



# CENSUS 2020 COMPLETE COUNT COMMITTEE



## MEMBERS

Amy Bigman  
Kai Christiansen  
Colin Cronin  
Curt Dwyer  
Konrad Hittner  
Dori Leyko  
Janet Lillie  
Laurence Rosen  
Thasin Sardar  
Joy Shantz  
Sue Webster

## Staff Liaison

Amy Schlusler-Schmitt  
(517) 319-6931

City of East Lansing  
DEPARTMENT OF  
PLANNING, BUILDING  
AND DEVELOPMENT  
410 Abbot Road  
East Lansing, MI 48823

(517) 319-6930

[www.cityofeastlansing.com](http://www.cityofeastlansing.com)

## AGENDA

**August 31, 2020 – 4:00 p.m.**

Zoom Meeting, Meeting ID: 898 1878 9325

- 1) **Call To Order**
- 2) **Approval of the Agenda**
- 3) **Approval of Minutes**
  - A) June 22, 2020 (attachment)
- 4) **Consideration to Limit Public Comment to 2 Minutes**
- 5) **Public Comment**
- 6) **Financial Report**
  - A) FY 20 End of Year Financial Report (attachment)
  - B) MML Grant Budget (attachment)
- 7) **MSU Outreach Updates**
  - A) Completion of Administrative Count Process On & Off Campus
- 8) **New Business**
  - A) Updated Federal Government Timeline & Federal Enumeration Efforts in East Lansing (attachment)
  - B) Estimated East Lansing Census Response Rate (attachment)
  - C) Discussion of Future Outreach with remaining MML Grant Funds & Door Hanger Activity (attachment)
- 9) **Adjourn**



# CENSUS 2020 COMPLETE COUNT COMMITTEE

United States  
**Census  
2020**

## MEMBERS

Janet Lillie  
Dori Leyko  
Konrad Hittner  
Kelly Arndt  
Kai Christiansen  
Gabe Biber  
Colin Cronin  
Laurence Rosen  
Joy Shantz  
Thasin Sardar  
Sue Webster  
Amy Bigman  
Curt Dwyer

## SYNOPSIS

**June 22, 2020 – 4:00 p.m.**

Zoom Meeting

Present: Konrad Hittner, Larry Rosen, Janet Lillie, Thasin Sardar, Sue Webster, Joy Shantz, Kai Christiansen, Colin Cronin, Curt Dwyer

Staff Present: Ragine Head, Amy Schlusler-Schmitt

Absent: Amy Bigman, Kelly Arndt, Dori Leyko, Gabe Biber

Guest: Emily Gordon- Assistant to City Council, Anne Hill

## Staff Liaison

Amy Schlusler  
(517) 319-6931

Ragine Head  
(517) 319.6923

The meeting was called to order at 4:10 p.m. by Rosen.

### 1) Roll Call

Schlusler-Schmitt took Roll Call for all voting board members.

### 2) Approval of Agenda

Hittner moved to approve the Agenda as written; Dwyer seconded the motion. Vote: All yeas, motion carried unanimously.

### 3) June 22, 2020 Meeting Synopsis

Christiansen moved to approve the minutes of the January 27, 2020 meeting as written; Cronin seconded the motion. Vote: All yeas, motion carried unanimously.

### 4) Financial Report

Schlusler – Schmitt discussed the June financial report for the Complete Count Committee. The current report reflects a full account of total expenditures pertaining to the 2020 Fiscal Year. Schlusler reminded committee members that in mid-March, staff learned that the Michigan Municipal League (MML) granted the City of East Lansing a grant totaling \$16,708.15. As such, on the financial report there is a credit of \$9,951,40 to reflect the operating cost, and the remaining balance is going towards staff salaries. Schlusler reported that staff is working with public relations firm Martin-Waymire to launch Census social media campaign and purchase swag to distribute at City events or gatherings (such as the Farmer's Market) in August. Schlusler-Schmitt stated that per the current contract agreement, the DMB is stating that funding needs to be expended by July 31. General funds from before we received the MML Grant that are left over will go into the general fund pot for the City to use for other projects and activities.

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# **CENSUS 2020 COMPLETE COUNT COMMITTEE**

## **5) Consideration of Limiting Public Comment to 2 Minutes Per Individual**

Rosen encouraged the committee to consider limiting public comment to two minutes. He stated that each caller who calls in will be allowed two minutes to address the committee. This limitation is not a requirement but is recommended to accommodate the nature of the virtual meetings.

