

Be Counted Detroit 2020 Census 2020 Overview

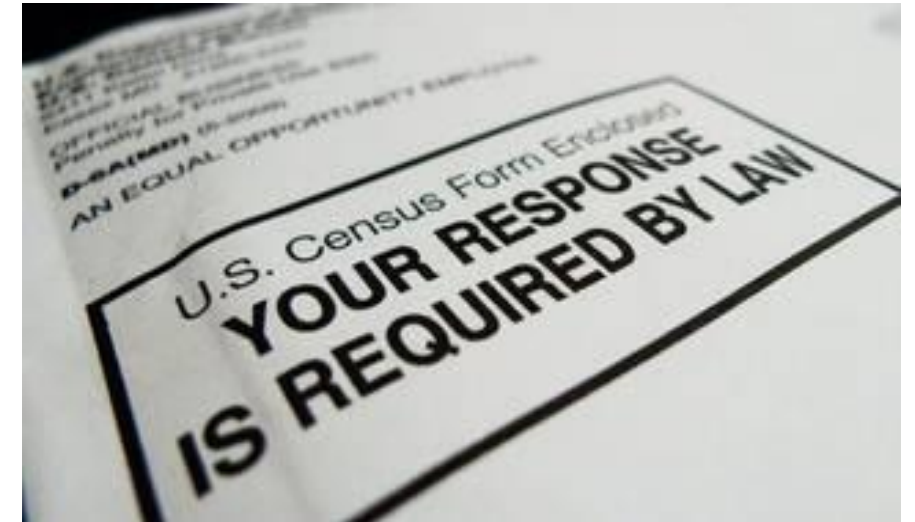
City of Detroit



What is the 2020 Census?



- The Census counts every person (not citizen) in the United States wherever they live and sleep as of April 1, 2020
- Census is online, by phone or paper form
- 10 questions, takes 10 minutes, and determines Detroit population for the next 10 years.
 - Asks about:
 - Number of people in your household
 - Age and Gender
 - Race and Ethnicity
 - Marital Status
 - If your home is owned or rented



Why does the Census matter TO YOU?



- **Census count determines federal funding for:**
 - Health Care
 - Education
 - Food and housing assistance
- **Census count determines how much political power Detroit has**
 - Number of lawmakers in Lansing and Washington DC



When more people get counted...



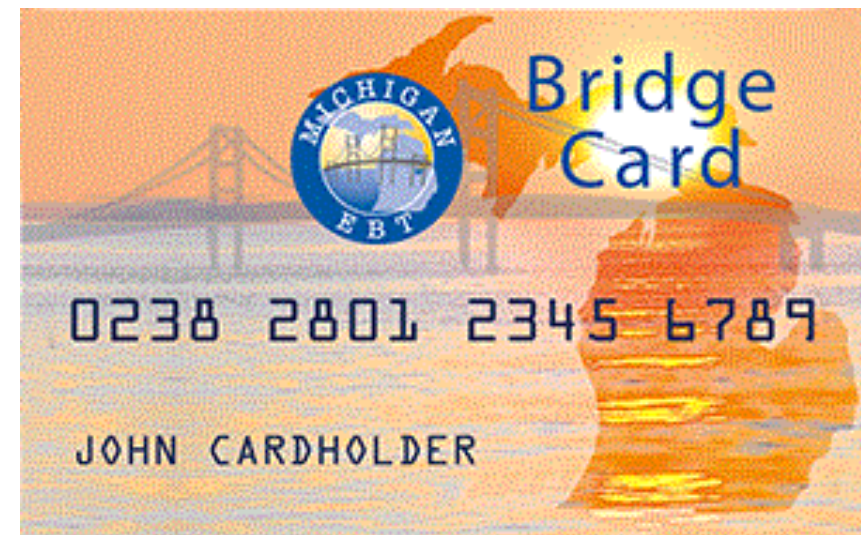
- **More kids qualify for free school lunch program**

- *74,000 Detroit students depend on the Federal School Lunch program*



- **More families, seniors get food assistance**

- *240,000 Detroit seniors, families depend on federally funded Bridge cards*



When more people get counted...



- **More special education funding goes to schools**
 - \$200 million in federal education grants come to Detroit schools each year based on the census count
- **More college students qualify for federal financial aid**
 - Federal funding for Pell grants in part depends on census count



When more people get counted...



- **More clinics, and hospitals get Medicaid funding to treat more patients**

- *A total of \$2 billion in Medicaid funding comes to Detroit each year, benefiting 200,000 Detroiters*

These critical programs will be jeopardized if we don't ensure a complete count in the 2020 Census!



YOU lose, WE lose, when people don't respond



\$18,000
PER PERSON

for essential programs in Detroit over the next decade

The problem: Not enough people respond to Census



**Only 64% of Detroit residents
filled out the 2010 Census**

***Over 220,000 people living in Detroit
did not respond!***



THE CENSUS

313-222-6600 localnews@freepress.com

REDISTRICTING: Will Detroit lose seat in Congress? 3C

SUBURBS: Communities diversify as Detroit shrinks 4C

HOUSING: Vacancy rates rise around metro area 4C

DETROIT PROMISES
TO FIGHT COUNT

Bing: City needs every dollar, 'can't afford to let these results stand'

By SUZETTE HACKNEY
FREE PRESS STAFF WRITER

For Detroit Mayor Dave Bing, the magic number is 40,000.

