

# 2020 Census Overview and Update

**Michigan Municipal League**  
September 26, 2019

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Chicago Regional Census Bureau*



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United States®  
**Census**  
2020

# History of the Census

- **Article 1, Section 2** of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States
- **August 2, 1790** was the date of the very first census, led by Secretary of State Thomas Jefferson
- **March 6, 1902** is the date that Congress enacted legislation creating a permanent Census Office
- **April 1** has been officially been Census Day since 1930



## Type of Surveys

- **Decennial Census** As mandated by the U.S. Constitution, our nation gets just one chance each decade to count its population. The U.S. census counts every resident in the United States. The data collected by the census determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities.
- **American Community Survey** The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.
- **Economic Census** The Economic Census provides detailed information on employer businesses, including detailed data by industry, geography, and more.



# A Complete and Accurate Count of the Population and Housing



2020 Census

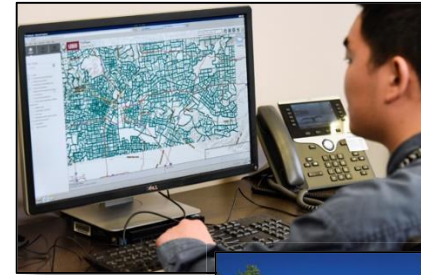
# High Level Timeline for the 2020 Census



# Establish Where to Count – Address Frame Development

*Development for the 2020 Census Master Address File (MAF) started with the 2010 Census Base*

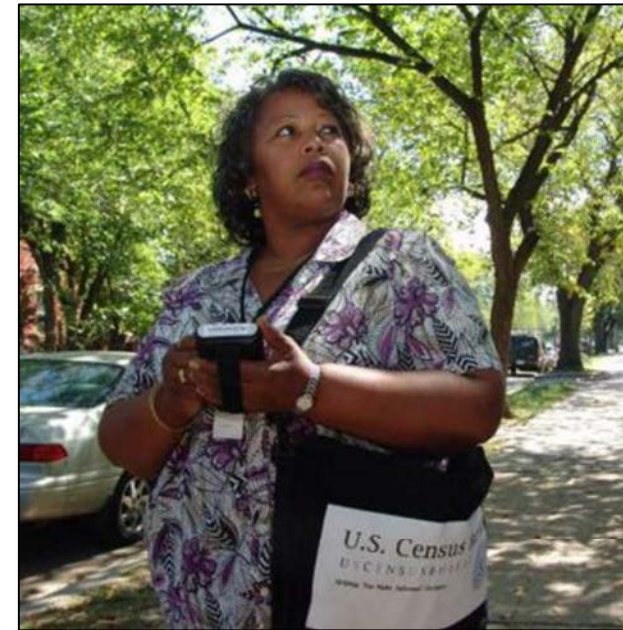
- U.S. Postal Service (USPS) Delivery Sequence File (DSF)
- Geographic Support System Partnership Programs
- Boundary and Annexation Survey
- In Office Address Canvassing
- Local Update of Census Addresses (LUCA)
- New Construction Program



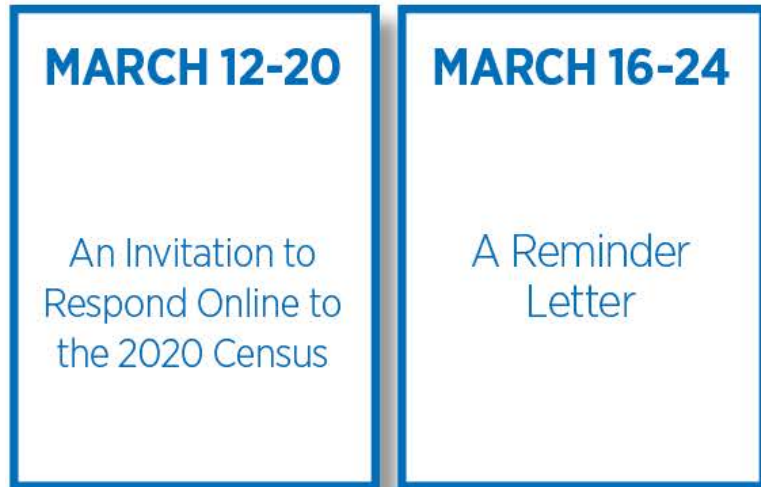
# In-Field Address Canvassing Operations

## *What You Need to Know*

- Temporary Census Bureau employees, known as **Listers**, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.