Christiansen moved to approve limiting public comment to two minutes; Sardar seconded the motion. Vote: All yeas, motion carried unanimously.

## **6) Public Comment**

Anne Hill inquired if April 1 is still the date that we are encouraging residents to use for indicating where they should be counted for the Census and asked for clarification on what the process is for counting Group Quarters, and the omission of duplicated surveys from the system.

Lillie stated that this is the first time MSU opted to administratively upload student information into the Census Bureau's database and from that, there was a total count of \$15,100 students to be counted for the City of East Lansing.

Schlusler – Schmitt mentioned that students were to be primarily counted where they were residing a couple of weeks before April 1, due to COVID. In terms of the Group Quarters process, the Census Bureau heavily pushed for entities to participate in administrative uploads. For those who were not able to participate, they will be included in the Early Nonresponse Follow Up conducted by enumerators.

## **7) MSU Update**

- A. Completion of Campus Administrative Count Process
- B. MSU Outreach to Students

Lillie reported that the East Lansing Complete Count Committee began working on the 2020 Census in May of 2019 in conjunction with several partners on and off campus. As of April 20, 2020, MSU staff completed eResponses for group quarters. There was an upload of 15,100 residents in 4 batches. All residents were included in the uploads. Approximately 2.7% of residents with restricted directory information were excluded as required by the Federal Educational Rights and Privacy Act (FERPA). Signs were posted at Spartan Village in common areas with customer service assistance numbers in multiple language. Census messaging was emailed to residents in 1855 Place. Signs with customer service assistance in multiple languages were also posted in common areas.

## **8) Ongoing Business**

- A. Updated Federal Government Census 2020 Outreach Timeline

Head stated that considering COVID-19, the Federal Census Bureau updated the Census Operational Timeline to best protect the safety and health of our community and staff. The timeline is a working plan and is subject to change. Most recent updates can be found at [www.my2020census.gov](http://www.my2020census.gov).

# CENSUS 2020 COMPLETE COUNT COMMITTEE

## B. East Lansing Census Response Rate

Head reported that as of June 22, East Lansing had a 59.5% Census Response rate. That percentage does not reflect the data gathered from the M.S.U. administrative upload or Group Quarters Housing. Staff are confident that once data is accurately represented, the City of East Lansing should expect to have at least a 25-30% increase to its current 2020 Census response rates.

## C. Michigan Municipal League Census Grant Performance Update

Schlusler-Schmitt stated that on March 16, 2020, the City of East Lansing received confirmation that the Michigan Municipal League (MML) was awarding the City a grant in the total amount of \$16,708.15. Approved allocations included support of staff salaries, implementation of a social media campaign, and the purchase of Census swag that will be distributed in mid-July when all City facilities are scheduled to re-open.

Schlusler-Schmitt then discussed the enclosed MML grant budget and the current status of expenditures.

## D. Discussion of Future Census 2020 Outreach

Schlusler – Schmitt mentioned that there has been discussion at the city’s administrative level to continue meeting virtually once a month. Staff will create a survey to send out and collect the committee’s availability to meet monthly until October.

Rosen then announced that Head had graduated in May from Michigan State University, and that this would be her last meeting with the Census Complete Count Committee. Rosen, Schlusler-Schmitt, and committee members thanked Head for her exemplary work ethic, creativity, and successful outreach tactics in educating the East Lansing Community about Census 2020.

## **9) Adjourn**

There being no further business, Hittner moved to adjourn the meeting at 5:15p.m.; Webster seconded the motion. Vote: All yeas. Motion carried unanimously.



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census 2020 Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** August 27, 2020

**SUBJECT:** Consideration to Limit Public Comment to 2 Minutes Per Individual

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Due to the COVID-19 pandemic, the Census Complete Count Committee is holding its meeting via the video conferencing platform Zoom. In correspondence with MCL 15.263(1), it is the recommendation of the City Attorney's Office that all City affiliated boards and commissions holding virtual meetings adopt a rule limiting public comment to 2 minutes per individual.



