



Purpose of the CCC

1. Assist Planning Division staff in development of the City's plan for increasing residents' participation in the 2020 Census, with a specific focus on historically undercounted populations.
2. Assist with implementation of the plan within Committee members' respective expertise areas and networks and with disseminating information through various channels, including the media.

Agenda

1. Background – why the census is important to the city
2. Hard-to-count populations
3. City 2020 Census activities to-date
4. Planned City 2020 Census activities
5. Discussion

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Importance of the Census

1. Funding
2. Representation
 - o Local government – City Council, County Board
 - o State government – Assembly, Senate
 - o Federal government – House of Representatives
3. Accurate Data

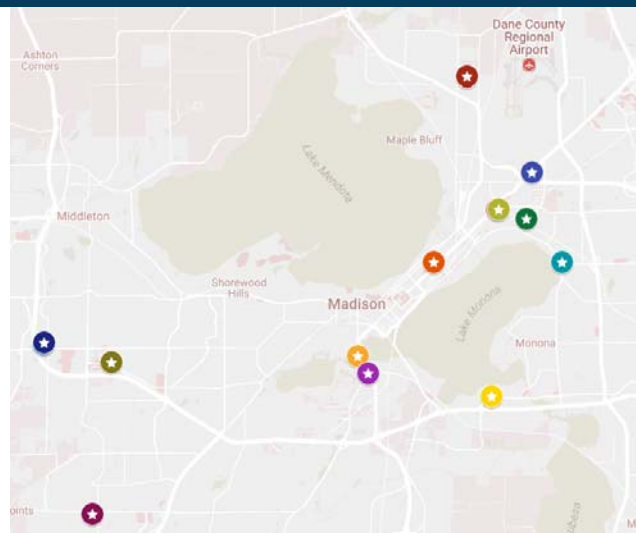
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Funding

- 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)

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Funding – Affordable Housing



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Funding

State delivers \$23.4 million in tax credits for Madison affordable housing projects

DEAN MOSIMAN dmosiman@madison.com Apr 18, 2019

TRY 3 MONTHS FOR \$3

Movin' Out/Mirus proposal just scored enough points to get credits

\$20m project with 59 affordable apartment units



Gorman & Co.'s proposed Valor on Washington affordable-housing project on the 1300 block of East Washington Avenue, one of two low-cost housing projects that received a combined \$23.4 million in state-administered federal tax credits. Two other low-cost housing projects in the city were denied tax credits.

GORMAN & CO.

