



CENSUS 2020 COMPLETE COUNT COMMITTEE



MEMBERS

Kelly Arndt
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 Schluster-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

AGENDA

October 26, 2020 at 4:00 p.m.
Zoom, Meeting ID: 880 1838 4164

- 1) Roll Call**
- 2) Approval of the Agenda**
- 3) Approval of August 31, 2020 Minutes (attachment)**
- 4) Consideration to Limit Public Comment to 2 Minutes Per Individual (attachment)**
- 5) Public Comment**
- 6) Financial Reports**
 - A) Complete Count Committee Expenditures, July 1, 2019-September 30, 2020 (attachment)**
- 7) Continued Business**
 - i. Accomplishments of the Committee (attachment)**
 - ii. Local Census Enumeration Data (attachment)**
 - iii. Status of National Census Count & Anticipated Reception of Population Data (attachment)**
 - iv. Thank you & Recognition of Committee Member Contributions**
- 8) Adjournment**



CENSUS 2020 COMPLETE COUNT COMMITTEE



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Dori Leyko
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SYNOPSIS

August 31, 2020

Zoom Meeting

Present: Janet Lillie, Konrad Hittner, Kelly Arndt, Kai Christensen, Laurence Rosen, Joy Shantz, Thasin Sardar, Sue Webster, Amy Bigman

Absent: Dori Leyko, Curt Dwyer

Staff Present: Amy Schlusler-Schmitt

1) Call to Order

The meeting was called to order at 4:02 p.m. by Laurence Rosen.

2) Approval of the Agenda

Bigman motioned to approve the Agenda as written; Arndt seconded the motion

Vote:

Yeas: Arndt, Bigman, Christiansen, Cronin, Lillie, Rosen, Sardar

Nays: None

4) Approval of June 22, 2020 Minutes

Sardar motion to approve the June 30, 2020 Minutes as written; Lillie seconded the motion.

Vote:

Yeas: Arndt, Bigman, Christiansen, Cronin, Lillie, Rosen, Sardar

Nays: None

5) Public Comment

None.

6) Financial Report

Schlusler – Schmitt shared with committee members that immediately following the announcement of Coronavirus in the community, staff learned that the City received a Michigan Municipal League grant of \$16,708.15. Since that time, the City undertook a partnership with public relations firm Martin-Waymire that led a social media campaign that trafficked people to the Census.gov webpage and encouraged persons to complete their Census forms.

Schlusler explained that all Census related expenditures made by the committee prior to March (approximately \$4,500) were paid for through City of East Lansing General Funds and all remaining expenditures will be paid for out of the Michigan Municipal League

CENSUS 2020 COMPLETE COUNT COMMITTEE

grant. Schlusler shared financial reports sharing all expenditures to date, as well as monthly reporting made to the MML

7) MSU Outreach Updates

Lillie shared with committee members that MSU had completed its administrative upload of students residing on-campus in March. The total number of students residing on campus was 15,100 students. Lillie also reported that on July 10, 2020 the Census Bureau allowed MSU to also upload student information that resided in off campus housing on 17,559. It is estimated that approximately 11,000 of those students resided in the East Lansing City limits.

7) New Business

A. Updated Federal Government Timeline & Enumeration Process in East Lansing

Schlusler-Schmitt shared with committee members that since they last met in June, the Census enumeration timeline had shifted nation-wide. In the Spring of 2020, an announcement had been made that due to COVID, enumeration efforts would be extended through October 31, 2020. However, she indicated that a few weeks ago, the Office of the President had changed this timeline so that all enumeration efforts were scheduled to end on September 30. As such, the committee had 30 more days to conduct outreach efforts throughout the community. Schlusler indicated that regional Census Coordinators are scheduled to undertake community engagement in the Downtown Business District, at Patriarche Park, and at the East Lansing Farmer's Market over the course of the next month.

B) Estimated East Lansing Census Response Rates

Schlusler-Schmitt indicated that East Lansing has a 61.4% self-response rate. She pointed out, however, that these numbers do not reflect any administrative data that has been provided by Michigan State University. As such, it is estimated that the true response rate (undertaken administratively and the data upload process) is much closer to 90%.

C) Discussion of Future Outreach with Remaining MML Grant Funds & Door Hanger Activity

Schlusler shared with committee members new, Census door hangers that had been printed and were ready for distribution throughout the community. The intent of this outreach was to have volunteers and staff conduct 'man on the street' outreach and distribute the hangers to neighborhood groups and individual households. Rosen volunteered to help distribute the materials.