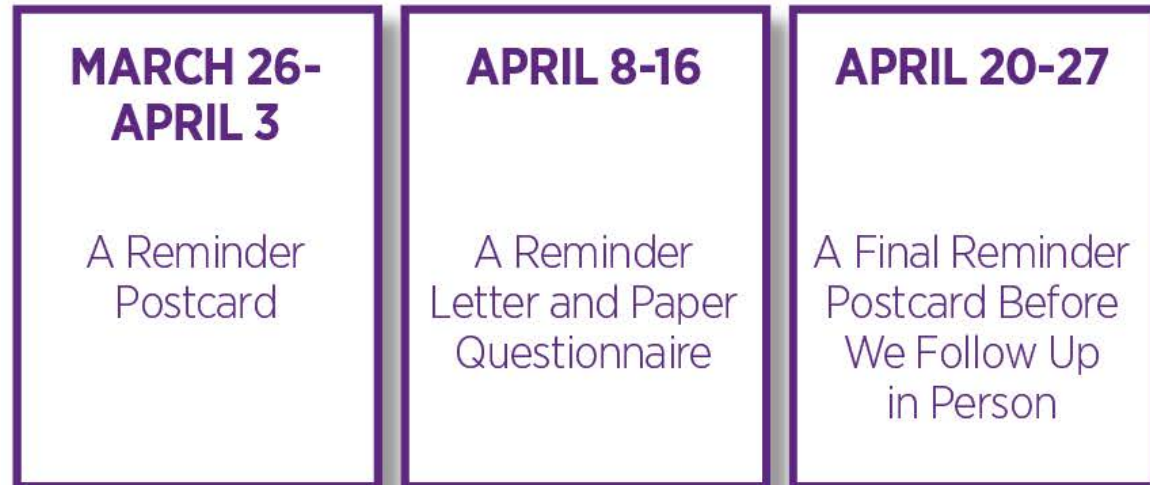


# When We Start Mailing



PRIMARY MAILING FOR MARCH 12

IF NO RESPONSE BY MARCH 24





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# Census Recruiting

# Recruiting and Assessment Improvements

New for 2020, online job application and online assessments now utilize:

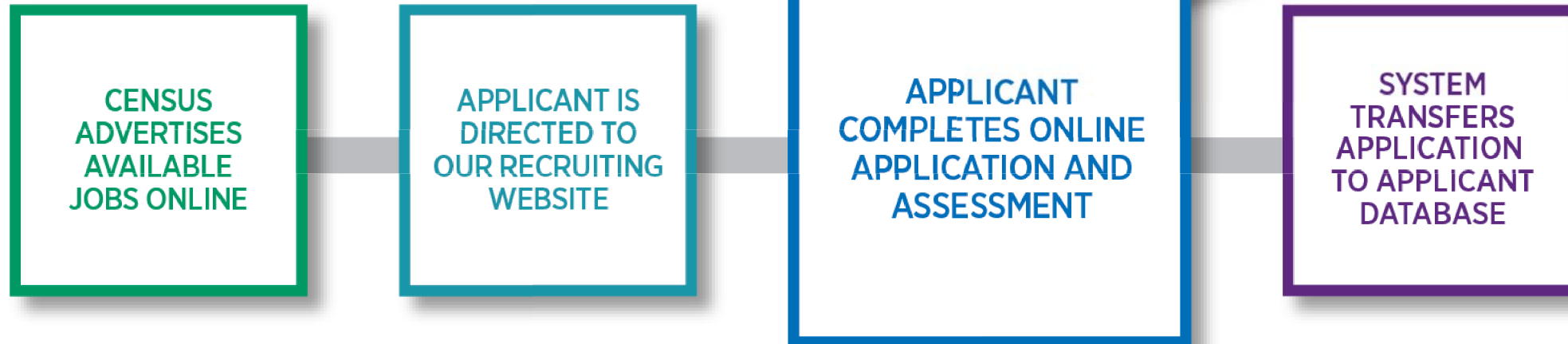
- Situational Judgement Questions
- Biodata Questions

*(Questions about life and work experiences, as well opinions, values, beliefs, and attitudes that reflect a historical perspective. – Wikipedia)*

Sample Question:

**How quickly do you adapt to new things?**

- I adapt almost instantly
- I adapt, but it takes a little time
- I take my time to adapt