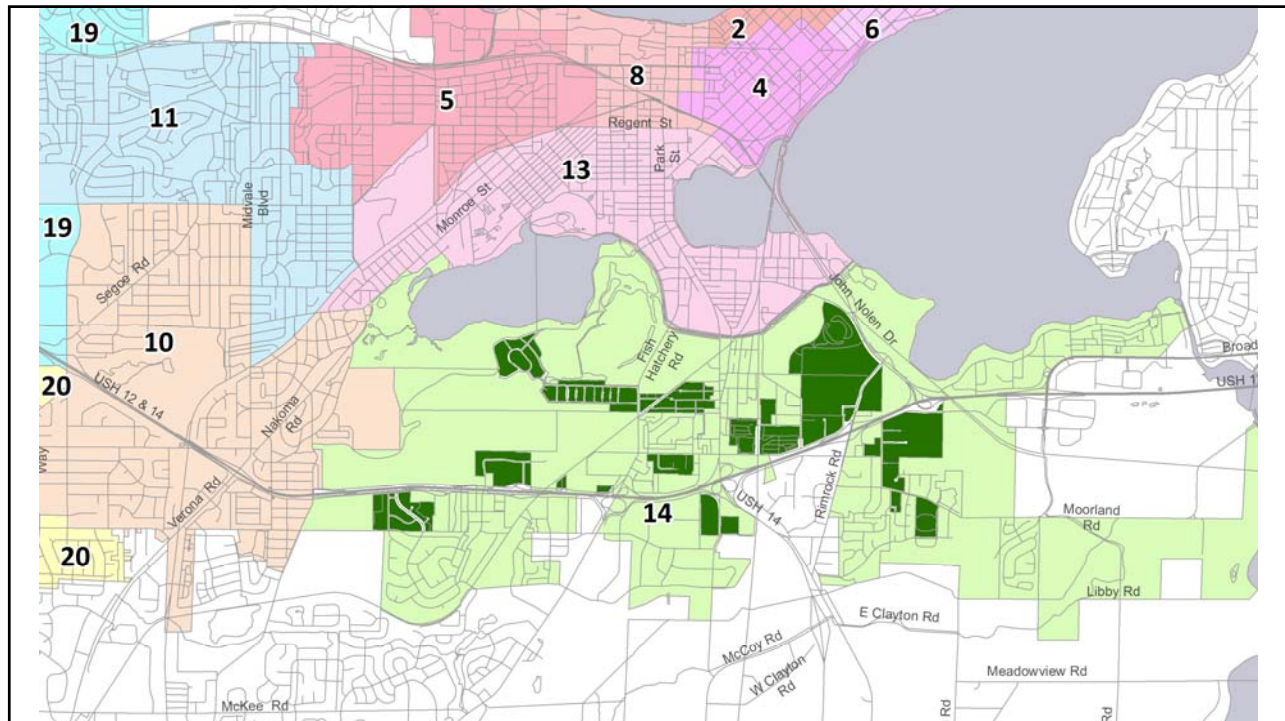
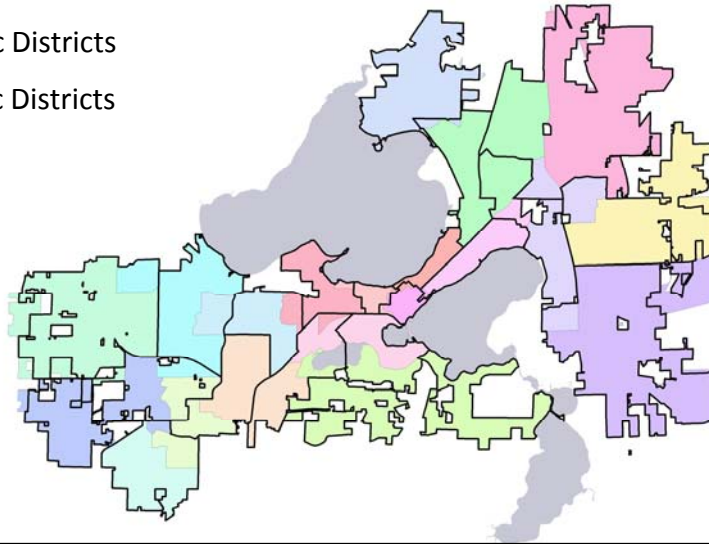
Funding - CDBG

- Community Development Block Grant (CDBG) funds used in Census Tracts with >50% of population is low/moderate income
- Funds to create neighborhood plans for Emerson East-Eken Park-Yahara, Darbo-Worthington-Starkweather
- Resulted in funding for improvements to area parks, support to small businesses

