

BE COUNTED
MICHIGAN2020

 **BERRIEN**
COMMUNITY FOUNDATION
For Good. For Ever.™

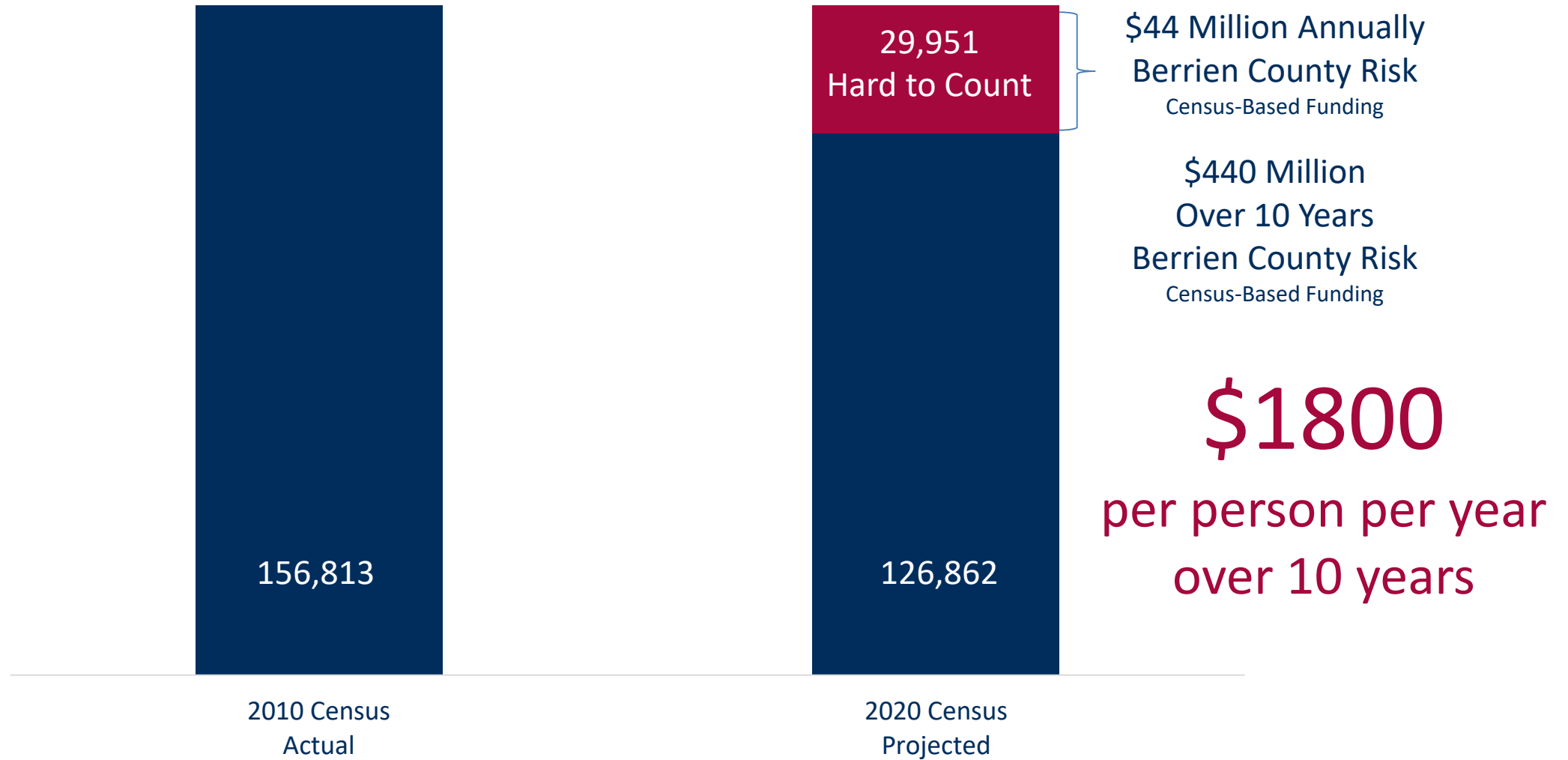
Be Counted Berrien

Berrien County 2020 Census Hub

Buchanan City Commission

October 14, 2019

Berrien County Population



Census-based funding includes ...



- Infrastructure
 - Highways
 - Roads
 - Bridges
- Education
 - Title I (Improving the Academic Achievement of the Disadvantaged)
 - IDEA (Individuals with Disabilities Education Act)
 - Head Start

- School Lunches
- SNAP (Supplemental Nutrition Assistance Program)
- WIC (Women, Infants, & Children Food and Nutrition Service)
- Child Care
- S-Chip (State Child Health Insurance Program)
- Housing (Section 8)
- Employment Opportunities
- Public Health
 - Medicare
 - Medicaid
 - Health Centers
- Transportation





Census data for redistricting

Federal and state representation

Electoral college votes

School district areas

Census data for business decisions

Who are the Hard-to-Count populations?

