2020 Census: Getting a Complete Count During COVID-19

Kerry Ebersole Singh, Executive Director, State Census
Eric Guthrie, State Demographer
Presenters

Kerry Ebersole Singh, Executive Director, State Census

Prior to being appointed by Gov. Whitmer to serve as the Census 2020 Executive Director Kerry Ebersole Singh was the CEO of Persuasion Link, LLC., a Michigan-based Public Affairs Firm. Kerry has more than 20 years of experience in national, state and local politics, advocacy issues, and government affairs. In the last six years, she has served as the Michigan state director and senior advisor to the Energy Foundation States and Regions program, helping to lead the way to accelerating the transition to the clean energy economy.

Eric Guthrie, State Demographer

Eric Guthrie serves Michigan as the State Demographer and in that capacity advises and counsels colleagues, the media, and the public on the use, production, and analysis of demographic data. He is a liaison to the US Census Bureau for the State of Michigan and serves on the Federal and State Cooperative for Population Estimates (FSCPE) and the Federal and State Cooperative for Population Projections (FSCPP).

We love where you live.
Michigan Municipal League

Eric Guthrie, State Demographer & Kerry Ebersole Singh, Executive Director, State Census
Census is Happening Now

• The Census is happening now, and people can respond in 3 ways:

  • Internet: http://2020Census.gov
  • Telephone: 844-330-2020
  • Paper Questionnaire
Census Activities Updates

• All field operations have been put on hold until at least April 15th, which impacts:
  • Local Census Offices
  • Hiring of local employees
  • Local events and Mobil Questionnaire Assistance
  • Counting the homeless
  • Group quarters enumeration
  • Update Leave operations
  • Other Census activities
Census Activities Updates

• Many activities by the are impacted, including the activities that directly enumerate the population

• The full updated schedule can be seen here:

Census Activities Updates

• The self-response phase has been extended two weeks to August 14th

• Update Leave delayed at least 2 weeks, expect to find out soon if it will be further delayed

• Mobile Questionnaire Assistance delayed at least two weeks, to April 13th

• Nonresponse Follow-up (NRFU) delayed four weeks to May 7th
Census Activities Updates

• Group Quarters Enumeration delayed at least 2 weeks to April 16th

• Service Based Enumeration moved one month to start April 29th

• Homeless count moved one month to May 1st

• Enumeration of Transitory Locations delayed 2 weeks to April 23rd
Census Activities Updates

• The only major activities that have not been adjusted are those that have statutory deadlines:

  • Apportionment counts to the President, December 31, 2020
  • Delivery of redistricting data to states, April 1, 2021
Census Response

National Self-Response: 38.4%
Michigan Self-Response: 44.6%
Census Response

National Self-Response: 38.4%

Michigan Self-Response: 44.6%
Tailoring our program

• College Students
• Group quarter and transitory locations
• Increasing Broadcast
• Increasing digital
• Increasing mail
• Turning up our earned media
• Evaluating use of incentives
• Taking in other suggestions
Moving Forward

- Statewide Tour – 10-15 Virtual townhalls featuring LG, AG & SOS
- Drive social & earned media content; Take a census break April 1-5th
- 14 Day Countdown to April 30th
- Rapid response
Top Ten To Dos

1. Link from your website directly to www.my2020census.gov and post the toll-free number 844-330-2020
2. Follow our social media platforms for updates: MiCensus.
3. Email or mail your employees and residents
4. Incorporate Census information into food distribution or other community support programs being implemented.
5. Organize volunteers to call neighbors, and/or volunteer calls with a virtual phone bank.
Moving Forward

6. Schedule a community webinar to cover the census basics.
7. Convene developers or owners of multi-unit housing complexes
8. Create virtual house parties through zoom.
9. Call into local talk radio to help raise awareness on the census.
10. Stay Connected- Attend Regional and Constituency Calls (that you have been assigned to). Stay tuned for upcoming dates.

**Please visit Michigan COVID-19 for the latest updates and announcements at Michigan.gov/Coronavirus**
Questions?

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Census Resources for Municipalities

Go to this page to get census information, including a toolkit for local governments:

http://www.mml.org/census
Go to this page to get the latest COVID-19 information for local governments and to submit your questions to the Governor’s Office:

http://www.mml.org/coronavirus