

2020 Census – Michigan Complete Count Committee

Organizing for a Complete Count

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 & paper form

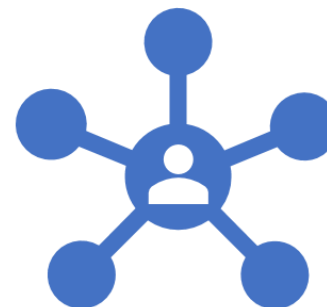
April 20-27 – Final postcard

May – July – Enumerators canvass





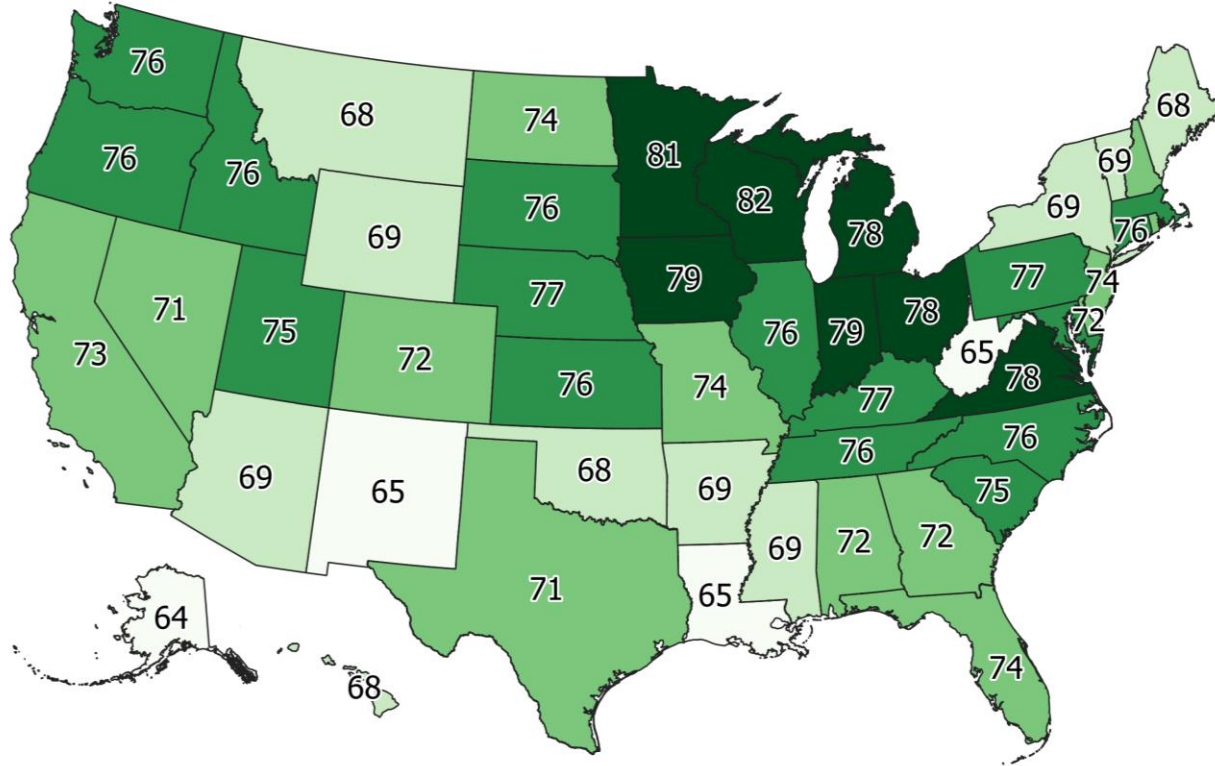
State complete count committee is a volunteer committee established by the state to increase awareness and motivate residents to respond to the 2020 census.



