

**CENSUS2020**

MICHIGAN NONPROFITS COUNT CAMPAIGN

**m.n.a.**▶  
Michigan Nonprofit Association

**CMF** Council of  
Michigan  
Foundations  
*Growing the Impact of Michigan Philanthropy*



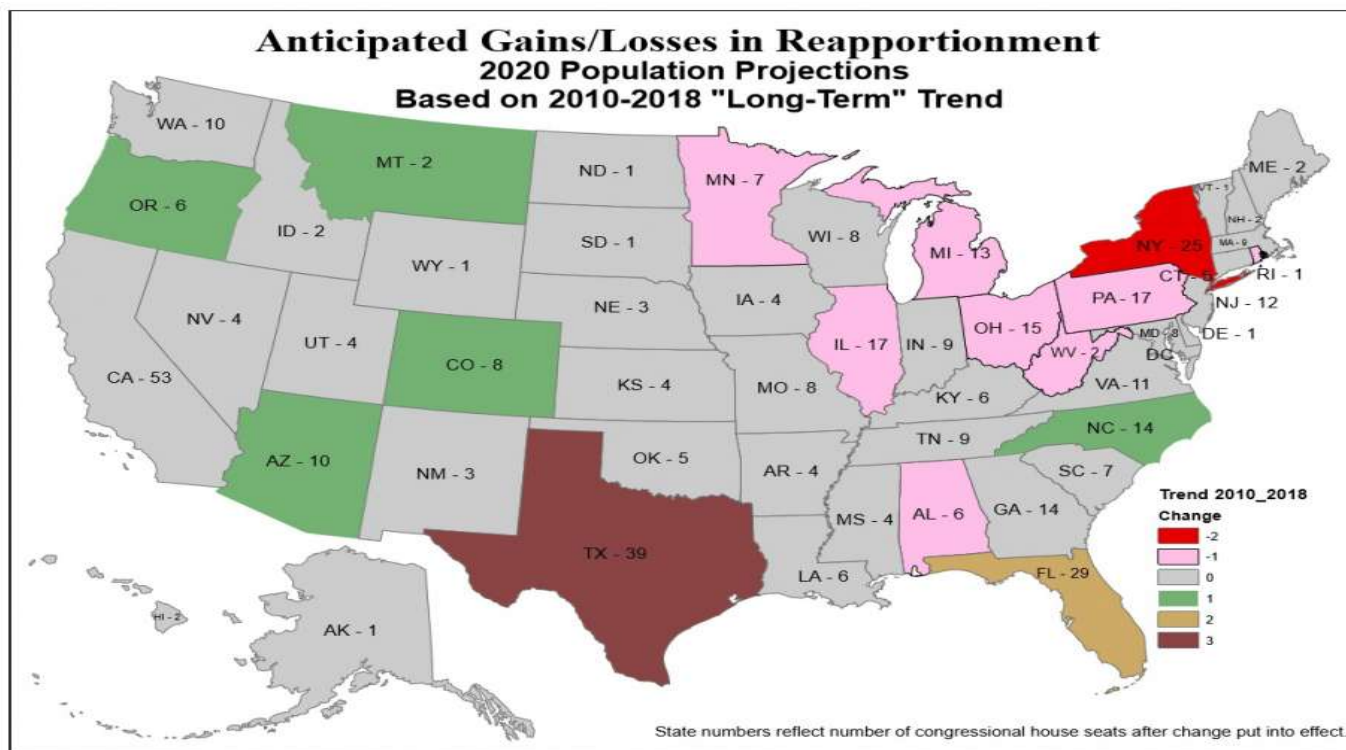
**BE COUNTED**  
**MICHIGAN2020**

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

## MICHIGAN NONPROFITS COUNT CAMPAIGN

# What's At Stake?

- Accurate census data are essential for the fair distribution of the country's 435 congressional seats and for the fair allocation of government resources.
- Michigan is at risk of losing another seat this time.