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

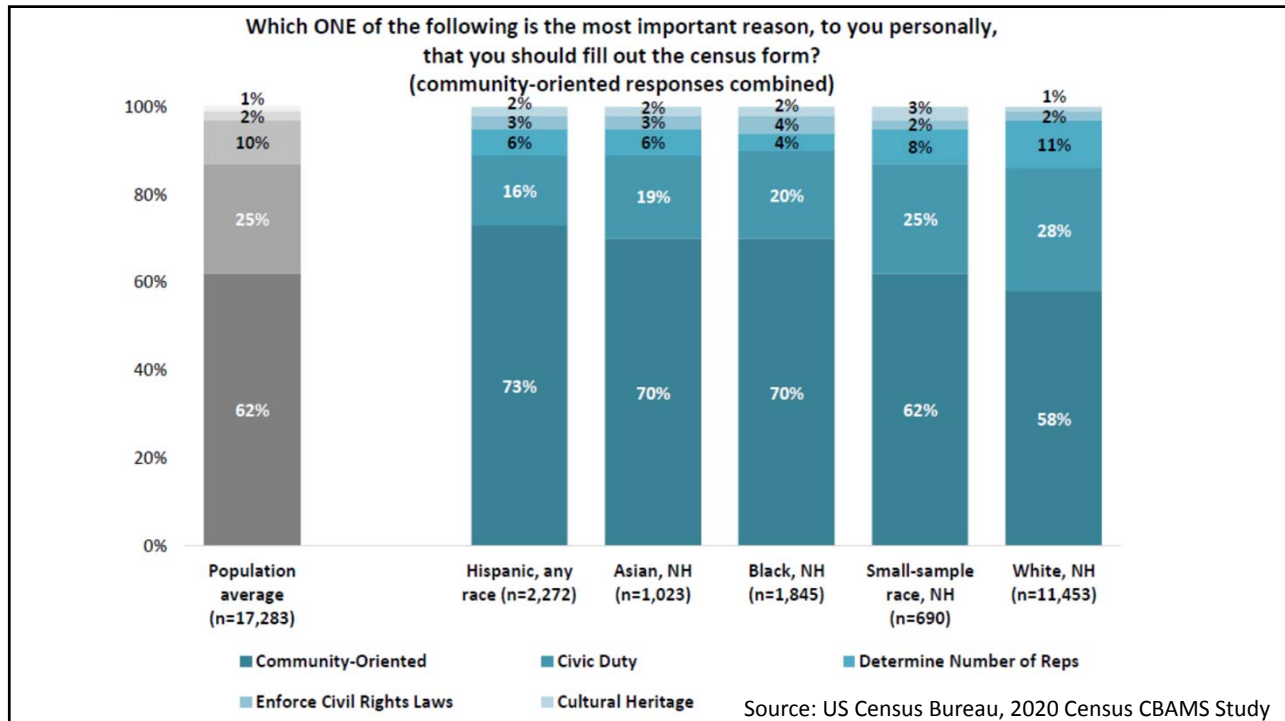
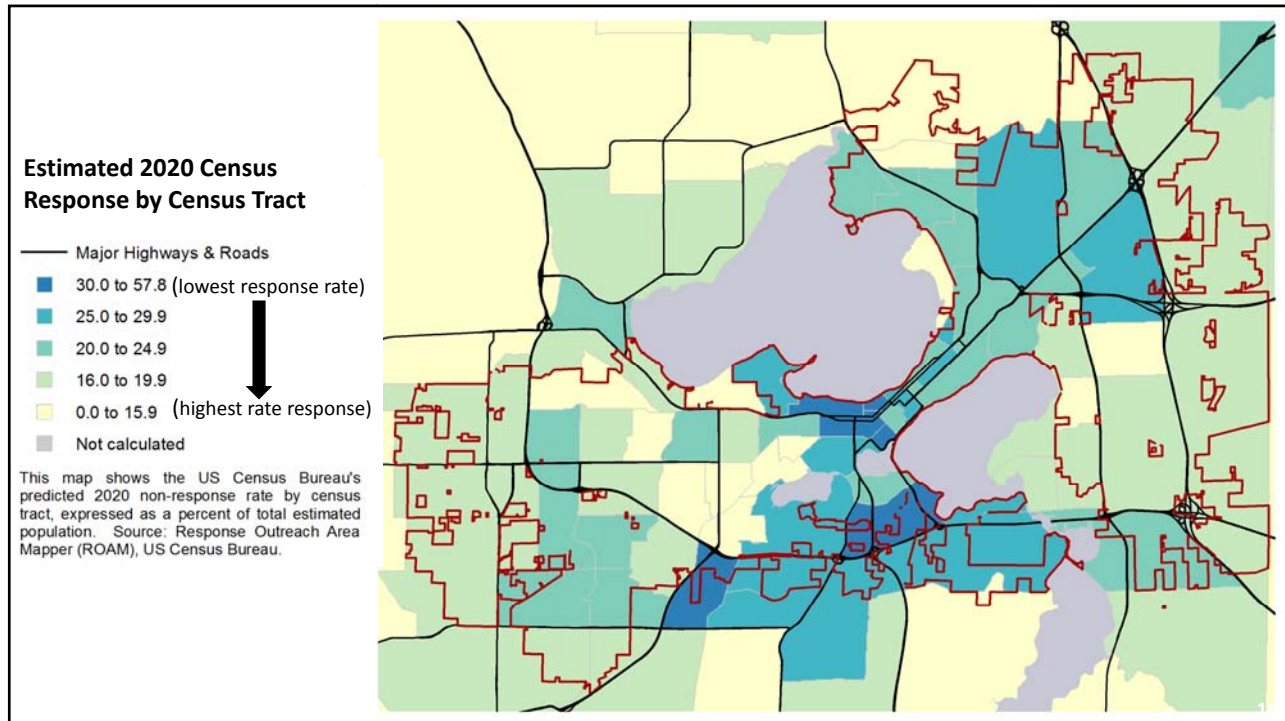
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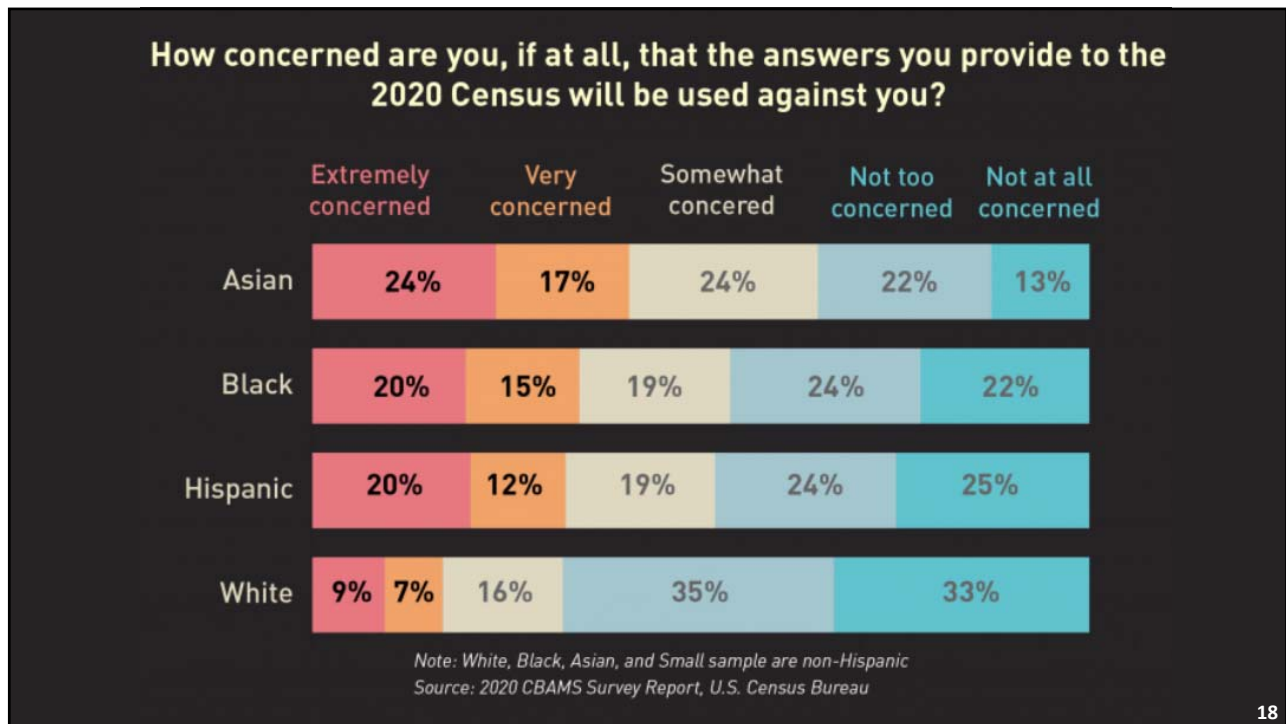
Undercounting

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 . . .”

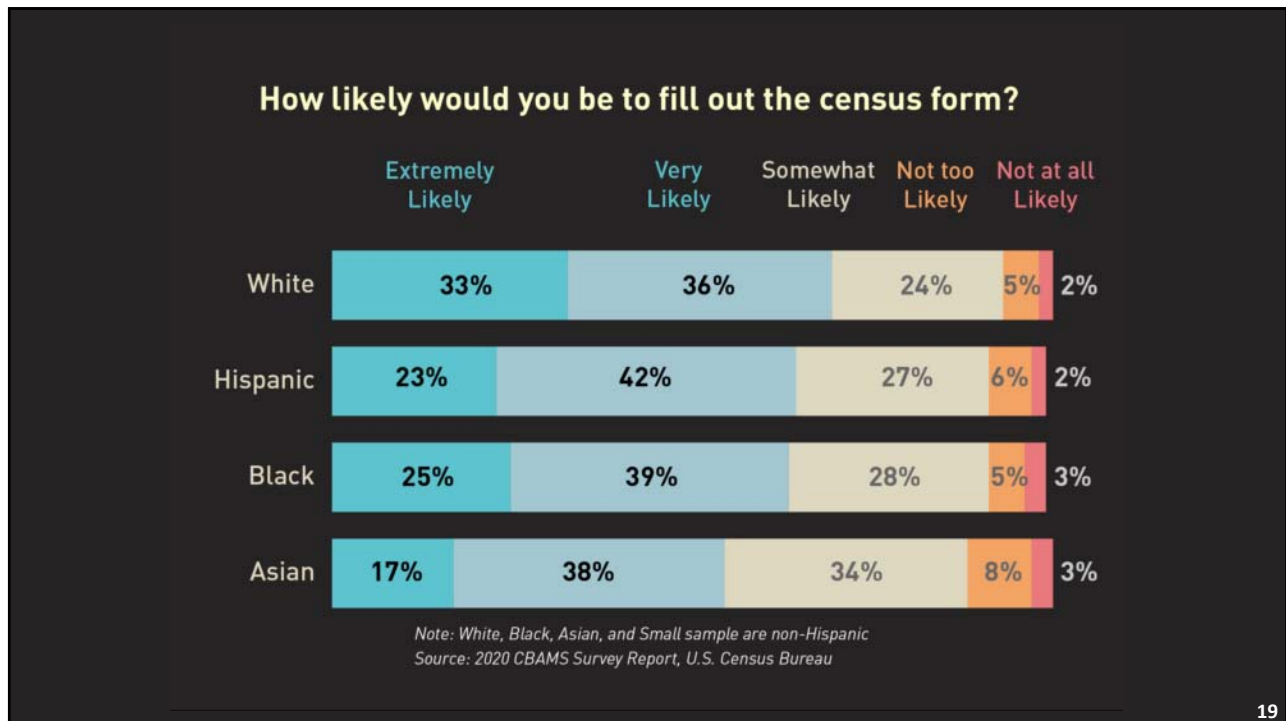
2018 WPR report: “. . . the 2010 census missed almost 1 million children younger than age 5 in its count and is likely to do the same in 2020.”

