

**Preparing for 2020 Census: Tips for Nonprofit Outreach to Local Government**

Municipal governments have an important relationship with the census — both as consumers of the invaluable data it gathers and as partners in ensuring the complete and accurate count of our communities. Now is the time to contact your local officials and encourage their participation in the 2020 census. The following are key questions to ask your township, city and county officials. When contacting your local municipalities, you may want to start with your city manager, township supervisor, and county executive offices.

As with all advocacy you may need to write, call, and visit your officials to get answers to the following questions.

1. Is there a lead coordinator for our municipality’s efforts in support of the 2020 census?
   1. Ideally someone from within local government would be assigned to facilitate an outreach effort to get-out-the-count in our community.
2. Have you been in contact with the U.S. Census Bureau Regional Office?
   1. Michigan is covered by the Chicago regional office of the Census Bureau. The Census Bureau is in the process of hiring staff to coordinate and cooperate with local activities. However, it would be helpful for local officials to directly contact the regional office since there will be less U.S. Census staff on the ground in 2020 compared to 2010. The Chicago office can be reached at (630) 288-9200 or [Chicago.Regional.Office@census.gov](mailto:Chicago.Regional.Office@census.gov)
3. Are you familiar with the populations in our community that are traditionally missed in the census?
   1. Local leaders can play a critical role in reducing undercounts in their communities by helping the Census Bureau identify and focus on hard-to-count (HTC) populations. The U.S. Census Bureau and the City University of New York (CUNY) have mapping tools that are helpful in identifying areas of your community that are traditionally undercounted.
      1. ROAM: [www.census.gov/roam](http://www.census.gov/roam)
      2. CUNY HTC Interactive Database: www.censushardtocountmaps2020.us
4. Have you organized a Complete Count Committee for our area?
   1. To ensure a complete and accurate count, local government officials need to engage their community and develop trusted voices to provide information and motivation to residents in the area. One proven tool is the Complete Count Committee (CCC), a volunteer organizing body created at the local level to increase awareness of and participation in the census. As trusted messengers, nonprofit leaders can be key partners with local officials in the formation and implementation of a CCC.

Resources:

* National League of Cities Guide to Preparing for Census 2020 <https://www.nlc.org/sites/default/files/2018-10/Census%202020%20MAG_0.pdf>
* U.S. Census Bureau Guide to Census Complete Count Committees <https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf>