Welcome to the 2020 Census

Responding to the census is convenient and people can respond by mail, phone or online.

The census is 100% confidential and secure and your information will not be shared with anyone.

We want to make sure everyone is counted because it’s critical to the future success of Michigan.

Do you have 10 minutes?

Answering only 9 questions will deliver 10 years of benefits to your community.
Your Community’s Participation Matters

Impact on Your Community
• Census data determines how more than $675 billion of federal funds are spent, supporting your county and community’s vital programs.
• In 2016, Michigan received $29 billion through 55 federal spending programs guided by data derived from the 2010 Census.
• For every resident not counted, Michigan stands to lose an estimated $3,000 per person per year in federal funds.

Fair Representation
• The Census Bureau has a core task of counting every person living in the U.S. once, only once, and in the right place.
• Every ten years, the results of the census are used to reapportion the House of Representatives determining how many seats each state gets.
• After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.
Launching a Local Campaign: Where to Begin

The state of Michigan had a 78% response rate in the 2010 Census, how did your community measure up?

What are the hard-to-count populations in your community? How should you plan to reach them?

The goal for the state of Michigan for the 2020 Census is an 82% response rate. What goal seems appropriate for your municipality?

How does federal funding affect your community? What does your community stand to lose?

What action items should be added to your local campaign to achieve the goals set for your community?

How do residents in your community view the task of filling out the census? How can the task of filling out the census be made convenient for your residents?

OFFICIAL CENSUS FORM

www.my2020census.gov
1. Launch a Local Campaign

Understand the Geographical Data in your community. Who are the hard-to-count populations?

Which messaging methods will be most effective in reaching your identified audience?

How will you try to reach this specific audience over time?

Who should coordinate the action items for this specific audience?

What is your objective?

- Use social media platforms to promote census information.
- Utilize your community’s data from the 2010 Census.
- Designate coordinators to implement outreach.
- Update websites with census resources and guides.
- Brainstorm with other local units of government.
- Contact local media outlets.
- Use the Civis Analytics Tableau Report.
- Create a timeline for your campaign.
2. Identify State and Local Partners

**Local Media Outlets**
1. Schedule routine census public service announcements with local radio stations.
2. Strategically plan announcements and appearances on local television to discuss the upcoming 2020 Census Count. These can be done virtually in most cases.

**Faith-Based Organizations**
1. Advertise the census in local church bulletins and newsletters.
2. Once stay-at-home and social distancing recommendations are lifted, host an evening dinner/potluck with an informational session on the 2020 Census.

**Public Transit**
1. Post flyers at every bus stop, with a QR code to the census form.
2. Wrap the outsides of city buses with census messaging.

**Non-profits and Philanthropic Organizations**
Identify organizations that work primarily with hard-to-count (HTC) populations, and partner with them to bring awareness to these groups.

**Public Library**
1. Hold public informational sessions on the census.
2. Display directions/guides at each computer station for how to fill out the census online.
3. Host spaces where people can access computers and/or the internet to complete the census.

**Colleges and Universities**
1. Advertise census jobs.
2. Host a table on campus, or partner with the education institutions to share information virtually.

**Local Businesses and Industry**
1. Ask business owners/managers to email employees with information about the census.
2. Identify beneficial ways to partner with local businesses.

**Schools and Daycare Facilities**
1. Make census information available at parent/teacher conferences, and parent meetings.
2. Discuss Statistics on Schools (SIS) with school board, parents, and teachers.

