

Community Engagement

Community Engagement - Completed

- a. Worked with the City Attorney's Office and Purchasing to develop and release a **Call for Community Partners** to fund community groups/nonprofits to undertake outreach to Hard to Count Populations around the 2020 Census.
 - i. Distributed the Call for Partners to 300+ people/organizations.
 - ii. Selected seven Community Partners to undertake census publicity.
 - iii. Coordinated with Community Partners to sign Memorandums of Understanding.
 - iv. Held a Community Partner 2020 Census orientation workshop.
- b. **Events** - Publicized the 2020 Census at 20+ **community events** via flyers, tabling, emcee shout-outs, etc., in coordination with other City departments and with community groups.
- c. **Census Community Group**
 - i. Organized and hosted a 2020 Census Community Group **Workshop** at Warner Park Community and Recreation Center on 5/8/2019.
- d. **Presented** on the census and/or conducted Q&A at:
 - i. 10/2/2019 League of Women Voters event.
 - ii. 10/16/2019 Latino Support Network event.
 - iii. 10/31/2019 Madison Nonprofit Day.
 - iv. 11/2/2019 Mayor's Neighborhood Roundtable.
- e. **Neighborhood Resource Teams (NRTs)**,
 - i. Attended all nine meetings, all of which cover hard-to-count populations/areas, to introduce members to the importance of the 2020 Census and encourage outreach in the community.
- f. **UW**
 - i. Held initial meeting with Greg Bump (University Communications) and Joanna Gurstelle (ASM – Associated Students of Madison) and developed list of census student outreach ideas.
 - ii. Developed initial plan for UW outreach with Brenda Gonzalez and Greg Bump
 - iii. (1) article in The Weekly, (2) more articles upcoming
 - iv. Census promotion at student bus pass distribution
 - v. Presented to Student Council (ASM)
 - i. Coordinating with ASM Legislative Committee on Census outreach
 - vi. Contacted various students organizations regarding outreach
 - vii. Assisted with plan for counting students in residence halls through Group Quarters operation (will take place last 3 weeks in April)
- g. **Madison College**
 - i. Met with to discuss and coordinate on outreach to Madison College students and staff.
 - ii. Presented to Student Senate
- h. **Edgewood College**
 - i. Assisted with plan for counting students in residence halls through Group Quarters operation (will take place last 3 weeks in April)
- j. **Senior Center**
 - i. Coordinated inclusion of senior centers in a map of locations where computers are available to fill out the census.

- ii. Distributed census flyers and **11x17 poster** with timeline to be posted in all senior center facilities
- k. **MMSD**
 - i. Coordinated with MMSD to conduct 2020 Census outreach via schools and distribute 13,025 **census flyers** through 50 schools on enrollment day.
 - ii. **Winter-Spring new material prepared with tailored call-to-action- message for Spring Break**
 - 3 languages poster 11x17
 - Parent-teacher conference days – bookmarks
 - Census announcements in newsletters and on school web-pages
- l. **Child Care**

Coordinated with **child care** coordinator in the Community Development Division to conduct 2020 Census outreach via Childcare providers:

