2020 Census Briefing
for Data You Can Use
July 24, 2019
Sharon Robinson
Director, Department of Administration
City of Milwaukee
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
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 –

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 16–24</td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Conclusion

WE ALL COUNT! WE ALL MATTER!

TOGETHER WE CAN!
Questions

If you have questions, please contact:

Sharon Robinson, Director
Department of Administration
City of Milwaukee
Phone: 414-286-3828
E-Mail: srobins@milwaukee.gov