

2020 Census @
Madison Nonprofit Day



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United States®
**Census
2020**

October 31, 2019

What is the census?

- Every-ten-year population count required by the Constitution (since 1790).
- 9 questions – topics like race, Hispanic origin, housing tenure, etc.
- New in 2020: most households will receive letter invitations to respond online.
- Letters expected to arrive March 12-20, 2020.

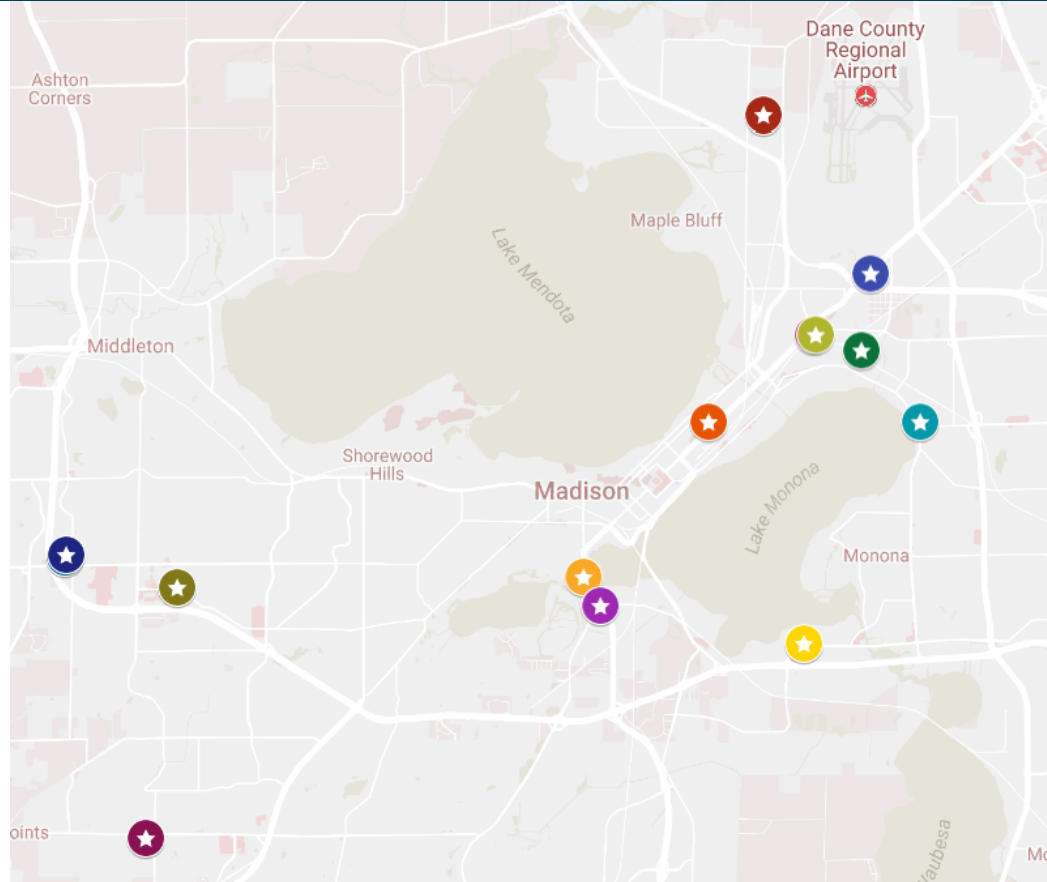
2020 Census Timeline

- **Now-December 2019: raise awareness!**
- January 2020-April 2020: encourage people to fill out census form
- January 2020: Census Bureau national advertising begins.
- March 12-20: households receive invitation to respond to census online (group quarters, like dorms, will receive earlier)
- May: Census staff person visits non-responding addresses.