 - i. Distributed **Flyers** (500) to be distributed at all child care facilities.
 - ii. Distributed **11x17 poster** (50) with timeline to be posted in all child care facilities.
 - iii. Distributed Census Bureau info sheet on counting preschoolers and infants in the census.
- m. **Home Visit Programs (families with infants)**
 - i. Coordinated with Public Health
- n. Coordinated display of a 11x17 2020 Census timeline **poster**:
 - i. Public Health at four locations.
 - ii. Fire Department at all 14 stations.
 - iii. Police Department at all six police stations (oriented towards staff visibility).
 - iv. Engineering at Madison Municipal Building (12 posters).
 - v. South Madison Plan community partners to post at their discretion in the community (seven partners).
- o. **Community Partners Outreach and Education**
 - i. **Centro Hispano and Roots for Change** – Willy St. Fair 9/15; Viva Mexico 9/15; **Lussier Community Education Center** 9/17; Toki Middle School 9/24; La Movida – Centro Radio Show 10/2; Alliant Energy Center Festivals 10/23 and 11/26; weekly one-one conversations at Women Infants and Children (WIC) Clinics; Centro Hispano reception desk conversations; Three Kings Celebration 1/11/20; Roots4Change outreach and engagement in Latino neighborhoods and at Latino events and activities; Census worker recruitment at end of January 2020.
 - ii. **Freedom Inc.** – grassroots organizing in Southside, Bayview, Northport and Kennedy Heights neighborhoods; tabling at 11/29-11/30 Hmong New Year celebration, Cambodian New Year, ethnic grocery stores; AAPIA Voter Training 10/5; Food Justice Community Meeting 10/11; Community Conversations (door-door education) 10/25; Annual Haunted House 10/25; Hmong Class Graduation 11/12; Gaysgiving Dinner 11/28; Hmong New Year 11/29-11/30; 50 & Fab 12/3; Gift Wrapping Party 12/6; Broadway Community Center Pantry 12/18
 - iii. **Latino Academy of Workforce Development** –Viva Mexico Festival 9/15; Leopold Elementary School 9/15; Presentations to GED students at Latino Academy and Leopold Elementary School 11/22; Census presentations at bilingual customer service classes; hire Census ambassadors for door-door and educational presentations; La Movida radio shows; Latino Academy Holiday Party – Posada 12/7
 - iv. **Latino Chamber of Commerce** – FUNES Presentation (families with kids who have disabilities) 9/15; Formando Lazos Familiares (mental health services) 9/15; Census Info

- Meetings: Latino Chamber 11/7; Catholic Multicultural Center 11/16 and 11/19; MMSD Referendum – Census tabling 11/20; MMSD Referendum & Census Participation Shout-Out 11/25; Enlace at Synergy 11/22; Census on Radio Show – Los Madrugadores – 89.9FM; Census Info Meeting – Latino Chamber 11/25
- v. **Northside Planning Council** – assembled Census Steering Committee of 9 members representative of Northside demographics and organizations; hired Census outreach workers that reflect the diverse population on the Northside to help build trust and connect Northside residents and community partners to promote participation in Census 2020, table at community events, and coordinate and staff events to help residents complete Census 2020; regular listserv announcements and shout-outs on local media
 - vi. **Rebalanced Health and Wellness Association** – Back to School Haircutz Event 8/25; outreach and education at 6 barbershops – barber t-shirts with Census info
 - vii. **The Hmong Institute** – Bayview Community Resource Fair 10/14; Pre-New Year 11/9 for Thao Clan: VFW in Cottage Grove and Lo-Pha Clan: Colonial Club in Sun Prairie; Hmoob Kaj Siab Education 11/14; Hmong New Year 11/29-11/30
- p. Worked with CCC, Dane County, and the Urban League on opportunities to spread the word on the 2020 Census via Martin Luther King Jr. events 1/18/20-1/20/20.

Community Engagement - In Progress/Future

- a. **Child care** - Distribute further flyers or bookmarks for all facilities.
- b. **UW-Madison** - assist UW in 2020 Census outreach to students via CCC members.
- c. **Madison College**
 - i. Census message in emails to students and staff, staff newsletter
 - ii. Presentation to the Student Senate
 - iii. Article(s) in The Clarion – Madison College weekly newspaper
 - iv. Census promotion during March voter registration, mock voting
 - v. Census messages on TV monitors within campus buildings
 - vi. Future coordination specifically with S. Madison campus
 - vii. Flyers/tabling
- d. **Senior Center/MMSD** – investigate potential high schooler helper at senior center(s) in coordination with MMSD.
- e. 2020 Census **response rates** monitor in real time and coordinate with the Census Bureau on additional engagement and publicity for areas of the City that are lagging in response rate after April 1, 2020.
- f. **Community Partners Outreach and Education**
 - i. **Centro Hispano** – Centro community town hall and public service announcements in February and March; continued outreach and education by Roots 4 Change at WIC clinics, in neighborhoods and at events and activities.
 - ii. **Freedom Inc.** – town hall events and group education with partner organizations.
 - iii. **Latino Academy of Workforce Development** – outreach and engagement at all of the Academy's classes and employment trainings; case management meetings; Latino Family Resource Center monthly Census focus group; monthly radio program on La Movida.

