



## Legislation Text

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**File #:** 54496, **Version:** 2

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### Fiscal Note

The proposed resolution authorizes the establishment of an ad hoc Complete Count Committee to work with the Census Bureau for the 2020 Census. The committee will be comprised of 11 members with representation from UW-Madison, the Madison Metropolitan School District, residents representative of those typically undercounted, and a member of the Common Council Executive Committee, to be appointed by the Mayor, subject to Common Council confirmation. The 2019 Adopted Operating Budget includes \$75,000 for 2019 expenses associated with Complete Count activities. The total cost of the Complete Count is contingent upon the \$75,000 appropriation remaining in the 2020 Adopted Budget for 2020 expenses. No additional City appropriation is required.

### Title

SUBSTITUTE - Establishing an Ad Hoc Complete Count Committee and making a commitment to work with the Census Bureau to ensure a complete count of City of Madison residents in the 2020 Census.

### Body

WHEREAS, the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of all persons living in the United States of America; and,

WHEREAS, the City of Madison is committed to ensuring every resident of the City is counted; and,

WHEREAS, federal and state funding is allocated to communities and decisions are made on matters of national and local importance based, in part, on census data; and,

WHEREAS, census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for accurate and fair redistricting of state legislative seats, county board districts and city council districts; and,

WHEREAS the information collected by the census is confidential and protected by law; and,

WHEREAS the Census count requires extensive work that necessitates local partners to ensure a complete and accurate count; and,

WHEREAS a united voice from business, government, community-based organizations, faith-based organizations, educators, media, and others will enable the 2020 Census message to reach more City of Madison residents; and,

WHEREAS, the City has budgeted a total of \$150,000 for 2019-2020 to publicize the importance of the census and work with community organizations to publicize the census, especially with regard to connecting with historically undercounted populations, such as communities of color and college students,

NOW, THEREFORE, BE IT RESOLVED that the City of Madison is committed to partnering with the U.S. Census Bureau, and will:

1. Support the 2020 Census by disseminating 2020 Census information.
2. Encourage City residents and organizations to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Support census takers in their work to complete an accurate count.

4. Strive to achieve a complete and accurate count of all persons within the City; and,

BE IT FURTHER RESOLVED the Mayor and Common Council do hereby create the Ad Hoc Complete Count Committee comprised of eleven members (9 members plus 2 alternates) as follows: UW-Madison Chancellor designee and alternate, Madison Metropolitan School District Superintendent designee and alternate and seven other members, including residents representative of those typically undercounted, **and a member of the Common Council Executive Committee**, to be appointed by the Mayor, subject to Common Council confirmation:

The Committee shall:

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 disseminating information through various channels, including the media; and,

BE IT FURTHER RESOLVED, the Ad Hoc Complete Count Committee and city staff will coordinate Complete Count efforts with other local and regional governmental entities; and,

BE IT FINALLY RESOLVED that the Ad Hoc Complete Count Committee will be staffed by the Planning Division and will meet as needed from the spring of 2019 through July 31, 2020.