



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft COMPLETE COUNT COMMITTEE

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Tuesday, September 22, 2020

4:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Chair Stubbs called the meeting to order at 4:07pm.

- Present:** 5 - Brenda S. Gonzalez; Andrew J. Statz; Juli A. Aulik; Shelia Stubbs and Corinda Rainey-Moore
- Absent:** 1 - Nina D. Gehan
- Excused:** 4 - Greg Bump; Taryn Johnson; Barbara Harrington-McKinney and Sheesenphooyw Moua

APPROVAL OF MINUTES

Motion by Statz, seconded by Aulik, to approve the minutes. Motion passed unanimously by voice vote.

DISCLOSURES AND RECUSALS

None.

- [61631](#) Complete Count Committee Public Comment Period
There were no registrants.
- [58601](#) COMPLETE COUNT COMMITTEE CENSUS OUTREACH DISCUSSION
 - Rainey-Moore said that census enumerators were still active, and that it is important to continue to publicize the census so people answer their doors when enumerators knock.
 - Stubbs joined the State CCC for one meeting, focusing on publicity for traditionally undercounted populations. This included providing information on temporary housing at hotels for people experiencing homelessness - forwarding information from Dane County that was mostly for the west side of Madison.
 - Stubbs said Black caucus members have been brainstorming what's working and what's not and trying to get the word out to the community on the census.
 - Rainey-Moore stated she also worked to make sure those staying in hotels were counted, submitting information from Kelly LaGrande, who works with the homeless population.

3. [57166](#)

STAFF UPDATE ON CITY 2020 CENSUS ACTIVITIES

a. Response rate and census timeline update: staff updated the CCC on the current timeline, which has the census ending on September 30, 2020. There is a court case that may result in the October 31 deadline being reinstated. Dane County is in the top 100 counties nationwide in terms of self-response rate. If the different method of counting off-campus UW students is accounted for, Madison has exceeded its 2010 self-response rate. Staff noted that, as enumerators have done their work, the self-response rate becomes less relevant, since most of the remaining people are counted in person by enumerators.

b. UW census publicity: No major updates.

c. Community partners; "Census couch party": Staff is working with Community Partners to host a final "Census Couch Party" on Facebook. No final date has been selected; the date may depend on whether the census deadline changes. There may be more than one event - Freedom, Inc. may host one, with the Latino Chamber, Latino Academy, and Centro collaborating on another.

d. Apartment outreach: Staff updated the Committee on efforts to reach out to apartment owners and managers to encourage them to work with Census staff to access buildings and convey the importance of the census to their tenants. Hundreds of calls have been made, focusing on traditionally undercounted areas of the city.

e. Press releases and articles in community publications: Staff worked with designCraft to place a census piece in Madison 365 and develop a press release that was posted on September 21. Northside News and Eastside News have also done recent census articles.

f. Mobile Questionnaire Assistance: Staff has been working with Becky Schigiel from the Census Bureau to help facilitate MQA. Schigiel stated that recent sites have been at the Library's Dream Bus, at various Clerks Office voter events, food pantries, community centers, the UW Campus, State Street, latino groceries and bakeries, churches, and other places around the community. Upcoming MQA sites include food pantries, the City-County Building, the Catholic Multicultural Center, at least eight of the "Democracy in the Park" voter registration/ballot drop-off events, and Breese Stevens Field, among others.

g. Absentee ballot insert: Staff worked with the Clerk's Office in have 80,000 "There is still time to complete the census" inserts into absentee ballots.

Rep. Stubbs thanked the Committee, City staff, and Census Bureau staff for their work in getting a complete count.

Gonzalez thanked Committee members and staff for their contributions in publicizing the census.

Ald. Harrington-McKinney said it was a pleasure to serve on a committee that was doing such important work in the community.

Staff thanked the Committee for all of their work making connections in the community to talk about the importance of the 2020 Census. Having trusted community leaders speak about the census was critical to getting a complete count.

Aulik and Rainey-Moore said they were glad to be able to serve on the Committee and thanked other committee members for their work.

McKinney joined the meeting at 4:38pm. Statz left the meeting at 4:38pm, following McKinney's arrival.

- Present:** 5 - Brenda S. Gonzalez; Barbara Harrington-McKinney; Juli A. Aulik; Shelia Stubbs and Corinda Rainey-Moore
- Absent:** 1 - Nina D. Gehan
- Excused:** 4 - Greg Bump; Andrew J. Statz; Taryn Johnson and Sheesenphooyw Moua

ADJOURN SINE DIE

Motion by Aulik, seconded by Harrington-McKinney, to adjourn sine die. The motion passed unanimously by voice vote, and the meeting was adjourned at 4:52pm.