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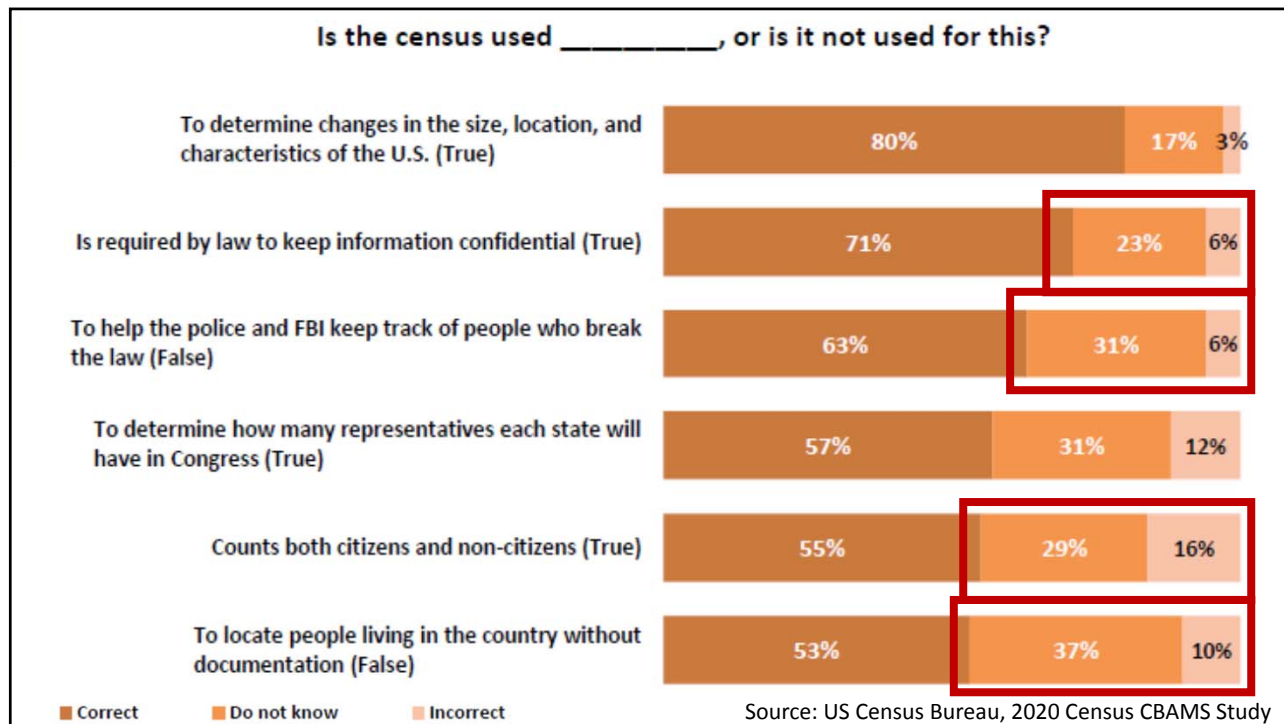




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What the City has done

- Formed a Complete Count Committee (you!)
- 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 . . .

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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

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What the City will do

- PR assistance (designCraft); 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

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What the City will do

- Grocery bag inserts
- Outreach through major employers
- Work with houses of worship, community centers, homeless shelters, apartment associations, landlords, food pantries and more

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Discussion

- Additional ideas for 2020 Census outreach
- CCC's role going forward
 - CCC members spreading the word on the 2020 Census
- Appointment ideas for two remaining CCC spots (especially need a representative from the Hmong/Asian communities)
- Set CCC meeting schedule through May 2020

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Contacts

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