Committee members then discussed the allocation of the remaining MML grant funds. The Committee directed staff to create some advertisements that would appear on social media platforms on Facebook, Twitter, and Instagram over the course of the next month.

CENSUS 2020 COMPLETE COUNT COMMITTEE

8) Adjournment

Bigman motion to adjourn the meeting at 4:58 p.m.; Christiansen seconded the motion.

Yeas: Arndt, Bigman, Christiansen, Cronin, Lillie, Rosen, Sardar

Nays: None

The meeting adjourned.



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: October 23, 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.

If approved, the recommended verbiage is "Motion to adopt a rule limiting public comment to 2 minutes per individual"



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: October 24, 2020

SUBJECT: Census Financial Report

City of East Lansing
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Enclosed please find the final Census 2020 Financial Report. Staff would like to point out that all operating expenditures made between July 1, 2020-April 1, 2020 were paid for through City of East Lansing General Funds. The total paid for by City of East Lansing General Funds was \$4,454.40.

The remaining balance of expenditures, and staff time between April 1, 2020-September 30, 2020 was billed to a Census grant provided by the Michigan Municipal League (MML). A final financial report submitted to the MML is also enclosed.



Census 2020 Complete Count Committee Expenditures

G/L Date Range 07/01/19 - 09/30/20
Include Sub Ledger Detail

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance
G/L Account Number 101.50.5025.8435 Census								Balance To Date:	\$0.00
09/16/2019	2020-00000589	JE	AP	A/P Invoice Entry	Accounts Payable		99.98		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	2020-00000643	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	2020-00000728	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 September 2019 Totals							\$559.78	\$0.00	\$559.78
10/02/2019	2020-00000828	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 October 2019 Totals							\$548.16	\$0.00	\$1,107.94
11/06/2019	2020-00000988	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 November 2019 Totals							\$745.71	\$0.00	\$1,853.65



Census 2020 Complete Count Committee Expenditures

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Include Sub Ledger Detail

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	101.50.5025.8435 Census								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 December 2019 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 January 2020 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 February 2020 Totals	\$278.00	\$0.00	\$3,128.91



Census 2020 Complete Count Committee Expenditures

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Include Sub Ledger Detail

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	101.50.5025.8435 Census								\$0.00
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 March 2020 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 April 2020 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 May 2020 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 Complete Count Committee Expenditures

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Include Sub Ledger Detail

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual Balance
G/L Account Number 101.50.5025.8435 Census							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 June 2020 Totals							\$4,457.10	\$0.00	\$9,096.32
07/20/2020	2020-00002751	JE	AP	A/P Invoice Entry	Accounts Payable		3,500.00		12,596.32
<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>
7290A	Martin Waymire			Census 2020 Social Media Campaign	07/01/2020	Check	223865	3,500.00	3,500.00
							Total	\$3,500.00	\$3,500.00
Month July 2020 Totals							\$3,500.00	\$0.00	\$12,596.32
08/25/2020	2021-00000547	JE	AP	A/P Invoice Entry	Accounts Payable		440.16		13,036.48
<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>
165089	ASAP Printing Inc			Census 2020 Door Hangers	08/28/2020	Check	224671	440.16	440.16
							Total	\$440.16	\$440.16
Month August 2020 Totals							\$440.16	\$0.00	\$13,036.48
09/21/2020	2021-00000786	JE	AP	A/P Invoice Entry	Accounts Payable		188.38		13,224.86
<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>
4MFR4V2Q52Census	Platinum Plus for Business			Census Facebook Ads	09/18/2020	Check	225356	188.38	188.38
							Total	\$188.38	\$188.38
Month September 2020 Totals							\$188.38	\$0.00	\$13,224.86
Account Census Totals							\$13,224.86	\$0.00	\$13,224.86
Division Planning and Zoning Totals							\$13,224.86	\$0.00	
Department Planning, Bldg and Dev Totals							\$13,224.86	\$0.00	
Fund General Fund Totals							\$13,224.86	\$0.00	
Grand Totals							\$13,224.86	\$0.00	



CITY OF EAST LANSING

The Home of Michigan State University

The City of East Lansing has expended all funds provided by the Michigan Municipal League in support of Census 2020 outreach.

Even with the unprecedented outbreak of COVID-19, the City was able to manage significant outreach to community members regarding the importance of completing the decennial headcount.