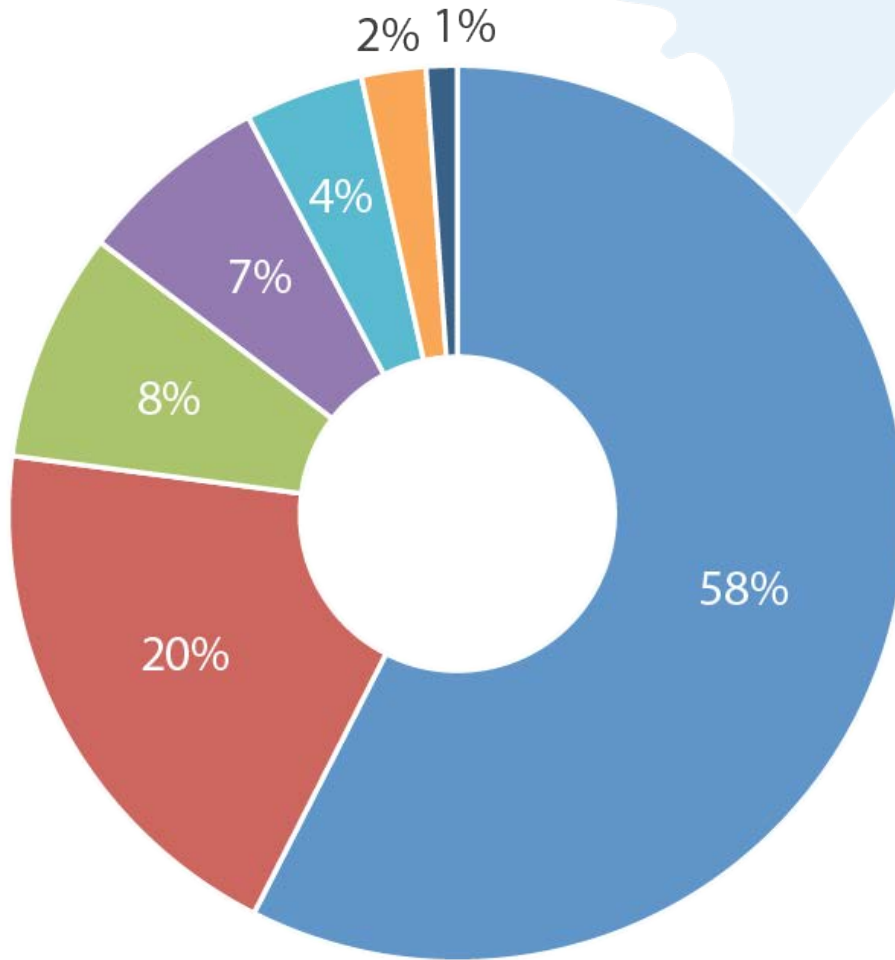
## What's At Stake?

- More than 15 billion federal and state program dollars were distributed to Michigan communities annually based on census data.
- This is particularly important for Michigan because about 42% of our state budget relies on federal funding.

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## WHAT'S AT STAKE?



### LARGEST FEDERAL SOURCES THAT USE CENSUS DATA FOR DISTRIBUTION

- Medicare/Medicaid/Health Centers
- SNAP/WIC/School Lunch
- Education (Title I, IDEA, Headstart)
- Infrastructure (Highways, Roads, Bridges)
- Housing (Section 8)
- Children (Child care, S-CHIP, Foster Care)

# What's at Stake?

- Under current funding figures, Michigan would lose \$1,800 of federal funds per year for every person not counted.
- We are stuck with the numbers for the next ten years.
- *As an example if just 5,000 people were missed in a community that would be loss of \$90 million –  $5,000 \times 1,800 \times 10$  – because we have to live the count for 10 years.*
- This would result in a loss of funding for highway planning and construction, Head Start, special education, free and reduced-price lunch programs, WIC (the Special Supplemental Nutrition Program for Women, Infants, and Children) and CHIP (the Children's Health Insurance Program).

## MICHIGAN'S HARD-TO-COUNT POPULATIONS

- People of color
- Immigrants
- Undocumented people
- Young children
- Low-income people
- Homeless individuals
- Those traditionally served by nonprofits

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## Why are young children missed?

There are many reasons why young children can be missed in the census. Often these children tend to live with large, extended families or with multiple families living under one roof.

They may stay in more than one home and may not be related to the person filling out the questionnaire or answering questions from a census worker.

