

# *Department of Administration*

## *Census Update*

**Judiciary and Legislation**

**February 1, 2010**

# Gearing Up - 2010 Census

## Successful Efforts

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### Census Challenge

- DOA led City team that challenged Census Bureau's July 2007 population estimates for Milwaukee — and we won!
- As a result, our population estimates were adjusted upwards about 30,000 people — from 573,358 to 602,782 residents.

# Gearing Up - 2010 Census

## Successful Efforts (Continued)

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### **LUCA Program**

- City took part in Local Update of Census Addresses Program in 2008.
- DOA ITMD reviewed Census Bureau's most current list and added over 5,000 addresses. Also recently added another 170 addresses through New Housing Construction Program.
- LUCA list will be used for mailing census questionnaires in March and for door-to-door count of households that miss April 1st deadline.

# Complete Count Committee (CCC)

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- CCC formed by Mayor Barrett and Council President Hines.
- CCC consists of government, business, and community leaders dedicated to raising awareness about the 2010 census among all residents.
- Our mission —  
*“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 adequate legislative representation.”*

# Our Challenge

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- Wisconsin was declared a high performer in 2000 census. The state's response rate was 75% and Milwaukee's was 65%.
- An estimated 446,763 Wisconsinites (8.3% of our state's population) live in Hard to Count areas. (*Leadership Conference on Civil Rights*)
- Hard to Count populations include:
  - Individuals below poverty and areas with low educational attainment.
  - Individuals receiving public assistance, disability or SSI.
  - Minority groups, immigrants, migrant workers.
  - Individuals who speak a language other than English at home.
  - Individuals from female-headed households.
- Biggest challenges facing Milwaukee in upcoming census:
  - Overcoming cultural and language barriers.
  - Eliminating fears about government surveys.

# CCC Action Plan Key Goals

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- Goal 1: *Build a census outreach campaign targeted to raise census awareness among all residents using the knowledge, expertise, and leadership of community residents.*
- Goal 2: *Increase the questionnaire mail response rate through a focused and structured neighbor-to-neighbor initiative.*
- Goal 3: *Empower every member of the community to take ownership of the census ensuring that the census is a 100% local effort.*

# CCC Action Plan

## Key Objectives/Strategies Set

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- Obtaining 100% involvement by community-based organizations is crucial.
- Why? Many people won't be swayed by the "trust me" message from government. They fear their information will be used by immigration officials, landlords, law enforcement and creditors.
- We need trusted voices of community advocates to explain census information is safe and private.
- Milwaukee organizations receiving CDBG funding (under category of "*community organizing*") are required to implement at least two census awareness activities.

# Impact of an Undercount

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- Undercount would result in loss of millions of dollars to our community. Federal government allocates more than \$400 billion annually based on census data.
- Wisconsin received about \$6 billion in 2008 or \$1,083 per capita from federal programs that distribute money based on census data (*Brookings Institute*).
- Undercount could weaken our voice in government. Census data determines how state legislative districts are drawn and number of seats Wisconsin will have in U. S. House of Representatives. In 2000, we lost a seat.



# Important Facts/Deadlines

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- Census is mandated by U. S. Constitution and every household must participate.
- This year's census form is shortest in history. Asks 10 simple questions and takes about 10 minutes to complete.
- Census forms will be mailed to all households around March 15th.
- The deadline for returning forms is Census Day, April 1st.

# Final Thoughts

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- We must all do our part in the upcoming census.
- If we fail to count every resident, we are only shortchanging ourselves and our community.
- Bottom line, the census is about economic empowerment and our voice in government.
- Visit: [www.milwaukee.gov/2010census](http://www.milwaukee.gov/2010census)