UPDATE! Some of the content included in this census toolkit was created prior to the COVID-19 pandemic, and we have made adjustments to fit the current coronavirus-related restrictions. We understand that some of the activities may not be feasible at this time. However, with the deadline to fill out the Census extended to August 14, 2020 some of the suggestions involving personal contact may be possible as COVID-19 restrictions are lifted. We strongly recommend that you follow the recommendations from both Governor Whitmer’s office and the CDC, as guidelines are changing rapidly.
3. Target Hard-to-Count Populations

Identify HTC Groups Include:

Hard-to-Count Groups Include
- Low-income residents
- Children under 5 years old
- Racial and ethnic minorities
- Non-English speakers
- Persons experiencing homelessness
- Renters and residents who move often
- College students and young adults
- Persons with disabilities
- Rural residents
- LGBTQ+ persons
- People who distrust the government
- Undocumented immigrants

Understand the Barriers

<table>
<thead>
<tr>
<th>Category</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard to Interview</td>
<td>Language barrier, low literacy rate, or a lack of internet access</td>
</tr>
<tr>
<td>Hard to Locate</td>
<td>Housing not included in census files, such as new housing developments or people who want to remain hidden</td>
</tr>
<tr>
<td>Hard to Contact</td>
<td>Highly mobile, homeless, or physical access barriers such as gated communities</td>
</tr>
<tr>
<td>Hard to Persuade</td>
<td>Suspicious of government or low levels of civic engagement</td>
</tr>
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Strategize with Tools

1. Census Bureau Planning Database and Response Outreach Area Mapper (ROAM)

The Census Bureau’s Planning Database assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. In addition, the Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database.

2. Census 2020 Hard-to-Count Map

The HTC 2020 map combines data from multiple Census Bureau sources to show all these contact strategies on the map, so census stakeholders can inform local residents what to expect in 2020.

3. Civis Analytics Tableau

We have partnered with Civis Analytics to create a census dashboard to enable state and local governments and partners to understand how to plan for and optimize during the 2020 Census. You can use the map to view data on the tracts within your city, township, or county.
Homeless Population

In Michigan, on any one night, there are approximately 24,713 sheltered homeless individuals, with an additional 41,338 unsheltered, a total of 66,051. People experiencing homelessness have been undercounted in the decennial census for decades.

- In Michigan, adults and children in families account for 52 percent of the total homeless population.
- In 2016, 68 percent of the homeless population was in emergency shelters, transitional housing programs, or safe havens, and 32 percent were in unsheltered locations.
- People experiencing homelessness are far less likely to have internet access than the general population.
- Young children are traditionally very hard to count and about 22 percent of people experiencing homelessness are children.

Example Steps

1. Using local resources and tools, locate areas with a high percentage of persons experiencing homelessness in your community.
2. Invest local experts in this work.
3. Partner with local organizations in that area who consistently work with people who are homeless (Ex. advocacy organizations, soup kitchens, shelters, transitory locations).
4. Provide guides and individual census questionnaires to these organizations.
5. Train individuals working at partnering organizations on the importance of making sure everyone is counted for the census.

Image Courtesy: Michigan Coalition Against Homelessness
4. Potential Action Items and Activities for Reaching Hard-to-Count Populations

When planning any of these activities think about how you might conduct them virtually.

- When first starting out, seek volunteers to serve on a complete count committee. They will help define local partners and assist with the action items.
- Have census information available in school curriculum packets and at the school lunch distribution centers.
- Start a fun wager or contest with a neighboring community.
- Enlist a local celebrity or social influencer to promote the census.
- Create a program for residents to assist with census efforts.
- Interview your top elected or appointed official on the importance of the census. The interview can go in your local paper, website, or on your local cable channel.
- Link to census questionnaire on your website.
- Populate your website and community newsletter with census information.
- Messaging works. In a recent poll a strong majority said they would be more likely to complete the census form because of this statement: *The census is used to decide where to spend federal funds for things such as healthcare, roads, jobs training programs, and emergency services. Returning your census makes sure your community gets the money it needs—otherwise that money will be spent in other states and other communities.*
- Share info during commission/council meetings.
- Include census information in monthly utility and water bills.
- Use the Michigan Shine song, or census messaging as your hold music.
- Create a census signature for your emails, with a link to the census page on your website.
- Conduct radio interviews.
- Include in employee e-blasts.
- Include in tax and assessment mailers.
- Counties can encourage municipalities to include census info on their websites.
- Include information in campus newsletters.
- Send out census-related text messages.
- Rotate promotion across officials’ social media platforms.
- Make 2020 Census promotional materials and guides available in multiple languages.
- Conduct virtual lunch and learns.
- Work with neighboring local units of government.
- Increase digital marketing.
- Promote on library sites.
- Promote in local newspapers.
- Mail reminder postcards.
- Utilize digital marketing using geofencing.
- Work with local coffee shops to have census stickers on every cup.
- Include info in your Spring/Summer Parks and Rec brochure.
- Have a countdown on your website, and share your community’s response rate.
- If people volunteered to canvas your community, reassign them to be virtual phone bank leaders.
- Ask faith-based organizations and churches to include census information in e-bulletins and newsletters to members.
• Create virtual house parties through Zoom.
• Call into local talk radio to help raise awareness about the census.
• Convene developers or owners of multi-unit housing complexes.
• Schedule a community webinar to cover census basics.
• Stay connected—attend regional and constituency calls through the state (that you have been assigned to.)
• Follow the state social media platforms for updates: MiCensus.
• Put census info on electronic billboards.

