

United States®
**Census
2020**

2020 Business Employer Engagement Toolkit



Why is the Census Important?



Michigan's influence in Congress is at stake.

The census count determines the number of representatives Michigan has in congress. An incomplete count risks Michigan losing a congressional seat.



\$18,000+ over 10 years is lost for every Detroit resident who is not counted.

For every Detroit resident who does not fill out the census, the City of Detroit loses \$1,800 each year for the next 10 years.



District maps risk being redrawn.

State officials use the results of the census to redraw the boundaries of legislative districts, adapting to population shifts. Local, state, and federal districts maps rely on an accurate count.



\$675 billion in federal funds.

Census data determines how more than \$675 billion is spent, supporting vital community programs including:

- Road construction
- Medicare
- Special education
- Free school lunches
- Bridge cards and WIC
- Other state and local services

The census requires counting an increasingly diverse and growing population of

330 Million
people

140 Million
housing units

- ✓ The U.S. Constitution mandates a count of every person in the country every 10 years.
- ✓ The count impacts every person, business, and community.
- ✓ Every single day the U.S. Census Bureau data is used to make data-driven business decisions on where to build factories, create jobs, and move operations .
- ✓ Regional leaders and businesses have come to rely on the census for crucial demographic information about customers, the workforce, and the economic landscape.
- ✓ Census forms where not all questions are answered will still be counted.

2020 Census: Status of Current Operations Amid COVID-19

When **March 12 - Sept. 30**

Include all persons living in your household as of **the date you complete the form**, even if they have another official address elsewhere.

COVID-19 has delayed many 2020 Census efforts that have rely on in-person activation in hard-to-count areas, such as Detroit. The U.S. Census Bureau extended and revised the schedule for Census operations.

How



Starting in mid-March, every resident in the U.S. will receive a letter to complete the census, addressed to the current resident.



Depending on location, some residents will receive instructions to complete the census online and others will receive a paper form to complete.



The U.S. Census Bureau will follow up either in person or by mail if your form is not received by May.

Planned Schedule

March 12 – July 31

Revised Schedule

March 12 – Sept. 30

Please note: the original extension was through Oct. 2020. An August update shortened the timeline by a month.

Where



Online

Anyone can complete their census online. Learn how at 2020census.gov/ways-to-respond.html.



In Person

You can also fill out the census at public internet sites in public libraries, community centers, and other agencies. Visit www.detroitmi.gov/census to learn more.



By Mail

If you have a paper form you should complete and return the census as soon as possible.

Businesses Are Critical to an Accurate Census Count

Business' can play a key role by encouraging customers, employees, and the general public to complete their census questionnaires. The upcoming 2020 Census faces never seen before challenges especially for Detroiters and will require counting an increasingly diverse and growing population that has been named the hardest to count in the nation. Achieving an accurate census count is imperative to a thriving economy and requires assistance from both the public and private sectors.

Things You Can Do Today:

1. Encourage employees to complete their census questionnaires.
2. Share messages promoting the census with customers.
3. Promote the impact of the census using social and digital media through company communication channels.
4. Create short videos promoting the census with influencers from your organization.
5. Use your platform to debunk false information.
6. Engage in local, regional, and statewide efforts.

Critical Information to Know

Your census information is confidential and protected by law.

Your answers **will not** and **cannot** be shared with:



- Immigration enforcement agencies
- Law enforcement agencies
- Any state agency, including the Department of Motor Vehicles
- Any Court
- Any taxing authority, including the IRS
- Your landlord
- Your employer
- Your insurance company
- Or any other office, department, etc.



The census is only nine questions and will take less than ten minutes to complete.



Census forms without all questions completed are still counted.



Count everyone in your household. If they sleep there on April 1, 2020, count them.



Filling out the census is required by the constitution.



The census happens every ten years and your response will impact federal support for Michigan for the next decade.



Detroit and Michigan were among the most under-counted areas in 2010.



If you live somewhere different than where you vote or where your car is registered, use the address of where you live and sleep regularly for the census.