Census Importance: Funding

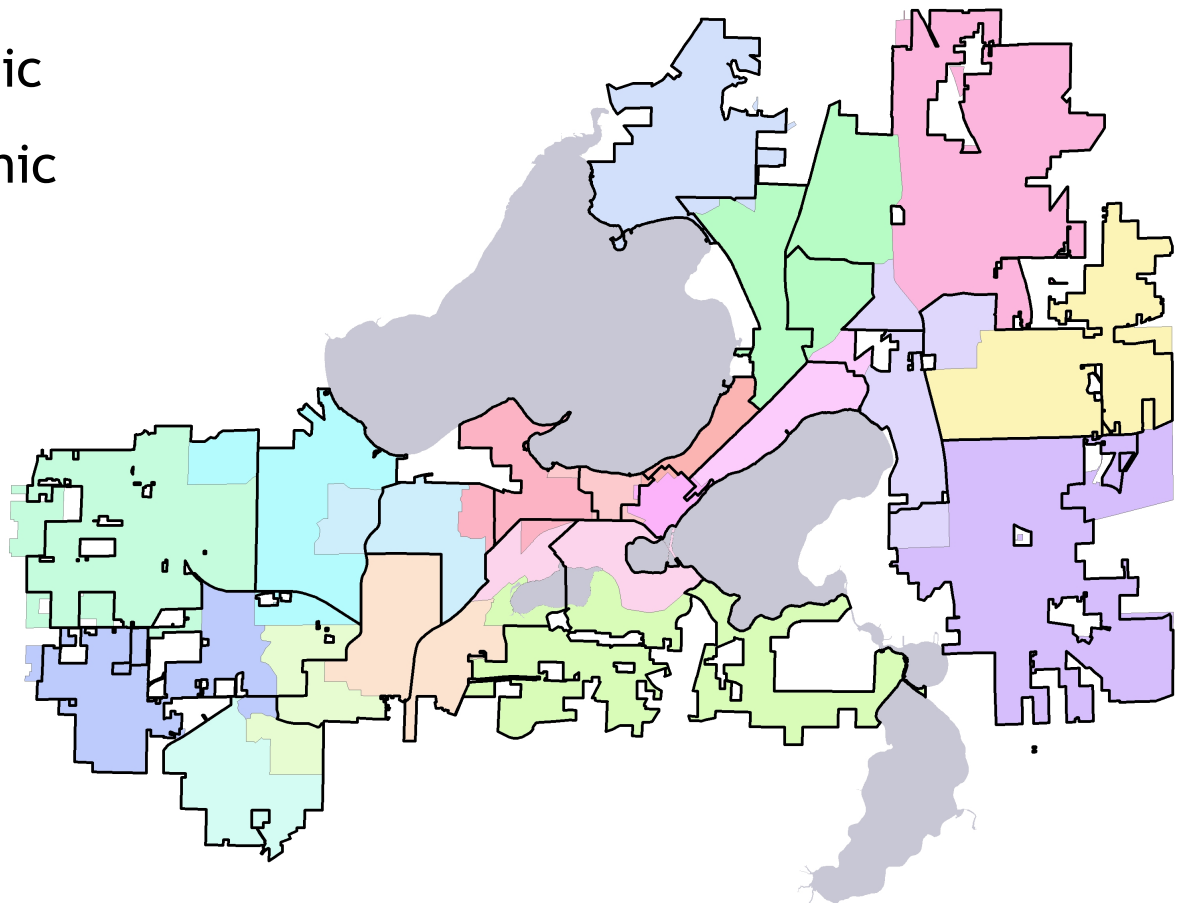
- Health care (Medicaid)
- Nutrition (SNAP, school lunch program, WIC)
- Education (student loans, Pell Grants)
- Affordable housing (LIHTC, USDA loans, Section 8, HOME)
- Transportation (highways, transit)
- Childcare (Head Start)

Funding – Affordable Housing



Census Importance: Representation

— = 2001-2011 Aldermanic
Districts
Colors = 2011-2021 Aldermanic
Districts



Hard-to-Count Populations

- People of color
- Young children (under 5)
- College students
- Renters
- Low income households
- Recent immigrants
- Non-English language households
- Homeless
- Households without internet access

Undercounting

2012 CBS News report: “. . . the census missed about 2.1 percent of black Americans and 1.5 percent of Hispanics, together accounting for some 1.5 million people. The percentages are statistically comparable to 2000, despite an aggressive advertising and minority outreach effort in 2010”

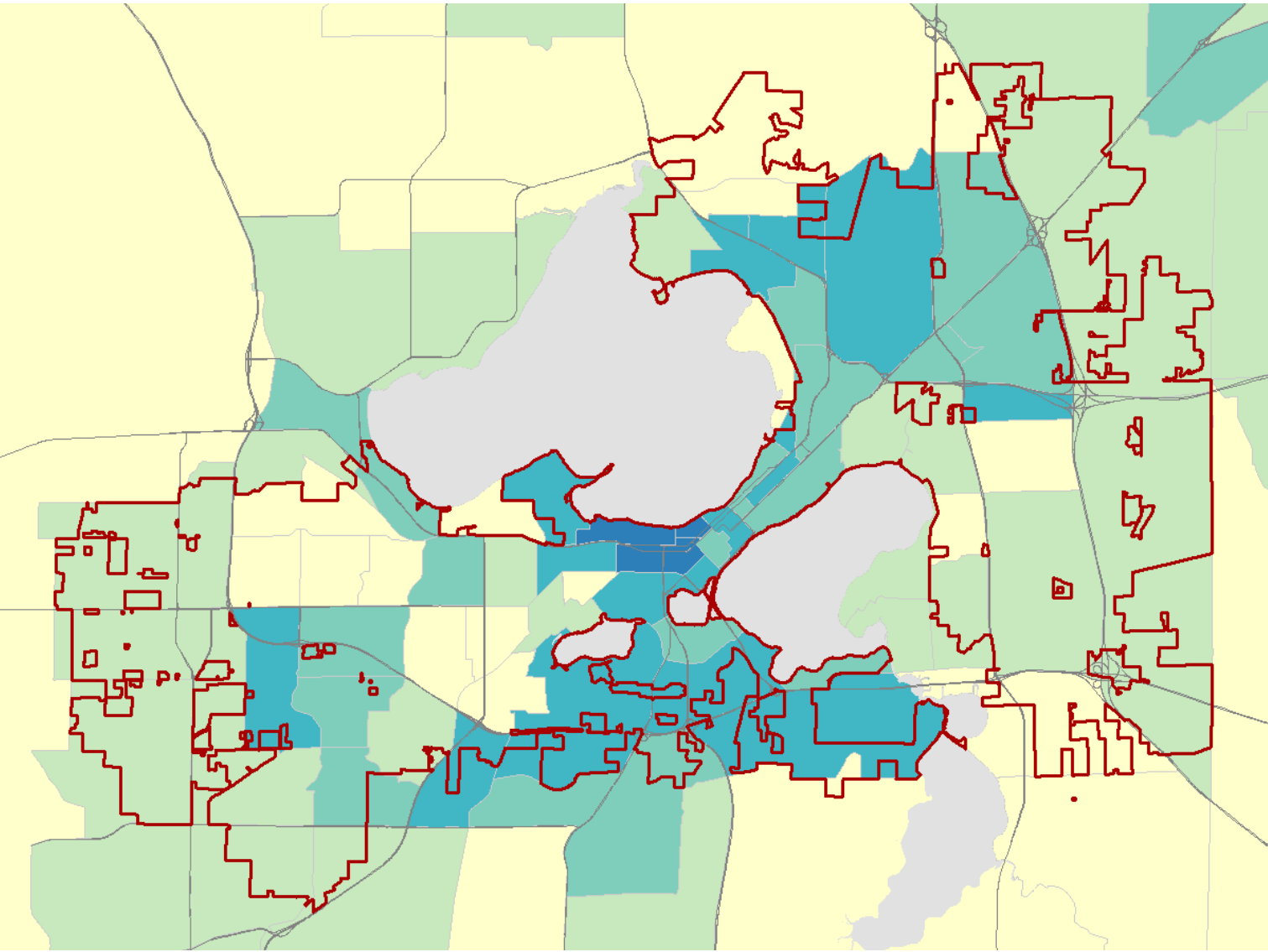
2018 WPR report: “. . . the 2010 census missed almost 1 million children younger than age 5 in its count and is likely to do the same in 2020.”

