Everything you need to know about the 2020 Census
Organizing for a Complete Count in Michigan
Timeline
U.S. Census Bureau Process & 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 8-16 – Reminder letter and paper form
April 20-27 – Final postcard
May-July – Enumerators canvass
What’s at Stake?
Federal funding determined by census response

Total Program Obligations: $29,208,978,056

Health programs
- Medicaid, Medicare, SCHIP, block grants for prevention and treatment of substance abuse

Housing programs
- Section 8 housing, rural rental assistance payments

School programs
- Head Start, childcare mandatory and matching funds, special education, Child and Adult Care Food Program

GW University - 2016
POTENTIAL SHIFTS IN CONGRESSIONAL SEATS BASED ON CURRENT POPULATION ESTIMATES

Source: Michigan Population Center, University of Michigan, Apportionment Calculator; U.S. Census Bureau, 2018 Population Estimates

Congressional Seats
What are we doing?
Mission: Mobilize Michigan to tell our story of growth and economic opportunity through the 2020 Census. Ensure Michiganders maximize their voice in congressional representation and obtain our fair share in federal resources by encouraging the full participation of all individuals in the state of Michigan.

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

• Increase self-response rate to 82%.
MESSAGING:
The 2020 Census is ...
✓ Convenient
✓ Confidential
✓ Critical
Key Messages

Responding to the census is **convenient**.

You can respond by:

- Mail
- Phone
- Online
Key Messages

The census is 100% **confidential** and secure.

✓ Your information will not be shared with anyone.
Counting everyone who lives in Michigan is **critical** to the future success of our state.
Operations in Michigan
Local Complete Count Committees were formed to increase awareness and motivate residents to respond to the 2020 census.
### 2020 Census

#### Michigan Facts

<table>
<thead>
<tr>
<th>Population estimates, July 1, 2018</th>
<th>9,995,915</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age and Sex</td>
<td></td>
</tr>
<tr>
<td>• Persons under 5 years</td>
<td>5.7%</td>
</tr>
<tr>
<td>• Persons under 18 years</td>
<td>21.7%</td>
</tr>
<tr>
<td>• Persons 65 years and over</td>
<td>17.2%</td>
</tr>
<tr>
<td>• Female persons</td>
<td>50.8%</td>
</tr>
<tr>
<td>Race and Hispanic Origin</td>
<td></td>
</tr>
<tr>
<td>• White alone</td>
<td>79.3%</td>
</tr>
<tr>
<td>• Black or African American alone</td>
<td>14.1%</td>
</tr>
<tr>
<td>• American Indian and Alaska Native alone</td>
<td>0.7%</td>
</tr>
<tr>
<td>• Asian alone</td>
<td>3.4%</td>
</tr>
<tr>
<td>• Two or More Races</td>
<td>2.5%</td>
</tr>
<tr>
<td>• Hispanic or Latino</td>
<td>5.2%</td>
</tr>
<tr>
<td>• White alone, not Hispanic or Latino</td>
<td>74.9%</td>
</tr>
</tbody>
</table>
2020 Census

Key Challenges for Michigan

- Unique housing and gatekeepers
- High crime areas
- Migrant farm workers
- Growing Middle Eastern North African population – largest in nation
- African American and Hispanic population
- Large number of low response score tracts
- Vacant housing units
- Reaching and educating tribal leaders
- Rural geography
What can you do?

<table>
<thead>
<tr>
<th>Advertise</th>
<th>U.S. Census jobs – 2020census.gov/jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish</td>
<td>Establish a point person by location or sector of operation</td>
</tr>
<tr>
<td>Share</td>
<td>Census materials on your website or social media – film a Facebook Live!</td>
</tr>
<tr>
<td>Media</td>
<td>Help spread the word by participating in media events.</td>
</tr>
</tbody>
</table>
Thank you!

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