



2020 Census Briefing

City of Milwaukee Common Council
Judiciary and Legislation Committee Meeting

April 29, 2019

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City of Milwaukee

Department of Administration

- DOA responsible for most of centralized functions of City government including:
 - Budget and Management
 - Grants development and administration
 - Intergovernmental relations
 - Purchasing and procurement
 - Information technology
 - Small business development
 - Environmental sustainability


- Supports all of the City's mission delivery and service goals

- Provides planning, policy and management functions that assist the Mayor, Common Council and City departments

- Oversees census matters



Census Accomplishments

- ▶ Milwaukee has shown remarkable stability in its population numbers
 - ▶ Final 2010 Census count concluded that number of people residing in Milwaukee declined by less than four-tenths-of-one percent
 - ▶ Milwaukee deemed as one of highest performing cities in nation
 - ▶ Wisconsin ranked #1
 - ▶ Much of success can be attributed to the 2010 Compete Count Committee (CCC)
 - ▶ Milwaukee received national recognition for 2010 Census marketing campaign – thanks to the Common Council/City Clerk Public Information Manager and team
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Importance of Census and Impact

- ▶ U. S. Constitution (Article 1, Section 2) requires federal government to count every resident every 10 years – adults, children, noncitizens
- ▶ Census data used to decide how many representatives each state gets in Congress and how those districts are defined
- ▶ States use same information to draw legislative districts
- ▶ Over \$800 billion allocated annually to states, counties and cities based on census data (directly and indirectly)*
- ▶ Wisconsin receives approximately \$12.6 billion in federal funding annually based on census data
- Source: National League of Cities (Federal government uses \$675 billion direct aid)



Local Update of Census Addresses (LUCA)

- ▶ City accepted Census Bureau's invite to take part in the 2020 Census LUCA program in May 2018
- ▶ LUCA gives cities chance to verify accuracy of Census Bureau's address list used to deliver census questionnaires
 - 267,133 addresses reviewed and flagged for changes and deletes
 - 5,601 addresses added due to new construction and re-adaptive use
 - 2,981 more addresses in files after adds and deletes
 - 264,258 in 2020 compared to 261,277 in 2010
- ▶ Also, completed Boundary Annexation Survey for states to define geographic framework used to collect data

New Housing Construction Program

- ▶ City will sign up for Census Bureau's New Housing Construction program
- ▶ Program allows cities to add new housing construction units and re-adaptive use housing units in months leading up to 2020 Census
- ▶ Created after City successfully challenged Census Bureau's July 2007 population estimates – documented 5000+ new units missing
- ▶ City added over 1,000+ addresses in the 2010 Census through this new program above the 5,000+ added through the challenge
- ▶ More new units will be added through this program above the 5,601 new housing and re-adaptive use units already added through 2020 LUCA update

Complete Count Committees

- ▶ Complete Count Committees (CCC) play a key role in creating awareness in communities across out country
- ▶ Informed community members are more likely to respond to census
- ▶ CCCs utilize local knowledge, influence, and resources to educate communities and promote the census
- ▶ Through collaborative partnerships, Census Bureau and community leaders can reach shared goal of counting EVERYONE in 2020



Census Call to Action Day – Formation of CCC

- ▶ Mayor proclaimed April 1, 2019 Census Call to Action Day and announced City’s plans to form 2020 Complete Count Committee (CCC)
- ▶ CCC will be comprised of government, education, business, faith-based, and other community leaders - will concentrate efforts “hard to reach” populations:
 - People of color
 - Low-income
 - Single parent households
 - Homeless residents
 - People who live in group homes
 - Foreign born residents, people whose first language is not English

CCC Subcommittee Structure

- ▶ The CCC outreach subcommittees include:
 - Government
 - Business
 - Media/Communications
 - Hispanic/Latino
 - African American
 - Native American
 - Hmong
 - Education
 - Homeless/Group Homes
 - Faith-based
 - Reentry
 - Philanthropy
 - Grassroots/Organizing

- ▶ CCC training by U. S. Census Bureau will be scheduled in May

2020 Census Communications Campaign

- ▶ CCC will conform with Census Bureau's communications campaign platform –



- ▶ Theme tested in multiple languages (will be in English and 12 other languages)
- ▶ CCC will emphasize that the census is–
 - Quick
 - Easy
 - Safe and Confidential
 - Important – Funds many community programs

Ways We Can Work Together

- ▶ It's up to all of us to work together to count EVERY resident!
- ▶ Some activities could include –
 - Holding CCC kickoff meetings and media briefings
 - Participating in census rallies or parades
 - Coordinating census unity youth forums
 - Hosting Interfaith breakfasts and weekend events
 - Encouraging school involvement and classroom engagement
 - Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites
 - Helping recruit census workers when jobs become available



Census Bureau Jobs – Recruitment Help Needed

- ▶ Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census – seeking to hire:
 - Census takers
 - Recruiting assistants
 - Office staffs
 - Supervisory staff
- ▶ To be eligible, you must be 18 years old, have a valid Social Security number, and be a U. S. citizens
- ▶ Interested residents are encouraged to apply at:
<https://2020census.gov/jobs>

Major Challenges

- ▶ CCC efforts will be complicated by Census Bureau's new online plans
 - 80% of households will be invited to submit Internet responses (45% response rate anticipated) – can also respond by mail or phone
- ▶ Supreme Court pending decision on citizenship question may scare marginalized communities including immigrant population
 - Court will hear oral arguments late April and ruling expected in June
- ▶ Goal of CCC is to remove barriers – and perceived barriers – that may keep households from responding to the 2020 Census questionnaire



Census Mailings

- ▶ Census Day is April 1, 2020
- ▶ Timeline for Census Bureau mailings –

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Conclusion

WE ALL COUNT! WE ALL MATTER!

TOGETHER WE CAN!



Questions



If you have questions, please contact:

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