Government should use its unique tools and reach at every phase of the effort to ensure a complete count

Our Role

US PARTICIPATION RATES



Bureau

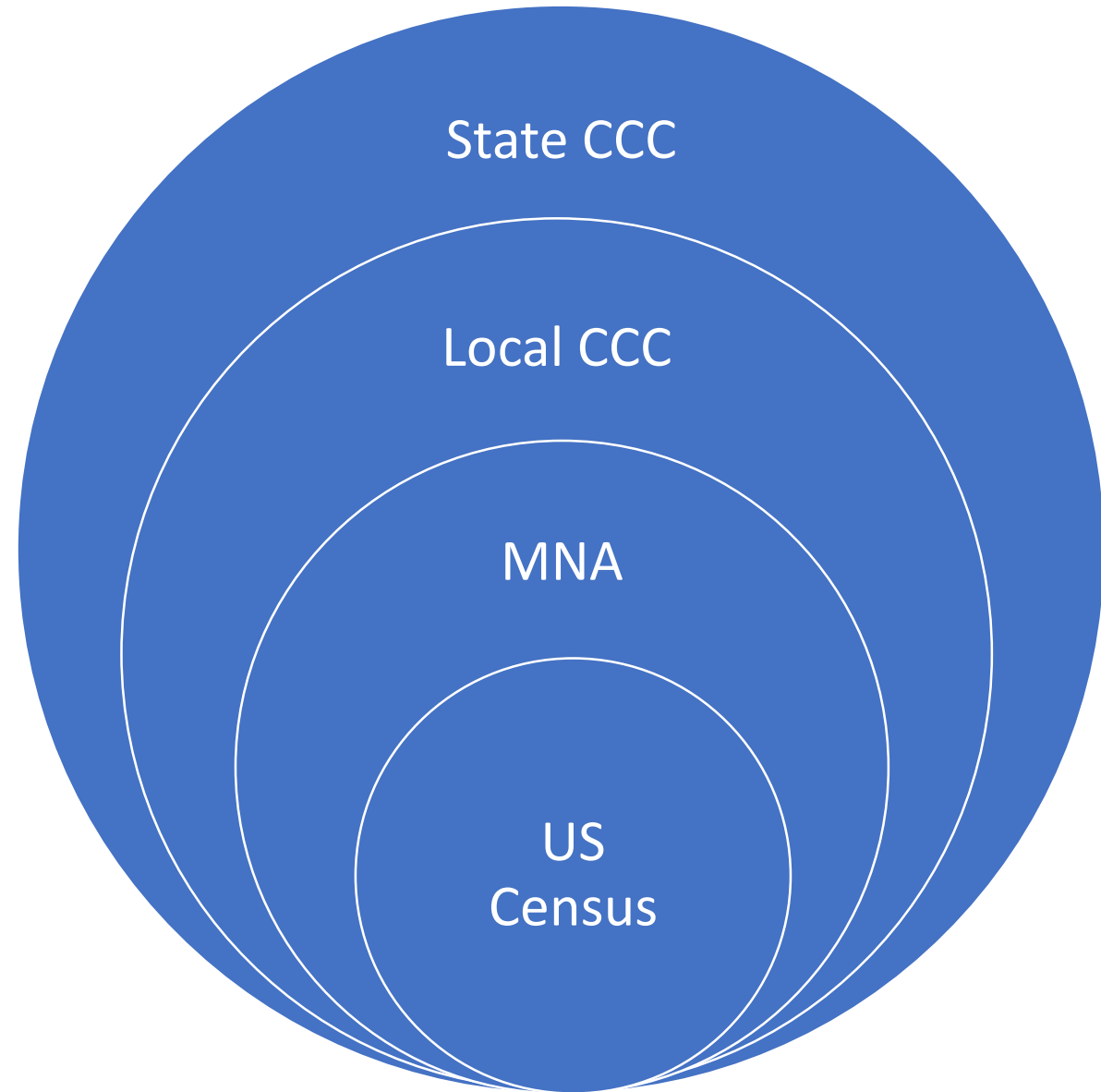
Mission & Goal

Mission: Mobilize Michigan to tell our story of growth and economic opportunity through the 2020 Census. Ensure that 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.

