

Be Counted Detroit 2020 FINAL 2020 CENSUS REPORT



BOTTOM LINE



- **Census Count of 639,000 –10% lower than 2010**
- **2019 Population est. for Detroit 670,000**
- **Loss of 15,000 housing units from 2019 estimate**
- **Cities in MI with lowest response rates, also lost population**
- **All of Detroit's population loss was African American**

OUTREACH AND FIELD



- **Raised \$3.01m**
- **Spent \$1.1 on media: 164 billboards—134 million impressions**
- **Digital ads, social media—6m impressions**
- **Produced 35 videos**
- **Knocked on 440k doors**
- **Worked w. 130 Partner Organizations**
- **61,000 calls made from virtual Phone Bank**
- **348,000 pieces mailed out**
- **117,000 text messages sent**
- **730,000 pieces of lit distributed**
- **187 events held bet. May 30 – Oct. 15, 2020**

Here we go again????



2010



2020



Duggan, Tlaib prepare to challenge Census Bureau for lack of 'good-faith effort' to count Detroiters

Concerned the U.S. Census Bureau didn't make a good-faith effort to adequately count Detroiters, Mayor Mike Duggan and U.S. Rep. Rashida Tlaib plan to launch an investigation of the 2020 counting process. The city is seeking information from census workers on whether or not the federal agency...

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NEXT STEPS



Detroit considering:

- **Legal Action outside normal appeal process**
- **Formal Appeal (CQR) process begins Oct. 2021**
- **Questions around Differential Privacy making appeal very challenging**
- **Special Census and Pop. Estimate challenges**