**It is important to remember that EVERYONE living in a household, temporarily or permanently, relative or friend, on April 1, 2020 SHOULD BE COUNTED AT THAT ADDRESS.**

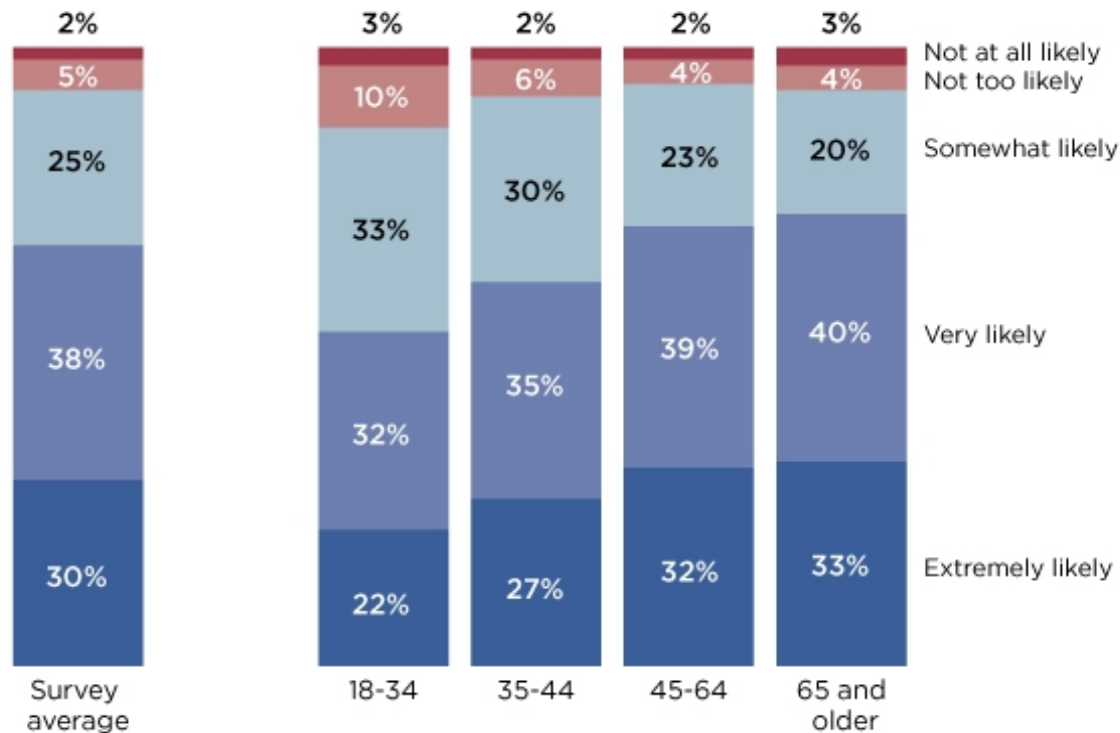
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# Current Challenges

- US Census Bureau has been directed to spend less on the census than last time.
- Internet First Model
  - While it's convenient for some, internet access is a problem for a lot of our citizens including seniors.  
There are privacy and cyber-security concerns.
- 50% reduction in Census bureau offices and field workers
  - For the 2020 Census, there are 5 local offices placed in Michigan – Macomb County, Oakland County, Detroit, Lansing and Midland.
- Distrust in government is at a very high level.



# How Likely Would You Be to Fill Out the Census Form?



Notes: All estimates were rounded so that the sum of estimates equals 100 percent.

# How will people be able to respond?

- When it's time to respond, most households will receive an invitation by mail.
- Every household will be able to respond online, by phone or by mail.
- Most areas will be asked to respond online, in areas not likely to respond that way, will be sent a paper version.
- The U.S. Postal Service will stagger delivery of the invitations so that the number of respondents online will be spread out.

# What is the timeline for responding?

- March 12-20: First invitation to respond will be sent.
- March 16-24: A reminder letter.

## **IF YOU HAVE NOT RESPONDED YET:**

- March 26-April 3: A reminder postcard.
- April 8-16: A reminder letter and paper questionnaire.
- April 20-27: A reminder postcard before they follow up in person.

According to Census Population of 3 years and over  
enrolled in school up to 12<sup>th</sup> grade

2010  
9,128

2017  
8,036

Change in school age population of 1,092

2018 average per pupil spending in

Hillsdale County \$10,768

Loss of funding **\$11,755,162** between  
2010 and 2017

#### Your roads depend on you filling out the 2020 Census.

- Each year MDOT uses allocation factors to distribute road dollars to cities and villages. The amount of dollars is based on population as of the latest U.S. Census and road miles.
- A city or village receives \$43.96 per person for major streets and \$14.65 per person for local streets.

2010

47,033

2017

45,909

Change in population has a decrease of 1,124

Resulting in a potential loss of **\$658,776.40**

# Sample Activities

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Have census information available during voter registration drives.

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# Thank You!

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