The grant funds were expended as follows:

Design of Postcards by MSU Senior Capstone & Design Class-	\$300.00
Social Media Campaign through partnership with public relations firm Martin-Waymire, specifically targeting MSU students located across the State of MI and between the ages of 18-25/Ads trafficked the amount of clicks to the census.gov webpage	\$7,000.00
Purchase of Hand Sanitizer/Balls distributed by City of East Lansing Mask Ambassadors on a Weekly Basis since August of 2020	\$867.15
Purchase and Distribution of Census Door Hangers distributed in East Lansing neighborhoods	\$440.16
Monthly Social Media Ads Targeting All East Lansing Residents (April-September)	\$1,180.97
Staff Time, which allocated 410 hours through 2 positions over a 6 month period	\$6,919.87
TOTAL GRANT EXPENDITURE:	\$16,708.15

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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: October 23, 2020

SUBJECT: Accomplishments of the Census 2020 Complete Count Committee

City of East Lansing
PLANNING, BUILDING &
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410 Abbot Road
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City Staff wanted to share some statistical data highlighting the outreach and accomplishments of the East Lansing Census Complete Count Committee.

Between July 1, 2019-September 30, 2020, the following outreach was completed:

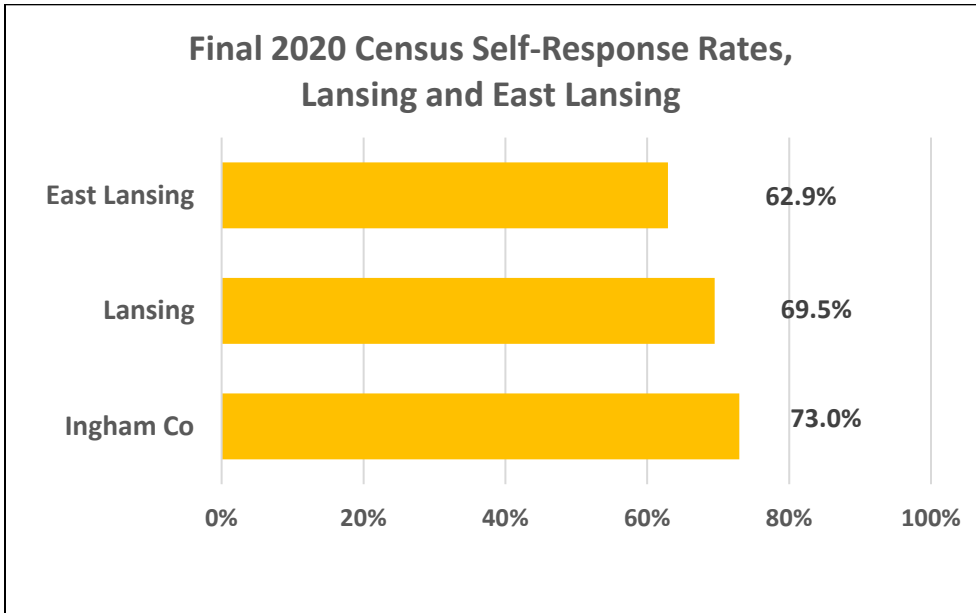
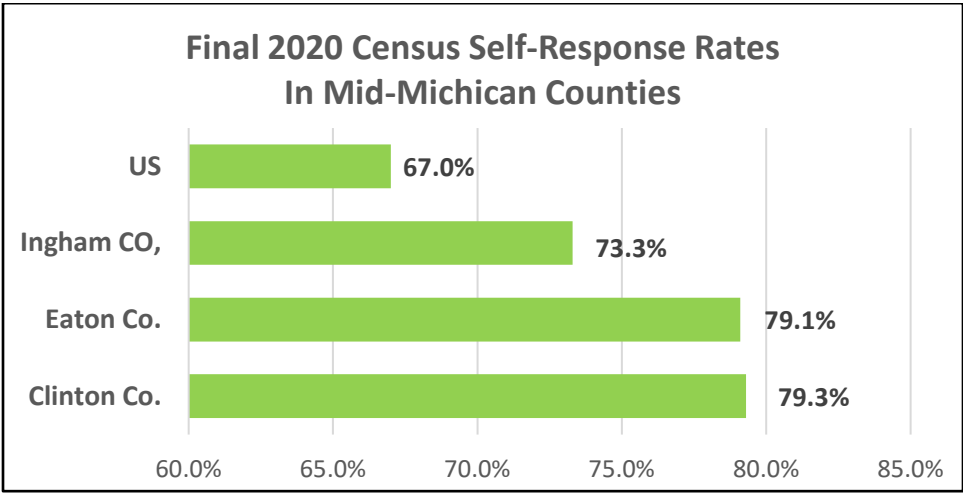
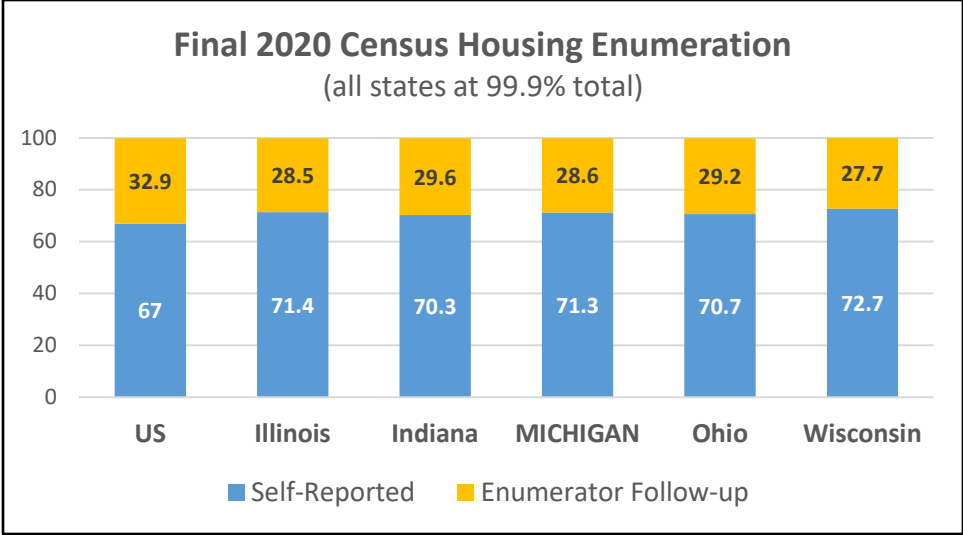
Social Media Campaign Outreach-990,895 Impressions (Views) and 8,527 Clicks directly onto <http://www.census.gov> webpage