People of color

Immigrants – legal and undocumented

Children under 5

Low-income households

Homeless individuals

Highly mobile individuals – students and young people

People with limited Internet access



**9 Questions on the Census Form
No Citizenship or Income Questions**

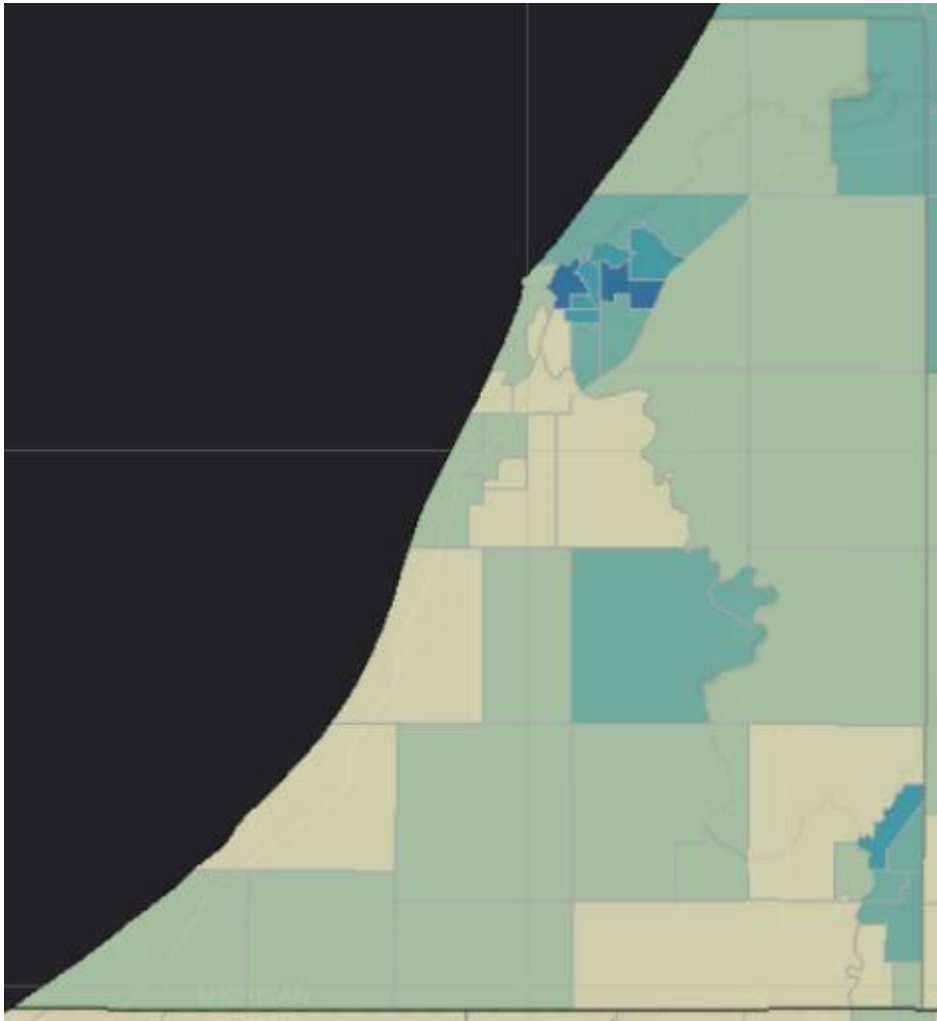
How is the 2020 census different from the 2010 census?

- “Internet first” response methodology
 - Initial mailings will be for Internet or phone submission
 - Last reminder mailing will be a paper survey
- Current political environment
- Limited budget
- Shutdown due to the federal budget in 2018 caused a two-month delay

Confidentiality and the Census

- Individual census data is confidential by law **for 72 years**. It cannot be shared with anyone ... not with any government agency, court, law enforcement, immigration, FBI, DHS, DHHS, CIA, ICE or landlord.
- Census staff takes an oath of confidentiality.
 - “Under federal law, the penalty for unlawful disclosure is a fine of not more than \$250,000 or imprisonment for not more than 5 years, or both.”





