



2020 Census Briefing for Data You Can Use

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Department of Administration

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

- Supports all of 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 in mail in response rate to questionnaire and marketing campaign
- ❑ Wisconsin ranked #1
- ❑ Much of success can be attributed to the 2010 Compete Count Committee (CCC)

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 signed 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
- ❑ 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



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 formally kicked off June 12, and we need to onboard partners like you

- ▣ CCC 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
 - Re-entry population

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 Population
 - Philanthropy
 - Grassroots/Organizing

- ▣ CCC started work on its strategic plan yesterday – mission, goals, strategic objectives and strategies to employ

Ways We Can Work Together

- ▣ It's up to all of us to work together to count EVERY resident! Some activities could include –
 - Identifying synergies between your work and ours
 - Partnering on data analysis and mapping related to CCC efforts
 - Integrating 2020 Census messaging into daily work and activities
 - Encouraging census participation in communications - newsletters, social media posts, podcasts, mailings, and websites
 - Participating in census rallies or events
 - Helping recruit census workers when jobs become available (homeless residents are eligible for certain jobs)



Census Mapping Tools

- ▣ U. S. Census Bureau Mapping Tools can:
 - Make it easier to identify hard-to-count areas
 - Help us to learn more about social-economic/demographic characteristics of hard-to-count areas
 - Help us to identify partners to engage hard-to-count areas and create tailored messaging

- ▣ CCC and partners can access U. S. Census Bureau ROAM tool at:
<https://www.census.gov/roam>

- ▣ CCC and partners can access City University of New York Hard to Count Tool at:
<https://www.censushardtocountmaps2020.us>

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 ruled against citizenship question, but the controversy may scare marginalized communities including immigrant population
- ❑ Goal of CCC is to remove barriers – and perceived barriers – that may keep households from responding to 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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