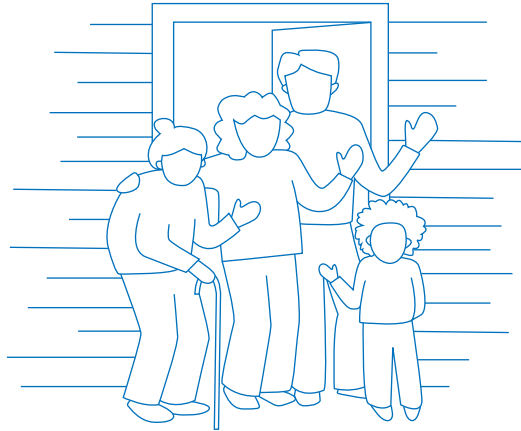


CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

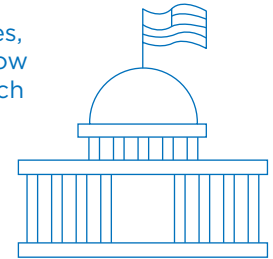
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

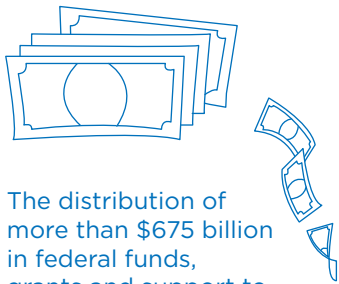
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the constitution.

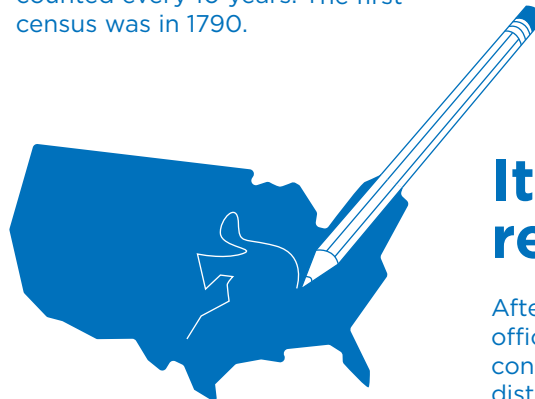
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

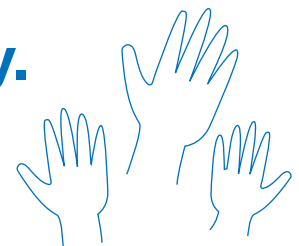


It's about redistricting.

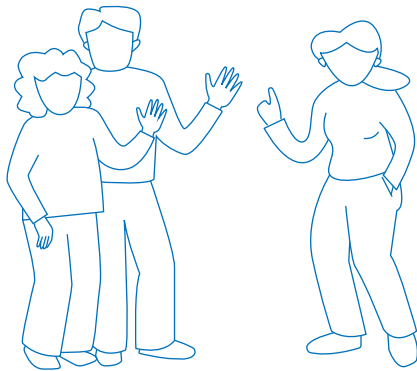
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

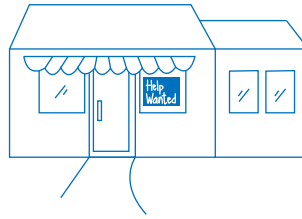
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



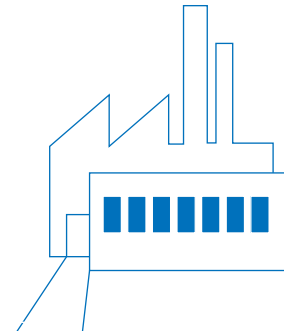
Census data are being used all around you.



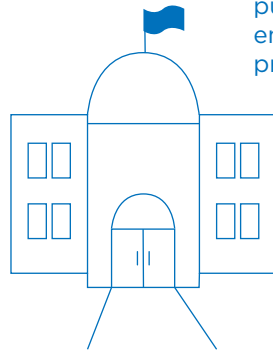
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



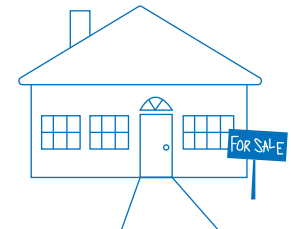
Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



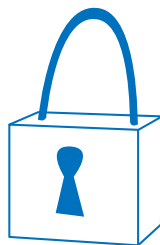
Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

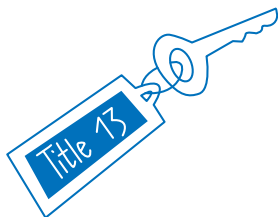
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, the Census Bureau cannot share your answers with any other government agency.



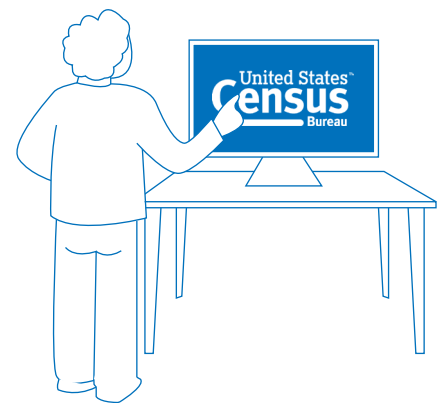
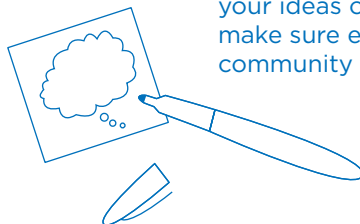
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



MICHIGAN

In FY2016, Michigan received

\$29,208,978,056

through 55 federal spending programs
guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



Reports of the Counting for Dollars 2020 Project:

- > **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- > **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- > **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- > **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- > **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)*†
- > **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* Data available by state

† Source for this state sheet

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

MICHIGAN

**Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)**

Total Program Obligations: \$29,208,978,056

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$28,724,564,456			
Medical Assistance Program (Medicaid)	HHS	\$12,738,084,000	Community Facilities Loans/Grants	USDA	\$79,893,000
Federal Direct Student Loans	ED	\$2,946,159,155	Supporting Effective Instruction State Grants	ED	\$89,647,471
Supplemental Nutrition Assistance Program	USDA	\$2,167,714,845	Crime Victim Assistance	DOJ	\$67,368,330
Medicare Suppl. Medical Insurance (Part B)	HHS	\$2,240,164,865	CDBG Entitlement Grants	HUD	\$80,680,948
Highway Planning and Construction	DOT	\$1,116,401,469	Public Housing Capital Fund	HUD	\$34,933,000
Federal Pell Grant Program	ED	\$779,600,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$56,052,853
Section 8 Housing Choice Vouchers	HUD	\$362,649,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$64,744,000
Temporary Assistance for Needy Families	HHS	\$775,352,858	Social Services Block Grant	HHS	\$48,967,028
Very Low to Moderate Income Housing Loans	USDA	\$667,887,608	Rural Rental Assistance Payments	USDA	\$36,440,499
Title I Grants to LEAs	ED	\$510,318,933	Business and Industry Loans	USDA	\$31,965,000
State Children's Health Insurance Program	HHS	\$592,609,000	Career and Technical Education - Basic Grants to States	ED	\$37,154,147
National School Lunch Program	USDA	\$301,196,000	Homeland Security Grant Program	DHS	\$12,594,385
Special Education Grants	ED	\$409,856,211	WIOA Dislocated Worker Grants	DOL	\$39,655,269
Section 8 Housing Assistance Payments Program	HUD	\$331,668,364	HOME	HUD	\$37,639,261
Federal Transit Formula Grants	DOT	\$176,776,000	State CDBG	HUD	\$30,766,406
Head Start	HHS	\$319,939,525	WIOA Youth Activities	DOL	\$29,709,018
WIC	USDA	\$194,539,000	WIOA Adult Activities	DOL	\$29,838,284
Title IV-E Foster Care	HHS	\$112,017,932	Employment Service/Wagner-Peyser	DOL	\$21,949,650
Health Care Centers	HHS	\$115,932,474	Community Services Block Grant	HHS	\$26,366,171
School Breakfast Program	USDA	\$109,900,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$21,061,620
Rural Electrification Loans and Loan Guarantees	USDA	\$47,652,000	Cooperative Extension Service	USDA	\$13,449,830
Public and Indian Housing	HUD	\$63,053,000	Native Amer. Employment & Training	DOL	\$801,625
Low Income Home Energy Assistance	HHS	\$157,930,156			
Child and Adult Care Food Program	USDA	\$68,388,000	Federal Tax Expenditures		\$356,218,438
Vocational Rehabilitation Grants to the States	ED	\$108,435,063	Low Income Housing Tax Credit	Treas	\$266,614,285
Child Care Mandatory and Matching Funds	HHS	\$81,143,000	New Markets Tax Credit	Treas	\$89,604,153
Unemployment Insurance Administration	DOL	\$127,098,000			
Federal Transit - Capital Investment Grants	DOT	\$23,480,924	Federal Procurement Programs		\$128,195,162
Child Care and Development Block Grant	HHS	\$83,473,000	HUBZones Program	SBA	\$128,195,162
Adoption Assistance	HHS	\$103,466,279			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

**GW Institute
of Public Policy**

THE GEORGE WASHINGTON UNIVERSITY

For further information:

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The George Washington University
areamer@gwu.edu

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

APPENDIX A: 50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as background for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

THE 2020 CENSUS: WHERE TO LEARN MORE

Almost any question can be answered with this search:

[your question] 2020 site:census.gov

EG: where are college students counted 2020 site:census.gov

Result: [2020 Census resident criteria](https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html): <https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html>

<https://www.brennancenter.org/issues/2020-census> My go-to site, part of New York University. Includes Census 101, Litigation, Citizenship Question, and Confidentiality of Census Response

<http://www.ala.org/advocacy/govinfo/census> The American Library Association is deeply committed to a complete count, so this site goes beyond “just library” information.

<https://www.npr.org/2019/03/31/707899218/what-you-need-to-know-about-the-2020-census> Summary of basic points.

For a deeper dive:

The Census Bureau website is enormous. Here are links to some basic material.

- [2020 Census](#) (U.S. Census Bureau)
- [2020 Census Operational Timeline](#) (U.S. Census Bureau)
- [Complete Count Committees](#) (U.S. Census Bureau)
- [Census Regional Offices](#) – to contact the Census Bureau staff in your community (U.S. Census Bureau)
- [How Census Bureau protects your security](#): description of privacy and data security.

See a listing of \$29,208,978,056 (29 Billion) federal dollars that came to Michigan in FY2016 here: https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_MI.pdf

The Michigan Non-profit Association (MNA) <https://becountedmi2020.com/> wants to be sure everyone is counted. Sue Smith has served on the group working for a complete count. For example a number of downloadable resources are here: <https://becountedmi2020.com/resources/> This site should grow as the group develops more material.

Compiled by Margaret Leary, LWVAAA, May, 2019