

7/30/09

**City of Milwaukee Complete Count Committee
Draft Action Plan**

(Product of the CCC June 25 Planning Session and Other Prior CCC Meetings)

Mission Statement

Mission Statement: The mission of Milwaukee's Complete Count Committee is to count every resident in the 2010 Census so that our community receives a fair allocation of government resources and accurate legislative representation.

Goals/Strategic Objectives

Goal #1: Build a census outreach campaign targeted to raise census awareness among all residents using the knowledge, expertise, and leadership of community residents.

Strategic Objectives:

- Complete by October 1, 2009 a comprehensive marketing and outreach plan to reduce the potential of a census undercount in 2010.
- Reduce the workload in census follow-up operations (post Census Day - April 1, 2010) and improve cooperation with enumerators.

Goal #2: Increase the questionnaire mail response rate through a focused and structured neighbor-to-neighbor initiative.

Strategic Objectives:

- Increase mail return rate by 10 percentage points – from approximately 60% in 2000 to at least 70% in 2010.
- Establish contact with 75% of households by March 1, 2010.
- Establish contact with 75% of households that did not respond to the census questionnaire by May 1, 2010.

Goal #3: Empower every member of the community to take ownership of the census ensuring that the census is a 100% local effort.

Strategic Objectives:

- Ensure 100% state, local and tribal government, religious, community and social services organization involvement.
- Ensure 100% media and business involvement.

Broad Strategies Applicable to All Subcommittees/Timeline

August – December 2009

- Identify all CCC partners and firmly establish CCC network (consisting of trusted government, community and business leaders; faith-based and social and civic organizations; educators; the media, citizens and non-citizens - native born and foreign born - and encompassing all races, all cultures, all ethnicities and all nationalities).
- Define hard to count target areas – including those areas where questionnaire response rates were low using 2000 census data.
- Prepare local media lists and establish connections with all local media outlets.
- Designate a representative from each CCC Subcommittee to be the liaison to the media (could be the CCC Subcommittee Chairperson).
- Establish clearinghouse for census promotional materials (more than one location should be identified).
- Produce census promotional materials for distribution to residents in all relevant languages (i.e., Hmong, Chinese and Spanish).
- Identify appropriate locations for Census Questionnaire Assistance Centers (rank in priority order with special focus on hard to count areas).
- Create Milwaukee CCC website link available at government websites with local content/materials and links to the federal site www.census.gov
- Establish Speakers Bureau (of local residents and leaders who can tell the story about the census at community meetings and events).
- Ask all organizations in the CCC network to choose a month(s) and date(s) in which they will sponsor census activities to promote the census. Create “Activities Calendar.”
- Develop fundraising plan and secure funds to support census promotion activities.

January – March 2010

- Continue producing, re-producing and circulating census promotional materials for distribution to local residents in all relevant languages (i.e., Hmong, Chinese and Spanish).
- Add census messages to all meetings, events and correspondence.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the mail out of census questionnaires (i.e., “March to 2010” parade held close to Census Day).
- Place public service announcements in local media encouraging residents to complete and return questionnaires immediately.
- Saturate public access areas with easy-to-read and understandable census information customized for our community.
- Place a census message at every partner organization urging residents to complete and return their questionnaires (including one for front line call takers/customer service representatives).

April 2010

- Encourage community residents to cooperate with census workers in the door to door count.
- Place public service announcements in local media encouraging residents to cooperate with census workers in the door to door count.

May 2010

- Continue to encourage community residents to cooperate with census workers in the door to door count.

Strategies-Specific to CCC Subcommittees

Faith-based

- Contact all Faith-based offices to get top down support for a complete count.
- Contact ministerial associations such as Brothers and Sisters in Christ Services in Milwaukee (BASICS), Milwaukee Inner-City Congregations Allied for Hope (MICAH), etc. to engage these organizations in census awareness activities.
- Make personal visits to organized faith-based meetings and distribute information and materials.
- Offer census presentations at faith services.
- Host a religious leaders Breakfast to encourage faith-based participation.
- Partner with the Governor's Office on Community and Faith-Based Partnerships in sponsoring an event to involve religious leaders in census outreach activities.

Social Services/Anti-Poverty/Homeless

- Contact all community based organizations and social and civic groups to get top down support for a complete count.
- Require all community based organizations receiving Community Development Block Grant (CDBG) dollars in 2010 under the category of "community organizing" to implement at least two census awareness activities. (18 organizations across the city conduct community organizing in the poorest census tracts, covering 70 plus percent of the city).
- Distribute information in collaboration with local health organizations.
- Distribute information at child care facilities and Head Start programs.
- Distribute information in collaboration with community based organizations serving low-income residents (such as Social Development Commission and affiliated organizations, homeless shelters including Hope House, etc.).
- Distribute information to local retirement and nursing homes.
- Distribute information to all housing/homeless shelters (including public and assisted housing).
- Distribute information in collaboration with disabilities groups.
- Use "211" System to promote the census.