Estimated 2020 Census Response by Census Tract

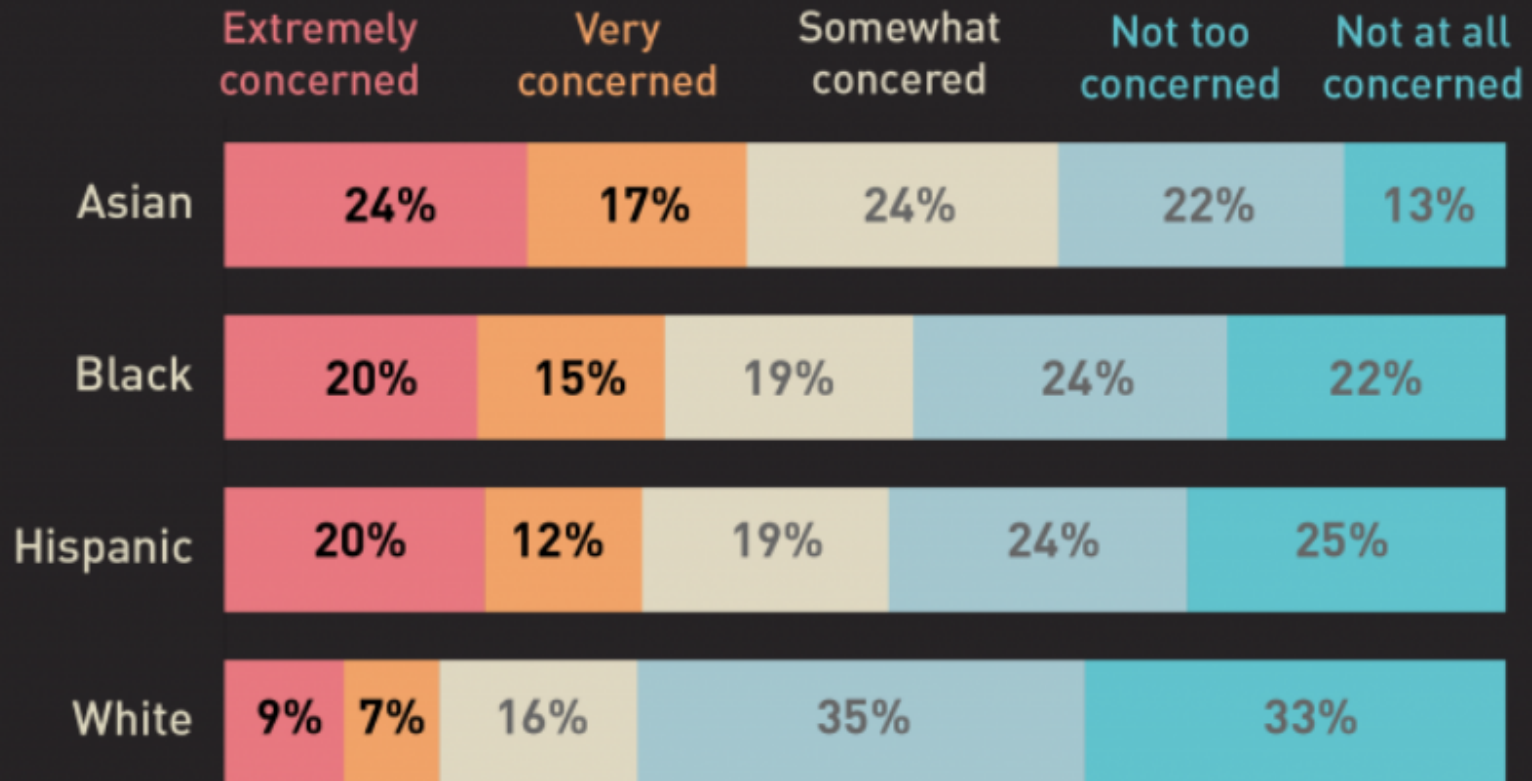
- Major Highways & Roads
- 30.0 to 48.4 (lowest response rate)
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9 (highest rate response)
- Not calculated



This map shows the US Census Bureau's predicted 2020 non-response rate by census tract, expressed as a percent of total estimated population. Source: Response Outreach Area Mapper (ROAM), US Census Bureau.