Distribution of Census Flyers Throughout the Community: 10,000

Distribution of Door Hangers to East Lansing Households-1,500 Households

Distribution of Hand Sanitizer & Stress Balls Highlighting Census-400 pieces of swag

Staff and Complete Count Committee Time Dedicated to Census Initiatives: 1,210 Hours



2020 CENSUS DATA RELEASE TIMELINE

October 15, 2020: Revised Census data collection deadline.

December 31, 2020: The US Census Bureau delivers the apportionment counts to the President. The apportionment count includes the total population living in each state plus military and federal personnel and their families living abroad (allocated to states based upon recorded home state).

April 1, 2021: Deadline for the release of the re-districting data from the 2020 Census. This will include total and voting age population, population by race and Hispanic origin, and housing unit counts for all geographies down to the census block. More detailed demographic data files will be released after this date.

October 20, 2020

From the Director of the Census Bureau

While other quality measures for the 2020 Census will be produced over time, it helps to look at self-response rates as an initial metric. Our final self-response rate for the 2020 Census was 67.0%, compared with the final self-response rate for 2010 of 66.5%. Generally, better data comes from self-response, but after a decade of global decline in census and survey participation along with the challenges presented by COVID-19, we had not expected to beat the 2010 self-response rate. This would not have been possible without our partners and new technologies. The 2020 Census benefited from the strong support of nearly 400,000 dedicated community and national partners who contributed to our efforts to achieve a complete and accurate count of the nation's population. The internet proved to be the easiest and preferred option for self-reporting.

Each and every partner played an important role, whether they hung posters in store windows, formed a Complete Count Committee, hosted a Census Solutions Workshop in their community, encouraged their employees to respond, or highlighted why the census is important for their social media followers. These efforts were vital in our shared work to encourage all communities to participate in this once-a-decade constitutional responsibility.

Our partners served as trusted voices and census ambassadors within their communities, and their outreach raised awareness of the 2020 Census and encouraged response — particularly among those who have been historically hard to count. Partners included corporations, small businesses, nonprofits, philanthropic organizations, members of Congress, state and local officials, American Indian and Alaska Native (AIAN) stakeholders, the faith-based community, and many others.

When COVID-19 turned everyone's plans upside down, our partners rose to the occasion with creativity and perseverance. In-person events became virtual events. Outreach turned digital with video messages, Facebook Live events, and other online engagements. Some communities sponsored socially distanced car parades through neighborhoods. There were census songs to engage kids and census characters to greet bus riders.

From America's largest employers to your local coffee shop, to all levels of government, and civic organizations in every community, partners of all kinds stepped up. **On behalf of the thousands of employees of the U.S. Census Bureau, thank you, and congratulations on the tremendous impact you made in shaping your community's future by promoting the 2020 Census.**

**DR. STEVEN DILLINGHAM, DIRECTOR
U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS**