Rochester Hills, MI – Mayor Bryan K. Barnett announced that the City of Rochester Hills finished #4 in the nation for responding to the 2020 Census for cities with a population over 75,000. Eighty-five percent of Rochester Hills' population self-reported online, through the mail or via phone, beating its 2010 Census self-response rate of 79.1%.

The Census is important because it helps guide the distribution of billions of dollars in federal funds, determines congressional representation, defines how district lines are drawn, and provides an accurate snapshot of our community for local planning purposes -- all for the next decade. Reporting for the 2020 Census concluded on October 15, 2020.

“Our residents heard the message of how important it was to respond and they were outstanding. To be the number four city in the entire nation is simply incredible,” stated Barnett. “The higher our population, the greater the opportunity for local funding and the larger our voice. It’s so important that everyone be counted. Congratulations to the entire community!”

The City used a number of communications channels to raise awareness about filling out the Census form, including large banners placed in high traffic areas, direct mail, the City’s Hills Herald newsletter, billboards, as well as a digital presence on Facebook, Linkedin, Instagram and Twitter, plus Snapchat, YouTube and Google.

“We also reached people with signage in our parks, which had a big uptick in visitation during COVID-19. Members of our City Council were also actively engaged,” said Barnett.

“And I really value the strategic partnerships we built with our schools, universities, homeowners associations, civic organizations, our faith-based community, area nonprofits, apartment complexes, the Rochester Regional Chamber, our library, the OPC, and others. Everyone worked together, using their voices, to promote this critical and time-sensitive message. Our self-response rate would not have been nearly as high without their help,” he stated.

“I love when Rochester Hills sets the bar nationally and this effort will pay off each year for the next decade”.

Established in 1984, the City of Rochester Hills is a prosperous community offering residents and businesses superior services. Voted one of the top places to live by several sources including CNNMoney magazine, Rochester Hills is committed to sustaining its position among the nation’s preeminent places to live, work and raise a
family. Through the city's focus on health, education, and technology, the community continues to attract forward-thinking leaders and businesses.

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