# Census 2020 Account Expenditures

G/L Date Range 07/01/19 - 06/30/20

Include Sub Ledger Detail

Exclude Accounts with No Activity

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance		
							Balance To Date:		\$0.00		
G/L Account Number	<b>101.50.5025.8435</b>	<b>Census</b>								99.98	99.98
09/16/2019	2020-0000589	JE	AP	A/P Invoice Entry	Accounts Payable		99.98				
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
H2723-102474	Home Depot			10X10 Census Tent	09/16/2019	Check	217218	99.98	99.98		
							Total	\$99.98	\$99.98		
09/23/2019	2020-0000643	JE	AP	A/P Invoice Entry	Accounts Payable		17.20		117.18		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
2014337	Home Depot			Wooden Dowels for Census Banner	09/18/2019	Check	217418	17.20	17.20		
							Total	\$17.20	\$17.20		
09/24/2019	2020-0000728	JE	AP	A/P Invoice Entry	Accounts Payable		442.60		559.78		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
13644	Foresight Group, Inc			Census Banners	09/17/2019	Check	217597	442.60	442.60		
							Total	\$442.60	\$442.60		
							Month <b>September 2019</b> Totals	\$559.78	\$0.00	\$559.78	
10/02/2019	2020-0000828	JE	AP	A/P Invoice Entry	Accounts Payable		548.16		1,107.94		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
160741	ASAP Printing Inc			Census Rack Brochures	10/01/2019	Check	217901	548.16	548.16		
							Total	\$548.16	\$548.16		
							Month <b>October 2019</b> Totals	\$548.16	\$0.00	\$1,107.94	
11/06/2019	2020-0000988	JE	AP	A/P Invoice Entry	Accounts Payable		308.00		1,415.94		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
R107733738	Platinum Plus for Business			Census Stickers	11/01/2019	Check	218469	308.00	308.00		
							Total	\$308.00	\$308.00		
11/18/2019	2020-00001099	JE	AP	A/P Invoice Entry	Accounts Payable		45.00		1,460.94		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
14936	Dataplex Print & Graphics			Business Cards	11/11/2019	Check	218924	90.00	45.00		
							Total	\$90.00	\$45.00		
11/19/2019	2020-00001099	JE	AP	A/P Invoice Entry	Accounts Payable		392.71		1,853.65		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>		
DMB 2020-9	Platinum Plus for Business			Magnets for Census	11/14/2019	Check	218816	162.71	162.71		
DMB-10	Platinum Plus for Business			Census Purchase of Pens	11/19/2019	Check	218816	230.00	230.00		
							Total	\$392.71	\$392.71		
							Month <b>November 2019</b> Totals	\$745.71	\$0.00	\$1,853.65	



# Census 2020 Account Expenditures

G/L Date Range 07/01/19 - 06/30/20

Include Sub Ledger Detail

Exclude Accounts with No Activity

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance	
							Balance To Date:		\$0.00	
G/L Account Number	<b>101.50.5025.8435 Census</b>								2,378.48	
12/06/2019	2020-00001232	JE	AP	A/P Invoice Entry	Accounts Payable		524.83		2,378.48	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
161871	ASAP Printing Inc			Census 2020 Rack Card-2	12/04/2019	Check	219230	524.83	524.83	
							Total	\$524.83	\$524.83	
12/23/2019	2020-00001315	JE	AP	A/P Invoice Entry	Accounts Payable		200.20		2,578.68	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
149083	Platinum Plus for Business			Census CCC Board Member Pins	12/19/2019	Check	219719	128.68	128.68	
Census-2	Platinum Plus for Business			Census Vertical Banner for Events	12/20/2019	Check	219719	71.52	71.52	
							Total	\$200.20	\$200.20	
12/30/2019	2020-00001315	JE	AP	A/P Invoice Entry	Accounts Payable		129.00		2,707.68	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
Census-3	Platinum Plus for Business			Tablecloth for Booths/Displays	12/20/2019	Check	219719	129.00	129.00	
							Total	\$129.00	\$129.00	
							Month <b>December 2019</b> Totals	\$854.03	\$0.00	\$2,707.68
01/08/2020	2020-00001467	JE	AP	A/P Invoice Entry	Accounts Payable		143.23		2,850.91	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
Census-4	Platinum Plus for Business			Banner for Census Events	12/30/2019	Check	220019	143.23	143.23	
							Total	\$143.23	\$143.23	
							Month <b>January 2020</b> Totals	\$143.23	\$0.00	\$2,850.91
02/03/2020	2020-00001607	JE	GL	Census activity parking permits		Record Transaction - Not System Generated	60.00		2,910.91	
02/03/2020	2020-00001851	JE	AP	A/P Invoice Entry	Accounts Payable		100.00		3,010.91	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
M4LDSP2N42	Platinum Plus for Business			Census 2020 Social Media Ads	01/31/2020	Check	221185	100.00	100.00	
							Total	\$100.00	\$100.00	
02/18/2020	2020-00001787	JE	AP	A/P Invoice Entry	Accounts Payable		118.00		3,128.91	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
Rec. R816157277	Platinum Plus for Business			I Counted Stickers	02/18/2020	Check	221017	118.00	118.00	
							Total	\$118.00	\$118.00	
							Month <b>February 2020</b> Totals	\$278.00	\$0.00	\$3,128.91



# Census 2020 Account Expenditures

G/L Date Range 07/01/19 - 06/30/20

Include Sub Ledger Detail

Exclude Accounts with No Activity

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance	
							Balance To Date:		\$0.00	
G/L Account Number	<b>101.50.5025.8435 Census</b>									
03/02/2020	2020-00001851	JE	AP	A/P Invoice Entry	Accounts Payable		247.15		3,376.06	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
PTBY6QEN42	Platinum Plus for Business			Census Weekly Facebook Ads	02/29/2020	Check	221702	247.15	247.15	
							Total	\$247.15	\$247.15	
03/16/2020	2020-00001928	JE	AP	A/P Invoice Entry	Accounts Payable		552.20		3,928.26	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
163646	ASAP Printing Inc			Census 2020 Selfie Photo Boards	03/12/2020	Check	221452	99.00	99.00	
164436	Platinum Plus for Business			Census Coasters	03/06/2020	Check	221541	453.20	453.20	
							Total	\$552.20	\$552.20	
03/23/2020	2020-00001972	JE	AP	A/P Invoice Entry	Accounts Payable		300.00		4,228.26	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
CENSUS 100	Michigan State University			Census Design Postcards	03/23/2020	Check	221687	300.00	300.00	
							Total	\$300.00	\$300.00	
							Month <b>March 2020</b> Totals	\$1,099.35	\$0.00	\$4,228.26
04/03/2020	2020-00002378	JE	AP	A/P Invoice Entry	Accounts Payable		226.14		4,454.40	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
XZCY3SSQ52	Platinum Plus for Business			Census Facebook Ads	03/31/2020	Check	222934	226.14	226.14	
							Total	\$226.14	\$226.14	
							Month <b>April 2020</b> Totals	\$226.14	\$0.00	\$4,454.40
05/04/2020	2020-00002378	JE	AP	A/P Invoice Entry	Accounts Payable		184.82		4,639.22	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
H4MCMREQ52	Platinum Plus for Business			Census Facebook Ads-March 31-April 29	04/30/2020	Check	222934	184.82	184.82	
							Total	\$184.82	\$184.82	
							Month <b>May 2020</b> Totals	\$184.82	\$0.00	\$4,639.22
06/01/2020	2020-00002449	JE	AP	A/P Invoice Entry	Accounts Payable		3,500.00		8,139.22	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
7230	Martin Waymire			June Census Ads	06/01/2020	Check	223009	3,500.00	3,500.00	
							Total	\$3,500.00	\$3,500.00	
06/01/2020	2020-00002623	JE	AP	A/P Invoice Entry	Accounts Payable		89.95		8,229.17	
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>	
NFC2CTSQ52	Platinum Plus for Business			May Census Ads	05/31/2020	Check	223344	89.95	89.95	
							Total	\$89.95	\$89.95	





# Census 2020 Account Expenditures

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Exclude Accounts with No Activity

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance
G/L Account Number	<b>101.50.5025.8435</b>	<b>Census</b>						Balance To Date:	\$0.00
06/11/2020	2020-00002541	JE	AP	A/P Invoice Entry	Accounts Payable		867.15		9,096.32
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
S207813	Platinum Plus for Business			Census Swag Paid by MML Grant	06/04/2020	Check	223220	867.15	867.15
							Total	\$867.15	\$867.15
Month <b>June 2020</b> Totals							\$4,457.10	\$0.00	\$9,096.32
Account <b>Census</b> Totals							\$9,096.32	\$0.00	\$9,096.32
Division <b>Planning and Zoning</b> Totals							\$9,096.32	\$0.00	
Department <b>Planning, Bldg and Dev</b> Totals							\$9,096.32	\$0.00	
Fund <b>General Fund</b> Totals							\$9,096.32	\$0.00	
Grand Totals							\$9,096.32	\$0.00	