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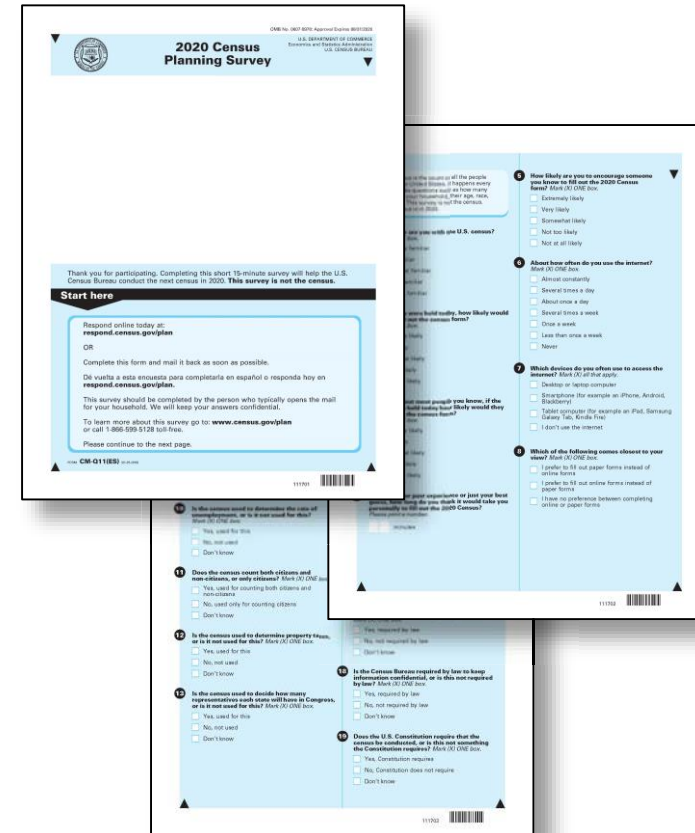
# Census Communications

# 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)

## The 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)

is foundational research the U.S. Census Bureau conducted from February 20 to April 17, 2019. The survey results will drive the creative strategy and media planning of the 2020 Census Integrated Partnership and Communications Program, including demographic specific messaging.

**50,000 households** participated in the survey, which covered a range of topics related to 2020 Census including census participation and form completion.



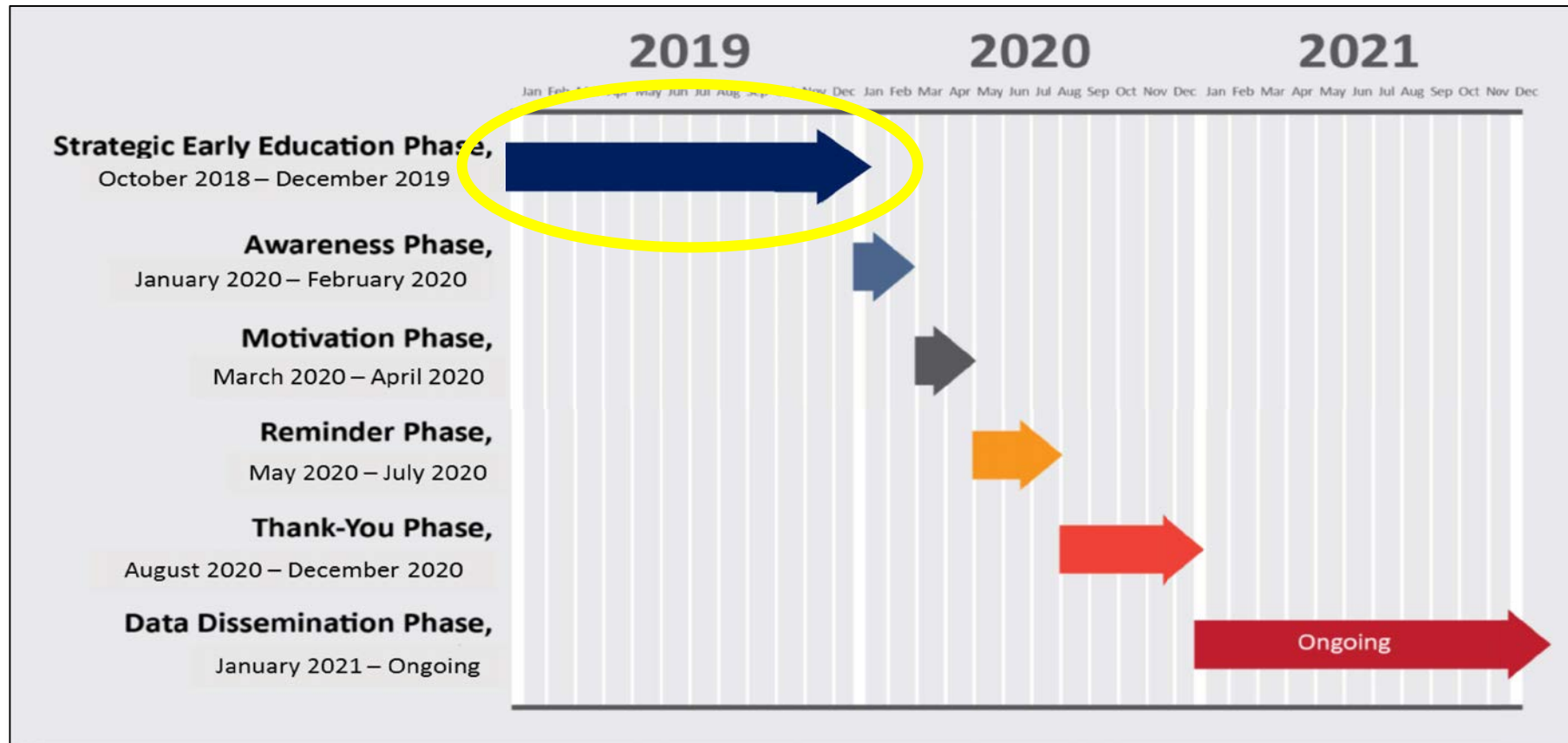
# Integrated Partnerships and Communications Operation

Integrated Partnership and Communications operation communicates the **importance of participating in the 2020 Census** to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

- **Engage and motivate people to self-respond**, preferably via the internet
- **Raise and keep awareness high** throughout the entire 2020 Census to encourage response



# Preliminary Phases of the 2020 Census Communication



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# Languages Covered in National and Regional Communications

- English
- Spanish
- Chinese (*Mandarin and Cantonese*)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

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# Chicago Region Partnership



# Community Partnership and Engagement Program (CPEP)

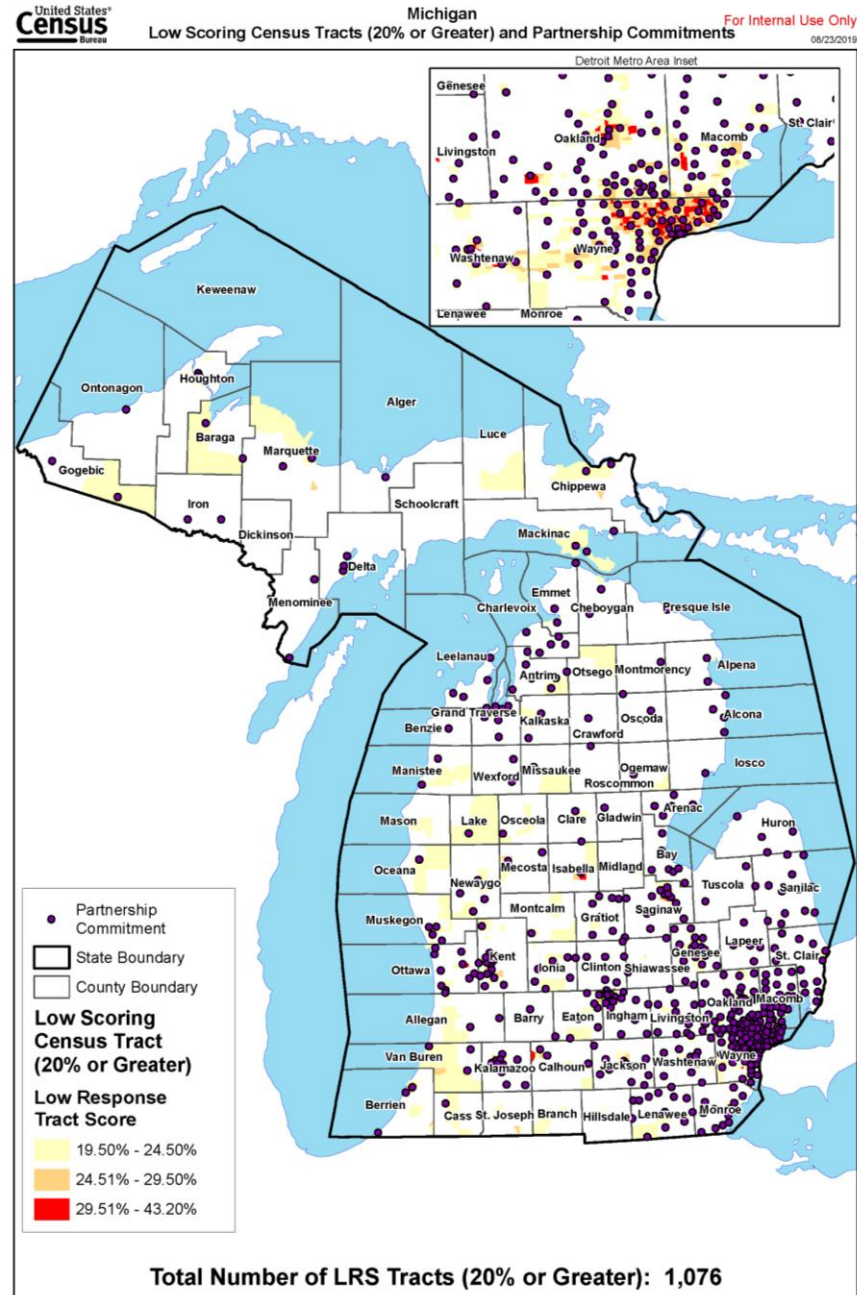
Partnership efforts for the Census Bureau encompass **building and engaging trusted voices** to assist in meeting the overall 2020 Census goal of counting everyone once, only once, and in the right place.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign



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# Map of CCCs and Partners



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# Non-Profit Partners



Kansas City Census Funders' Collaborative



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# The State of Michigan

# Michigan Facts

**Population estimates, July 1, 2018 9,995,915**

## Age and Sex

- Persons under 5 years 5.7%
- Persons under 18 years 21.7%
- Persons 65 years and over 17.2%
- Female persons 50.8%

## Race and Hispanic Origin

- White alone, percent 79.3%
- Black or African American alone 14.1%
- American Indian and Alaska Native 0.7%
- Asian alone 3.4%
- Two or More Races 2.5%
- Hispanic or Latino 5.2%
- White alone, not Hispanic or Latino 74.9%

## Population Characteristics

- Veterans 581,527
- Foreign born persons 6.6%

## Housing

- Housing units, July 1, 2018 4,614,380
- Owner-occupied housing unit rate 71.0%

## Families & Living Arrangements

- Households, 3,888,646
- Persons per household 2.49
- Language other than English 9.4%

## Computer and Internet Use

- Households with a computer 86.5%
- Households with a broadband Internet 76.3%

# Key Challenges for Michigan

- Unique Housing and Gatekeepers
- High Crime Areas
- Migrant Farm Workers
- Growing MENA Population – Largest in Nation
- African American and Hispanic Population
- Large Number of Low Response Score Tracts
- Vacant Housing Units
- Reaching and Educating Tribal Leaders  
*(Update Leave and Update Enumerate)*
- Rural Geography

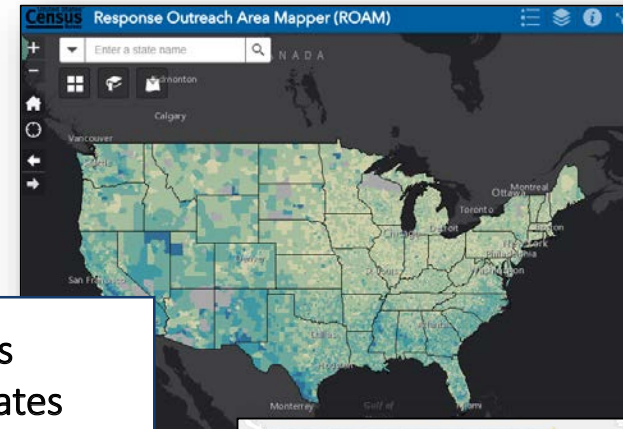


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# Low Response Score Areas

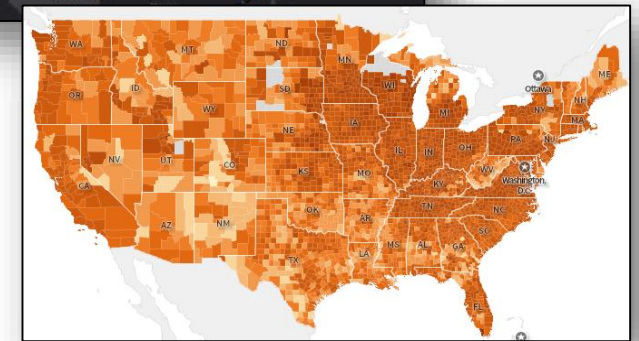
# Identifying Low Response Score Areas

- 2010 Mail Participation Rate Map
- Low Response Score Map (ROAM)
- Census Coverage Measurement
- Data Access Tools (American Factfinder, QuickFacts, Business Builder)
- Census Data Access Workshops



**2010 Census  
Participation Rates**

<i>State</i>	<i>Rate</i>	<i>Rank</i>
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA





# Thank You For Your Partnership

*If you have any questions about the 2020 Census, our Partnership Specialists are here to help.*