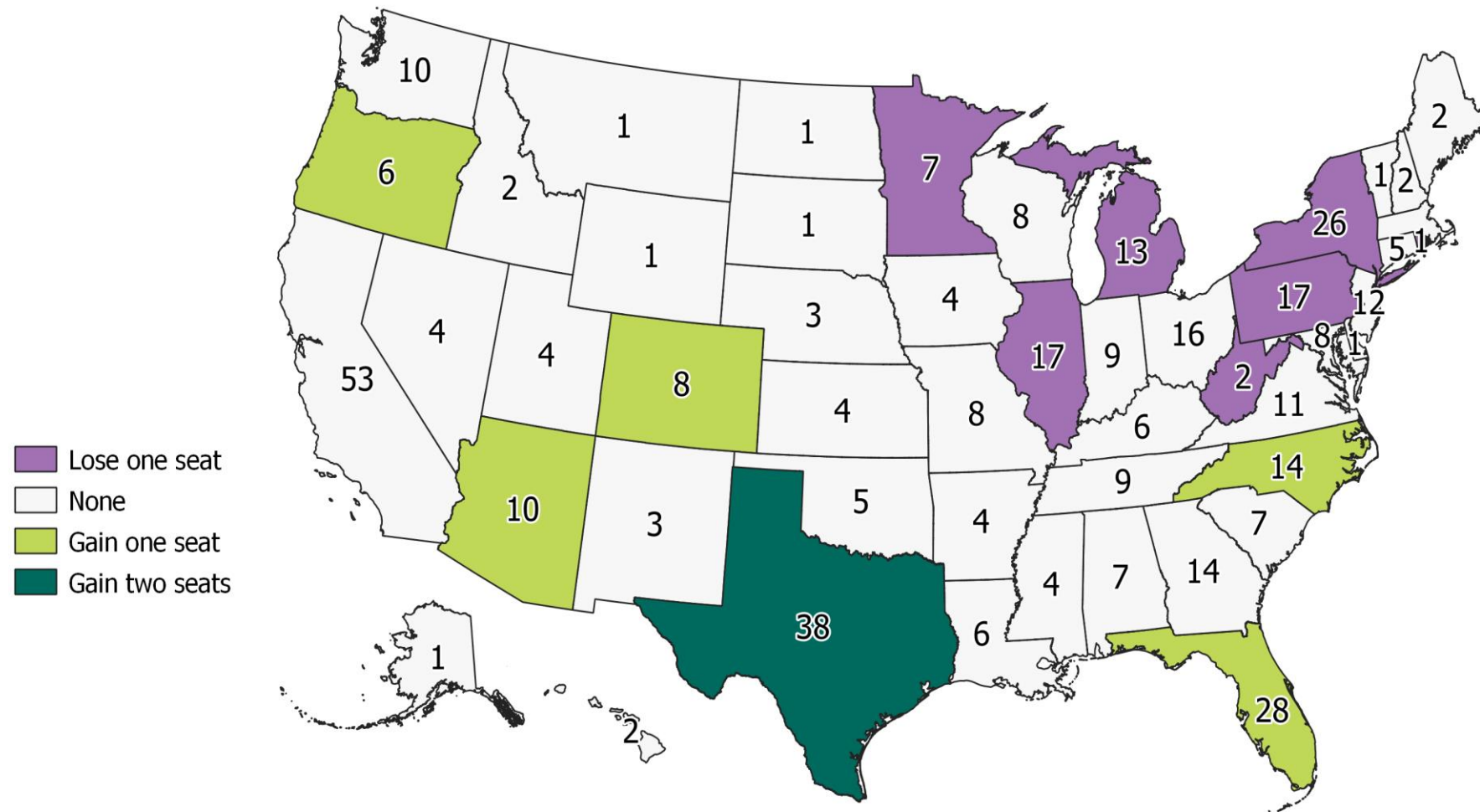
Goal: Build a complete count of Michigan residents, by ensuring everyone is counted once, and in the right place.

- Increase 82% self-response rate.

Operations in Michigan



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

Counting for Dollars 2020

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

Medicaid, Medicare, SCHIP

Section 8 housing, rural rental assistance payments

Head Start, child care mandatory & matching
funds, special education,

Child and Adult Care Food Program

Block grants for Prevention & Treatment of
substance Abuse



What you can do?

Advertise

Advertise US Census jobs – 2020census.gov/jobs

Start

Start talking about the census to your, friend, neighbors and colleagues

Post

Post census materials on your website or social media – film a Facebook live!

Make

Make a list of your group housing in your community – check in with Census

Thank you!!

**Kerry Ebersole Singh, 2020 Census
Executive Director**

ebersolek1@Michigan.gov

517-241-5656