Government

- Ask all local, state and federally elected officials and tribal governments to encourage residents to complete and return questionnaires immediately (through newsletters, press conferences, etc.).

- Utilize mailing lists from government agencies to reach out to residents.
- Insert census information in mass mailings from government agencies (i.e., many City Departments issue newsletters on a regular basis as does the Common Council).
- Post signage and distribute brochures in government offices (including government supported housing) and high public traffic areas (libraries).
- Include census information in brochures and newsletters.
- Use public television and radio (Channel 25, MATA Community Media, Wisconsin Public Radio) to promote census.
- Place decals or bumper stickers on public vehicles
- Post signs on buses and at bus shelters.
- Engage neighborhood associations and block watch groups in census outreach.
- Place census logo on Government letterheads.
- Paycheck announcements for government employees.
- Engage government call takers/customer service representatives to remind citizens who call in to return their questionnaires beginning early in 2010.

Education/Youth

- Insert paycheck message line on MPS payroll notices.
- Implement Auto-dialer message to all MPS families.
- Send Census Newsletters to media and schools.
- Post signs and distribute flyers at school sports events.
- Provide arts and social studies curriculum materials to all schools (public and private).
- Distribute handouts/signs at child care and Head Start sites.
- Conduct outreach to colleges and universities (dorms, unions, etc.).
- Have youth help distribute census materials.
- Implement “Census In Schools Program” – guidance and curriculum provided at www.census.gov
- Sponsor a Hip Hop Event or something similar to reach hard to count young adults.
- Use social Internet sites as a tool to target college students.

Media

- Establish working relationship with the Regional Census Office (Director and Media Specialist) on media strategies.
- Partner with the Milwaukee Journal Sentinel – Milwaukee’s largest newspaper on census promotional campaign kickoff early in 2010.
- Broadcast public service announcements on local television shows and radio. All outlets are our partners (i.e., TV, radio, print, electronic/online, student publications, ethnic papers, chamber newsletters, etc.).
- Publish census articles and opinion pieces (op-eds) in local newsletters and newspapers.
- Tell the “census story” – use futurist to determine message.
- Create communications packets for all media outlets (articles, PSAs, “How To”, Op-Eds)

Business

- Contact local Chambers of Commerce to get top down support for a complete count.
- Contact business associations such as Milwaukee Metropolitan Association of Commerce (MMAC), Greater Milwaukee Committee (GMC) to engage these organizations in census awareness outreach.
- Advertise at local grocery and retail stores.
- Use phone banks to ask survey questions that act as prompter or auto calls.
- Establish Business Speakers Bureau (of local business leaders who can tell the story about the census at community meetings and events).
- Reach out to landlords and real estate managers (past history has shown problems with landlords and building managers throwing away census forms and doormen turning away enumerators).

Minority (African American, Hispanic, Hmong/Asians, Native Americans, etc.)

- Work to promote census with community anchors (such as churches/religious organizations, schools, universities, stores, employment assistance centers).
- Distribute census information to beauty and barber shops, sports bars, ethnic restaurants, minority businesses and churches.
- Develop messages that build trust – messages that are different from the mainstream addressing the hard to reach (i.e., imaging in their language). Engage local media in this process with special focus on minority media outlets.
- Develop a database of community events that will take place targeting minorities and make census promotional materials available.
- Recruit youth to develop and adopt a Census community outreach project.
- Recruit census takers and volunteers that look and speak the language of the residents they are collecting info from.
- Work with organizations serving residents on probation and parole (Department of Corrections).
- Make census promotional events fun and interactive (i.e., Hip Hop or similar event).
- Recruit Census Bureau Speakers from minority communities who can deliver messages that resonate to these populations (celebrity figures ideal).
- Create community liaisons and mediators for all targeted groups (African Americans, Hmong/Asians, Spanish, Native Americans, etc.).
- Host community educational town hall meetings targeted to minority populations (such as Islamic Centers, Lao Community Center, United Community Center, National Association for the Advancement of Colored People, Latinos United League (LULAC).
- Build a sense of ethnic pride around being counted – marketing ethnic identity.
- Engage community based organizations in providing outreach materials, doing PSAs and hosting community events.
- Set up census informational booths at community gatherings.