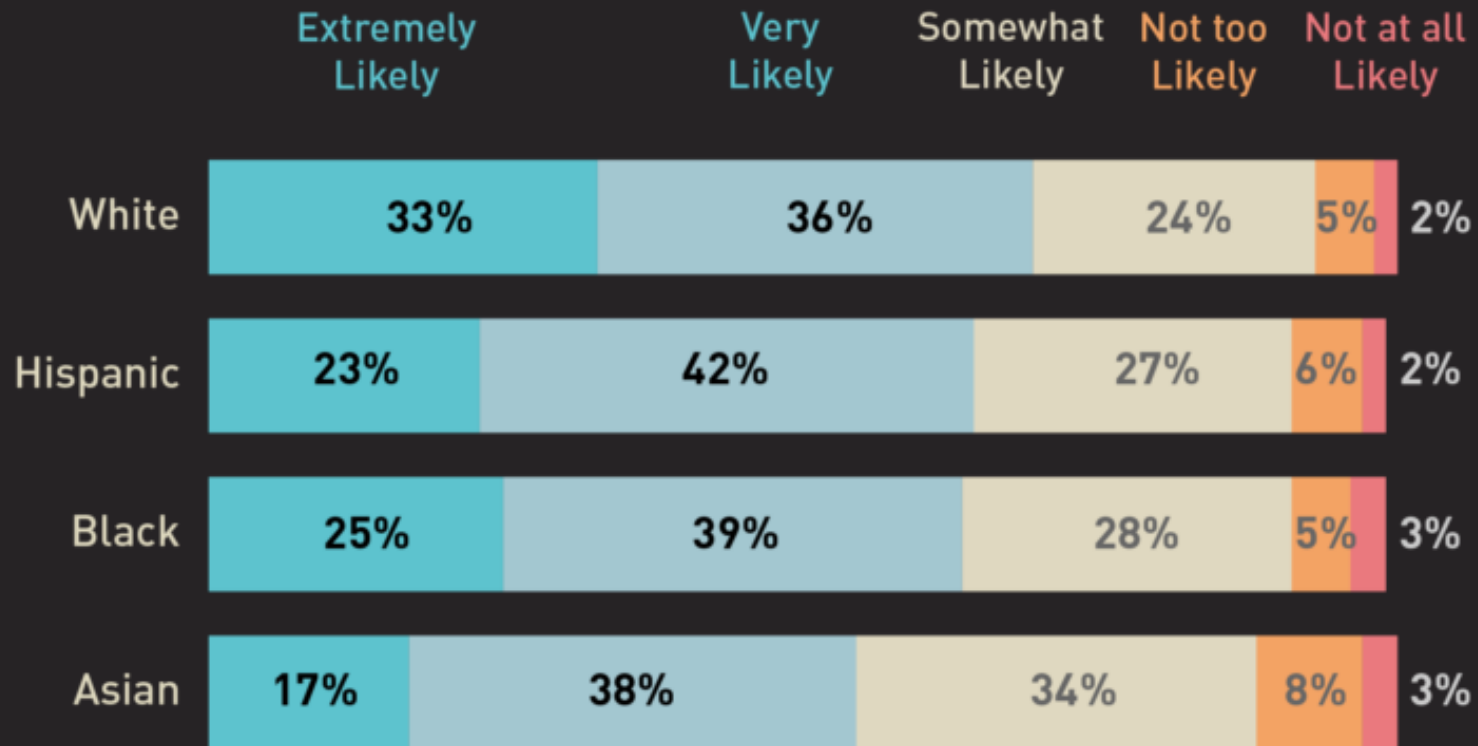


How concerned are you, if at all, that the answers you provide to the 2020 Census will be used against you?