- iv. **Northside Planning Council** – in March, host a series of census events for residents in the area to support online completion of the Census with dinner, childcare and computers; coordinate with Northside community organization partners; tabling; grassroots organizing by well-known outreach workers; Northside News, School Messenger, social media; culturally tailored rallies to help people complete Census forms.
 - i. **Rebalanced Life Wellness Association** – Tuesday Buzz radio program on 89.9FM; series of educational events and activities in February and March 2020; collaborating with Word of Life Church as well; health screenings with Census outreach; WORT – Pastor Gee – Black Like Me show and JP Patterson – Behind the Chair show on YouTube
 - v. **The Hmong Institute** – Hmong radio show, Hmong churches; Hmoob Kaj Siab; collaboration with Edgewood College, UW Madison, Madison College and Madison Metropolitan School District.
- g. Assist CCC members in 2020 Census outreach via homeless service providers, churches and houses of worship, and other avenues.
 - h. Work with Library on implementing the Library’s 2020 Census outreach plan.

Advertising/Publicity

Advertising/Publicity - Completed

- a. Set up City's 2020 **Census web page** in both [English](#) and [Spanish](#)
- b. Designed, printed (three print runs), and distributed approximately 5,500 [flyers](#) in Hmong, English, and Spanish at various events, some of which were in coordination with other City departments and various community groups.
- c. Coordinated with the Madison Water Utility and their bill vendor, Kubra, to distribute 52,000 census **inserts** with mailed November/December bills and include 2020 Census language on all **electronic bills**.
- d. Designed and ordered **bookmarks** for distribution through all Madison Public Library locations.
- e. Conducted 2020 Census advertising with Metro Transit:
 - i. Designed 2020 Census **Metro Transfer Passes** and coordinated with Metro to deploy passes.
 - ii. Designed 2020 Census Metro **Ride Guide advertisement** for placement in January 2020 Ride Guide.
 - iii. Worked with Metro to include 2020 Census **inserts** into **bus pass mailings** (~100/month).
 - iv. [Placed 2020 Census logo decals on all Metro Transit fare boxes \(220 logos\).](#)
 - v. [Placed Metro Transit digital census ad on screens at transfer points.](#)
- f. Worked with the Treasurer's Office to include 2020 Census **inserts** into **pet license renewal** mailings in November (~10,000 inserts).
- g. Worked with the Engineering Department to include a 2020 Census article in the yearly **WaterWays newsletter** that was mailed to 128,195 homes and businesses in October 2019.
- h. Wrote a 2020 Census **article** that was forwarded **to all Alders** for reposting on **blogs**, in neighborhood newsletters, etc.
- i. Emailed a 2020 Census article to all **neighborhood association** leaders and **newsletter editors** (173 email addresses) for reposting via neighborhood newsletters, Nextdoor, and other avenues.
- j. [Coordinated with the Finance Department to include 2020 Census inserts with property tax bills \(73,500 inserts\).](#)
- k. [City fleet vehicles.](#) Placement of 2020 **Census logo DECALS** on side doors (400 logos).
- l. [Worked with designCraft Advertising to develop a strategy for targeted advertising to reach hard-to-count populations, generate earned media, and place editorial content in various media.](#)
- m. [Worked with City Department/Division managers to have employees include the following in their email signature: "The 2020 Census is coming in March! To learn more about the census and why a complete count is important to the City, visit cityofmadison.com/2020Census. #MadisonCounts #2020Census"](#)
- n. [Compiled a social media calendar to plan out 2020 Census posts on Facebook and Instagram, along with tweets on Twitter.](#)
- o. [Worked with CDA/Housing to publicize the 2020 Census to their customers via flyers in rent mailings.](#)
- p. [Worked with designCraft Advertising to create a digital package of ready-to-use materials for CCC members to spread to possible 2020 Census publicity partners.](#)

Advertising/Publicity - In Progress/Future

- a. Madison Metro:
 - i. Metro Transit bus advertising campaign (sides of busses).
 - ii. Metro Transit 2020 Census flyers inside busses.
- b. Working with City Channel on producing a 2020 **Census video**.
- c. Coordinate with UW Health (CCC Member Juli Aulik) on 2020 Census publicity via UW Health channels.
- d. Distribute 2020 Census **bag inserts** to local grocery stores, community markets, and other select retailers, with a focus on hard-to-count areas of the city.
- e. Reach out to **food pantries** to distribute **flyers** to customers.
- f. Assist CCC members in outreach to **major** area **employers** to encourage their employees to fill out their census information.
- g. Reach out to Apartment Association and landlords to post/distribute 2020 Census information at **apartment buildings**.
- h. Work with Clerk's Office to undertake census publicity via February and April elections.
 - a. ~50,000 census handouts to Clerk for use at in-person absentee voting locations and polling places for February and April elections.
 - b. 100 City of Madison "census timeline" posters; 100 Census Bureau "census 101" posters for use at polling places
 - c. 3,000 inserts for February absentee ballots.
- i. Work with City IT to post 2020 Census information on front City web page and explore opportunities to include 2020 Census links on other city web pages.
- j. Social Media material. Requested photos to SC and MMSD, of seniors and school-age kids & parents posing with 2020 Census logos, timeline posters, or carrying a bookmark.
- k. Post 2020 census logos on all library front doors.

Media Engagement

Media Engagement - Completed

- a. Participated in five local **TV interviews**
 - i. 7/15/19 – ABC 27 (as yet unaired)
 - ii. 9/4/19 – NBC 15 – [“Local officials help U.S. Census Bureau prepare for 2020”](#)
 - iii. 9/26/19 – NBC 15 – [“2020 Census: ‘Everyone in the city counts,’ including homeless populations”](#)
 - iv. 10/9/19 – NBC 15 – [“Counting college students in the 2020 census”](#)
 - v. 10/28/19 – CBS 3 – [“Evers, Madison city officials: Fill out your 2020 census forms next year”](#)
 - vi. 12/12/19 – NBC 15 – [“How to register for the 2020 Census”](#)
 - vii. 1/12/20 – CBS 3 – [“Libraries host work for the census events”](#)
- b. Developed and released a request for proposals to solicit public relations assistance and selected designCraft Advertising.
- c. Recorded a segment on City Channel’s Senior Beat program.

Media Engagement - In Progress/Future

- a. Coordinating with designCraft and the Mayor’s Office to hold a 2020 Census **press conference** with the CCC and community leaders (~~January 28th~~, February 17th).
- b. Work with designCraft on engaging with media in early 2020 and **implement advertising plan** (meetings with editorial boards, press releases, etc).

Partnerships/Coordination

Partnerships/Coordination – Completed

- a. Worked with the Mayor’s Office to create a 2020 Census **Interagency Staff Team**. Coordinated with various City departments/divisions on 2020 Census outreach:
 - a. Library
 - b. Clerk
 - c. Mayor’s Office
 - d. Community Development
 - e. Senior Center
 - f. Engineering/streets
 - g. Metro Transit
 - h. IT
 - i. Public Health
 - j. Mayor’s Office
- b. Worked with the Mayor’s Office to introduce a resolution creating the **Complete Count Committee**.
- c. Worked to recruit Complete Count Committee members.
- d. Coordinated with Dane County on holding a May 8, 2019 Community Groups 2020 Census event.
- e. Coordinated with Dane County on **City-County 2020 Census outreach efforts**.
- f. Coordinated with Dane County on gathering data to produce a map of locations throughout Madison and Dane County where computers are available to the public to fill out the census.
- g. Attend advisory meetings for State of Wisconsin 2020 Census publicity efforts.
- h. Reached out to **other school districts** that overlap City of Madison boundaries (Middleton-Cross Plains Area School District, Verona Area School District, Sun Prairie Area School District) to encourage 2020 Census publicity via schools.
- i. Support CCC member coordination with other groups/organizations.

Partnerships/Coordination - In Progress/Future

- a. Coordinate email communication with **adjoining school districts** that have students from Madison on a ‘call –to-action’ and via electronic flyers
- b. Continue coordination with Dane County on census outreach.
- c. Continue coordination with Census Bureau staff on 2020 Census outreach.