The city needs to identify at least 40,000 people who live in Detroit but were not counted in the 2010 census. Speaking at a news conference Tuesday,

Breaking down Detroit's plunging population

Census data released Tuesday shows a significant population decline in Detroit. Here is how areas of the city changed.

Population percentage change by tract

■ 20 and higher ■ 10 to 19.9 ■ 0 to 9.9 ■ -0.1 to -9.9 ■ -10 to -19.9 ■ -20 and -29.9 ■ -30 and lower



TOM WALSH SAYS IT MAY BE COMEBACK TIME — FINALLY

The thud heard round the state

Think of the 2010 census numbers as the "thud" moment for the city of Detroit and the state of Michigan.

Michigan has been a slow-growth state since the 1970s. Detroit's population has been dropping for 60 years.

But while the trends may be familiar, the stark numbers for the first decade of the 21st Century are jarring evidence of a city and state hitting bottom. With a thud.

Or so we hope.

Maybe, just maybe, future

Our goal for the 2020 Census



**Increase the number of people
who respond to the Census**

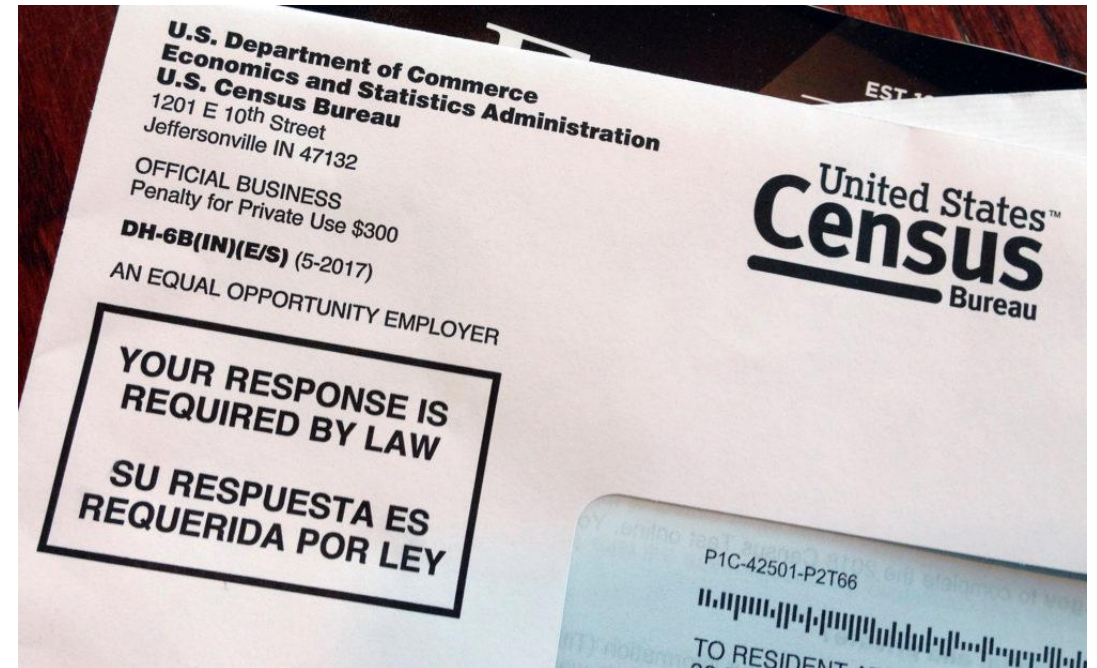
**In 2020, we will count
every Detroiter!**

But only with your help!

Fight back against FEAR and MISINFORMATION



- **Some groups will create fear and misinformation to discourage people from getting counted**
- **WHO BENEFITS when Detroiters are NOT counted?—NOT YOU, NOT DETROIT!**
- **TRUSTED VOICES essential to convince people about why the Census matters, why they should participate**



IMPORTANT: Your Census response is protected



**By law, Census responses
cannot be shared.**

NOT SHARED with law enforcement.

NOT SHARED with immigration.

**NOT SHARED with City, State or Federal
government.**

NOT SHARED with insurance companies.

NOT SHARED WITH ANYONE FOR 70 YEARS!



When is the 2020 Census?



COUNT BEGINS:
MID-MARCH 2020

NATIONAL COUNT DAY:
APRIL 1, 2020

COUNT ENDS:
MID-JULY 2020

How do you get involved?



Neighborhood Census Ambassador

Volunteer to be a Census Ambassador to promote the Census in your own neighborhood, organize signup events and identify places for questionnaire assistance.

Request A Presentation

Request a presentation to your community group about the Census and how to get involved in the City's campaign.

Work for the U.S. Census Bureau

Apply to work for the Federal US Census Bureau to be a Census taker. Go to: [census.gov/jobs](https://www.census.gov/jobs) to fill out an application.

Three ways to help on social media



- **Tweet, share, spread the word about the census**
- **Report any Census misinformation to:**
2020census@detroitmi.gov
- **Take, post photos at census presentations, events**
- **Promote Census presentations across City; encourage others to request**

Where do I learn more?



**BE COUNTED
DETROIT 2020**

[DetroitMI.gov/census](https://detroitmi.gov/census)