trend, the self-response rate for the 2020 Census would produce a lackluster 58% of residents participating.
The Challenge

Ford School on Public Policy, University of Michigan

2019 – 37% of local governments were preparing for 2020 Census
U.S. Census Bureau Timeline

January 2020 - Advertising begins
March 12-20 - First Census postcard arrives in the mail
March 16-24 - Invite for online form
March 26-April 3 - Reminder postcard
April 1- Census Count Day
April 8-16 - Reminder letter and paper form
April 20-27 - Final postcard
May-June - Enumeration canvass
Be counted!

- Responding to the census is **convenient**. It can be done through the mail, by phone or online.
- The census is 100% **confidential**. Individual data is protected for 72 years. (Title 13 of the U.S. Code)
- Participation is **critical**. For every resident not counted Michigan stands to lose $1800 per person, per year in federal funds.
What can municipalities do?

- Sign up to receive weekly updates from the State of Michigan, Michigan.gov/census2020
- Host spaces where people can access computers/internet
- Link to the census questionnaire on your website
- Share that the Census is hiring, 2020census.gov/en/jobs
- Share information on your website and through social media channels and newsletters
Remember...

Convenient
Confidential
Critical