

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. 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. 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. Attended all nine **Neighborhood Resource Teams** (NRTs), 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. Held initial meeting with Greg Bump (University Communications) and Joanna Gurstelle (ASM – Associated Students of Madison) and developed list of census student outreach ideas.
- g. Met with Madison College to discuss and coordinate on outreach to Madison College students and staff.
- h. Senior Center
 - i. Coordinated inclusion of senior centers in a map of locations where computers are available to fill out the census.
 - ii. Distributed **11x17 poster** with timeline to be posted in all senior center facilities
- i. Coordinated with **MMSD** to conduct 2020 Census outreach via schools and distribute 13,025 census flyers through 50 schools on enrollment day.
- j. 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.
- k. Coordinated with a variety of departments and community partners to post an 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).
- I. Community Partners Outreach and Education
 - i. **Centro Hispano** – Viva Mexico 9/15; La Movida – Centro Radio Show 10/2
 - ii. **Freedom Inc.** – AAPIA Voter Training 10/5; Food Justice Community Meeting 10/11; Community Conversations 10/25; Annual Haunted House 10/25
 - iii. **Latino Chamber of Commerce** – Census Info Meetings: Latino Chamber 11/7; Catholic Multicultural Center 11/16 and 11/19; MMSD Referendum – Census tabling 11/20
 - iv. **Rebalanced Health and Wellness Association** – Back to School Haircutz Event 8/25; outreach and education at 6 barbershops
 - v. **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

Community Engagement - In Progress/Future

- a. **MMSD** (all new material is proposed to have a tailored message for Spring Break)
 - i. Census announcements in newsletters and on school web-pages
 - ii. Presented sample of poster 11x17
 - iii. Parents-teacher conference days – bookmarks
- b. Distribute further flyers or bookmarks for all **child care** facilities.
- c. **Home Visit Programs** (families with infants)
 - i. Coordinate with Public Health
 - ii. Coordinate with Dane County consortium
- d. **UW-Madison** - assist UW in 2020 Census outreach to students via CCC members.
- e. **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
- f. **Senior Center** – investigate potential high schooler helper at senior center(s) in coordination with MMSD.
- g. **Monitor** 2020 Census response rates 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.
- h. **Community Partners Outreach and Education**
 - i. **Centro Hispano** – Roots4Change outreach and engagement in Latino neighborhoods and at Latino events and activities; create and distribute public service announcement to Latino focused media outlets; broadcast Census video via social media; bilingual programming including La Movida and others.

- 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; 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. **Latino Chamber of Commerce** – Enlace at Synergy 11/22; Census on Radio Show – Los Madrugadores – 89.9FM; Census Info Meeting – Latino Chamber 11/25.
- v. **Northside Planning Council** – 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.
- vi. **Rebalanced Life Wellness Association** – outreach and education with customers at 6 barbershops; coordination with Edgewood College Nursing students for outreach and engagement; Tuesday Buzz radio program on 89.9FM.
- vii. **The Hmong Institute** – Hmong New Year celebration 11/29 – 11/30; Hmong radio show, Hmong churches; Hmoob Kaj Siab; collaboration with Edgewood College, UW Madison, Madison College and Madison Metropolitan School District.
- i. Assist CCC members in 2020 Census outreach via homeless service providers, churches and houses of worship, and other avenues.
- j. 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).
- 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 in the yearly **WaterWays newsletter** that was mailed to 128,195 homes and businesses in October.
- 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.

Advertising/Publicity - In Progress/Future

- a. Coordinating with the Finance Department to include 2020 Census inserts with **property tax bills** (73,500 inserts).
- b. Working 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.
- c. Madison Metro:
 - i. Possible Metro Transit bus advertising campaign (sides of busses).
 - ii. Metro Transit 2020 Census flyers inside busses.
 - iii. Metro Transit digital ad on forthcoming screens at transfer points and major stations.
 - iv. Placement of 2020 **Census logo** on all Metro Transit **fare boxes (220 logos)**.
- d. Working with City Channel on producing a 2020 **Census video**.
- e. Placement of 2020 **Census logo** on **City fleet vehicles** (400 logos).
- f. Coordinate with UW Health (CCC Member Juli Aulik) on 2020 Census publicity via UW Health channels.
- g. 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.

- h. Assist CCC members in outreach to **major** area **employers** to encourage their employees to fill out their census information.
- i. Work with **CDA/Housing** to publicize the 2020 Census to their **customers**.
- j. Reach out to Apartment Association and landlords to post/distribute 2020 Census information at **apartment buildings**.
- k. Reach out to **food pantries** to distribute **flyers** to customers.
- l. Work with Clerk's Office to undertake census publicity via February and April elections.

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”](#)
- b. Developed and released a request for proposals to solicit public relations assistance and selected designCraft Advertising.

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 (anticipated for January 2020).
- b. Work with designCraft on engaging with media in early 2020 (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.

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.