Sample Social Media Posts with Links to Share:

The Census is less than 10 questions, will take 10 minutes, and lasts 10 years. Take the #2020Census here: <https://my2020census.gov/>

#DYK: \$18,000 in federal funds are lost for every person who does not fill out the census – that’s hundreds of millions lost over 10 years. Help fund roads, schools, and more and #BeCounted during the #2020Census. <https://my2020census.gov/>

#DYK: Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the country. Learn more: <https://go.usa.gov/xVJIT> #MIVoiceCounts #BeCountedDetroit

The @uscensusbureau data determines how more than \$675 billion is spent, supporting state, county, and vital community programs – construction, Medicare, special education, free school lunches, bridge cards and WIC, and more. #MIVoiceCounts #BeCountedDetroit Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Food-Programs-TV-1080x1080.mp4>

Schools. Hospitals. Roads. Businesses. The #2020Census informs decisions about funding for important resources in your community – and in communities nationwide. Read more about how the census shapes your future: <http://2020census.gov>

For the first time, the census is available online. But don’t worry, you can still respond by phone or by mail. Learn more about the #2020Census going digital: <http://2020census.gov>

Your personally identifiable information is kept safe and secure. Learn more about #2020Census security at <http://2020census.gov> #MIVoiceCounts #BeCountedDetroit Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Confidentiality-Programs-TV-1080x1080.mp4>

Now more than ever federal aid is needed as cities and states fight COVID-19. Fill out your 2020 Census to ensure your community is accounted for. #MIVoiceCounts #BeCountedDetroit <https://my2020census.gov/>

#DYK: Federal funding for Medicare, Medicaid, and MICHild are directly tied to the #census. #MIVoiceCounts #BeCountedDetroit Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Medical-Programs-TV-1080x1080.mp4>

#DYK: Your census responses are safe and secure by law. You won’t be asked about your citizenship or immigration status. #MIVoiceCounts #BeCountedDetroit Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Confidentiality-Programs-TV-1080x1080.mp4>

Being counted in the #2020Census is as important as voting. #MakeYourVoiceCount #BeCounted

Responding to the Census is convenient, confidential, and critical to the future success of Michigan. #BeCounted in the #2020Census

\$30 billion in federal funding and one congressional seat is at stake for Michigan this year. #BeCounted in the #2020Census.

More than \$779 million in Pell Grants and nearly \$3 billion in Federal Direct Student Loans are on the line for Michigan during the #2020Census. #BeCounted to secure school funding for students.

More than \$1.1 billion in highway planning and construction funding for Michigan comes from the #2020Census. #BeCounted to secure our roads.

For All Social Posts Link to the Census Form

Use language with posts above, but be sure to link to the online census form: <https://2020census.gov/en/ways-to-respond.html>

Census Graphics and Video Content

- ▶ Michigan Nonprofit Association Resources
- ▶ City of Detroit Youtube Channel
- ▶ Michigan Nonprofit Association Youtube Channel

Resources for Social Media:

Follow

@cityofDetroit @cfsem @detroitchamber @MNAonline @uscensusbureau @micensus

Hashtags

#MIVoiceCounts #BeCountedDetroit #2020Census #BeCounted

Sample Communications to Your Employees or Customers:

Below are examples of content that can be sent out from your human resources department, executive suite, or can be included in your company newsletter. Subscribe to the Community Foundation of Southeastern Michigan's Weekly Census Intelligence Briefing to receive up-to-date information and messages to share.

Internal Email From Leader of Organization to Employees:

Subject line: The 2020 Census is coming – online forms will be released in March 2020

Hello,

As valued employees, I wanted to make you aware of the upcoming 2020 Census and the importance of being counted. Every 10 years, the U.S. Census Bureau counts every person living in the United States, and the upcoming census is quickly approaching.

There's a lot on the line for the Detroit region and state of Michigan. Recently, an Associated Press analysis named the city of Detroit the toughest city in the nation to count for the 2020 Census. The state receives nearly \$30 billion annually in federal funds. To ensure we continue receiving that level of funding, it is important everyone living in Michigan is counted.

Equally important, Michigan currently has 14 representatives in the U.S. House, and one seat could be lost if everyone living in the state is not counted in 2020. If that happens, congressional districts would have to be redrawn, which would lead to a reduction in how many electoral votes we have in presidential elections.

Responding to the census is convenient, **confidential**, and critical to the region and state's future. We must do everything in our power to ensure an accurate count on the 2020 Census to pave a path for the next decade and beyond.

