

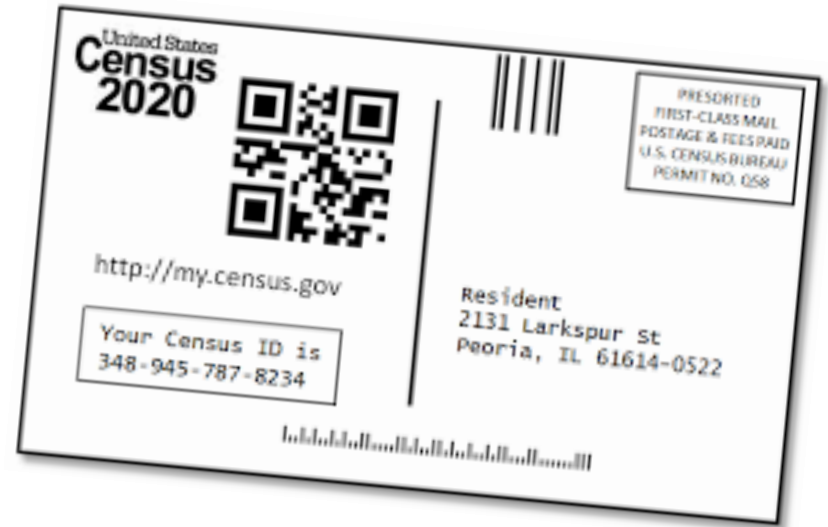


# **BE COUNTED DETROIT 2020**

**CITY-WIDE CENSUS OVERVIEW**

# 2020 CENSUS: WHAT?

- 10 QUESTIONS 10 MINUTES, 10 YEARS
- ONLINE, PHONE, PAPER
- HOUSEHOLDS COUNTED
- CITIZENSHIP QUESTION
- CONFIDENTIAL



# 2020 CENSUS: WHEN?

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COUNT BEGINS:  
**MID-MARCH 2020**

NATIONAL COUNT DAY:  
**APRIL 1, 2020**

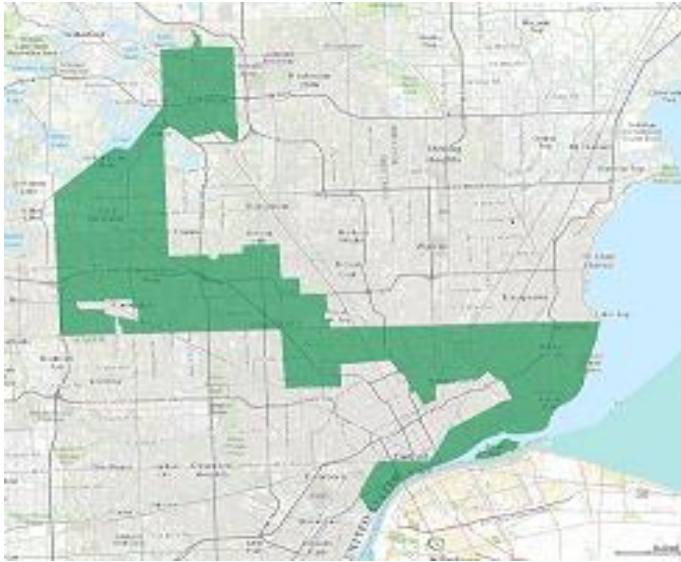
COUNT ENDS:  
**MID-JULY 2020**



# WHY DOES THE CENSUS MATTER?

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## POLITICAL POWER



## FAMILY HISTORY



# WHY? MEDICAID Funding Depends on Count

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**Detroit hospitals, health  
clinics, rehab centers get  
\$2 billion a year for  
Medicaid**



# WHY? School Funding Depends on Count

**Detroit schools received \$200 million in Federal grants**



**Title 1**



**Head Start**



# WHY? Food Funding Depends on Count

- **43,000 Detroit students get free school lunches**



- **40,000 Detroit families benefit by WIC**





# HOW WILL CITY INCREASE COUNT?

## MEDIA

- Influencers, Ads, videos, billboards, FB, IG

## DATA

- Collect, analyze data, Target 200 tracts

## OUTREACH

- census captains, canvassers, presentations, events, Questionnaire Assistance Centers, census in schools, Census Sundays, house parties

## FUNDING

- \$3 million goal



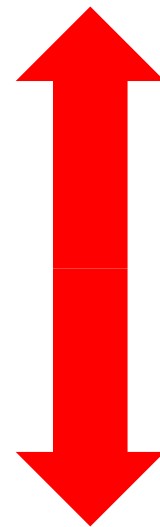


# GOAL: Increase Detroit's census response rate to over 70%

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**Census 2000:**  
**70% of Detroit residents self-responded**

**Census 2010:**  
**64% of Detroit residents self-responded**  
**(largest decline of any US City)**



# GET INVOLVED!

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## Paid Canvasser

Door to door paid canvassing, data collection for 3 weeks in Sept and 10 weeks May- Mid July 2020. Groups may apply to do their neighborhood.

## Neighborhood Census Ambassador

Volunteer to be a Census Ambassador to promote the census in your neighborhood, organize sign up events and help 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 your community organization, block club or other group

## Work for the US Census Bureau

Apply for one of the many positions the US Census Bureau has for census takers, office clerks and supervisors. Pay rates are \$15-\$19/hour.  
[2020census.gov/jobs](https://2020census.gov/jobs)





# **BE COUNTED DETROIT 2020**

**Creating a Movement to COUNT DETROIT!**