- Berrien Community Foundation (BCF) is teaming with nonprofits to reach the hard-to-count. Nonprofits are:
 - Trusted partners in the community
 - Established with an infrastructure to “Get out the Count”
 - Aware directly of how federal funding can impact their clients’ needs
- BCF is a community resource for Census information

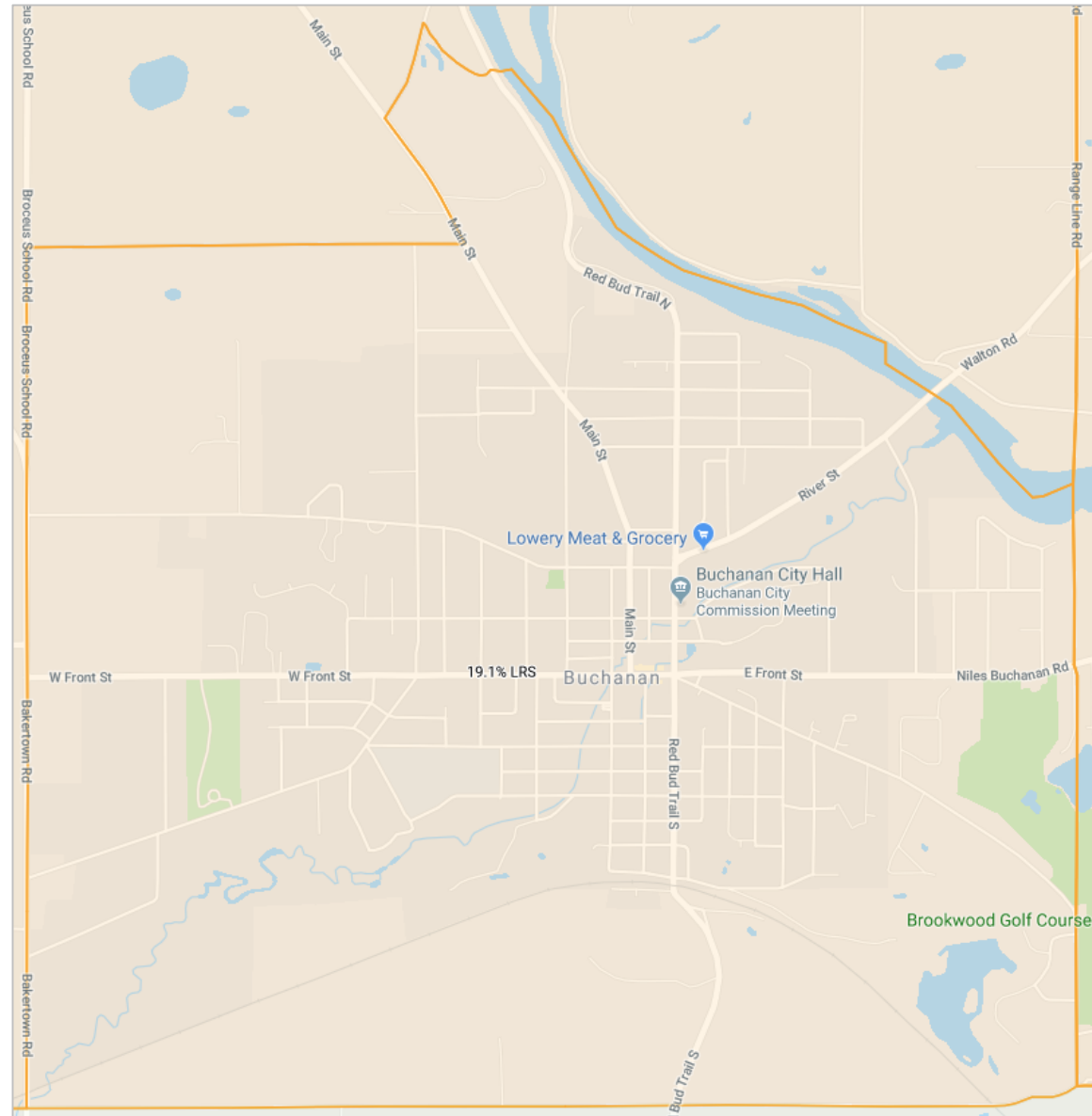
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Buchanan Census Risk

2010 Population	4,456
19.1% undercount risk*	851
\$1,800/person/year	\$1,531,800
Over 10 years	\$15,318,000

LRS = Low Response Score (% needing extra effort to be counted)

Source: US Census Bureau – ROAM map July 2019



2019			2020						
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY
Awareness and Education			Motivation and Information				Boost Undercounted Areas		Census Count ENDS
					*	MAR 20 – APR 30 Local Focus Complete Census Form			
						APR 1 Census COUNT Day			

*Census Bureau begins mailing Census letters on March 12

How you can help

- Talk about the importance of the Census to Berrien County at meetings, with colleagues, and with family and friends.
- Include Census information on your website and in your newsletters and any other communications.
- Offer access to a computer in central locations for residents.
- **Follow and Share** our Census posts



@BerrienCommunityFoundation



@BCFcensus2020



@BCFcensus2020

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