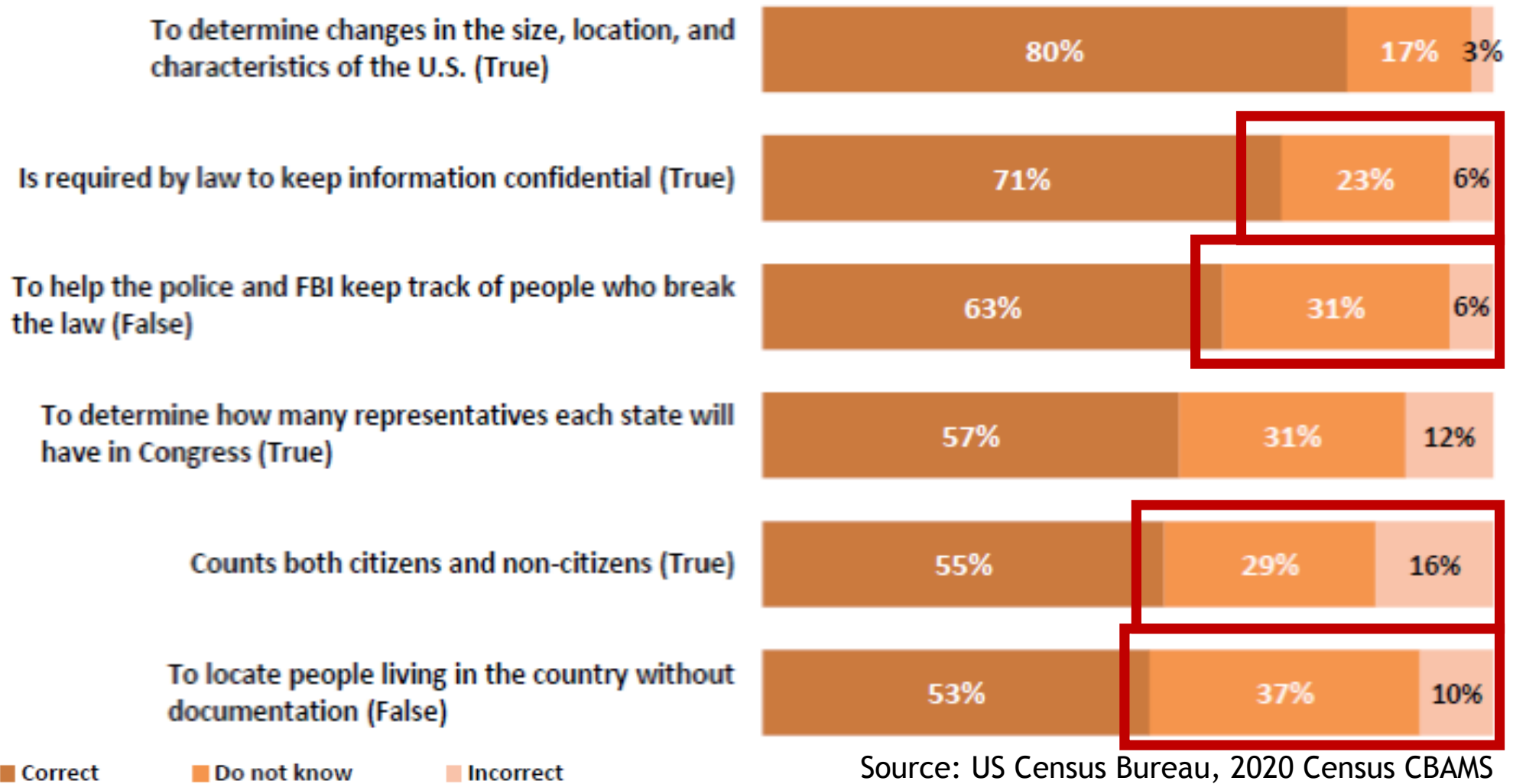
*Note: White, Black, Asian, and Small sample are non-Hispanic
Source: 2020 CBAMS Survey Report, U.S. Census Bureau*

How likely would you be to fill out the census form?



*Note: White, Black, Asian, and Small sample are non-Hispanic
Source: 2020 CBAMS Survey Report, U.S. Census Bureau*

Is the census used _____, or is it not used for this?



Source: US Census Bureau, 2020 Census CBAMS

What the City has done

- Formed a Complete Count Committee
- Formed a City Staff team: Mayor's Office, Library, Metro Transit, Clerk, IT, Senior Center, Planning, Community Development, Civil Rights
- Working with UW, MMSD on outreach to students
- Metro Ride Guide, transfer pass ads
- Distribution of half-page census flyers
- 2020 Census web page and email list

What the City has done

- Engagement with residents at community events
 - Juneteenth
 - Dane Dances
 - Outreach Magic Festival
 - AfricaFest
 - Warner Park Family Fun Night
 - Summer concert at Warner Park
 - Etc . . .

What the City has done

- Funding for Community Partners to undertake 2020 Census outreach:
 - Centro Hispano
 - Hmong Institute
 - Latino Academy of Workforce Development
 - Latino Chamber of Commerce
 - Freedom Inc.
 - Rebalanced Life Wellness Association
 - North Side Planning Council

What the City will do

- Ads/stories in traditional and community news sources
- Outreach via “traditional” city media, and social media, newsletter, blog avenues
- Presentations at some community events
- Water bill, property tax bill inserts
- Grocery bag inserts
- Outreach through major employers
- Work with houses of worship, community centers, homeless shelters, apartment associations, landlords, food pantries and more

We need help to spread the word . . .



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City of Madison 2020 Census

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