## MICHIGAN MUNICIPAL LEAGUE (MML) GRANT EXPENDITURES

<b>TOTAL GRANT ALLOCATION</b>	<b>\$16,708.15</b>
March Expenditure	\$1,426.13
April Expenditure	\$1,150.90
May Expenditure	\$6,073.75
June Expenditure	\$6,850.95
July Expenditure	\$0.00
August Expenditure	\$440.16
Total Expenditures To Date:	\$15,941.89
REMAINING MML GRANT BALANCE:	<b>\$766.26</b>



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** August 27, 2020

**SUBJECT:** Updated Federal Government Timeline & Federal Enumeration Efforts in East Lansing

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As several Census Complete Count Committee members are aware, the Census 2020 timeline has been adjusted so that all enumerator field operations end on September 30, 2020. This provides the Census Bureau less time for data collection.

City staff has been in communication with Census liaisons out of the Chicago regional office, and they have confirmed that enumerators (door-knockers) have begun work within the City limits. In addition, group quarters information for co-ops, Greek life homes, etc. are being collected by the Census Bureau. Per posted federal timelines, Census takers will work in the field as follows:

- **July 1 - September 3:** Census takers will work with administrators at colleges, senior centers, prisons, and other facilities that house large groups of people to make sure everyone is counted.
- **December:** The Census Bureau will deliver apportionment counts to the President and Congress as required by law.

Of course, enumerators are also currently visiting residents that did not complete the form and are completing the forms with them in-person.

Census Representatives have confirmed their continued outreach efforts weekly at the East Lansing Farmer's Market. In addition, beginning September 5, 2020, Census representatives will share Census information at Patriarche Park. The Census Bureau will also determine dates and times to have Census Representatives present in the downtown.

City staff will continue to partner with Census Bureau representatives in the hope to achieve an accurate headcount.



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** August 27, 2020

**SUBJECT:** Estimated East Lansing Census Response Rates

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To date, the Census Bureau is reporting that East Lansing has a 61.4% self-response rate. This number does not reflect data uploaded by M.S.U. for both on-campus and off-campus students.

On Thursday, August 27, 2020, staff members received an updated from Mary Mazur, a Census 2020 Partnership Specialist, that the Census Bureau was actively working on inputting administrative data gathered by universities as well as group quarters information.

Staff is confident that once data is accurately represented, the City of East Lansing is expected to have at least a 25-30% increase to its current 2020 Census counts.

Detailed information regarding Census response rates per tract can be found here: <https://2020census.gov/en/response-rates.html>



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** August 27, 2020

**SUBJECT:** Discussion of Future Outreach with remaining MML grant funds and discussion of Door Hanger Activity

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To date, \$766.26 remain in grant funds awarded to the City of East Lansing by the Michigan Municipal League.

Throughout the course of Census 2020 outreach, more than \$7,500 was allocated towards social media advertisements, with over \$5,500 allocated towards banners, signage, posters, brochures, coasters, and swag materials such as hand sanitizer and stress balls.

At this time, staff is seeking input from the East Lansing Complete Count Committee on the types of marketing or promotional support they believe might be best to help educate the community. Opportunities might include 1) Placing an advertisement within a local newspaper explaining that persons can still self-respond to the Census; 2) Printing flyers or promotional materials to be installed in public areas and on MSU's campus; 3) the purchase of swag materials that could be distributed in public buildings; or 4) a continued social media campaign about completing the Census form.

In addition, attached please find a door hanger template. These door hangers are professionally printed and will be available for distribution as early as Monday, August 31. As such, staff was hoping to learn about board members' availability to help distribute the door hangers throughout their neighborhoods or community groups.

Staff looks forward to discussing these items in more detail during the August 31 meeting.

Enclosure



## **Be counted, EAST LANSING**

CENSUS 2020

The **2020 Census** has been underway since earlier this year, but if you haven't responded yet,

**IT'S NOT TOO LATE!**

You can still complete the questionnaire yourself;

- 1.** Online at **2020census.gov**
- 2.** Calling **844-330-2020** or
- 3. Returning the paper form** you received in the mail.

Please respond using the address where you were living on **April 1, 2020** and include anyone who was living with you at that time.

**Have questions?** Check out [cityofeastlansing.com/census2020](http://cityofeastlansing.com/census2020)

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