To learn more about the 2020 Census, visit detroitchamber.com/2020censusor w3.michigan.gov/census2020.

Thank you,

[Name]

Sample Newsletter Text:

Learn About the Questions on the 2020 Census

The census is under 10 questions, will take less than 10 minutes, and the impact lasts 10 years. Census forms where not all questions are answered will still be counted. View a preview of the census form you can expect to fill out this spring. LINK: <https://2020census.gov/en/about-questions.html>

Count Every Detroit and Michigander in the 2020 Census

An accurate count is critically important as it determines how much federal funding our state will receive for essential services that impact local communities.

In 2016, Michigan received nearly \$30 billion in federal funding, which included:

- \$1.1 billion for highway planning and construction
- \$17 billion for health programs
- \$5 billion for education
- \$2.3 billion for food assistance programs
- \$694.3 million for housing assistance

The census count is also used for businesses looking to relocate here, shaping congressional representation, and more. We currently have 14 representatives in the U.S. House but stand the chance of losing a seat if our population declines. That means our state's congressional districts would have to be redrawn, which would lead to a reduction in the electoral votes we have in presidential elections.

Be counted in the 2020 Census to help ensure Michigan receives the federal resources it deserves.

What to Expect with the 2020 Census

The U.S. Census Bureau will send each household a postcard inviting residents to respond to the census online, by phone, or by mail. The census questionnaire will ask for the names, sex, age (including date of birth), race and ethnicity of each person living at the resident, whether you rent or own, and for a phone number in case they need to follow up. Only one person should complete the census for the entire household.

The process begins in mid-March and ends Sept. 30 (extended due to COVID-19). Anyone who does not respond to the March invitation will receive reminders in the mail until early May. Census staff will then go door to door to contact those who still have not responded to the census. The final census count must be delivered by Dec. 31, 2020.

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Your Census Data is Confidential

The 2020 Census will be underway. The forms can be completed online, by phone, or on paper. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.

There are no exceptions. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.

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Learn About the Questions on the 2020 Census

The Census is under 10 questions, will take less than 10 minutes, and the impact lasts 10 years. View a preview of the census form you can expect to fill out this spring.

<https://2020census.gov/en/about-questions.html>

Stay Up-to-Date

The 2020 Census marks the first time that you'll be able to respond to the census online. Sign up below for updates and to receive a reminder when it's time to respond.

- The Michigan Nonprofit Association's website has additional content to share: <https://becountedmi2020.com/resources/>
- Subscribe to the Community Foundation of Southeastern Michigan's "Weekly Census Intelligence Briefing" for new and relevant content to share:

<https://cfsem.us13.list-manage.com/subscribe?u=ad769ee008c9d4d45b186400e&id=f51f346865>

More Ways to Help

- Include messages promoting the census to your customers – receipts, utility bills, credit card bills, emails to customers.
- Encourage employees to complete their census questionnaires at employee meetings and through inserts in company pay stubs, flyers in break rooms, and general company communications.
- An employer could also allow employees to complete their questionnaires at work and provide computer equipment such as tablets in a private common area to respond confidentially.
- Run promotional messages in weekly store circulars or other customer publications.

Engage with Complete Count Committees

There are various Complete Count Committees that are leading efforts to reach hard-to-count populations across the Detroit region and state of Michigan. These groups can provide talking points, marketing materials, infographics, subject matter experts, and additional resources to help promote the census.

To connect with local groups, please contact:

State of Michigan

Kerry Ebersole Singh
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Becountedmi2020.com
MIvoicecounts.org

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Remember:

1.

Employers are an important and trusted source for information about the census.

Please do your part helping to education your employees on the importance of the census.

2.

Census data is confidential.

Assure your employees that their information will not be shared with law enforcement and immigration authorities, taxation agencies, courts, insurance companies, the DMV or IRS, and others.

3.

Every person not counted in the census will result in \$18,000 fewer federal dollars to your community each year to support:

- Road construction
- Medicare
- Special education
- Free school lunches
- Bridge cards and WIC
- Other state and local services

4.

A poor census count risks Michigan losing a seat in congress.

The census plays a key role in determining boundaries for Michigan's House and Senate districts.