Activities to do after COVID-19 restrictions are lifted:
• Create a mascot to visit fairs, schools, and events like Sterling B. Counted in Sterling Heights.
• Place door hangers on resident’s doors in hard-to-count areas.
• Share posters with schools, senior centers, libraries and other public entities.
• Flood the hard-to-count tracts with posters.
• Create a 2020 Census chalk stencil for sidewalks.
• Host census informational events at senior living homes, college campuses, community centers, and cultural centers.
• Partner with nonprofit organizations whose primary focus is working with HTC populations (example: The Immigrant Rights Center, homeless shelters, soup kitchens). LGBTQ+ organizations)
• Utilize Local Complete Count Committees to target specific communities.
• Appoint multiple coordinators over geographical areas who are familiar with those specific HTC populations.
• Use local public venues as a way to bring awareness, offer resources, and provide accessibility to internet.
• Place census banners, posters, and other materials in highly visible public locations, such as public transit stations/stops, library, community center, and large bus posters.
• Have census information available during voter registration drives, blood drives, health fairs, and other community events.
• Provide Census 2020 promotional materials and guides to local business, nonprofits, daycare centers, gymnasiums, schools, doctors’ offices, and grocery stores.
• Schedule timely and consistent public service announcements about the importance of the 2020 Census over local public radio and your local television channels.
• Set up census informational tables in front of local convenience stores, at job fairs, college campuses, conferences, and at public events.
• Advertise census jobs on college campuses.
• Wrap municipal cars with census logo or messages.
• Wrap utility boxes.
Resources and Tools

**Michigan Municipal League Census Resources**

The League has gathered a variety of resources to help communities in their 2020 Census efforts. Our census page includes information on Complete Count Committees, news articles, toolkits, sample Michigan community census pages, and much more.

Check out the League census page.  
[www.mml.org/resources/2020_census.html](http://www.mml.org/resources/2020_census.html)

**Michigan.gov 2020 Census Resources**

Michigan.gov offers general information and resources to be used by every community in the state of Michigan. These include information on upcoming events, census jobs available, a full screen map of hard to reach areas, directions on how to complete the census, social media messaging, graphics, videos, presentations, printed material, and newsletter articles.

Link: [www.michigan.gov/census2020](http://www.michigan.gov/census2020)

**Michigan Nonprofit Association (MNA)**

The “Census 2020 Michigan Nonprofits Count Campaign” is an ambitious effort to mobilize nonprofits and partner with state and local government to encourage participation in the census in communities that are at significant risk of being undercounted. The campaign is spearheaded by the Michigan Nonprofit Association (MNA) with seed funding from the W.K. Kellogg Foundation and support from the Council of Michigan Foundations (CMF).

Resources include documents, flyers, brochures, PowerPoints, infographics and more to help educate your team on the key points of the importance of getting a complete count for Census 2020, as well as tips on how to share that information with the communities you serve. Resources will be updated throughout the campaign.


Link: [www.becountedmi2020.com](http://www.becountedmi2020.com)

**Complete Count Committees (CCC)**

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Find a Complete Count Committee in your community at [www.census.gov](http://www.census.gov).